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(54) **FLOCKED ARTICLES HAVING
NONCOMPATIBLE INSERT AND POROUS
FILM**

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428/90, **67**, **78**, **138**, **457**, **458**, **461**

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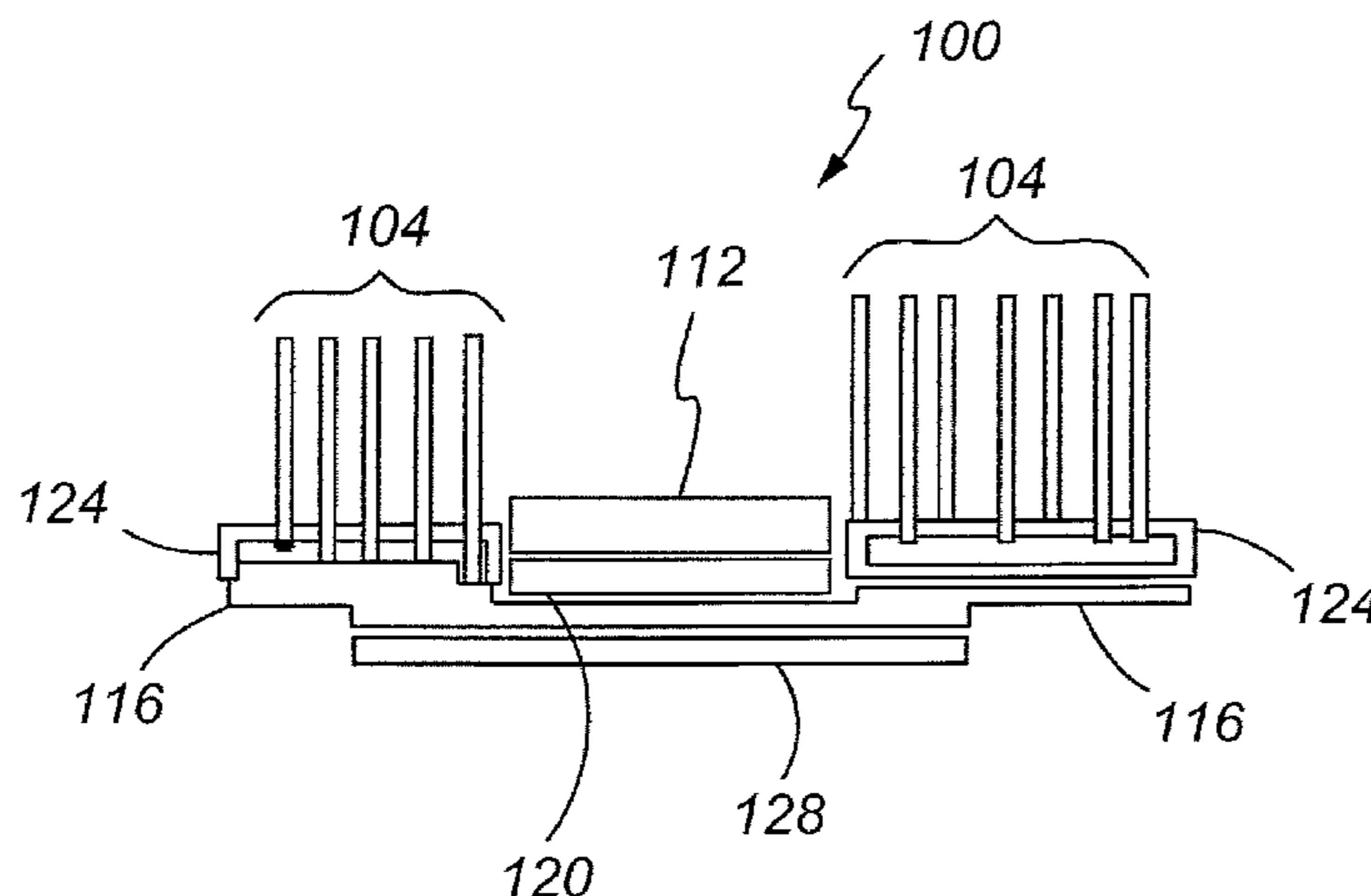
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(57) **ABSTRACT**

The present invention is directed to flocked articles compris-
ing a metallized film and methods of manufacturing such
articles.

