

- [54] **CREDIT CARD MAILER**
- [76] Inventor: **Paul J. Kalb**, 219 Jackson Avenue,
Mineola, N.Y. 11501
- [22] Filed: **Nov. 26, 1971**
- [21] Appl. No.: **202,399**
- [52] U.S. Cl.**229/92.8, 229/92.9, 229/73,**
229/70
- [51] Int. Cl.**B65d 27/04, B42d 15/00**
- [58] Field of Search.....**229/70, 71, 72, 73,**
229/92.3, 92.8, 92.9, 87.5

Primary Examiner—Davis T. Moorhead
Attorney—Charles E. Temko

[57] **ABSTRACT**

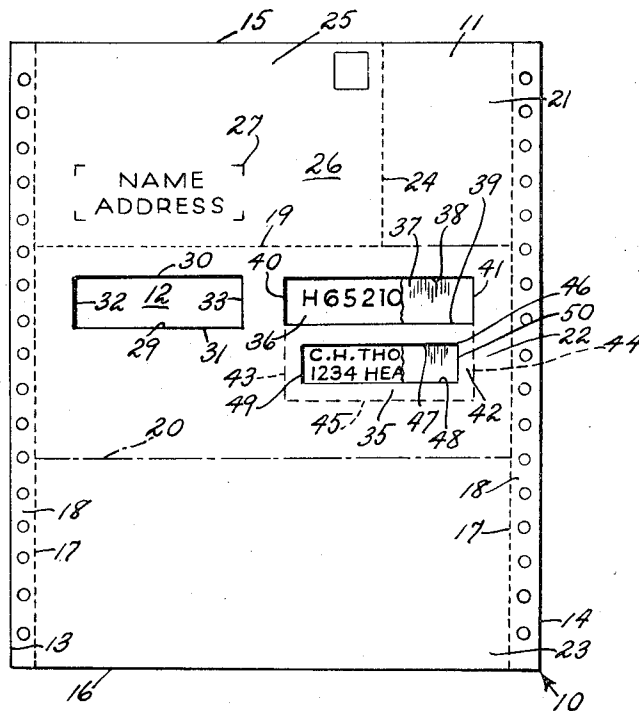
An improved mailing device for credit cards including first and second lamina which are glued or otherwise laminated in selected areas to form at least two interconnected fold portions. A first portion includes a predetermined area upon which a computer prints required indicia. A second fold portion includes a cut out area, which, when said first fold portion is placed in overlying relation with respect to said second fold portion, overlies said predetermined area so that printed indicia is visible therethrough. The second fold portion includes a pocket for supporting a credit card between said first and second lamina in such manner that the indicia on the card is visible and comparable against the corresponding computer printed indicia prior to folding, and inserting the device into a conventional window envelope for mailing. A portion of the mailer is frangibly interconnected to the remaining parts of the device, so as to be detachable and used as a postcard acknowledging receipt of the credit card.

[56] **References Cited**

UNITED STATES PATENTS

1,946,751	2/1934	McCarthy.....	229/92.8 X
2,078,873	4/1937	Binger	229/92.3 X
2,138,250	11/1938	Lee	229/92.8
2,568,941	9/1951	Benson	229/87.5 X
3,190,541	6/1965	McLaughlin et al.	229/92.8
3,193,182	7/1965	Yakovljevic.....	229/92.8
3,266,714	8/1966	Heuberger.....	229/92.8
3,288,350	11/1966	Kushner	229/92.3

