

Rotating label containing bar codes, QR codes or other graphical codes that provide additional information once scanned by a smart phone.

Field of the invention

This invention generally relates to Rotating labels containing bar codes, QR codes or other graphical codes that provide additional information once scanned by a smart phone.

Problem - Background of the invention

Since the advent of the “smart phone” it has become very popular for manufacturers to use bar codes, QR codes and other types of coding graphics to provide a way for consumers to easily obtain additional information about their products. By scanning or photographing these codes with their smart phone the consumer is taken to a website or is given the opportunity to download or purchase an App on their smart phone. The problem with typical labeling and packaging methods the manufacturer is often limited by the space allowed for these codes. They do not have enough room on their label to place more than one code along with other required information.

Solution - Description of the invention

My solution (invention) to provide the manufacturer with more space for these types of codes is a rotating, dual-ply label with a clear window in the top label, which allows the consumer to see the additional codes printed on the base label by rotating the label about the container. This additional space provides the manufacturer with more room to add multiple coding graphics. These codes can be used to point the consumer to websites containing drug interaction information, drug facts, medical record information, games, contests, or any other information presented on the website. The codes can also be used to point the consumer to purchase or download an app on the respective devices app store.

Summary

Graphical codes are becoming more and more popular in the modern age of “smart phones”. When a consumer uses their smart phone to scan or photograph a bar code, QR code or other graphical code they are pointed to a website or app associated to the code. My invention allows the manufacturer to put multiple graphical codes on their label. The consumer rotates the top label of this dual-ply construction and views the additional codes printed on the base label through a clear window in the top label.

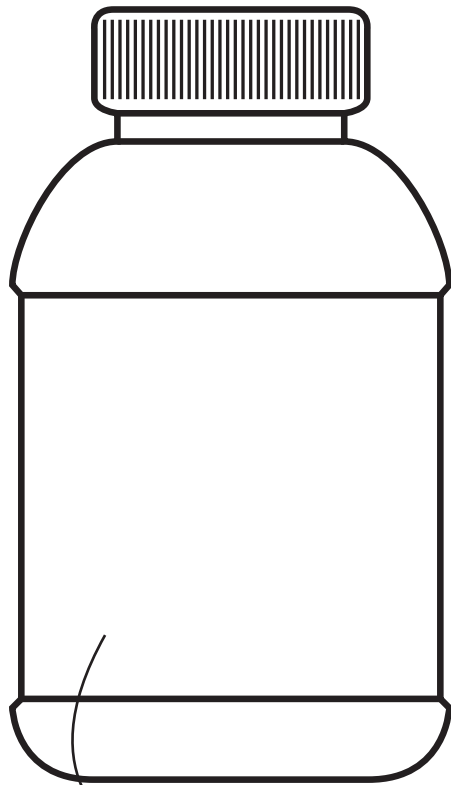
Drawings

1 – Graphical Code Rotating Label – Showing components – Container, Top and Base Labels.

2 – Graphical Code Rotating Label – Showing base label applied to container, then top label applied to container and top label rotating about container.

3 – Graphical Code Rotating Label – Showing smart phone scanning or photographing code and in turn the code sends the consumer to a website or app.