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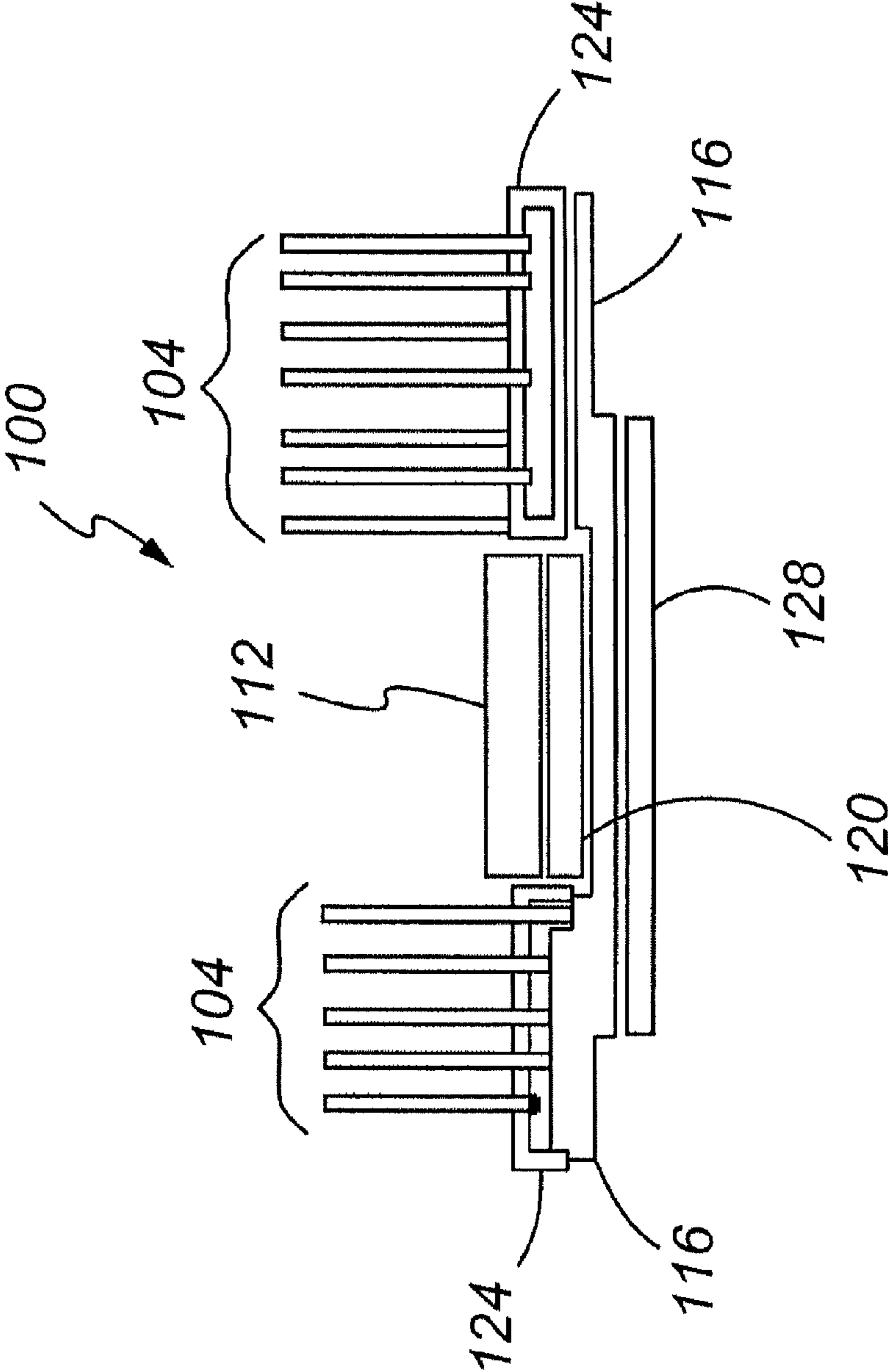


