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(54) **Title:** MAGAZINES AND ASSOCIATED 3D SAMPLES

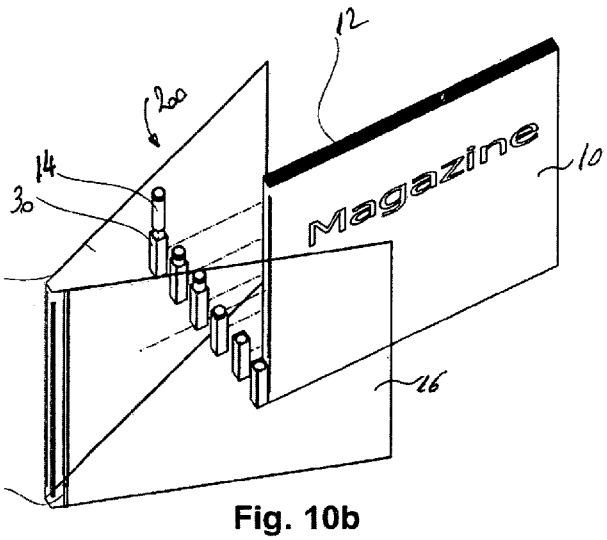

Fig. 10b

Fig. 10

(57) **Abstract:** A magazine is used to present and market samples of a wide range of products. The samples are directly connected to the magazine during the manufacturing process of the magazine. In one manufacturing process, the samples are placed on the lateral side of the cover and they are connected to the cover via a lamination secured to the cover. In another manufacturing process, the samples are placed between the side face of the magazine cover and the magazine pages. So in both cases the samples are arranged laterally outside the pages, but in one case the samples are connected via the lamination and in the other case they are connected via the cover.

[Continued on next page]

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Magazines and Associated 3D Samples

Field of the invention

The invention relates to the field of magazines, books, journals and other devices comprising pages. According to the invention, 3D samples are provided in association with the magazines etc., wherein theses 3D samples can be in principle of any kind, for example cosmetic samples such as liquids, gases, pastes, solids, lipsticks, creams, mascara, fabric or leather.

Background art

The use of 2D samples for cosmetic products attached to magazines is known. The use of 3D samples for cosmetic products attached to magazines is known. There is a need to improve the design of magazines with associated 3D samples. There is a further need to improve the manufacturing process of magazines with associated 3D samples.

Description of the invention

The above described problems are solved by the independent claims. Dependent claims are directed to advantageous embodiments.

A magazine is used to present and market samples of a wide range of products. The samples are directly connected to the magazine during the manufacturing process of the magazine. In one manufacturing process, the samples are placed on the lateral side of the cover and they are connected to the cover via a lamination secured to the cover. In another manufacturing process, the samples are placed between the side face of the magazine cover and the magazine pages. So in both cases the samples are arranged laterally outside the pages, but in one case the samples are connected via the lamination and in the other case they are connected via the cover.

More precisely, according to a first aspect of the invention, the invention is directed to a magazine comprising the following features:

a plurality of pages;

a cover for covering the pages, the cover comprising a front face, a lateral face and a back face;

a 3D sample provided laterally to the plurality of pages; and

a holding sheet for connecting the 3D sample laterally to the plurality of pages,

wherein the holding sheet is made from one piece,

wherein the size of the holding sheet in the said lateral dimension is substantially the lateral size of said pages;

wherein the holding sheet is one of a) the cover or b) a lamination different from the cover and fixed to the cover at the front face of the cover and at the back face of the cover; and

wherein the 3D sample is removable from the magazine.

As already indicated above, the term magazine as used within this application has to be broadly interpreted. A magazine in terms of the invention can be a magazine, a book, a journal or any other device comprising a stack of pages.

According to the invention, the magazine comprises a cover for covering the pages, the cover comprising a front face, a lateral face and a back face. The cover has a function of holding the pages of the magazine together. Preferably, the cover is made from one piece. The thickness and the material of the cover can be chosen flexibly. The cover can for example be made from paper, but it can be also made from carton or it can be made from plastic or from another material. It is possible that there is a printing on the cover, but this is not a necessary requirement.

According to the invention, the 3D sample is provided laterally to the plurality of pages. In principle, the 3D sample can be of any kind. Examples for 3D samples are cosmetic 3D samples such as liquids, gases, pastes, solids, lipsticks, creams, mascara, fabric or leather. The 3D samples can be provided as such or they can be provided with their own packaging or more generally inside a container. However, according to invention, a 3D sample can have a certain thickness that makes it difficult or even impossible to store such a 3D sample just between the pages of a magazine which is an option for comparatively flat 2D samples. Therefore, the invention offers more possibilities and higher flexibility for associating samples with a magazine. From an aesthetic viewpoint, the thickness or diameter of such a 3D sample and/ or its packaging can be chosen to substantially fit to the thickness of the magazine.

According to the invention, there is provided at least one 3D sample laterally to the plurality of pages. However, more than one 3D sample can be provided, for example two, three, four, five or six

or more 3D samples. These 3D samples can be of the same type or they can be of a different type, for example a perfume and a lipstick or different perfumes. Preferably, this plurality of 3D samples is arranged one after the other, thereby forming a line of samples along the lateral side of the plurality of pages. In said case, from an aesthetic viewpoint, it is advantageous to provide all 3D samples in the same container or – if the 3D samples already have their own packaging or container – to provide all 3D samples in one auxiliary container. Therefore, the outer appearance of the added 3D samples is smooth and harmonic. Of course, this can also facilitate an automated manufacturing process of the magazine. Furthermore, such an auxiliary container for one or all 3d samples can also lend certain stability to the entire magazine.

According to the invention, the magazine comprises a holding sheet for connecting the 3D sample laterally to the plurality of pages. This connection can be a direct connection or an indirect connection, according to which one or more additional layers or features are provided between the holding sheet and the plurality of pages in addition to the 3D sample provided between the holding sheet and the plurality of pages. A key functional characteristic of the holding sheet is that it guarantees a sufficiently stable connection of the 3D sample to the plurality of pages.

According to the invention, there are two options for realizing the holding sheet: According to a first option, the holding sheet is the cover. So in this case the cover has substantially two functions: a) holding the pages of the magazine together and b) connecting the 3D sample to the plurality of pages. According to the second option, the holding sheet is a lamination different from the cover and fixed to the cover at the front face of the cover and at the back face of the cover. So in this second case, the holding sheet has substantially the function to connect the 3D sample to the plurality of pages.

According to the invention, the holding sheet is made from one piece. Using a holding sheet of just one piece significantly facilitates manufacturing of the magazine. Preferably, the shape of the holding sheet – when flatly regarded – is rectangular, but other shapes are also possible. According to the invention, the size of the holding sheet in the lateral dimension is substantially the lateral size of said pages. This once again allows for an easy manufacturing of the magazine, contributes to stability of the magazine with the associated 3D sample and also contributes to an aesthetic outer appearance of the manufactured magazine with the associated 3D sample.

According to the invention, the 3D sample is removable from the magazine. Preferably, there is provided a certain mechanism for removing the 3D sample which allows for an easy removal. This mechanism can for example comprise a pre-perforation, a stripe, a cap or a ribbon.

According to an embodiment , the holding sheet is the lamination. In principle, this lamination can be a lamination of any kind. It can be transparent or it can be not transparent or it can be just partly transparent. Transparency has the advantage that the cover to which the lamination is fixed is still visible and therefore there is no need to specifically adapt or further retreat the cover because of the lamination. On the other hand, it is also possible to use a cover with no printing on it, but to replace the normal cover printing with the lamination in order to achieve a normal outer appearance of the magazine which most often has a printing on its different faces.

According to an embodiment, the lamination comprises a transparent plastic film. This transparent plastic film can be partly or fully transparent. Being a film, the lamination according to this embodiment is comparatively thin and the transparency of the film has the above-described advantages.

According to another embodiment, the lamination is a heat lamination. A heat lamination can be also easily applied during a manufacturing process of a magazine and delivers stable results.

According to another embodiment, the size of the lamination in a direction orthogonal to the lateral direction is the same size as the cover or is less than or equal to half size of the front face and is less than or equal to half size of the back face of the cover. Here the term same size means that the lamination is in contact with the whole front face and with the whole back face of the cover and the top and bottom edges of the lamination and the cover coincide, respectively. It has to be born in mind that the lamination also comprises a part that is not in contact with the cover, but in contact with the 3D sample in a direct or indirect manner. The lamination having the same size as the cover in this sense allows for a very easy manufacturing process and very smooth and elegant appearance of the entire magazine. On the other hand, from a constructional viewpoint, it is not necessary to provide the lamination in this comparatively large size, since a stable connection between the 3D sample and the pages of the magazine can already be achieved with a lamination of smaller size.

According to another embodiment, the lamination comprises an embossed hologram.
According to another embodiment, the lamination comprises at least one stripe for opening the lamination in order to remove the 3D sample from the magazine. Preferably, the stripe is provided

along the entire lateral length of the lamination. This allows for a very convenient removal of the 3D sample. Preferably, there are provided two stripes on opposite sides of the 3D sample which is partly enveloped by the lamination. This allows for a very easy access to the 3D sample.

According to another embodiment, the 3D sample is arranged inside a container and the container is fixed by the holding sheet to the plurality of pages. The container can be the packaging of the 3D sample itself, for example it can be a flacon of a perfume. However, there are other examples for containers. The shape of the container is in principle not limited. It can be for example of rectangular or cylindrical shape or of another shape. It is also possible that numerous containers are provided, either next to each other or one container housing another one. According to another embodiment of the invention, the container is arranged inside an auxiliary container and then the auxiliary container is fixed by the holding sheet to the plurality of pages. Preferably, the auxiliary container length is adapted to fit to the length of the lateral face of the pages. This design lends stability to the entire magazine, facilitates manufacturing of the magazine with the associated 3D sample and ensures an aesthetic outer appearance of the entire magazine. A container and/ or auxiliary container can be provided with a bar code, preferably on its outer surface.

