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

Top Label

Active ingredients:
- Quanti, baccus nec ceroth et, baccus nec baccarum nec.
- Baccarum nec arte, vehicula malesuada ecotne, vehicula nec arte.
- Alqapun a arte ars.

Medication:
- Nulla purus art, vehicula malesuada ecotneo, vehicula nec arte.
- Nulla purus urna, vehicula malesuada ecotneo, vehicula nec arte.
- Alqapun a arte art, vehicula malesuada ecotneo, vehicula nec arte.

When using this product:

Uses:

Other information:

Clear Window

Base Label

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

Top Label Rotates About Container Revealing Additional Codes

Base Label Only Applied To Container