3 Claims, 5 Drawing Figures



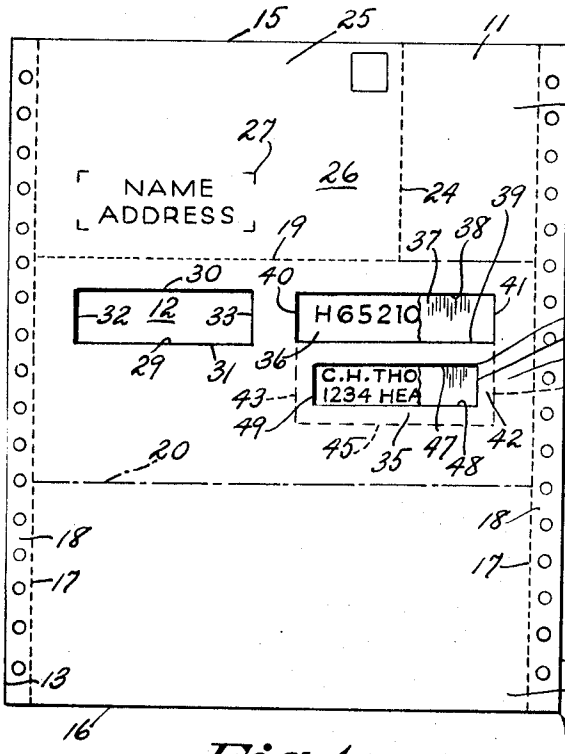


Fig. 1

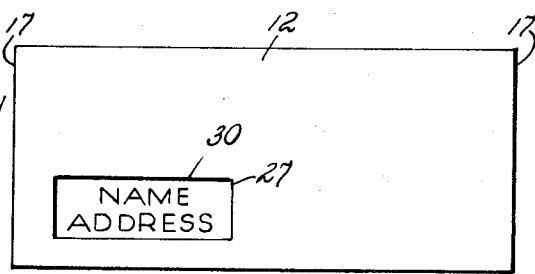


Fig. 2

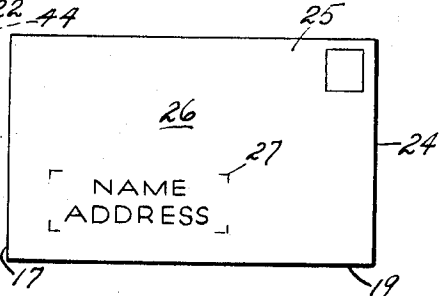


Fig. 3

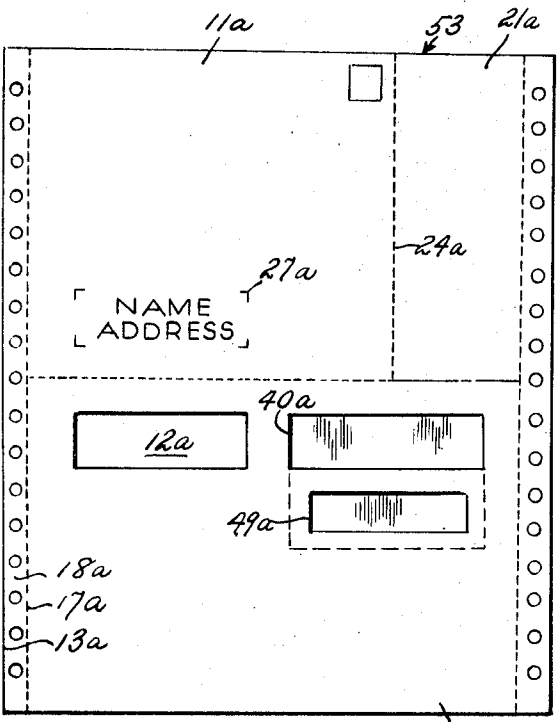


Fig. 4

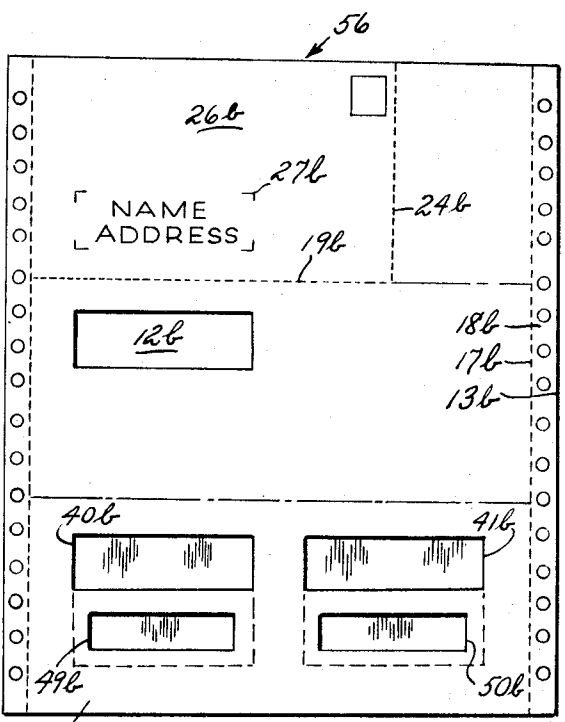


Fig. 5

CREDIT CARD MAILER

This invention relates generally to the field of mailing devices, and more particularly to an improved carrier for mailing credit cards.

Principally as a protection against loss of credit cards and the subsequent unauthorized use of the same, it is common practice to eliminate any reference to the address of the card holder, and the card normally bears a raised indicia suitable for duplication which includes only the name of the holder, and the account number. Thus, when new credit cards are mailed to a card holder, a separate mailing label is normally required. For obvious reasons, it is desirable to mail credit cards in a holder which prevents the same from shifting within a mailing envelope, and to some extent conceals the fact that a credit card is enclosed. These mailers are customarily inserted in an addressed envelope for mailing, the folded mailer normally occupying substantially the same dimensions as the interior of the mailing envelope. Once the credit card has been inserted in the mailer, it is difficult to compare it with the address on a pre-addressed envelope, with the result that occasionally a card destined for one card holder is addressed to another card holder. This invariably requires return of the incorrect card, and the remailing of a new one, during which time the card holder is without the proper card.

It is therefore among the principal objects of the present invention to provide an improved card mailing device so constructed that it may be addressed by passing the same through a computer and in which the card pocket is so situated that the card, once inserted, may be directly compared with the address printed on the mailer, the folding of the mailer subsequently positioning the address to be viewed through a window envelope in which the device is subsequently inserted.

Another object of the invention lies in the provision of an improved mailing device in which the mailer is folded at least once prior to insertion in the window envelope, so as to give increased bulk serving to at least partially conceal the presence of the enclosed credit card.