According to another embodiment the auxiliary container comprises a mechanism for opening the auxiliary container in order to remove the 3D sample on at least one end portion of the auxiliary container.

According to a second aspect of the invention, the invention is directed to a method of manufacturing a magazine, comprising the following steps:

printing a plurality of pages;

creating a stack from this plurality of pages, said stack having a lateral face;

connecting said plurality of pages along this lateral face;

providing a 3D sample;

placing the 3D sample along said lateral face manually or in an automated manner;

providing a holding sheet;

connecting with the holding sheet the 3D sample laterally to the plurality of pages,

wherein the holding sheet is one of a) a cover for covering the pages and wherein the cover comprising a front face, a lateral face and a back face or b) a lamination different from the cover and fixed to the cover at the front face of the cover and at the back face of the cover;

wherein the holding sheet is made from one piece;

wherein the size of the holding sheet in the said lateral dimension is substantially the lateral size of said pages; and

wherein the 3D sample is removable from the magazine.

The method of manufacturing a magazine as defined above is suited to manufacture the magazine as described according to the first aspect of the invention. Therefore, concerning the terminology applied with respect to the method, full reference is made to the definitions, examples and embodiments provided with respect to the magazine according to the first aspect of the invention.

It shall be stressed once more that according to the method of manufacturing a magazine the 3D samples are associated with the magazine and therefore become part of the magazine during the manufacturing process as such. In one manufacturing process, the 3D samples are placed on the lateral side of the cover and they are connected to the cover via a lamination secured to the cover. In another manufacturing process, the 3D samples are placed between the side face of the magazine cover and the magazine pages. Both alternatives allow for an easy automation and, in principle, already existing robotics can be used for a realization of the manufacturing process, though it is still possible to carry out some method steps manually or separately.

The above described features and embodiments of the invention can be combined with one another as long as such a combination does not lead to a technical incompatibility.

The present invention will be more fully understood by referring to the accompanying drawings, wherein:

Fig. 1 shows an embodiment of a magazine 100 in three views 1a, 1b, 1c.

Fig. 2 shows details of an embodiment of a magazine 300 shown in Fig. 9 in three views 2a, 2b, 2c.

Fig. 3 shows in cross section another embodiment of a magazine 100.

Fig. 4 shows in cross section a detail of the embodiment of a magazine 100.

Fig. 5 shows in cross section an embodiment of another magazine 200.

Fig. 6 shows details of an embodiment of a magazine 300 shown in Fig. 9 in three views 6a, 6b, 6c.

Fig. 7 shows details of an embodiment of a magazine 100 shown in Figs. 1-3 in three views 7a, 7b, 7c.

Fig. 8 shows in partial cross section details of an embodiment of a magazine 100 shown in Figs. 1-3 in two views 8a and 8b.

Fig. 9 shows an embodiment of a magazine 300 in three views 9a, 9b, 9c.

Fig. 10 shows an embodiment of a magazine 200 in an exploded and prospective view and in two design options shown in Fig. 10a and Fig. 10b.

Fig. 11 shows some in cross section of the equipment and steps of a manufacturing process of magazines 200 and 300 in four steps illustrated in Figs. 11a-11b-11c-11d.

Fig. 12 shows in cross section some of the equipment and steps of another manufacturing process of magazines 200 and 300 in four steps illustrated in Figs. 12a-12b-12c-12d.

Fig. 13 shows in cross section some of the equipment and other steps of the manufacturing process illustrated in Figs. 11-12 of magazines 200 and 300.

Fig.14 shows another embodiment of a magazine 200 in a cross section.

Fig. 15 shows in a prospective view some of the equipment or system 400 and steps of another manufacturing process of magazines 200 and 300 in the steps illustrated in Figs. 15a-15b-15c-15d.

Fig. 16 shows in a prospective view some of the equipment or system 500 and further steps of the manufacturing process of magazines 200 and 300 of Fig. 15, these additional steps being shown in Figs. 16a-16b-16c-16d-16e-16f.

Fig. 17 shows in lateral and cross section views some of the equipment or system 600 and further steps of the manufacturing process of magazines 100, 200 and 300, these additional steps being shown in Figs. 17a-1b-17c.

Fig. 18 shows in top, lateral and cross section views some of the equipment and further steps of the manufacturing process of magazines 100, 200 and 300 as shown in Fig. 17, these views being shown in Figs. 18a-18b-18c-18d

Fig. 19 shows in a cross section an embodiment of a magazine 201 that is a variation of magazines 200.

Fig. 20 shows in a cross section an embodiment of a magazine 202 that is a variation of magazines 200.

Fig. 21 shows the block diagram an embodiment of a manufacturing system 900 used to make magazines 110, 200, 201, 202, 300, system 900 including in an embodiment manufacturing module 700 and computer module 800.

DETAILED DESCRIPTION

Fig. 1 shows an embodiment of a magazine 100 in three views 1a, 1b, 1c.

Fig. 2 shows details of an embodiment of a magazine 300 shown in Fig. 9 in three views 2a, 2b, 2c.

Fig. 3 shows in cross section another embodiment of a magazine 100.

Fig. 4 shows in cross section a detail of the embodiment of a magazine 100.

Fig. 5 shows in cross section an embodiment of another magazine 200.

Fig. 6 shows details of an embodiment of a magazine 300 shown in Fig. 9 in three views 6a, 6b, 6c.

Fig. 7 shows details of an embodiment of a magazine 100 shown in Figs. 1-3 in three views 7a, 7b, 7c.

Fig. 8 shows in partial cross section details of an embodiment of a magazine 100 shown in Figs. 1-3 in two views 8a and 8b.

Fig. 9 shows an embodiment of a magazine 300 in three views 9a, 9b, 9c.

Fig. 10 shows an embodiment of a magazine 200 in an exploded and prospective view and in two design options shown in Fig. 10a and Fig. 10b.

Fig. 11 shows some in cross section of the equipment and steps of a manufacturing process of magazines 200 and 300 in four steps illustrated in Figs. 11a-11b-11c-11d.

Fig. 12 shows in cross section some of the equipment and steps of another manufacturing process of magazines 200 and 300 in four steps illustrated in Figs. 12a-12b-12c-12d.

Fig. 13 shows in cross section some of the equipment and other steps of the manufacturing process illustrated in Figs. 11-12 of magazines 200 and 300.

Fig.14 shows another embodiment of a magazine 200 in a cross section.

Fig. 15 shows in a prospective view some of the equipment or system 400 and steps of another manufacturing process of magazines 200 and 300 in the steps illustrated in Figs. 15a-15b-15c-15d.

Fig. 16 shows in a prospective view some of the equipment or system 500 and further steps of the manufacturing process of magazines 200 and 300 of Fig. 15, these additional steps being shown in Figs. 16a-16b-16c-16d-16e-16f.

Fig. 17 shows in lateral and cross section views some of the equipment or system 600 and further steps of the manufacturing process of magazines 100, 200 and 300, these additional steps being shown in Figs. 17a-1b-17c.

Fig. 18 shows in top, lateral and cross section views some of the equipment and further steps of the manufacturing process of magazines 100, 200 and 300 as shown in Fig. 17, these views being shown in Figs. 18a-18b-18c-18d

Fig. 19 shows in a cross section an embodiment of a magazine 201 that is a variation of magazines 200.

Fig. 20 shows in a cross section an embodiment of a magazine 202 that is a variation of magazines 200.

Fig. 21 shows the block diagram an embodiment of a manufacturing system 900 used to make magazines 110, 200, 201, 202, 300, system 900 including in an embodiment manufacturing module 700 and computer module 800. Several devices such as a printing system, a storage station of the samples, an automation system and a binding station are interconnected in a manufacturing flow. A computer system is used to control and operate these devices.

As shown in Figs 12, a double sided tape 23 having a glueing material is applied to the center of the cover 10 to connect the pages and the sample 14. This replaces to binding station shown in Figs. 17-18 where the rollers 64 collect glue and apply it to the edges of the pages.

A magazine 100, 200, 201, 202, 300 shown in Figs. 1-10 is used to present and market samples 14 of a wide range of products. The samples 14 are directly connected to the magazine 100, 200, 201, 202, 300 during the manufacturing process of the magazine as shown in Figs. 11-12-13-14.

In one manufacturing process developed to make magazines 200,201,202,300 shown in Figs.2-5-6-9-10-14, the samples 14 are placed on the lateral side of the cover 10 and they are connected to the cover 10 via a lamination 16 secured to the cover. The lamination is applied to the cover on top of the samples.

In another manufacturing process developed to make magazines 100 shown in Figs. 1-7-8, the samples 14 are placed between the side face 22 of the magazine cover 10 and the edges of the magazine pages 12.

So in both cases the samples are arranged laterally outside the pages, but in one case the samples 14 are connected via the lamination 16 fixed to the cover 10 and in the other case the samples 14 are connected via the cover 10 itself.

The term magazine as used within this application has to be broadly interpreted. A magazine in terms of the invention can be a magazine, a book, a journal or any other device comprising a stack of pages.

In one embodiment the magazine 100 comprises a cover 10 for covering the pages 12, the cover comprising a front face 18, a lateral face 22 and a back face 20. The cover is configured from a dimensional stand point to hold the pages of the magazine together and to connect or attach the samples 14 to the pages 12. Preferably, the cover is made from one piece. The thickness and the material of the cover can be chosen flexibly. The cover can for example be made from paper, but it

can be also made from carton or it can be made from plastic or from another material. It is possible that there is a printing on the cover, but this is not a necessary requirement.

In one embodiment, the 3D sample 14 is provided laterally to the plurality of pages 12. In principle, the 3D sample can be of any kind. Examples for 3D samples are cosmetic 3D samples such as liquids, gases, pastes, solids, lipsticks, creams, mascara. The 3D samples can also be food, medicine, alcohol, cigarettes, cleaning elements, fabric or leather, devices and products for manufacturing, elements for writing, etc.

