Food product packaging and method
Lebensmittelproduktverpackung und Verfahren
Conditionnement de produits alimentaires et procédé

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The present invention relates to a food product packaging comprising foil material for enclosing a food product. Illustrative and non-limiting examples of food products to be packaged in the packaging according to the invention are soft kinds of cheese such as Brie, Camembert, etc., and/or soft kinds of meat-based products such as a pâté. The packaging according to the present invention is suitable for packaging the aforementioned exemplary kinds of food products as a whole or pieces thereof. The present invention also relates to a method of packaging a food product in a food product packaging set forth.

The food product packaging described above is very simple of construction and well known in the art. The foil material of such a packaging is usually tightly wrapped around the food product. A concern with this kind of packaging, especially when used for packaging the soft kinds of food products mentioned above, is that it can at least be quite challenging for a user to avoid unnecessary contact between the food product and his or her fingers upon removing the foil material. This unnecessary contact is of course undesirable from a hygienic point of view but also from a practical point of view it is very inconvenient if the user's digits, for example the fingers and/or the thumb, get at least partially covered with parts of the food product upon unpacking the food product. Another concern with the food product packaging according to the state of the art may be that the food product upon removing the foil material can get damaged which could lead to breaking off of pieces of the food product. This is of course undesirable when the user wants to nicely present the unpacked food product for example to guests.

It is an object of the present invention to provide a food product packaging that preempts or at least reduces the aforementioned concerns of the food product packaging according to the state of the art. It is also an object of the present invention to provide a method of packaging a food product in a food product packaging set forth.

At least one of these objects is achieved by a food product packaging according to the present invention comprising foil material that is provided with a first weakening line, a first label which is arranged on the foil material, and which is provided with a second weakening line coinciding with the first weakening line. In this way, the plate-like element may comprise polypropylene (PP), may provide some stiffness enabling easier tearing of the foil material when the user exerts a pulling force on the tearing means provided by the first label. The plate-like element may also be of advantage when providing the foil material with the first weakening line. The plate-like element may also provide an engaging means for at least one digit, for example the thumb, of the user's hand thereby preventing unnecessary contact between the digit and the food product. The plate-like element may also be used for example as a tag providing information about the food product. The tag may be arranged for attaching it to the food product for example by sticking it in the food product, e.g. a piece of cheese such as Brie or Camembert.

In an embodiment of the food product packaging according to the present invention, the tearing means comprises a plate-like element which is arranged inside the foil material, at the position of the first and second weakening lines. In this way, the plate-like element, which may comprise polypropylene (PP), may provide some stiffness enabling easier tearing of the foil material when the user exerts a pulling force on the tearing means provided by the first label. The plate-like element may also be of advantage when providing the foil material with the first weakening line. The plate-like element may also provide an engaging means for at least one digit, for example the thumb, of the user's hand thereby preventing unnecessary contact between the digit and the food product. The plate-like element may also be used for example as a tag providing information about the food product. The tag may be arranged for attaching it to the food product for example by sticking it in the food product, e.g. a piece of cheese such as Brie or Camembert.

In an embodiment of the food product packaging according to the present invention, the tearing means comprises portions of the first label which are arranged at opposite sides of the second weakening line. In this way the user is provided by at least two pull tabs that allow him or her to take hold of the first label. By applying a pulling force, which is sufficient and oriented in the appropriate direction, on pull tabs that are arranged at opposite sides of the second weakening line, the first label will be torn along the second weakening line and consequently the foil material underneath will be torn along the first weakening line. In this way the packaging can be opened in a convenient and easy way.

In an embodiment of the food product packag-
In an embodiment of the food product packaging according to the present invention, the tearing means comprise two edge portions of the first label, wherein in a closed state of the packaging the edge portions are extending parallel to the second weakening line, at a distance from the second weakening line, and wherein the edge portions are at most peelably attached to the foil material. The two edge portions allow the user to take hold of the first label for exerting a pulling force on it. The two edge portions may be peelably attached to the foil material in order to avoid damaging of these tearing means for example due to handling of the packaging when putting it in a shelf in a store. It will be clear to the person skilled in the art how a peelable attachment of the edge portions of the first label to the foil material should be established. In the case that the first label has a round shape, the boundary between an edge portion and the portion of the label outside the edge portions is extending parallel to the second weakening line when the packaging is in a closed state.