Fig. 1

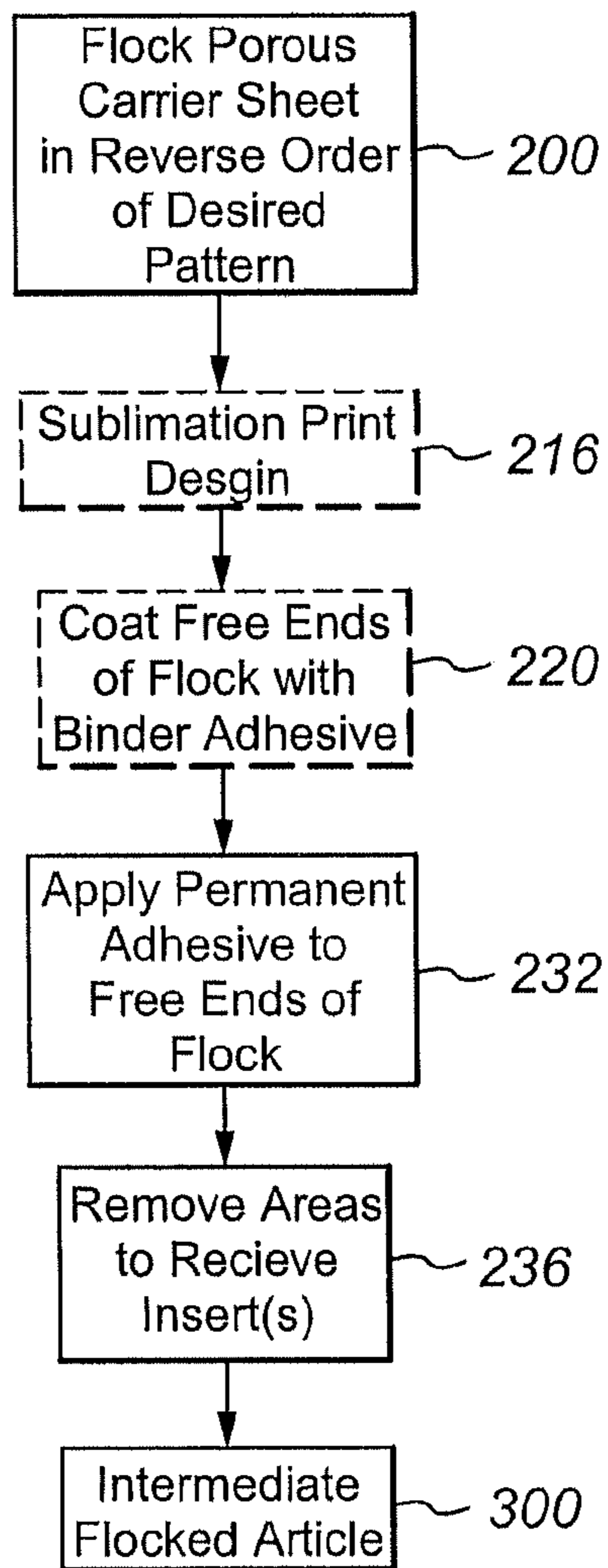


Fig. 2