The 3D samples 14 can be provided as such or they can be provided with their own packaging or more generally inside a container and also in an auxiliary container 32, 34, 34' shown in Figs. 2-4 However, according to invention, a 3D sample can have a certain thickness that makes it difficult or even impossible to store such a 3D sample just between the pages of a magazine which is an option for comparatively flat 2D samples. Therefore, the invention offers more possibilities and higher flexibility for associating samples with a magazine. From an aesthetic viewpoint, the thickness or diameter of such a 3D sample and/ or its packaging can be chosen to substantially fit to the thickness of the magazine.
In one embodiment, there is provided at least one 3D sample laterally to the plurality of pages. However, more than one 3D sample can be provided, for example two, three, four, five or six or more 3D samples. These 3D samples can be of the same type or they can be of a different type, for example a perfume and a lipstick or different perfumes. Preferably, this plurality of 3D samples is arranged one after the other, thereby forming a line of samples along the lateral side of the plurality of pages as shown in Figs 4-9-10-15. In this case, from an aesthetic viewpoint, it is advantageous to provide all 3D samples in the same container or – if the 3D samples already have their own packaging or container – to provide all 3D samples in one auxiliary container. Therefore, the outer appearance of the added 3D samples is smooth and harmonic. Of course, this can also facilitate an automated manufacturing process of the magazine. Furthermore, such an auxiliary container for one or all 3d samples can also lend certain stability to the entire magazine. The auxiliary container can also have other functions for use independent from the magazine or the samples to reduce the waste and add for new functionality, as shown in Figs. 19-20 where the auxiliary container 70 can be used as light source 70 that has its own battery 74. In these embodiments some ejecting elements like springs 72 can be used to eject the samples 14 from the auxiliary container.

There are two options for manufacturing the holding sheet. According to a first option, the holding sheet is the cover. So in this case the cover has substantially two functions: a) holding the pages of

the magazine together and b) connecting the 3D sample to the plurality of pages. According to the second option, the holding sheet is a lamination different from the cover and fixed to the cover at the front face of the cover and at the back face of the cover. So in this second case, the holding sheet has substantially the function to connect the 3D sample to the plurality of pages.

According to the invention, the holding sheet is made from one piece. Using a holding sheet of just one piece significantly facilitates manufacturing of the magazine. Preferably, the shape of the holding sheet – when flatly regarded – is rectangular, but other shapes are also possible. According to the invention, the size of the holding sheet in the lateral dimension is substantially the lateral size of said pages. This once again allows for an easy manufacturing of the magazine, contributes to stability of the magazine with the associated 3D sample and also contributes to an aesthetic outer appearance of the manufactured magazine with the associated 3D sample.

According to the invention, the 3D sample is removable from the magazine. Preferably, there is provided a certain mechanism for removing the 3D sample which allows for an easy removal. This mechanism can for example comprise a pre-perforation, a stripe, a cap or a ribbon.

According to an embodiment, the holding sheet is the lamination. In principle, this lamination can be a lamination of any kind. It can be transparent or it can be not transparent or it can be just partly transparent. Transparency has the advantage that the cover to which the lamination is fixed is still visible and therefore there is no need to specifically adapt or further retreat the cover because of the lamination. On the other hand, it is also possible to use a cover with no printing on it, but to replace the normal cover printing with the lamination in order to achieve a normal outer appearance of the magazine which most often has a printing on its different faces.

According to an embodiment, the lamination comprises a transparent plastic film. This transparent plastic film can be partly or fully transparent. Being a film, the lamination according to this embodiment is comparatively thin and the transparency of the film has the above-described advantages.

According to another embodiment, the lamination is a heat lamination. A heat lamination can be also easily applied during a manufacturing process of a magazine and delivers stable results.

According to another embodiment, the size of the lamination in a direction orthogonal to the lateral direction is the same size as the cover or is less than or equal to half size of the front face and is less

than or equal to half size of the back face of the cover. Here the term same size means that the lamination is in contact with the whole front face and with the whole back face of the cover and the top and bottom edges of the lamination and the cover coincide, respectively. It has to be born in mind that the lamination also comprises a part that is not in contact with the cover, but in contact with the 3D sample in a direct or indirect manner. The lamination having the same size as the cover in this sense allows for a very easy manufacturing process and very smooth and elegant appearance of the entire magazine. On the other hand, from a constructional viewpoint, it is not necessary to provide the lamination in this comparatively large size, since a stable connection between the 3D sample and the pages of the magazine can already be achieved with a lamination of smaller size.

According to another embodiment, the lamination comprises an embossed hologram.

According to another embodiment, the lamination comprises at least one stripe 17 shown in Fig. 5 for opening the lamination in order to remove the 3D sample from the magazine. Preferably, the stripe is provided along the entire lateral length of the lamination. This allows for a very convenient removal of the 3D sample. Preferably, there are provided two stripes on opposite sides of the 3D sample which is partly enveloped by the lamination. This allows for a very easy access to the 3D sample.

According to another embodiment, the 3D sample is arranged inside a container and the container is fixed by the holding sheet to the plurality of pages. The container can be the packaging of the 3D sample itself, for example it can be a flacon of a perfume. However, there are other examples for containers. The shape of the container is in principle not limited. It can be for example of rectangular or cylindrical shape or of another shape. It is also possible that numerous containers are provided, either next to each other or one container housing another one. According to another preferred embodiment of the invention, the container is arranged inside an auxiliary container and then the auxiliary container is fixed by the holding sheet to the plurality of pages. Preferably, the auxiliary container length is adapted to fit to the length of the lateral face of the pages. This design lends stability to the entire magazine, facilitates manufacturing of the magazine with the associated 3D sample and ensures an aesthetic outer appearance of the entire magazine. A container and/ or auxiliary container can be provided with a bar code, preferably on its outer surface.

According to another embodiment the auxiliary container comprises a mechanism for opening the auxiliary container in order to remove the 3D sample on at least one end portion of the auxiliary container.

According to a second aspect of the invention, the invention is directed to methods of manufacturing a magazine, comprising printing a plurality of pages creating a stack from this plurality of pages, said stack having a lateral face connecting said plurality of pages along this lateral face providing a 3D sample placing the 3D sample along said lateral face manually or in an automated manner providing a holding sheet connecting with the holding sheet the 3D sample laterally to the plurality of pages, wherein the holding sheet is one of a) a cover for covering the pages and wherein the cover comprising a front face, a lateral face and a back face or b) a lamination different from the cover and fixed to the cover at the front face of the cover and at the back face of the cover, where the holding sheet is made from one piece where the size of the holding sheet in the said lateral dimension is substantially the lateral size of said pages, and where the 3D sample is removable from the magazine.

The method of manufacturing a magazine as defined above is suited to manufacture the magazine as described according to the first aspect of the invention. Therefore, concerning the terminology applied with respect to the method, full reference is made to the definitions, examples and embodiments provided with respect to the magazine according to the first aspect of the invention.

It shall be stressed once more that according to the method of manufacturing a magazine the 3D samples are associated with the magazine and therefore become part of the magazine during the manufacturing process as such. In one manufacturing process, the 3D samples are placed on the lateral side of the cover and they are connected to the cover via a lamination secured to the cover. In another manufacturing process, the 3D samples are placed between the side face of the magazine cover and the magazine pages. Both alternatives allow for an easy automation and, in principle, already existing robotics can be used for a realization of the manufacturing process, though it is still possible to carry out some method steps manually or separately.

Claims

1. A magazine comprising the following features:

a plurality of pages;

a cover for covering the pages, the cover comprising a front face, a lateral face and a back face;

a 3D sample provided laterally to the plurality of pages; and

a holding sheet for connecting the 3D sample laterally to the plurality of pages,

wherein the holding sheet is made from one piece,

wherein the size of the holding sheet in the said lateral dimension is substantially the lateral size of said pages;

wherein the holding sheet is one of a) the cover or b) a lamination different from the cover and fixed to the cover at the front face of the cover and at the back face of the cover; and

wherein the 3D sample is removable from the magazine.

2. A magazine according to claim 1, wherein the holding sheet is the lamination and wherein the lamination comprises a transparent plastic film.

3. A magazine according to any one of the preceding claims, wherein the holding sheet is the lamination and wherein the lamination is a heat lamination.

4. A magazine according to any one of the preceding claims, wherein the holding sheet is the lamination and wherein the size of the lamination in a direction orthogonal to the lateral direction is the same size as the cover or is less than or equal to half size of the front face and is less than or equal to half size of the back face of the cover.

5. A magazine according to any one of the preceding claims, wherein the holding sheet is the lamination and wherein the lamination comprises an embossed hologram.

6. A magazine according to any one of the preceding claims, wherein the holding sheet is the lamination and the lamination comprises a stripe for opening the lamination in order to remove the 3D sample from the magazine.

7. A magazine according to any one of the preceding claims, wherein the 3D sample a cosmetic sample such as liquids, gases, pastes, solids, lipsticks, creams, mascara, fabric or leather.

8. The magazine according to any one of the preceding claims, wherein the 3D sample is arranged inside a container and wherein the container is fixed by the holding sheet to the plurality of pages.

9. The magazine according to the preceding claim, wherein the container is arranged inside an auxiliary container and wherein the auxiliary container is fixed by the holding sheet to the plurality of pages.

10. The magazine according to the preceding claim, wherein the auxiliary container length is adapted to fit to the length of the lateral face of the pages and / or wherein the auxiliary container comprises a mechanism for opening the auxiliary container in order to remove the 3D sample on at least one end portion of the auxiliary container.

11. The magazine according to any one of the preceding claims, comprising a mechanism for removing the 3D sample, the mechanism comprising any one of a pre-perforation, a stripe, a cap or a ribbon.

12. A method of manufacturing a magazine, comprising the following steps:

printing a plurality of pages;

creating a stack from this plurality of pages, said stack having a lateral face;

connecting said plurality of pages along this lateral face;

providing a 3D sample;

placing the 3D sample along said lateral face manually or in an automated manner;

providing a holding sheet;

connecting with the holding sheet the 3D sample laterally to the plurality of pages,

wherein the holding sheet is one of a) a cover for covering the pages and wherein the cover comprising a front face, a lateral face and a back face or b) a lamination different from the cover and fixed to the cover at the front face of the cover and at the back face of the cover;

wherein the holding sheet is made from one piece;

wherein the size of the holding sheet in the said lateral dimension is substantially the lateral size of said pages; and

wherein the 3D sample is removable from the magazine.

