

One modified sealing jaw. Same film. Same line.

A cereal bag with a crumb catcher: a non-continuous heat seal formed one to two inches above the bottom seal. Crumbs and sugar dust fall through; whole pieces pour clean. Nothing else about the liner, the box, or the filling process changes.

The patent

US 9,221,584 B2, "Cereal bag with crumb collector." Filed June 2, 2014. Granted December 29, 2015. Term runs to June 2, 2034. Allowed over 67 cited references. Assignee: Smartland, Cleveland, Ohio.

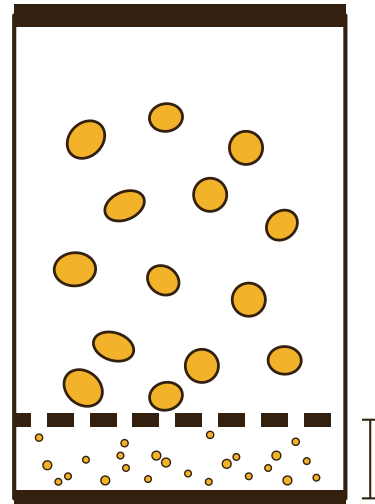
Claim 1 covers any bag with a main compartment, a crumb-collector compartment below it, a horizontal heat seal of sealed portions alternating with open portions, and a continuous bottom seal. Claim 4 covers the cereal bag; claim 7, the method using a ridged heat plate. The same license applies to crackers, chips, granola, pretzels, and pet kibble.

How it's made

The bottom seal is made as usual; a ridged heat plate forms the slotted seal above it, with two jaws or one modified jaw. Packaging-equipment makers at Pack Expo described adding the plate to existing vertical form-fill-seal machines as relatively easy and inexpensive. No change to process or timing; works with pillow and gusseted bags; slot size and count tunable per cereal.

Open item

Fill weight, line speed, and cost per bag: an independent packaging engineer's memo is in progress.



- ■ ■ **Slotted seal.** Sealed sections alternate with open slots. Crumbs fall through; whole pieces don't.
- **Continuous bottom seal.** Closes the crumb compartment, about an inch below the slotted seal.

What consumers are telling us

Consumers vote at nomorecrumbs.org for the cereal that should get the crumb catcher first. Verified votes and confirmed emails are published live at nomorecrumbs.org/results once they pass 1,000 verified votes.

Ways to work together

- A pilot run with a challenger brand
- A non-exclusive license per thousand bags
- Category exclusivity for a fixed term
- Acquisition of the patent