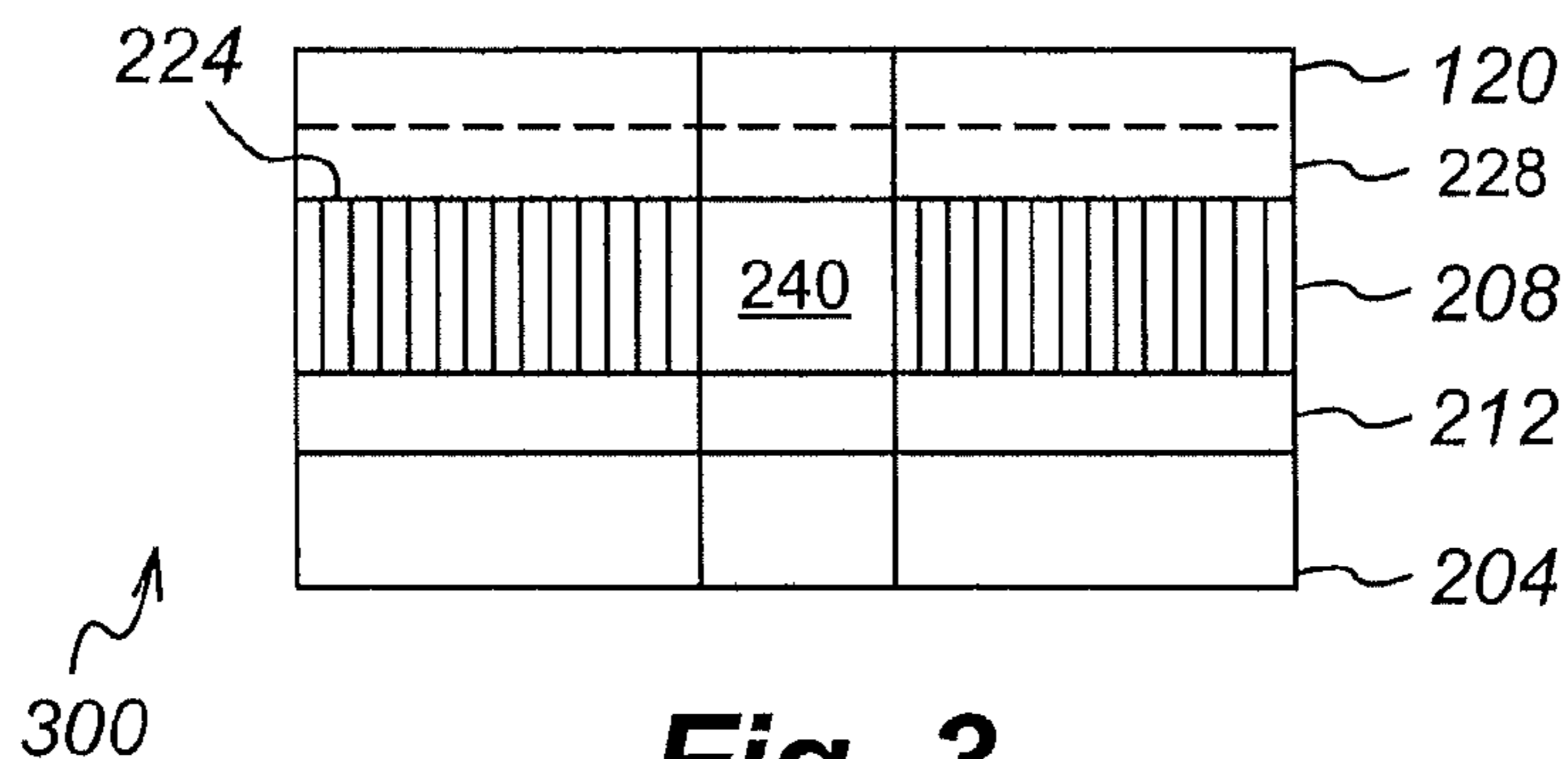


Fig. 3