[0008] In an embodiment of the food product packaging according to the present invention, a portion of the first label outside of the edge portions is unpeelably attached to the foil material. This portion borders at least on one side of the first and second weakening lines that are coinciding. It is also possible that this portion of the first label borders on both sides of the first and second weakening lines. By unpeelably attaching the abovementioned portion of the first label to the foil material, e.g. by gluing or welding, the pulling force exerted on the edge portions of the first label is transferred to the second weakening line and consequently to the first weakening line.

[0009] In an embodiment of the food product packaging according to the present invention, the first and second weakening lines are extending parallel to a plane of symmetry of the packaging when the packaging is in a closed state. This enables a symmetrical opening of the foil material after tearing of the first and second weakening lines.

[0010] In an embodiment of the food product packaging according to the present invention, the packaging further comprises a third label which is provided on the foil material, at a position which in a closed state of the packaging is at an opposite side of the packaging with respect to a position of the first label on the foil material. The third label may comprise a reference to the first label that provides tearing means, e.g. pull tabs, for opening the packaging by tearing the first and second weakening lines described above. The third label may also be used for providing product information to the user.

[0011] In an embodiment of the food product packaging according to the present invention, the packaging further comprises a second label covering the second weakening line of the first label, wherein the second label is peelably attached to the first label. Covering of the second weakening line and consequently of the first weakening line by the second label enables a hermetic sealing of the packaging thereby isolating the food product inside the packaging from the outside world. Such a hermetic sealing is required for establishing and guaranteeing an acceptable perishable date. For establishing the hermetic sealing it would be sufficient if the second label only covers the second weakening line of the first label. However, as will be discussed below other embodiments may also provide to be beneficial. The second label is peelably attached to the first label for allowing easy removal of the second label and providing easy access to the tearing means provided by the first label. Because of the peelable attachment of the second label to the first label, removal of the second label will not lead to tearing of the second and/or the first weakening lines. The second label can provide a reference to the user about the underlying first label. It will be clear to the person skilled in the art how to establish a peelable attachment of the second label to the first label.

[0012] In an embodiment of the food product packaging according to the present invention, the first label and the second label have at least equal dimensions. In this way the full area of the second label can be used for example for providing additional information about the food product to the user but other advantageous uses can also be envisioned. Another possibility is that the dimensions of the second label are larger than the dimensions of the first label. This could be beneficial if more area is required for displaying information. It will thus be clear that a square or rectangular shape of the third label is preferable.

[0013] According to another aspect of the present invention, a method of packaging a food product in a food product packaging set forth is provided, the method comprises the steps of:

- providing foil material;
- providing the foil material with a first weakening line;
- wrapping a food product in the foil material while leaving the first weakening line freely accessible from the outside;
- providing a first label comprising a second weakening line; and
- unpeelably attaching a portion of the first label to the foil material, at a position in which the second weakening line coincides with the first weakening line, while at least one edge portion of the first label is at most peelably attached to the foil material.

[0014] In an embodiment of the method according to the present invention, the method further comprises the step of peelably attaching a second label to the first label at a position in which the second label at least covers the second weakening line.

[0015] In an embodiment of the method according to the present invention, the method further comprises the step of placing a plate-like element on the food product before wrapping the food product in the foil material, at the position where the first weakening line is to be located.
The step of providing the foil material with a first weakening line can be implemented in several ways. A first possible implementation is that the weakening line is provided by using a laser. It will be clear to the person skilled in the art which kind of laser is suitable for establishing perforated lines in shrink wrappings comprising PE. In the case of using a laser for providing the first weakening line, the method according to the present invention involves as a first step the provision of the foil material. Next, the first weakening line is provided by using the laser. As a next step, the food product and the plate-like element are arranged on the foil material such that the plate-like element is positioned at the location of the first weakening line in the foil material. Then, the food product is wrapped in the foil material such that the plate-like element is inside the packaging, i.e. between the food product and the foil material. As a next step, a first label comprising a second weakening line is provided. The first label is arranged on the foil material such that the first and the second weakening lines are coinciding. Furthermore, a portion of the first label is unpeelably attached to the foil material, at a position in which the second weakening line coincides with the first weakening line, while at least one edge portion of the first label is at most peelably attached to the foil material. The unpeelable attachment of the portion of the first label outside the edge portions of the first label can be done by gluing. It may also be done by welding. The at most peelable attachment of the edge portions with the foil material can be realized for example by deactivating the glue used. It will be clear to the person skilled in the art how deactivation of the glue used can be achieved. After arranging the first label, the second label can be peelably attached to the first label such that the second label at least covers the second weakening line of the first label. In this way the hermetic sealing described above can be established. Finally, the third label can be arranged on the foil material, at a position which in a closed state of the packaging is at an opposite side of the foil material with respect to a position of the first label on the foil material.