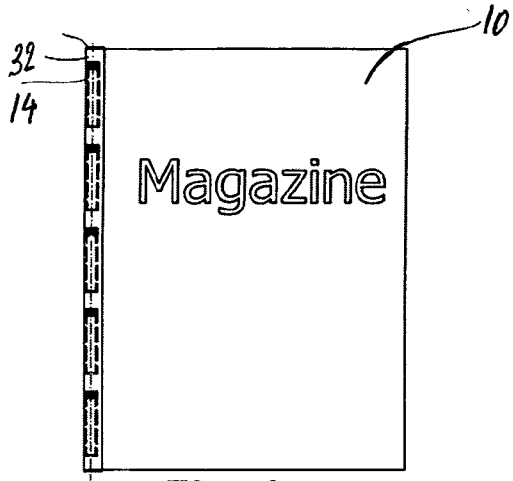

Fig. 1a

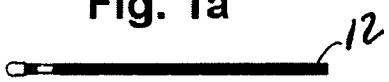

Fig. 1c

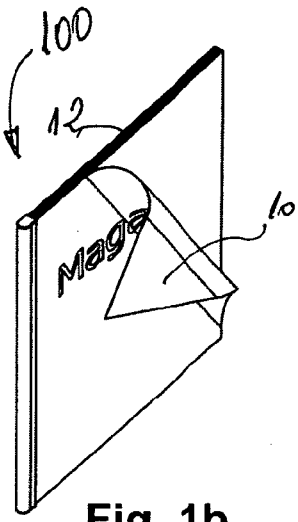

Fig. 1b

Fig. 1

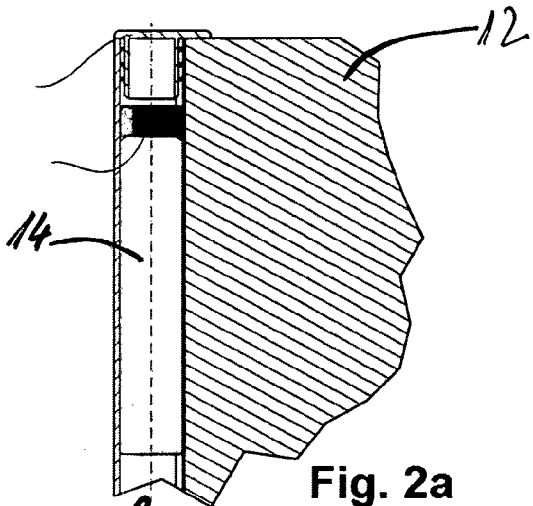

Fig. 2a

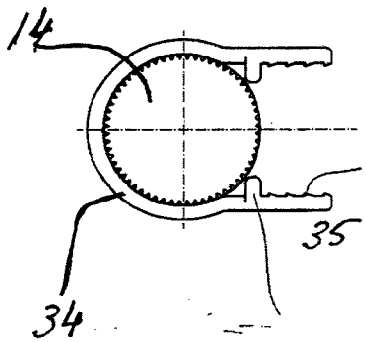

Fig. 2b

Fig. 2c

Fig. 2

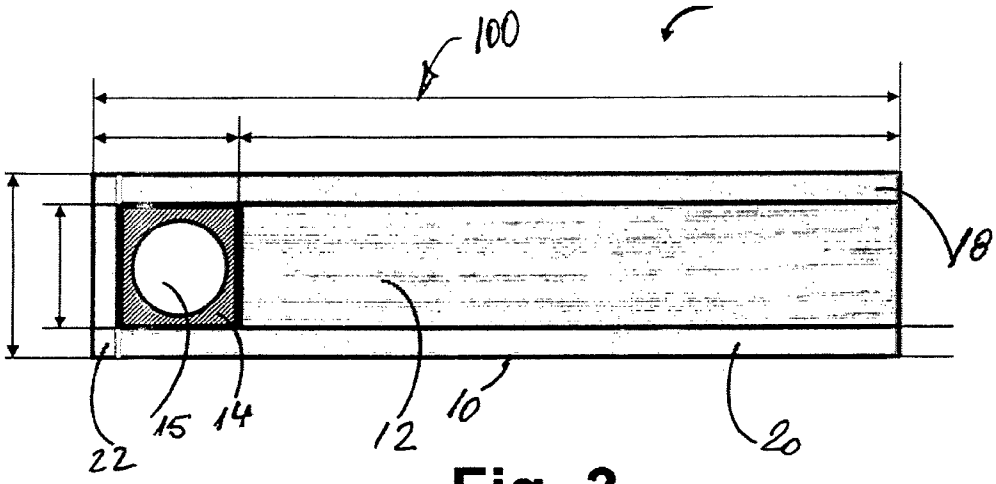

Fig. 3

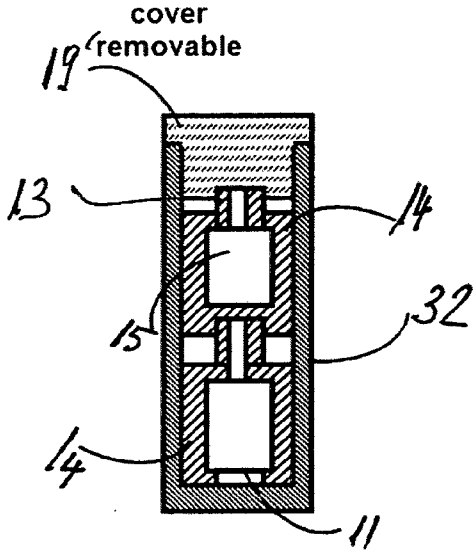

Fig. 4

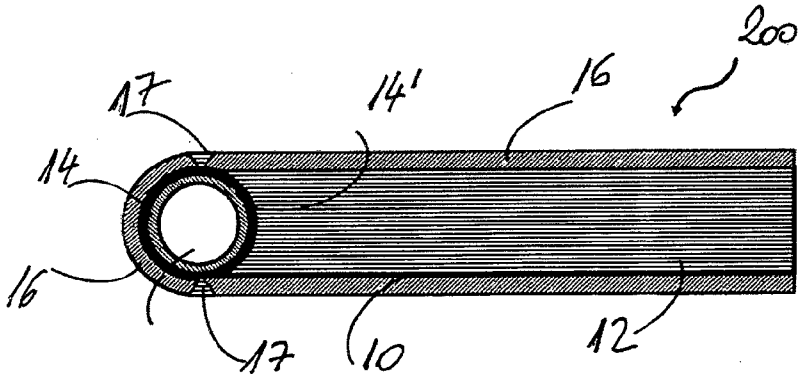

Fig. 5

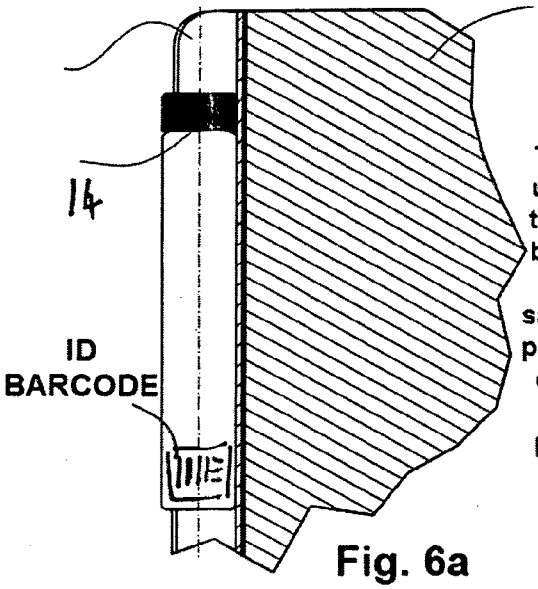

Fig. 6a

The ID barcode used to identify the sample. The buyer can bring the empty sample to collect points or to get a discount when buying a full product such a full bottle of perfume.