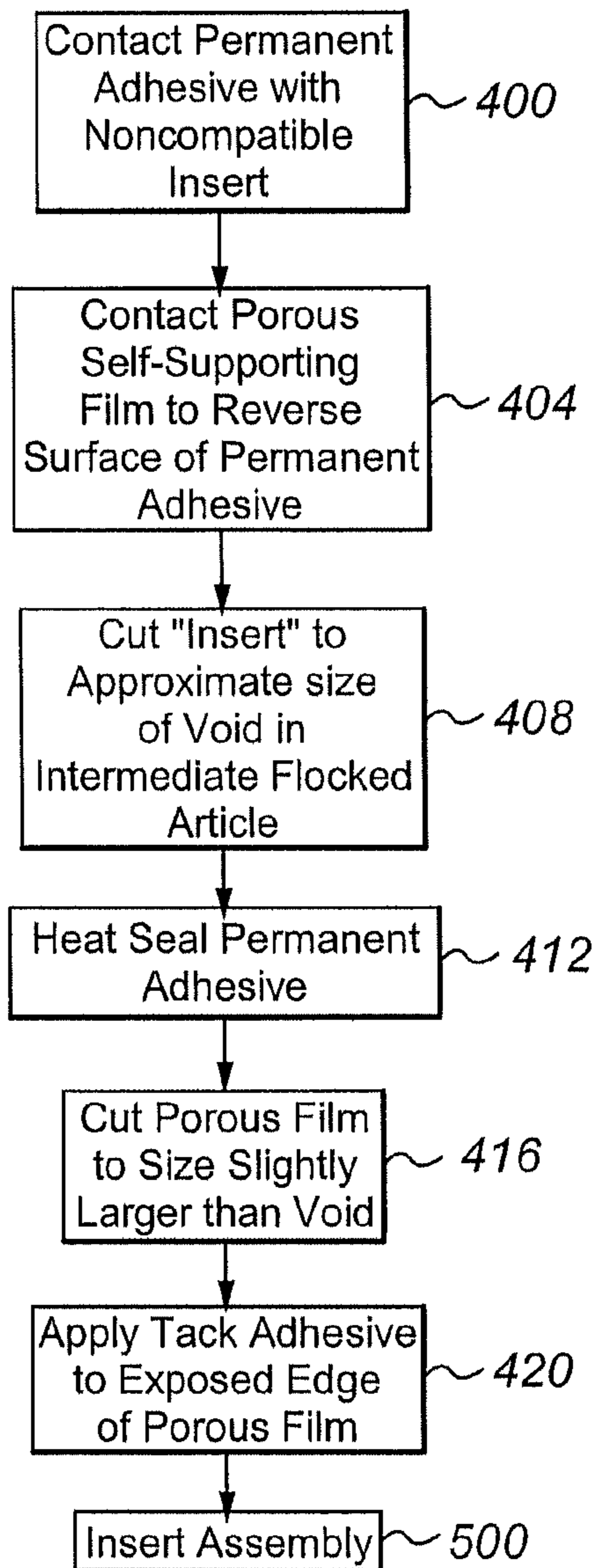


Fig. 4

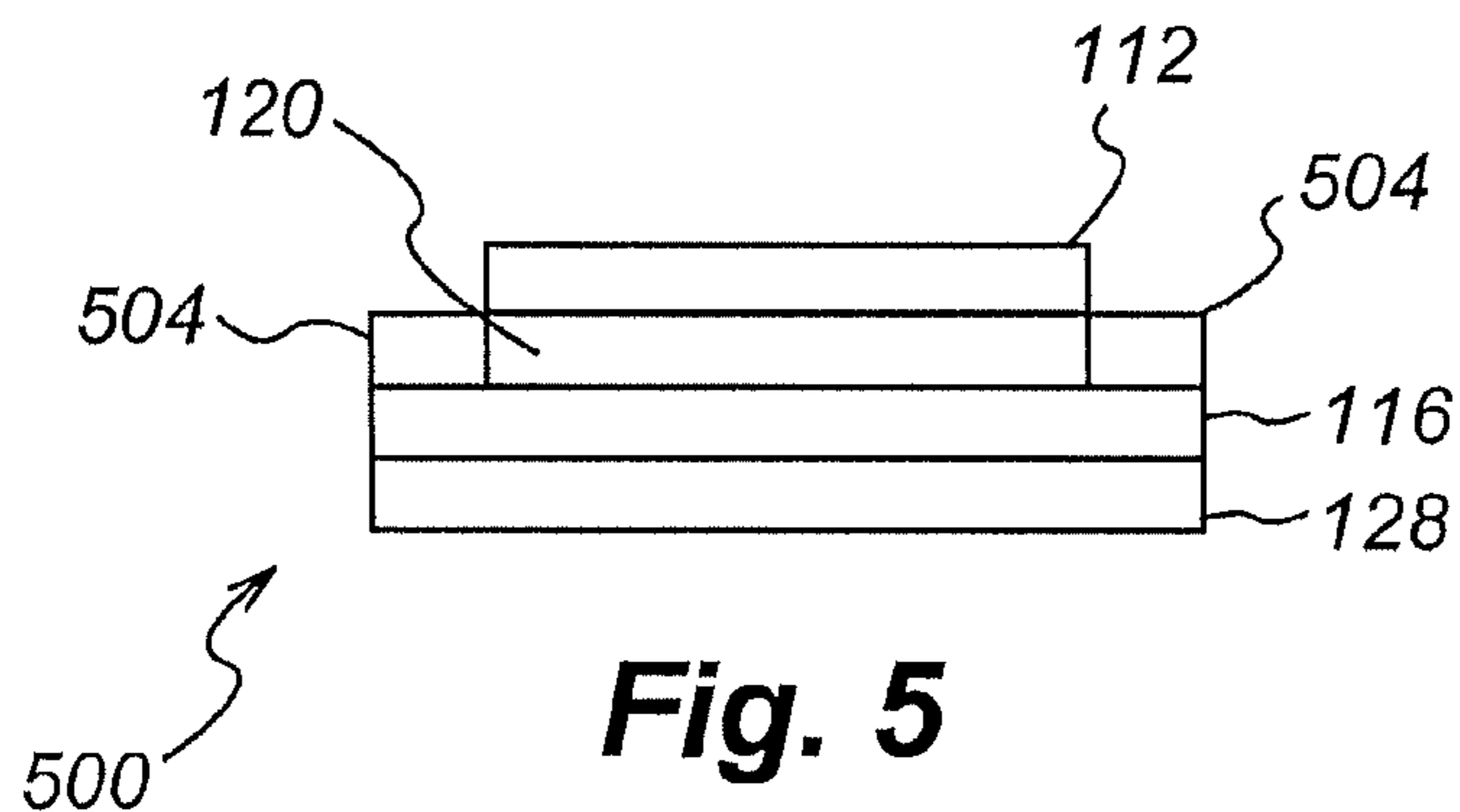