A second possible implementation of the weakening line may be provided by using a cutting device such as a knife or other suitable sharp element that is suitable for achieving a perforated line in a foil material comprising PE. In this case, the method according to the present invention involves also as a first step the provision of the foil material. However, as a next step the food product and the plate-like element are provided and wrapped in the foil material such that the plate-like element is inside the packaging, i.e. between the food product and the foil material. Then the cutting device is used for establishing the first weakening line in the foil material at the position of the plate-like element. The presence of the plate-like element in this case is essential as on the one hand it prevents the cutting device from damaging the food product while making the cuts in the foil material and on the other hand prevents the cutting device from getting polluted by parts of the food product and/or from getting blunt very fast. The plate-like element thus prevents a reduced throughput of a production line due to an increased down-time of the production line because of required maintenance of the cutting device. As a next step, the first label comprising the second weakening line is provided and arranged on the foil material as described above. After arranging the first label, the second label can be peelably attached to the first label as described above. Finally, the third label can be arranged on the foil material as described above.

It has to be remarked that the arrangement of the first and the second labels can also be done simultaneously in the case that the second label is already arranged on top of the first label.

According to a further aspect of the present invention, a method of packaging a food product in a food product packaging set forth is provided, the method comprises the steps of

- providing foil material;
- arranging a first label on the foil material, wherein a portion of the first label is unpeelably attached to the foil material, and wherein at least one edge portion of the first label is at most peelably attached to the foil material;
- providing the foil material with a first weakening line and the first label with a second weakening line, at the portion where the first label is unpeelably attached to the foil material, wherein the first and second weakening lines are coinciding; and
- wrapping a food product in the foil material while leaving the first label freely accessible from the outside.

An advantage of the method described above, is that it enables the first and second weakening lines to be positioned exactly on top of each other as they are provided by cutting, preferably in one go, through both the first label and the foil material. In this way, the complexity of packaging process is reduced because accurate positioning of the first label when arranging it on the foil material such that the first and second weakening lines will coincide, can be omitted. It will be clear to the person skilled in the art that the first and second weakening lines can alternatively be provided by a cutting process in which the total cutting depth is achieved by multiple consecutive cuts at the same position. Furthermore, the cutting process can be implemented using any of the techniques described above.

A further advantage of the method described above is that a double layered tag comprising the first and second labels is not required. This reduces the price of the food product packaging.

In an embodiment of the method according to the present invention, the method further comprises the step of peelably attaching a second label to the first label at a position in which the second label at least covers the second weakening line. In this way the hermetic sealing
In an embodiment of the method according to the present invention, the method further comprises the step of placing a plate-like element on the food product before wrapping the food product in the foil material, at the position where the first and second weakening lines are to be located.

These and other features and effects of the present invention will be explained in more detail below with reference to drawings in which preferred and illustrative embodiments of the invention are shown. The person skilled in the art will realize that other alternatives and equivalent embodiments of the invention can be conceived and reduced to practice without departing from the scope of the present invention. In the drawings,

Fig. 1 shows a schematic representation of an embodiment of the food product packaging according to the present invention containing a food product, e.g. a piece of Brie, wherein the location of a third label is indicated.

Fig. 2a shows a schematic representation of the embodiment of the packaging as shown in Fig. 1, wherein the location of the second label covering the first label is shown.

Fig. 2b shows a schematic cross section of the embodiment of the packaging as shown in Fig. 2a along line IIb-IIb.

Fig. 2c shows a close-up view of the area indicated in Fig. 2b.

Fig. 3 shows a schematic representation of the embodiment of the packaging as shown in Fig. 2a, wherein a user is removing the second label.

Fig. 4 shows a schematic representation of the embodiment of the packaging as shown in Fig. 2a, wherein the second label has been removed and the user has taken hold of the edge portions of the first label.