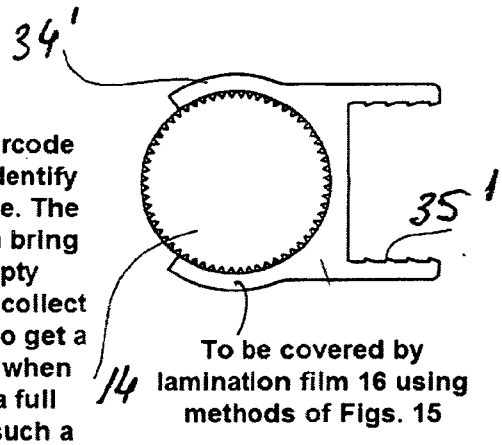

Fig. 6b

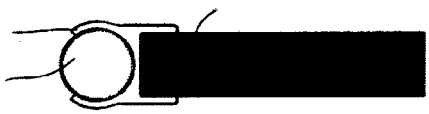

Fig. 6c

Fig. 6

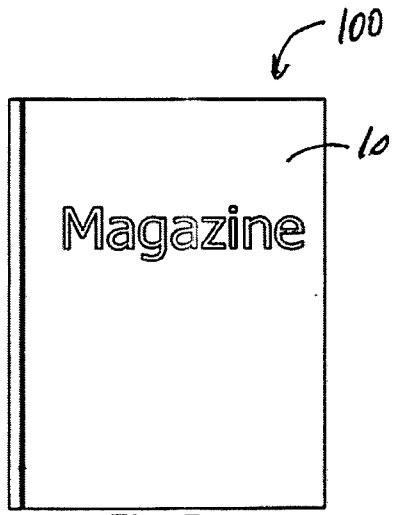

Fig. 7a

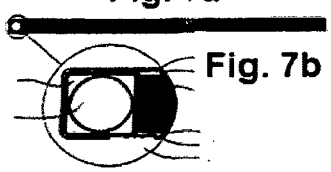

Fig. 7b

Fig. 7d

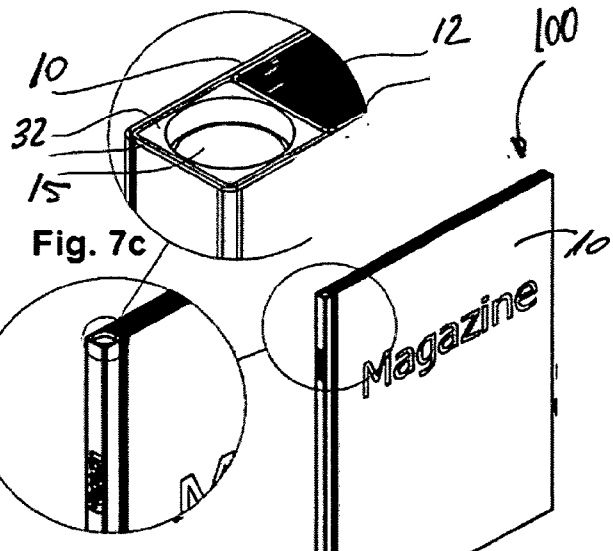

Fig. 7c

Fig. 7e

Fig. 7e

Fig. 7

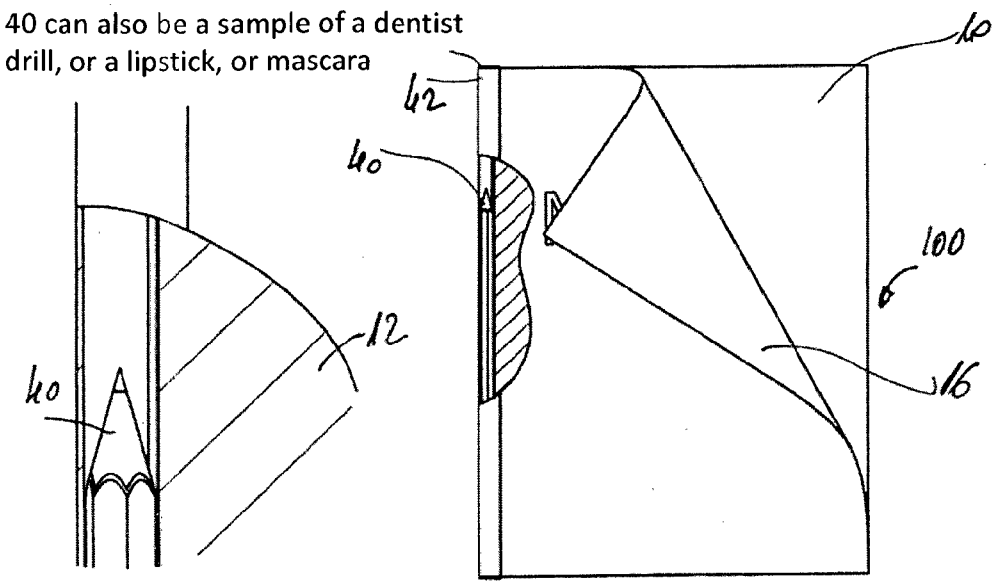

Fig. 8b

Fig. 8a

Fig. 8

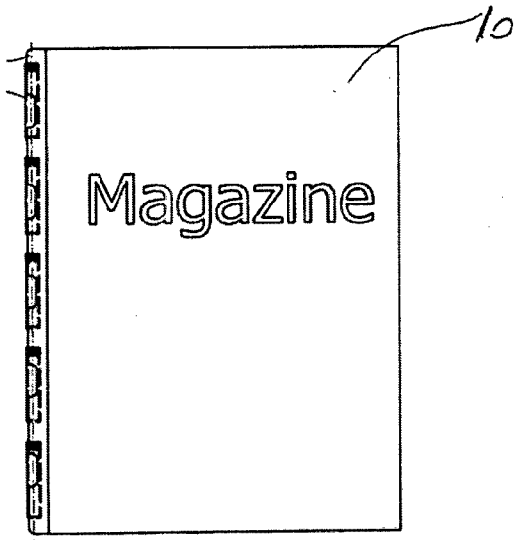

Fig. 9a

Fig. 9c

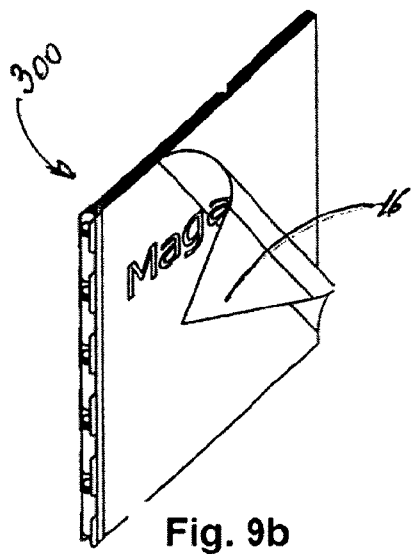

Fig. 9b

Fig. 9

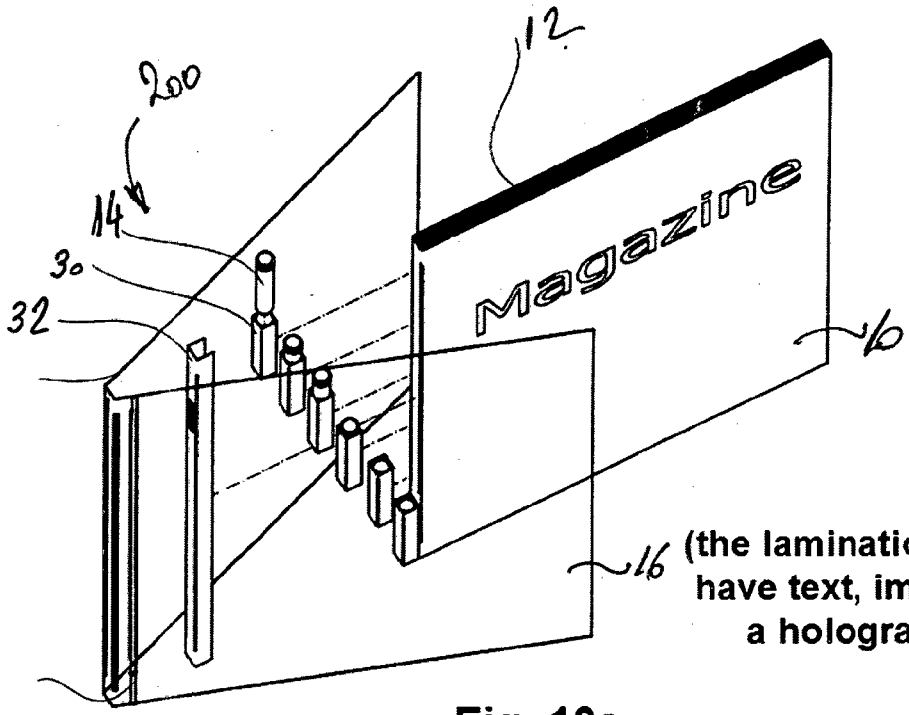

Fig. 10a

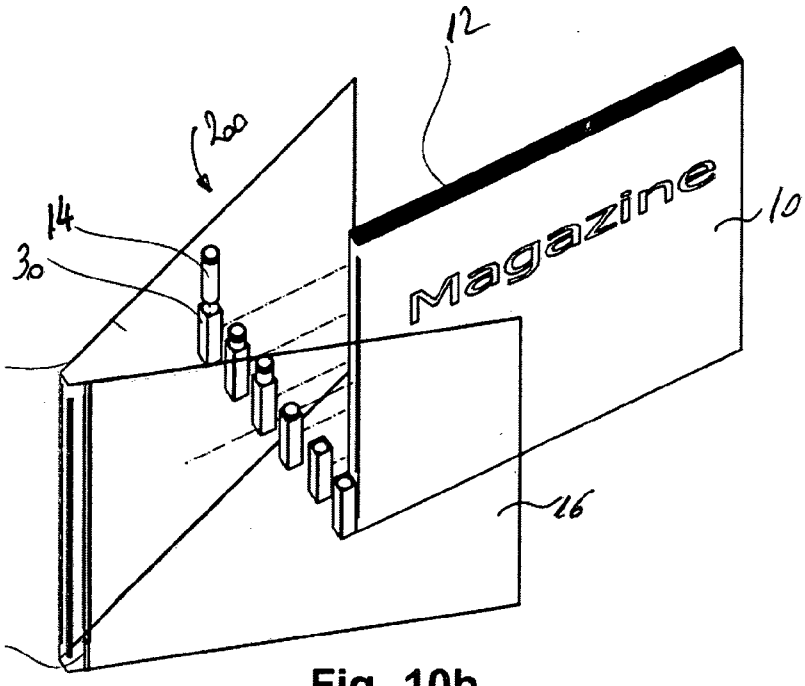

Fig. 10b

Fig. 10

MAIN STEPS

1. PRINT THE COVER/FACE UP

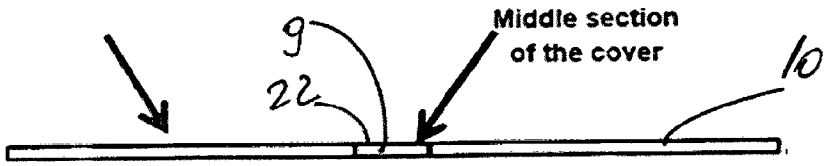

Fig. 11a

2. POSITION AND GLUE THE HOLDER having SAMPLES inside IN THE MIDDLE OF THE COVER/FACE UP

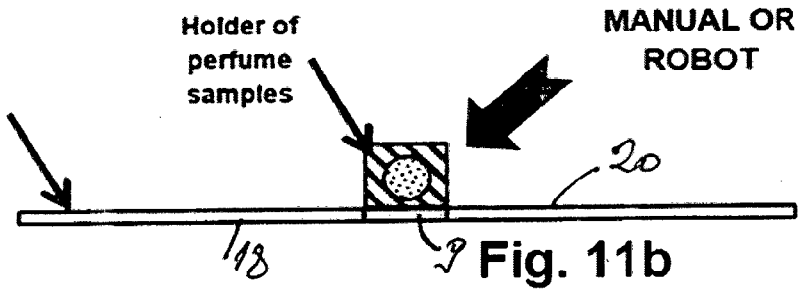

Fig. 11b

3. APLY THE FILM LAMINATE TO RETAIN THE HOLDER & PERFUMES

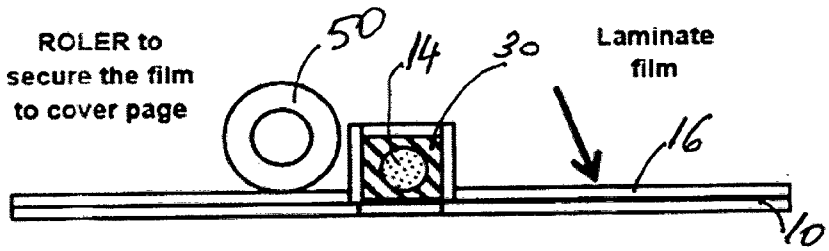

Fig. 11c

4. REVERSE THE POSITION OF THE COVER, UPSIDE DOWN TO prepare for BINDING the pages

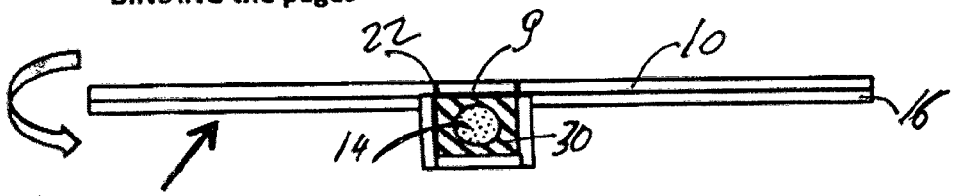

Fig. 11d

Fig. 11

MAIN STEPS

1. PRINT THE COVER/FACE UP