Fig. 5

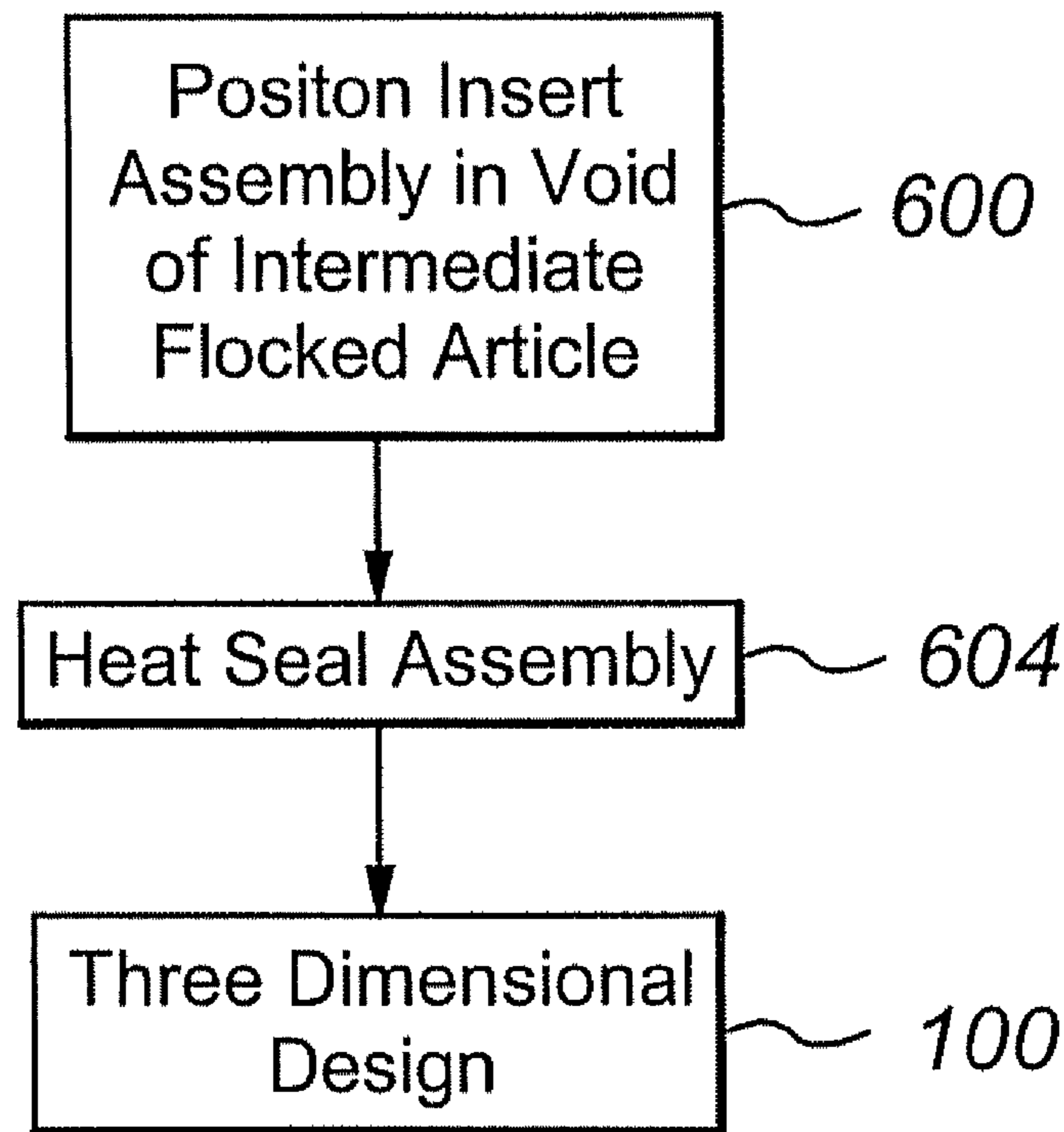