Fig. 5 shows a schematic representation of the embodiment of the packaging as shown in Fig. 4, wherein the user is exerting a pulling force in the direction of the arrows thereby tearing at least the first and the second weakening lines.

Fig. 6 shows a schematic representation of the embodiment of the packaging as shown in Fig. 5, wherein in addition to the first and the second weakening lines the foil material is being torn by exerting a pulling force on the edge portions of the first label.

Fig. 7 shows a schematic representation of the embodiment of the packaging as shown in Fig. 6, wherein the plate-like element provides an engaging means for the thumb of the user’s hand.

Fig. 8 shows a schematic representation of the food product, i.e. the piece of Brie, being presented on a tray, wherein the plate-like element has been stuck into the food product for example for providing information to the user.

The figures are not necessarily drawn to scale. In the figures identical components are denoted by the same reference numerals.

The food product packaging as shown in the annexed drawings can be applied for packaging of soft kinds of cheese, e.g. Brie, Camembert, etc., but its use is not restricted to that. It may also be used for packaging of soft kinds of meat-based products, e.g. a pâté.

Fig. 1 shows a schematic representation of an embodiment of the food product packaging (1) according to the present invention containing a food product (3), e.g. a piece of Brie, wherein the location of a third label (9) is indicated. The third label (9) may comprise a reference to a first label (5) and/or a second label (10) that are arranged at the opposite of the packaging (1), wherein the first label (5) provides tearing means (7), e.g. pull tabs, for opening the packaging (1) by tearing the first weakening line (4) and the second weakening line (6) as described above. The third label (9) may also be used for providing product information to the user. In this embodiment of the packaging (1), the third label (9) has a rectangular shape. It will be clear to the person skilled in the art that any suitable shape may be used.

Fig. 2a shows a schematic representation of the embodiment of the packaging (1) as shown in Fig. 1, wherein the location of the second label (10) covering the first label (5) is shown. The second label (10) covers the second weakening line (6) of the first label (5), wherein the second label (10) is peelably attached to the first label (5). Covering of the second weakening line (6) and consequently of the first weakening line (4) by the second label (10) enables a hermetic sealing of the packaging (1). In practice, the first (5) and the second (10) labels may be arranged simultaneously on the foil material (2). This can be achieved when the second label (10) is already arranged on top of the first label (5). In this embodiment of the packaging (1), the first label (5) and the second label (10) have a rectangular shape. It will be clear to the person skilled in the art that any suitable shape may be used.

Fig. 2b shows a schematic cross section of the embodiment of the packaging (1) as shown in Fig. 2a along line IIb-IIb. Among others, it can be seen that the third label (9) is arranged on the foil material (2), at a position which in a closed state of the packaging (1) is at an opposite side of the packaging (1) with respect to a position of the first label (5) on the foil material (2).

Fig. 2c shows a close-up view of the area indicated in Fig. 2b. It can be seen that a plate-like element (8) is arranged between the foil material (2) and the food product (3), at the position of the first weakening line (4) of the foil material (2) and the second weakening line (6) of the first label (5). It can further be observed that a portion (11) of the first label (5) outside of the edge portions (7) is peelably attached to the foil material (2). In the embodiment of the packaging (1) shown in Fig. 2c, this portion (11) borders on both sides of the first (4) and second weakening lines (6). By peelably attaching the...
Food product packaging (1) comprising
- foil material (2) for enclosing a food product (3)
- edge portions (7) of the first label (5)
- second label (10) covers the second weakening line (6)
- forming means that allow the user to take hold of the first label (5)

In the embodiment of the packaging (1) shown, edge portions (7) are not attached to the foil material (2). In another advantageous embodiment of the packaging (1), the edge portions (7) may be peelably attached to the foil material (2). In this way, damaging of the edge portions (7), for example due to handling of the packaging when putting it in a shelf in a store, may be avoided.

Fig. 2c also shows that in this embodiment of the packaging (1) the first label (5) and the second label (10) have at least equal dimensions in a first dimension and that the second label (10) covers the second weakening line (6) of the first label (5).

Fig. 2a, wherein a user is exerting the second label (10). It can be seen that in this embodiment of the packaging (1) the first label (5) and the second label (10) have equal dimensions. Upon removing the second label (10), which is peelably attached to the first label (5), access is provided to tearing means that are provided as edge portions (7) of the first label (5). Because of the peelable attachment of the second label (10) to the first label (5), removal of the second label (10) will not lead to tearing of the second weakening lines. The second label (10) can provide a reference to the user about the underlying first label (5).

