

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 is an improvement to current product labeling and more specifically, this invention provides a rotating, dual-ply label with a bar code, QR code or other type of code that once scanned or photographed by a smart phone or other device provides additional information to the consumer.

The problem

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.

The Solution

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.

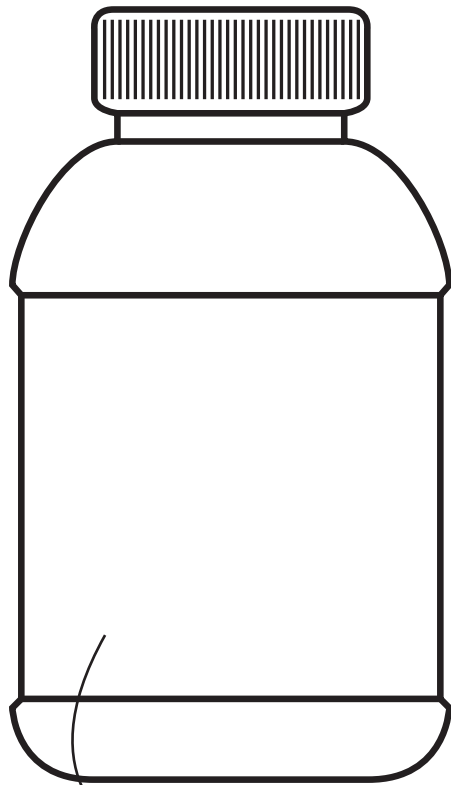
Drawings

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** ▶▶▶▶▶▶▶▶▶▶

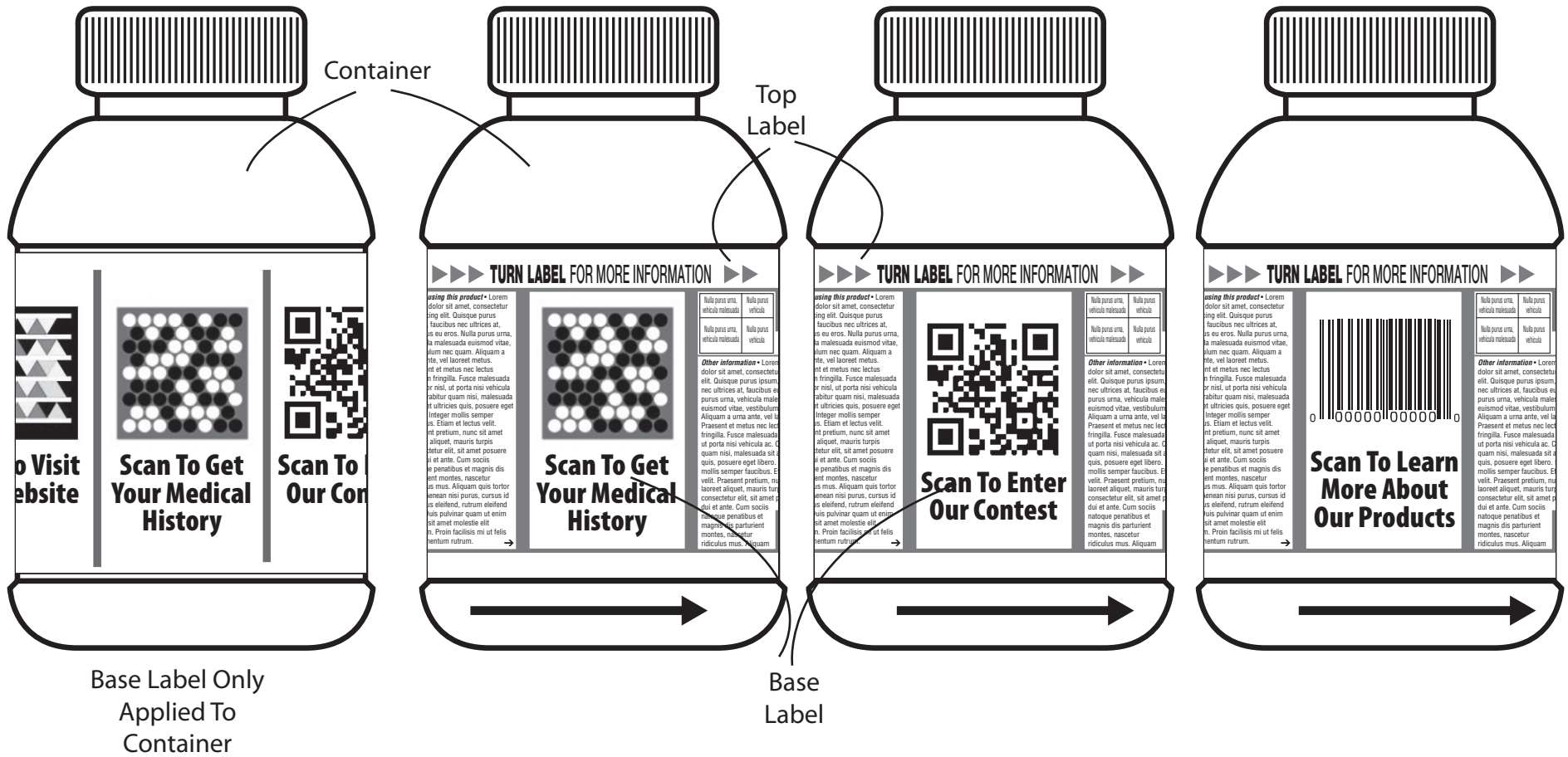
<p>Active Ingredients ipsum, faucibus nec ultrices at, faucibus eu Nulla purus urna, vehicula malesuada euism vestibulum nec quam. Aliquam a urna ante.</p>	<h2>Medication</h2>	<p>When using this product • Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque purus ipsum, faucibus nec ultrices at, faucibus eu eros. Nulla purus urna, vehicula malesuada euismod vitae, vestibulum nec quam. Aliquam a urna ante, vel laoreet metus. Praesent et metus nec lectus pretium fringilla. Fusce malesuada porttitor nisi, ut porta nisi vehicula ac. Curabitur quam nisi, malesuada sit amet ultrices quis, posuere eget libero. Integer mollis semper faucibus. Etiam et lectus velit. Praesent pretium, nunc sit amet laoreet aliquet, mauris turpis consectetur elit, sit amet posuere velit dui et ante. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam quis tortor eros. Aenean nisi purus, cursus id faucibus eleifend, rutrum eleifend ante. Duis pulvinar quam ut enim varius sit amet molestie elit aliquam. Proin facilisis mi ut felis condimentum rutrum. felis, blandit fermentum mattis nec, fermentum id tellus. Maecen</p>	<table border="1"> <tr> <td>Nulla purus urna, vehicula malesuada</td> <td>Nulla purus vehicula</td> </tr> <tr> <td>Nulla purus urna, vehicula malesuada</td> <td>Nulla purus vehicula</td> </tr> </table>	Nulla purus urna, vehicula malesuada	Nulla purus vehicula	Nulla purus urna, vehicula malesuada	Nulla purus vehicula
Nulla purus urna, vehicula malesuada	Nulla purus vehicula						
Nulla purus urna, vehicula malesuada	Nulla purus vehicula						
<p>Uses • Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque purus ipsum, faucibus nec ultrices at, faucibus eu eros. Nulla purus urna, vehicula malesuada euismod vitae, vestibulum nec quam. Aliquam a urna ante, vel laoreet metus. Praesent et metus nec lectus pretium fringilla. Fusce malesuada porttitor nisi, ut porta nisi vehicula ac. Curabitur quam nisi, malesuada sit amet ultrices quis, posuere eget libero. Integer mollis semper faucibus. Etiam et lectus velit. Praesent pretium, nunc sit amet laoreet aliquet, mauris turpis consectetur elit, sit amet posuere velit dui et ante. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam quis tortor eros. Aenean nisi purus, cursus id faucibus eleifend, rutrum eleifend ante. Duis pulvinar quam ut enim varius sit amet molestie elit aliquam. Proin facilisis mi ut felis condimentum rutrum. felis, blandit fermentum mattis nec, fermentum id tellus. Maecenas pellentesque felis nunc, vel molestie turpis. Pellentesque pulvinar interdum risus, vitae consequat enim ultrices sed.</p>	<p>Nulla purus urna, vehicula malesuada euismod vitae, vestibulum nec quam. Aliquam a urna ante, vel laoreet metus. Praesent et metus nec lectus pretium fringilla. Fusce malesuada porttitor nisi, ut porta nisi vehicula ac. Curabitur quam nisi, malesuada sit amet ultrices quis, posuere eget libero. Integer mollis semper faucibus. Etiam et lectus velit. Praesent pretium, nunc sit amet laoreet aliquet, mauris turpis consectetur elit, sit amet posuere velit dui et ante. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam quis tortor eros. Aenean nisi purus, cursus id faucibus eleifend, rutrum eleifend ante. Duis pulvinar quam ut enim varius sit amet molestie elit aliquam. Proin facilisis mi ut felis condimentum rutrum. felis, blandit fermentum mattis nec, fermentum id tellus. Maecen</p>	<p>• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque purus ipsum, faucibus nec ultrices at, faucibus eu eros. Nulla purus urna, vehicula malesuada euismod vitae, vestibulum nec quam. Aliquam a urna ante, vel laoreet metus. Praesent et metus nec lectus pretium fringilla. Fusce malesuada porttitor nisi, ut porta nisi vehicula ac. Curabitur quam nisi, malesuada sit amet ultrices quis, posuere eget libero. Integer mollis semper faucibus. Etiam et lectus velit. Praesent pretium, nunc sit amet laoreet aliquet, mauris turpis consectetur elit, sit amet posuere velit dui et ante. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam quis tortor eros. Aenean nisi purus, cursus id faucibus eleifend, rutrum eleifend ante. Duis pulvinar quam ut enim varius sit amet molestie elit aliquam. Proin facilisis mi ut felis condimentum rutrum.</p>	<p>Other information • Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque purus ipsum, faucibus nec ultrices at, faucibus eu eros. Nulla purus urna, vehicula malesuada euismod vitae, vestibulum nec quam. Aliquam a urna ante, vel laoreet metus. Praesent et metus nec lectus pretium fringilla. Fusce malesuada porttitor nisi, ut porta nisi vehicula ac. Curabitur quam nisi, malesuada sit amet ultrices quis, posuere eget libero. Integer mollis semper faucibus. Etiam et lectus velit. Praesent pretium, nunc sit amet laoreet aliquet, mauris turpis consectetur elit, sit amet posuere velit dui et ante. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam</p>				