Yet another object of the invention lies in the provision of an improved credit card mailer of the class described in which the cost of fabrication may be of a relatively low order, thereby permitting consequent wide sale, distribution and use.

A feature of the disclosed embodiment lies in the fact that it may be provided with pin feed margins which are subsequently removable to permit the entire mailer as part of a continuous web to be fed directly from a print-out computer.

These objects, as well as other incidental ends and advantages, will more fully appear in the progress of the following disclosure, and be pointed out in the appended claims.

In the drawings, to which reference will be made in the specification, similar reference characters have been employed to designate corresponding parts throughout the several views.

FIG. 1 is an elevational view of a first embodiment of the invention with a credit card inserted therein, prior to folding for purposes of mailing.

FIG. 2 is an elevational view showing the embodiment in folded condition prior to insertion in a window envelope.

FIG. 3 is a view in elevation showing the postcard portion of the mailer in detached condition and ready for mailing.

FIG. 4 is an elevational view corresponding to that seen in FIG. 1, but showing an alternate form of the embodiment.

FIG. 5 is an elevational view corresponding to that seen in FIG. 1, but showing a second alternate form of the embodiment.

In accordance with the invention, the first embodiment of the invention, generally indicated by reference character 10, and best seen in FIGS. 1, 2 and 3 in the drawing includes first and second lamina 11 and 12, respectively, in the form of flat paper sheets which are interconnected by glue or other laminating means over substantial areas thereof to maintain the lamina in congruent relation. As seen in FIG. 1, the device is bounded by transverse end edges 13 and 14, and longitudinal side edges 15 and 16. Longitudinal perforations 17 separate pin feed areas 18 of well known type, which may be subsequently detached after the print out operation has been completed, and the device has emerged from the computer (not shown). As this construction is well known in the art, it need not be further considered herein.