Fig. 4 shows a schematic representation of the embodiment of the packaging (1) as shown in Fig. 2a, wherein the second label (10) has been removed and the user has taken hold of the edge portions (7) of the first label (5) by gripping these portions between his or her fingers. It can be seen that the first (4) and second (6) weakening lines are extending parallel to a plane of symmetry of the packaging (1) in this closed state. Furthermore, it can be seen that the two edge portions (7) of the first label (5), which provide the tearing means, in this closed state of the packaging (1) are extending parallel to the second weakening line (6), at a distance from the second weakening line (6). The position of the plate-like element 8 with respect to the first (4) and second (6) weakening lines is also indicated using dashed lines.

Fig. 5 shows a schematic representation of the embodiment of the packaging (1) as shown in Fig. 4, wherein the user is exerting pulling forces on the edge portions (7) of the first label (5) in the direction of the arrows. The pulling forces are sufficient for tearing at least the first label (5) along the second weakening line (6) and consequently the foil material (2) underneath the first label (5) along the first weakening line (4). In this way the packaging (1) can be opened in a convenient and easy way.

The food product (3) upon unpacking the food product (3).

Variations to the disclosed embodiments can be understood and effected by a person skilled in the art in practicing the claimed invention, from a study of the figures, the description and attached claims. In the claims, the word "comprising" does not exclude a plurality. The mere fact that certain measures are recited in mutually different dependent claims does not indicate that a combination of these measures cannot be used to advantage. Any reference signs in the claims should not be construed as limiting the scope of the present invention.

Claims

1. Food product packaging (1) comprising
   - foil material (2) for enclosing a food product
(3), wherein the foil material (2) is provided with a first weakening line (4):
- a first label (5) which is arranged on the foil material (2), and which is provided with a second weakening line (6) coinciding with the first weakening line (4); and
- a tearing means (7) for allowing a user of the packaging (1) to take hold of the first label (5) and to exert a pulling force at the first label (5) for tearing the first label (5) and an underlying portion of the foil material (2) at a position of the first (4) and second (6) weakening lines.

2. Food product packaging (1) according to claim 1, further comprising a plate-like element (8) which is arranged inside the foil material (2), at the position of the first (4) and second (6) weakening lines.

3. Food product packaging according to claim 1 or 2, wherein the tearing means comprise portions of the first label which are arranged at opposite sides of the second weakening line.

4. Food product packaging (1) according to claim 3, wherein the tearing means (7) comprise two edge portions of the first label (5), wherein in a closed state of the packaging (1) the edge portions are extending parallel to the second weakening line (6), at a distance from the second weakening line (6), and wherein the edge portions are at most peelably attached to the foil material (2).

5. Food product packaging according to claim 4, wherein a portion of the first label outside of the edge portions is unpeelably attached to the foil material.

6. Food product packaging (1) according to any of the preceding claims, wherein in a closed state of the packaging (1) the first (4) and second (6) weakening lines are extending parallel to a plane of symmetry of the packaging (1).

7. Food product packaging (1) according to claim 6, further comprising a third label (9) which is provided on the foil material (2), at a position which in a closed state of the packaging (1) is at an opposite side of the packaging (1) with respect to a position of the first label (5) on the foil material (2).

8. Food product packaging (1) according to any of the preceding claims, further comprising a second label (10) covering the second weakening line (6) of the first label (5), wherein the second label (10) is peelably attached to the first label (5).

9. Food product packaging (1) according to claim 8, wherein the first label (5) and the second label (10) have at least equal dimensions.

10. Method of packaging a food product (3) in a food product packaging (1) according to any of the preceding claims, comprising the steps of
- providing foil material (2);
- providing the foil material (2) with a first weakening line (4);
- wrapping a food product (3) in the foil material (2) while leaving the first weakening line (4) freely accessible from the outside;
- providing a first label (5) comprising a second weakening line (6); and
- unpeelably attaching a portion of the first label (5) to the foil material (2), at a position in which the second weakening line (6) coincides with the first weakening line (4), while at least one edge portion of the first label (5) is at most peelably attached to the foil material (2).