Fig. 6

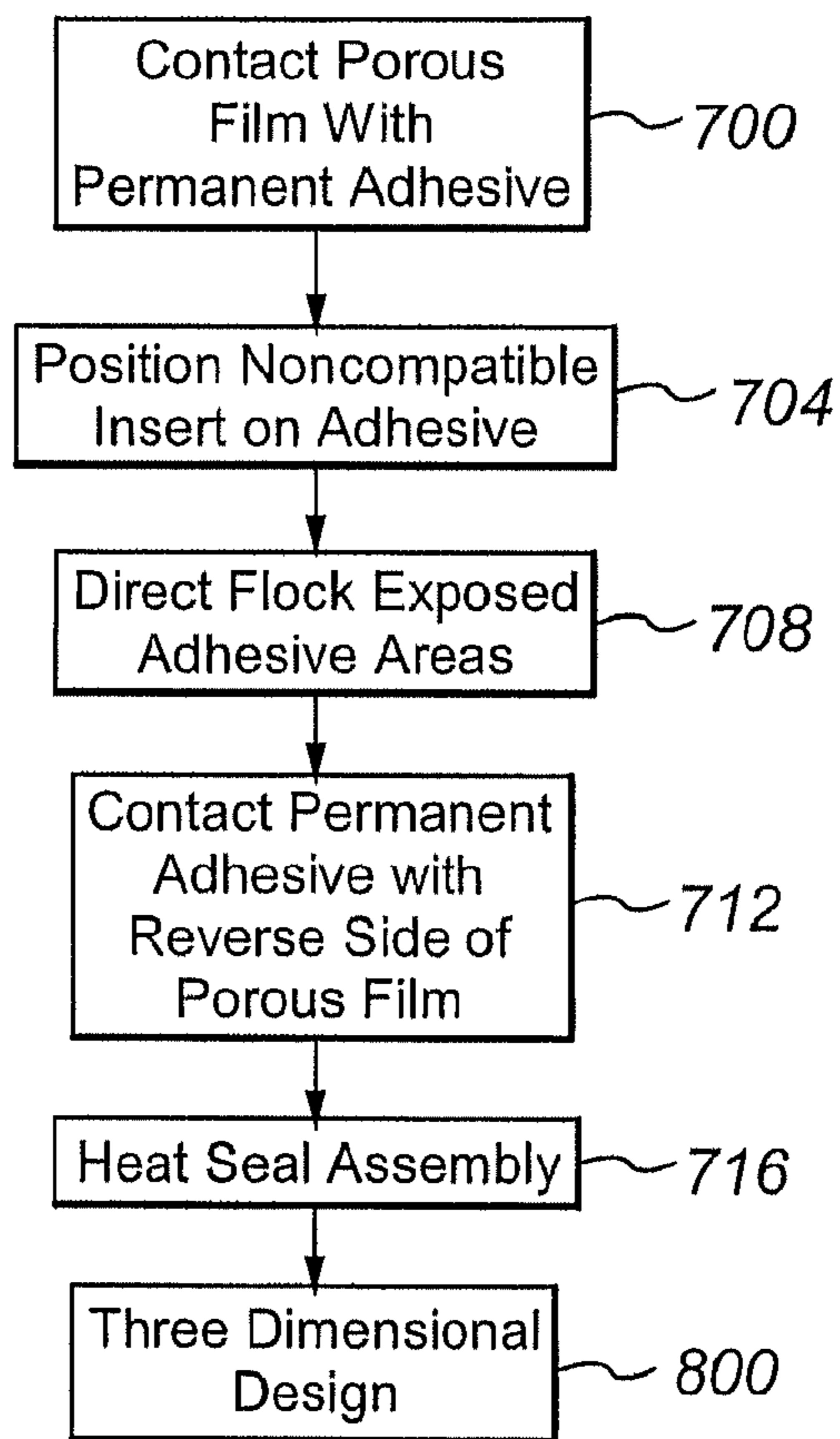