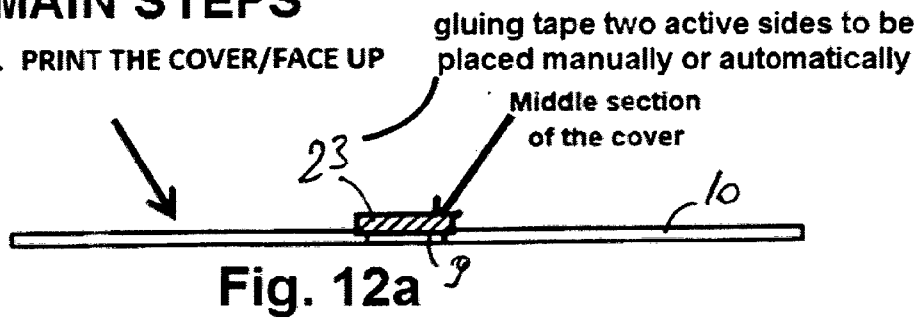

Fig. 12a

2. POSITION AND GLUE THE HOLDER having SAMPLES inside IN THE MIDDLE OF THE COVER/FACE UP

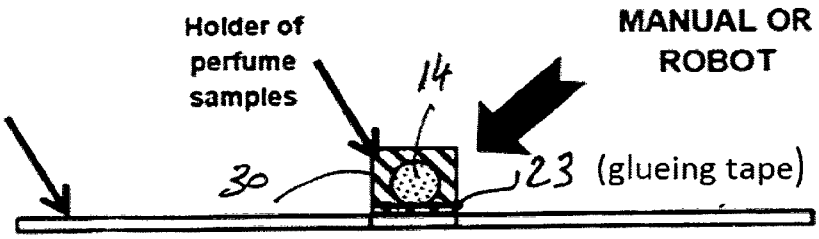

Fig. 12b

3. APLY THE FILM LAMINATE TO RETAIN THE HOLDER & PERFUMES

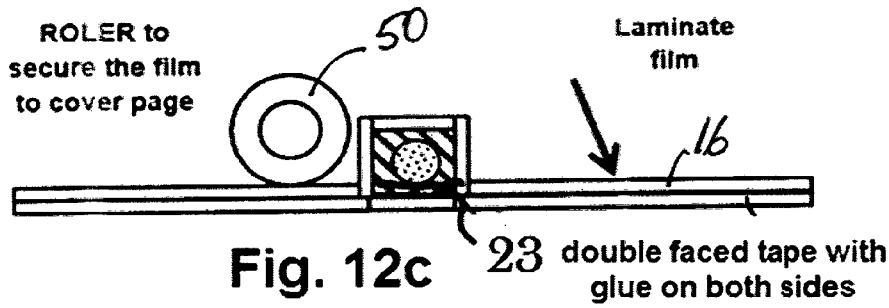

Fig. 12c

4. REVERSE THE POSITION OF THE COVER, UPSIDE DOWN TO prepare for BINDING the pages

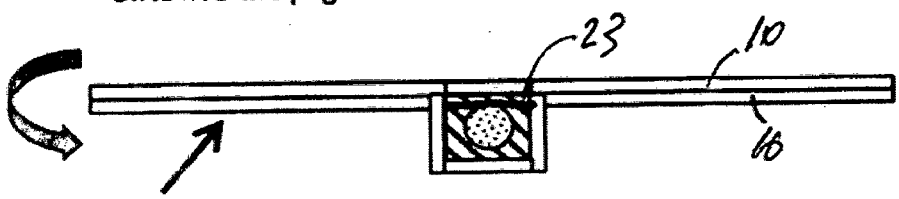

Fig. 12d

Fig. 12

5. BRING COVER & HOLDER TO THE BINDING STATION & BIND THE NORMAL WAY (KNOWN BOOK or MAGAZINE BINDING MACHINE)

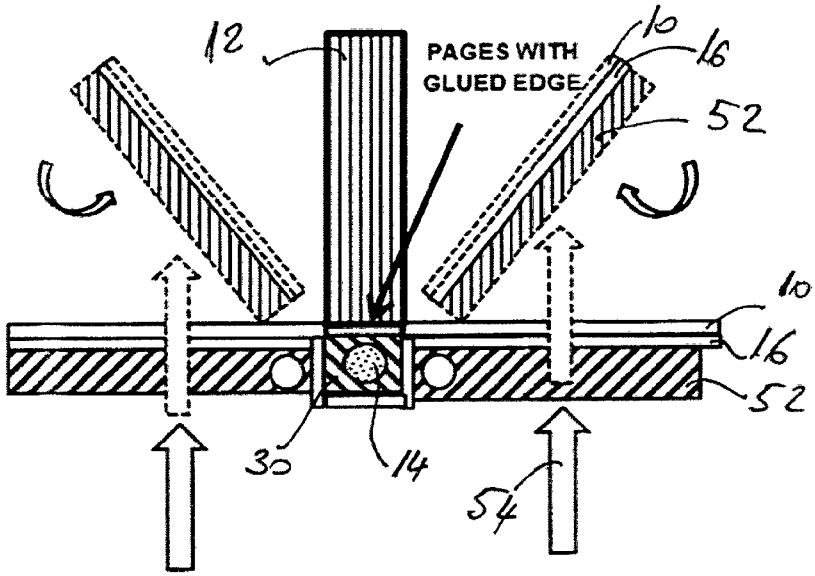

Fig. 13

6. FINISHED MAGAZINE & SAMPLES (we found solutions to remove the samples and the holder)

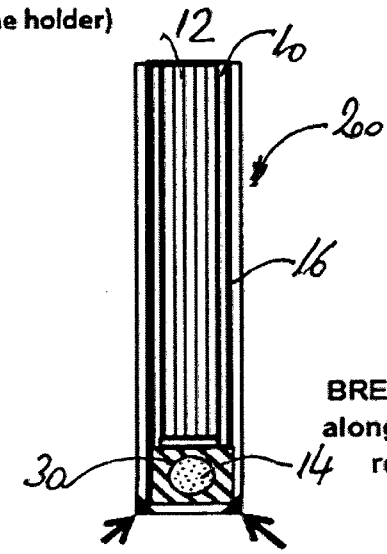

Fig. 14

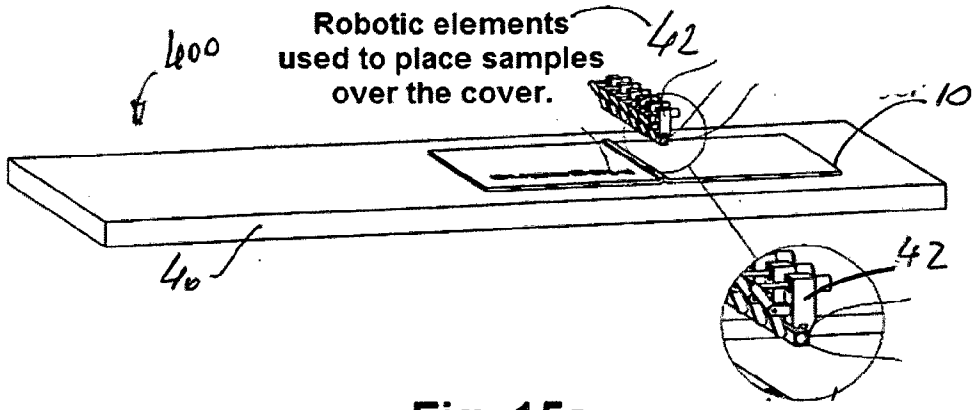

Fig. 15a

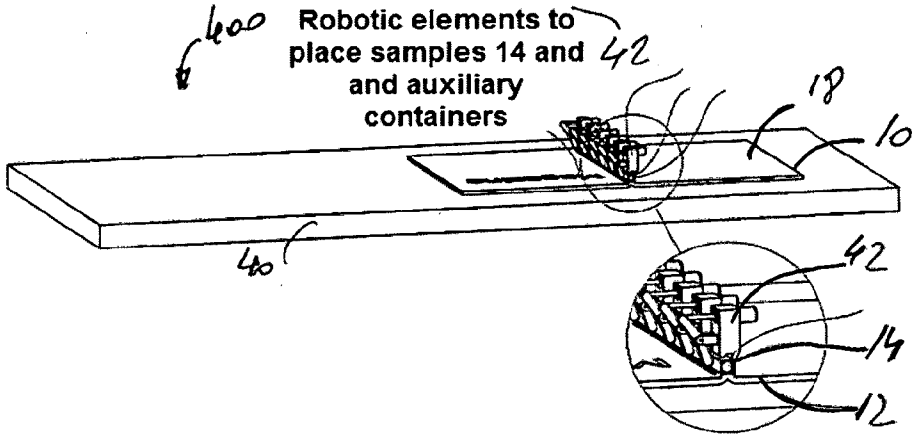

Fig. 15b

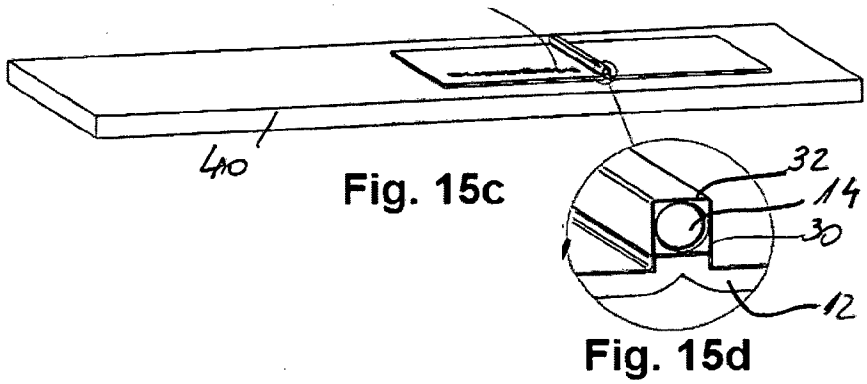

Fig. 15c

Fig. 15d

Fig. 15

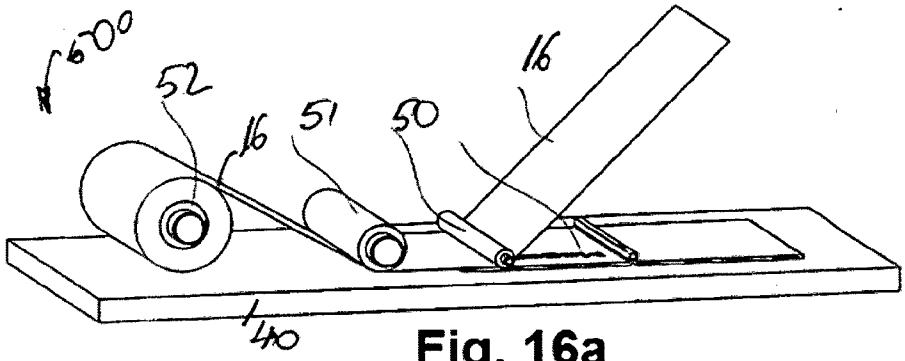

Fig. 16a

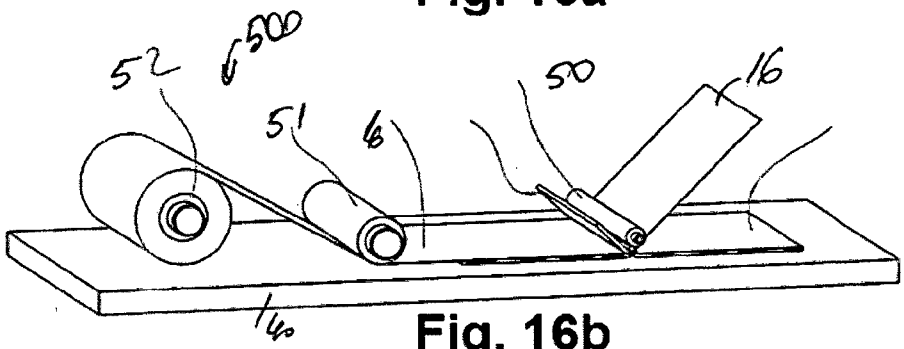

Fig. 16b

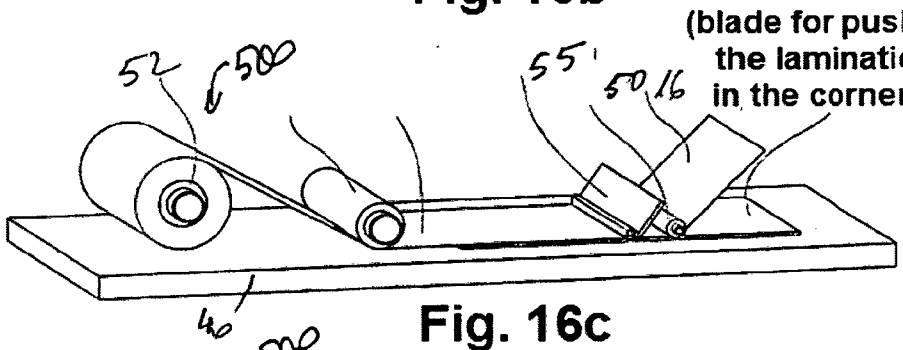

Fig. 16c

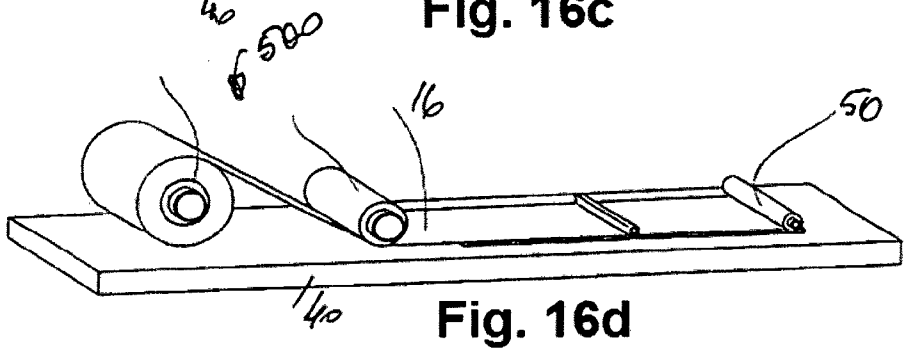