11. Method of packaging a food product (3) in a food product packaging (1) according to any of the claims 1-9, comprising the steps of
- providing foil material (2);
- arranging a first label (5) on the foil material (2), wherein a portion of the first label (5) is unpeelably attached to the foil material (2), and wherein at least one edge portion of the first label (5) is at most peelably attached to the foil material (2);
- providing the foil material (2) with a first weakening line (4) and the first label (5) with a second weakening line (6), at the portion where the first label (5) is unpeelably attached to the foil material (2), wherein the first and second weakening lines are coinciding; and
- wrapping a food product (3) in the foil material (2) while leaving the first label (5) freely accessible from the outside.

12. Method according to claim 10 or 11, further comprising the step of
- peelably attaching a second label (10) to the first label (5) at a position in which the second label (10) at least covers the second weakening line (6).

13. Method according to any one of the claims 10 to 12, further comprising the step of
- placing a plate-like element (8) on the food product (3) before wrapping the food product (3) in the foil material (2), at the position where the first weakening line (4) is to be located.
Patentansprüche

1. Lebensmittelverpackung (1) umfassend
   - Folienmaterial (2), um ein Lebensmittelprodukt (3) einzuschließen, wobei das Folienmaterial (2) mit einer ersten Schwächungslinie (4) bereitgestellt ist;
   - ein erstes Label bzw. Etikett (5), welches auf dem Folienmaterial (2) angeordnet ist, und welches mit einer zweiten Schwächungslinie (6) bereitgestellt ist, welche mit der ersten Schwächungslinie (4) übereinstimmt; und
   - eine Reißeinrichtung (7), um einem Benutzer der Verpackung (1) zu ermöglichen, das erste Label (5) zu greifen und eine Zugkraft auf das erste Label (5) auszuüben, um das erste Label (5) und einen darunterliegenden Bereich des Folienmaterials (2) an einer Position der ersten (4) und zweiten (6) Schwächungslinien zu zerreißen.

2. Lebensmittelverpackung (1) nach Anspruch 1, des Weiteren umfassend ein plattenartiges Element (8), welches im Inneren des Folienmaterials (2) angeordnet ist, an der Position der ersten (4) und zweiten (6) Schwächungslinien.

3. Lebensmittelverpackung (1) nach Anspruch 1 oder 2, wobei die Reißeinrichtung Teile des ersten Labels umfasst, welche an gegenüberliegenden Seiten der zweiten Schwächungslinie angeordnet sind.

4. Lebensmittelverpackung (1) nach Anspruch 3, wobei die Reißeinrichtung (7) zwei Kantenbereiche des ersten Labels (5) umfasst, wobei sich in einem geschlossenen Zustand der Verpackung (1) die Kantenbereiche parallel zu der zweiten Schwächungslinie (6) mit einem Abstand zu der zweiten Schwächungslinie (6) erstrecken, und wobei die Kantenbereiche höchstens abziehbar an dem Folienmaterial (2) haften.

5. Lebensmittelverpackung (1) nach Anspruch 4, wobei ein Teil des ersten Labels außerhalb der Kantenbereiche nicht abziehbar an dem Folienmaterial haftet.

6. Lebensmittelverpackung (1) nach einem der vorangehenden Ansprüche, wobei sich in einem geschlossenen Zustand der Verpackung (1) die erste (4) und zweite (6) Schwächungslinie parallel zu einer Symmetrieebene der Verpackung (1) erstrecken.

7. Lebensmittelverpackung (1) nach Anspruch 6, des Weiteren umfassend ein drittes Label (9), welches auf dem Folienmaterial (2) an einer Position bereitgestellt ist, die sich in einem geschlossenen Zustand der Verpackung (1) an einer gegenüberliegenden Seite der Verpackung (1) in Bezug auf eine Position des ersten Labels (5) auf dem Folienmaterial (2) befindet.

8. Lebensmittelverpackung (1) nach einem der vorangehenden Ansprüche, des Weiteren umfassend ein zweites Label (10), welches die zweite Schwächungslinie (6) des ersten Labels (5) bedeckt, wobei das zweite Label (10) abziehbar an dem ersten Label (5) haftet.

9. Lebensmittelverpackung (1) nach Anspruch 8, wobei das erste Label (5) und das zweite Label (10) wenigstens gleiche Abmessungen aufweisen.