A transverse perforated line 19 and a transverse fold line 20 separate the first and second laminae into first, second and third fold portions 21, 22 and 23, respectively.

The first fold portion 21 includes a longitudinal perforate line 24 forming in conjunction with the line 19 means for frangibly attaching a member 25 which serves as a postcard when detached, the mailing of which indicates receipt on the part of the sender, of the credit card. A surface 26 includes a print area 27 upon which the address of the card holder is printed by the computer (not shown).

The second fold portion 22 includes a cut out area 29 penetrating both lamina 11-12 and bounded by side edges 30, 31 and end edges 32, 33. This area corresponds both in location and size to the print area 27, whereby when the device is folded to the condition shown in FIG. 2, the indicia on the area 27 is visible through the area 29. Adjacent the area 29 is a pocket 35 for retaining a credit card 36, the pocket being formed by disconnected areas of the laminae 11-12. A first upper opening 37 permits ingress to the pocket, and is bounded by side edges 38, 39, and end edges 40, 41. A retaining portion 42 is bounded by side edges 43, 44 and a lower edge 45. The portion 42 is provided with a smaller opening 46 through which indicia on the card is visible, so that it may be compared with indicia in the print area 27 at the time the card is inserted into the mailer, at which time an error is most conveniently detected. This opening is also of rectangular configuration, and is bounded by side edges 47, 48 and end edges 49, 50.

Thus, as the device 10 exits from a computer, preferably as part of a continuous web, the pin feed areas 18 are severed preferably as a mechanical operation, and the individual devices 10 may then be disconnected from the web (not shown) to be stacked in alphabetical or other order for subsequent manual insertion of the card and visual comparison of the same with the printed indicia prior to mailing.

In the first alternate form of the embodiment, illustrated in FIG. 4, and generally indicated by reference character 53, parts corresponding to those of the principal embodiment have been designated by similar reference characters with the additional suffix *a*. This form differs from the principal form in that it is suitable where a mailer of larger size is desired. Accordingly, the laminae 11*a* and 12*a* are of somewhat thicker stock, and the first and second fold portions 21*a* and 22*a* are larger. The third fold portion 23 of the principal form is eliminated.

In the second alternate form illustrated in FIG. 5, and generally indicated by reference character 56, parts corresponding to those of the principal form have been designated by similar reference characters with the additional suffix *b*. In this form three fold portions are retained, two card pockets are provided and they are shifted in location to the third fold portion 23*a*, this location permitting the cards to be supported in spaced relation, and balancing the weight of the mailing envelope.

I wish it to be understood that I do not consider the invention limited to the precise details of structure shown and set forth in this specification, for obvious modifications will occur to those skilled in the art to which the invention pertains.

I claim:

1. An improved credit card mailing device suitable for use with printed address information comprising: first and second planar laminae in substantially congruent relation and secured to each other over a sub-

stantial area, said device being of generally rectangular configuration and bounded by a pair of longitudinal side edges and a pair of end edges, there being at least one transversely extended fold line interconnecting said side edges and forming first and second fold portions; said first fold portion having a predetermined area for reception of printed indicia, said second fold portion having a corresponding cut out area penetrating both said first and second laminae, and a pocket formed between said first and second laminae, there being a first opening in said first lamina providing ingress to said pocket for the reception of a credit card, and a second opening in said first lamina communicating with said pocket through which indicia carried by said card may be viewed; said first and second fold portions when mutually folded about said transverse fold line causing said cut out area to overlie said predetermined area whereby indicia thereon may be visible through said cut out area.

2. Structure in accordance with claim 1, further characterized in that said first fold portion includes an area containing said predetermined area frangibly interconnected to the remaining part of said first fold portion, whereby it may serve as a post card, the mailing of which indicates receipt of the device.

3. Structure in accordance with claim 1, including a second transverse fold line forming a third fold portion, said cut out area lying on a first side of said second fold line, and said pocket on another side of said second fold line.

* * * * *

35

40

45

50

55

60

65