Fig. 16d

Fig. 16

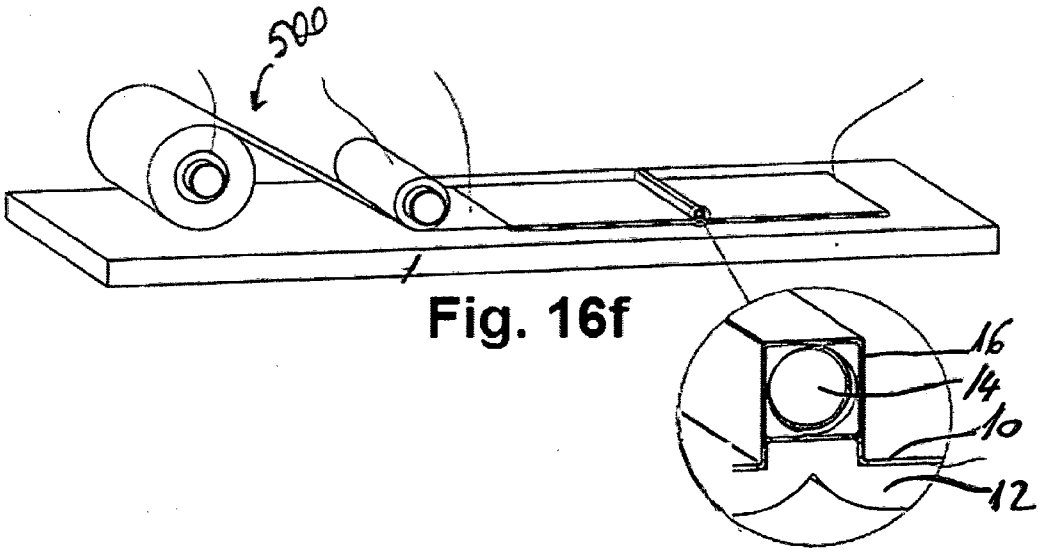

Fig. 16f

Fig. 16e

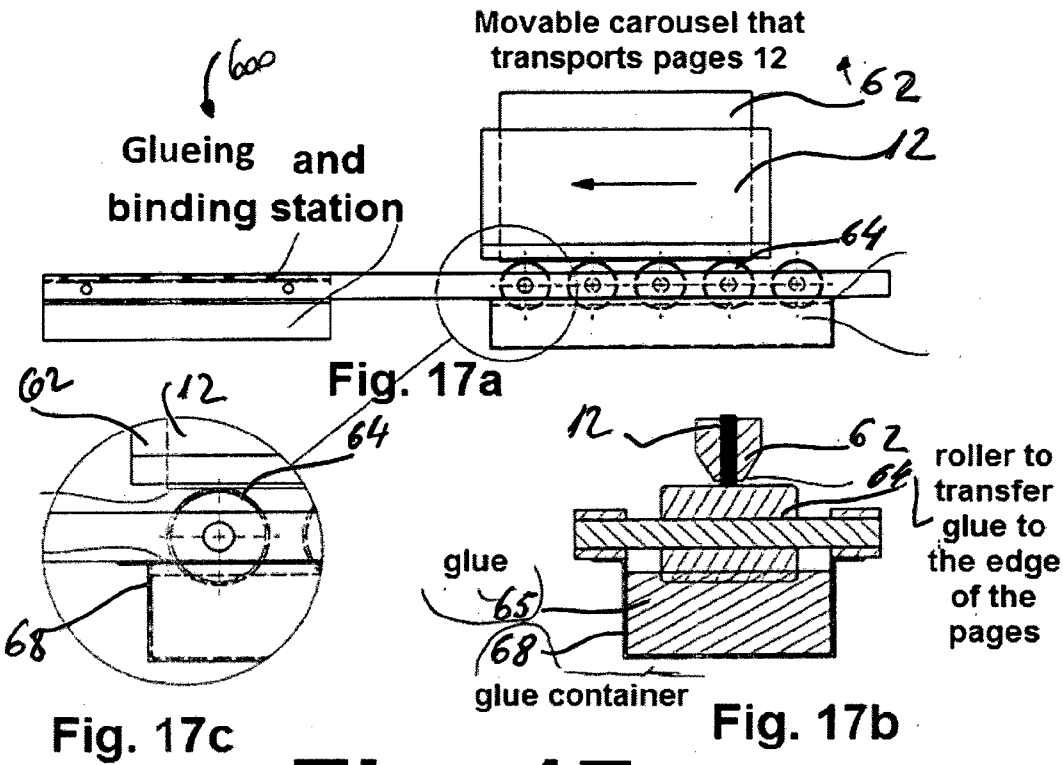

Fig. 17a

Fig. 17c

Fig. 17b

Fig. 17

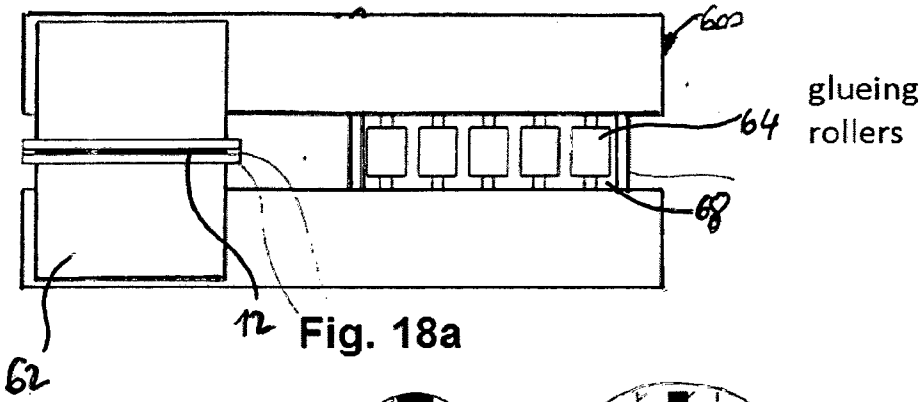

Fig. 18a

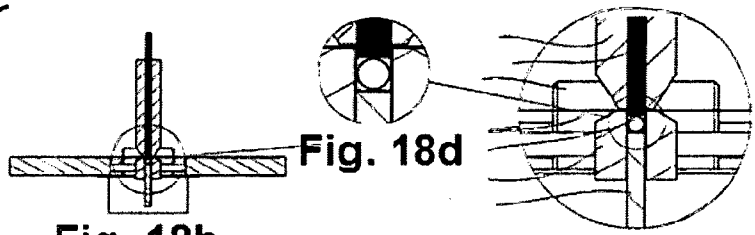

Fig. 18d

Fig. 18b

Fig. 18c

Fig. 18

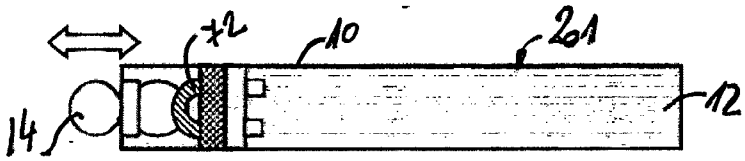

Fig. 19

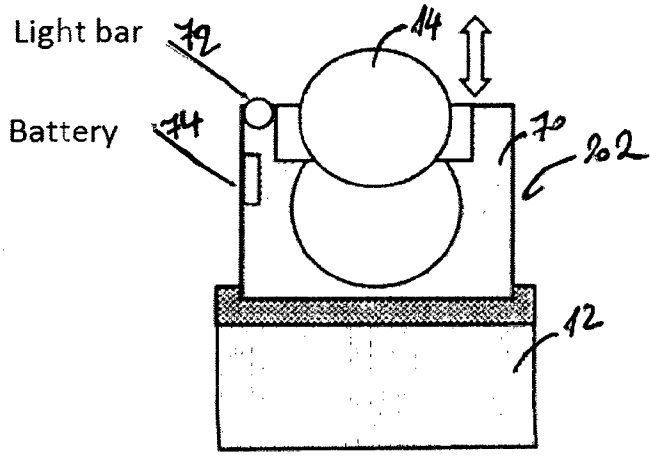

Fig. 20

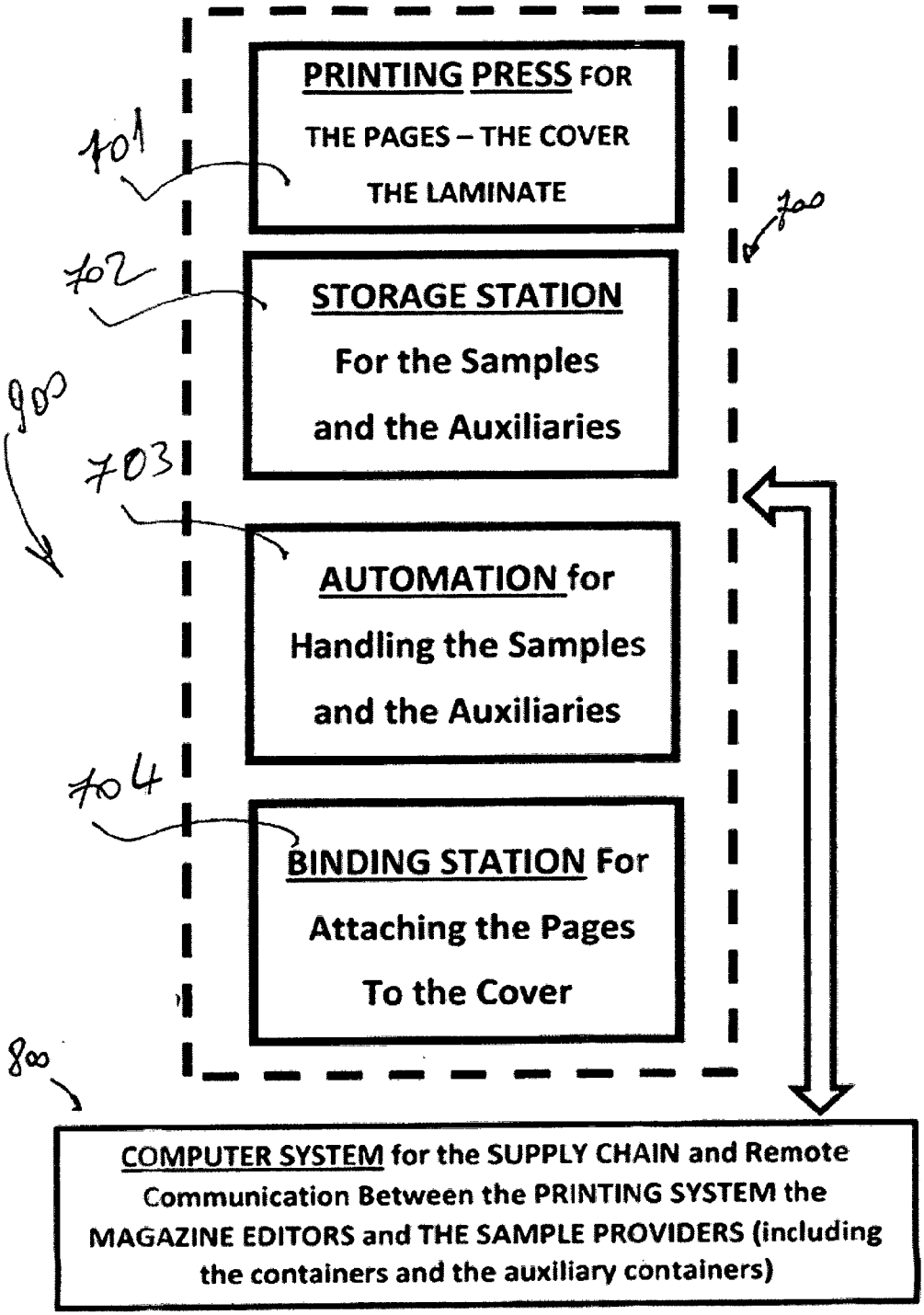
PRINTING PRESS FOR THE PAGES – THE COVER THE LAMINATE
101
700
702
STORAGE STATION For the Samples and the Auxiliaries
900
703
AUTOMATION for Handling the Samples and the Auxiliaries
704
BINDING STATION For Attaching the Pages To the Cover
800
COMPUTER SYSTEM for the SUPPLY CHAIN and Remote Communication Between the PRINTING SYSTEM the MAGAZINE EDITORS and THE SAMPLE PROVIDERS (including the containers and the auxiliary containers)

Fig. 21

INTERNATIONAL SEARCH REPORT

International application No
PCT/EP2017/000624

A. CLASSIFICATION OF SUBJECT MATTER
INV. B42D3/12 B42C1/10 B42D1/00
ADD.

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
B42D B42C B41F B42F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	DE 25 17 878 A1 (NITZ RUDI) 11 November 1976 (1976-11-11) the whole document -----	1,7,8, 11,12
X	US 5 716 075 A (EVERT JR JOHN R [US]) 10 February 1998 (1998-02-10) column 5, lines 40-56 column 6, lines 14-31 and 43-62 column 7, lines 1-35; figures 1-4 column 1, lines 27-63 -----	1-12
A	US 8 851 279 B1 (HUSMANN MARK [US]) 7 October 2014 (2014-10-07) column 11, line 50 - column 13, line 64; figures 1-4,7 ----- -/--	1-12

[X] Further documents are listed in the continuation of Box C.

[X] See patent family annex.

* Special categories of cited documents :

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search	Date of mailing of the international search report
1 August 2017	09/08/2017

Name and mailing address of the ISA/	Authorized officer
European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Fax: (+31-70) 340-3016	D'Incecco, Raimondo

1

Form PCT/ISA/210 (second sheet) (April 2005)

INTERNATIONAL SEARCH REPORT

International application No
PCT/EP2017/000624

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
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