10. Verfahren zum Verpacken eines Lebensmittelproduktes (3) in einer Lebensmittelverpackung (1) nach einem der vorangehenden Ansprüche, umfassend die Schritte:
    - Bereitstellen von Folienmaterial (2);
    - Bereitstellen des Folienmaterials (2) mit einer ersten Schwächungslinie (4);
    - Einwickeln des Lebensmittels (3) in das Folienmaterial (2), während die erste Schwächungslinie (4) von außen freizugänglich ist;
    - Bereitstellen eines ersten Labels (5) umfassend eine zweite Schwächungslinie (6); und
    - nichtabziehbaren Befestigen eines Teils des ersten Labels (5) an dem Folienmaterial (2) an einer Position, in welcher die zweite Schwächungslinie (6) mit der ersten Schwächungslinie (4) übereinstimmt, wobei wenigstens ein Kantenbereich des ersten Labels (5) höchstens abziehbar an dem Folienmaterial (2) haftet.

11. Verfahren zum Verpacken eines Lebensmittelproduktes (3) in einer Lebensmittelverpackung (1) nach einem der Ansprüche 1 bis 9, umfassend die Schritte:
    - Bereitstellen eines Folienmaterials (2);
    - Anordnen eines ersten Labels (5) auf dem Folienmaterial (2), wobei ein Teil des ersten Labels (5) nicht abziehbar an dem Folienmaterial (2) haftet, und wobei wenigstens ein Kantenbereich des ersten Labels (5) höchstens abziehbar an dem Folienmaterial (2) haftet;
    - Bereitstellen des Folienmaterials (2) mit einer ersten Schwächungslinie (4) und das erste Label (5) mit einer zweiten Schwächungslinie (6) an dem Bereich, an welchem das erste Label (5) nicht abziehbar an dem Folienmaterial (2) haftet, wobei die ersten und zweiten Schwächungslinien übereinstimmen; und
    - Einwickeln eines Lebensmittelproduktes (3) in das Folienmaterial (2), während das erste Label
(5) von außen frei zugänglich ist.

12. Verfahren nach Anspruch 10 oder 11, des Weiteren umfassend den Schritt des
   - abziehbaren Befestigens eines zweiten Labels (10) an dem ersten Label (5) an einer Position, in welcher das zweite Label (10) wenigstens die zweite Schwächungslinie (6) bedeckt.

13. Verfahren nach einem der Ansprüche 10 bis 12, des Weiteren umfassend den Schritt des
   - Anordnen eines plattenartigen Elements (8) auf dem Lebensmittelprodukt (3), bevor das Lebensmittelprodukt (3) in dem Folienmaterial (2) eingewickelt wird, an der Position, an welcher die erste Schwächungslinie (4) angeordnet ist.

Revidications

1. Emballage de produit alimentaire (1) comprenant :
   - un matériau en feuille (2) pour enfermer un produit alimentaire (3), dans lequel le matériau en feuille (2) est pourvu d’une première ligne d’affaiblissement (4) ;
   - une première étiquette (5) qui est agencée sur le matériau en feuille (2), et qui est pourvue d’une deuxième ligne d’affaiblissement (6) coincidant avec la première ligne d’affaiblissement (4) ; et
   - des moyens de déchirement (7) pour permettre à un utilisateur de l’emballage (1) de saisir la première étiquette (5) et d’exercer une force de traction sur la première étiquette (5) pour déchirer la première étiquette (5) et une partie sous-jacente du matériau en feuille (2) au niveau d’une position des première (4) et deuxième (6) lignes d’affaiblissement.

2. Emballage de produit alimentaire (1) selon la revendication 1, comprenant en outre un élément (8) similaire à une plaque qui est agencé à l’intérieur du matériau en feuille (2), à la position des première (4) et deuxième (6) lignes d’affaiblissement.

3. Emballage de produit alimentaire selon la revendication 1 ou 2, dans lequel les moyens de déchirement comprennent des parties de la première étiquette qui sont agencées au niveau des côtés opposés de la deuxième ligne d’affaiblissement.

4. Emballage de produit alimentaire (1) selon la revendication 3, dans lequel les moyens de déchirement (7) comprennent deux parties de bord de la première étiquette (5), dans lequel, dans un état de fermeture de l’emballage (1), les parties de bord s’étendent parallèlement à la deuxième ligne d’affaiblissement (6), à une distance de la deuxième ligne d’affaiblissement (6), et dans lequel les parties de bord sont au plus attachées de manière décollable au matériau en feuille (2).