Graphical Coding Rotating Label Components



Container

Top Label

Clear Window

▶▶▶▶▶▶▶▶▶▶ **TURN LABEL FOR MORE INFORMATION** ▶▶▶▶▶▶▶▶▶▶ **TURN LABEL FOR MORE INFORMATION** ▶▶▶▶▶▶▶▶▶▶

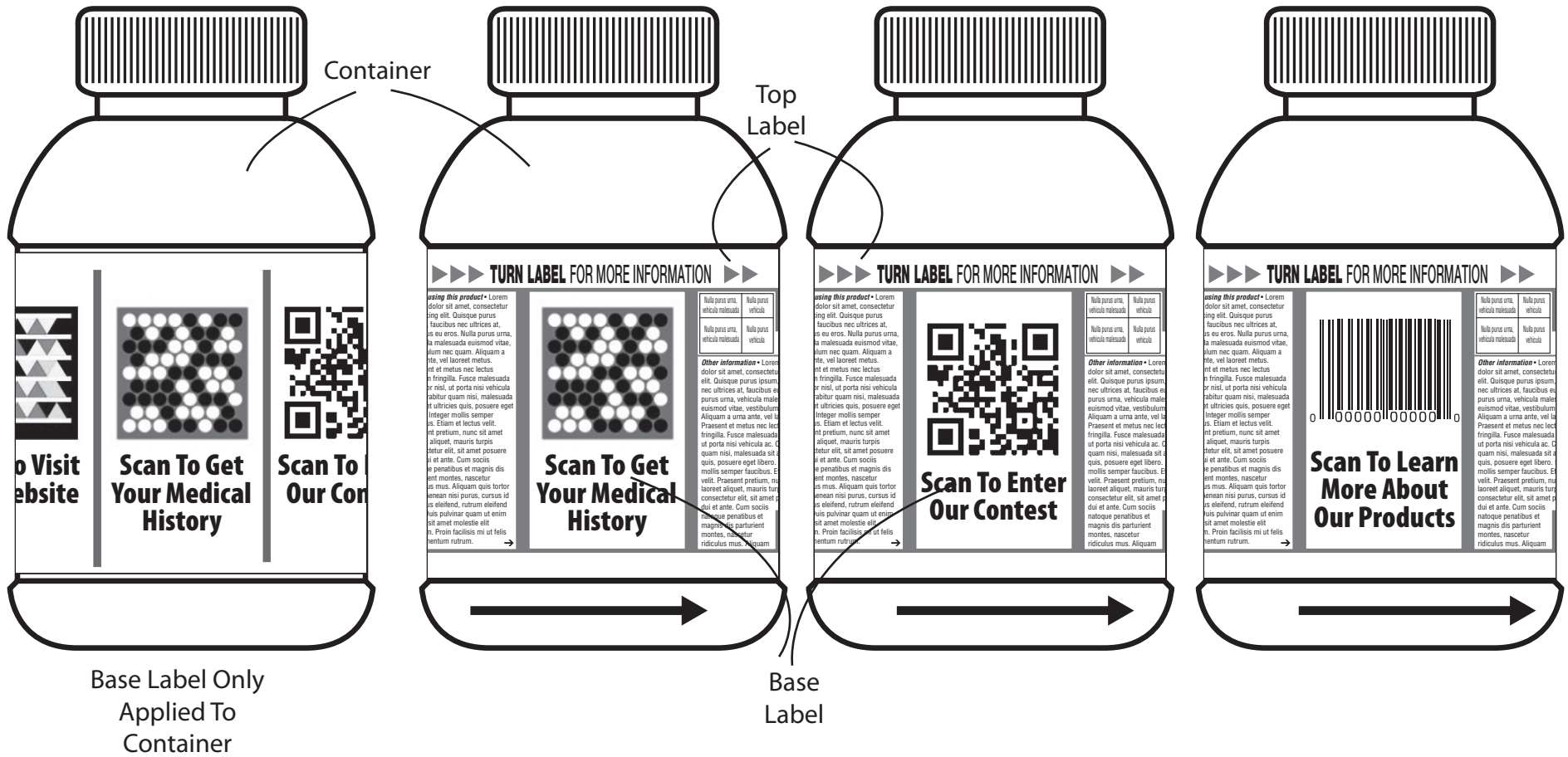
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Base Label

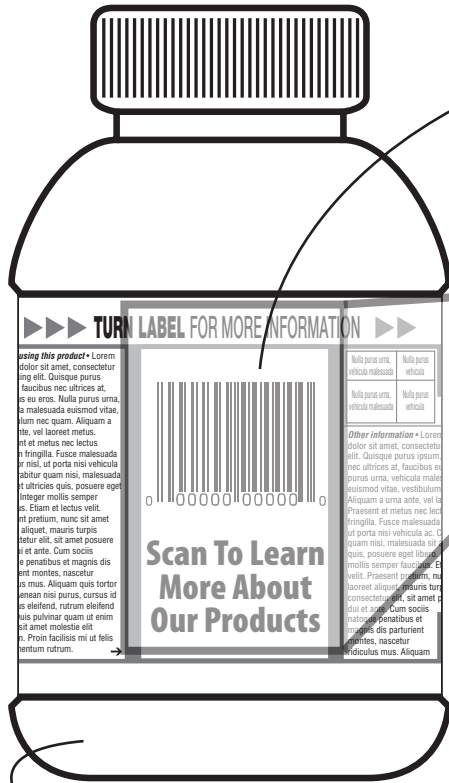
 <p>Scan To Visit Our Website</p>	 <p>Scan To Get Your Medical History</p>	 <p>Scan To Enter Our Contest</p>	 <p>Scan To Learn More About Our Products</p>	 <p>Scan For Drug Interactions</p>
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Graphical Coding Rotating Label

Top Label Rotates About Container Revealing Additional Codes



Graphical Coding Rotating Label



Container with Label

The consumer scans or photographs the code from the label on the container



Smart Phone

The code sends the consumer to a website or app.