Base Label

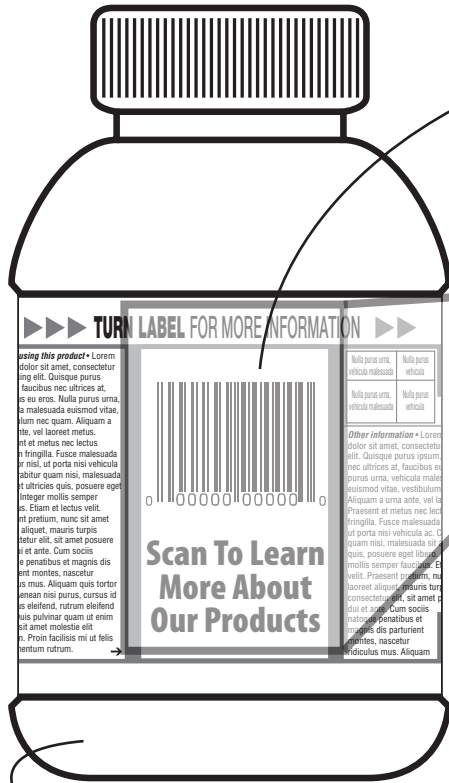
<p>Scan To Visit Our Website</p>	<p>Scan To Get Your Medical History</p>	<p>Scan To Enter Our Contest</p>	<p>Scan To Learn More About Our Products</p>	<p>Scan For Drug Interactions</p>

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.