5. Emballage de produit alimentaire selon la revendication 4, dans lequel une partie de la première étiquette à l’extérieur des parties de bord est attachée de manière non décollable au matériau en feuille.

6. Emballage de produit alimentaire (1) selon l’une quelconque des revendications précédentes, dans lequel, dans un état de fermeture de l’emballage (1), les première (4) et deuxième (6) lignes d’affaiblissement s’étendent parallèlement à un plan de symétrie de l’emballage (1).

7. Emballage de produit alimentaire (1) selon la revendication 6, comprenant en outre une troisième étiquette (9) qui est prévue sur le matériau en feuille (2), à une position qui, dans un état de fermeture de l’emballage (1), est au niveau d’un côté opposé de l’emballage (1) par rapport à une position de la première étiquette (5) sur le matériau en feuille (2).

8. Emballage de produit alimentaire (1) selon l’une quelconque des revendications précédentes, comprenant en outre une deuxième étiquette (10) recouvrant la deuxième ligne d’affaiblissement (6) de la première étiquette (5), dans lequel la deuxième étiquette (10) est attachée de manière décollable à la première étiquette (5).

9. Emballage de produit alimentaire (1) selon la revendication 8, dans lequel la première étiquette (5) et la deuxième étiquette (10) ont au moins des dimensions identiques.

10. Procédé d’emballage d’un produit alimentaire (3) dans un emballage de produit alimentaire (1) selon l’une quelconque des revendications précédentes, comprenant les étapes :
   - de fourniture d’un matériau en feuille (2) ;
   - de prévision, sur le matériau en feuille (2), d’une première ligne d’affaiblissement (4) ;
   - d’enveloppement d’un produit alimentaire (3) dans le matériau en feuille (2) tout en laissant la première ligne d’affaiblissement (4) librement accessible à partir de l’extérieur ;
   - de fourniture d’une première étiquette (5) comprenant une deuxième ligne d’affaiblissement (6) ; et
   - d’attachement de manière non décollable d’une partie de la première étiquette (5) au matériau en feuille (2), à une position à laquelle la
deuxième ligne d’affaiblissement (6) coïncide
avec la première ligne d’affaiblissement (4),
alors qu’au moins une partie de bord de la pre-
mière étiquette (5) est au plus attachée de ma-
nière décollable au matériau en feuille (2).

11. Procédé d’emballage d’un produit alimentaire (3)
dans un emballage de produit alimentaire (1) selon
l’une quelconque des revendications 1 à 9, compre-
nant les étapes :

- de fourniture d’un matériau en feuille (2) ;
- d’agencement d’une première étiquette (5) sur
le matériau en feuille (2), dans lequel une partie
de la première étiquette (5) est attachée de ma-
nière non décollable au matériau en feuille (2),
et dans lequel au moins une partie de bord de
la première étiquette (5) est au plus attachée de
manières décollable au matériau en feuille (2) ;
- de prévision, sur le matériau en feuille (2),
de première ligne d’affaiblissement (4) et, sur
la première étiquette (5), d’une deuxième ligne
d’affaiblissement (6), au niveau de la partie où
la première étiquette (5) est attachée de manière
non décollable au matériau en feuille (2), dans
lequel les première et deuxième lignes d’affai-
blissement coïncident ; et
- d’enveloppement d’un produit alimentaire (3)
dans le matériau en feuille (2) tout en laissant
la première étiquette (5) librement accessible à
partir de l’extérieur.

12. Procédé selon la revendication 10 ou 11, compre-
nant en outre l’étape :

- d’attachement de manière décollable d’une
deuxième étiquette (10) à la première étiquette
(5) à une position à laquelle la deuxième étiquet-
te (10) recouvre au moins la deuxième ligne d’af-
faiblissement (6).

13. Procédé selon l’une quelconque des revendications
10 à 12, comprenant en outre l’étape :

- de placement d’un élément similaire à une pla-
que (8) sur le produit alimentaire (3) avant d’en-
velopper le produit alimentaire (3) dans le ma-
tériau en feuille (2), à la position à laquelle la
première ligne d’affaiblissement (4) doit être si-
tuée.
Fig. 6
Fig. 7
Fig. 8