Fig. 7

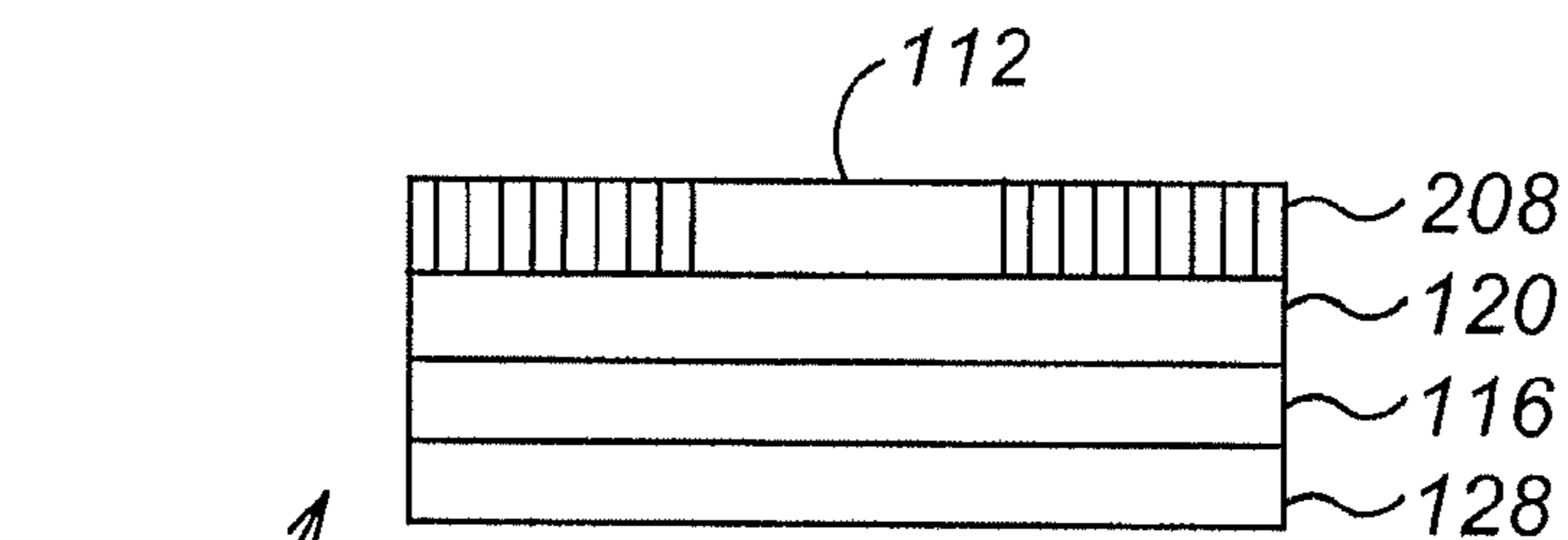


Fig. 8

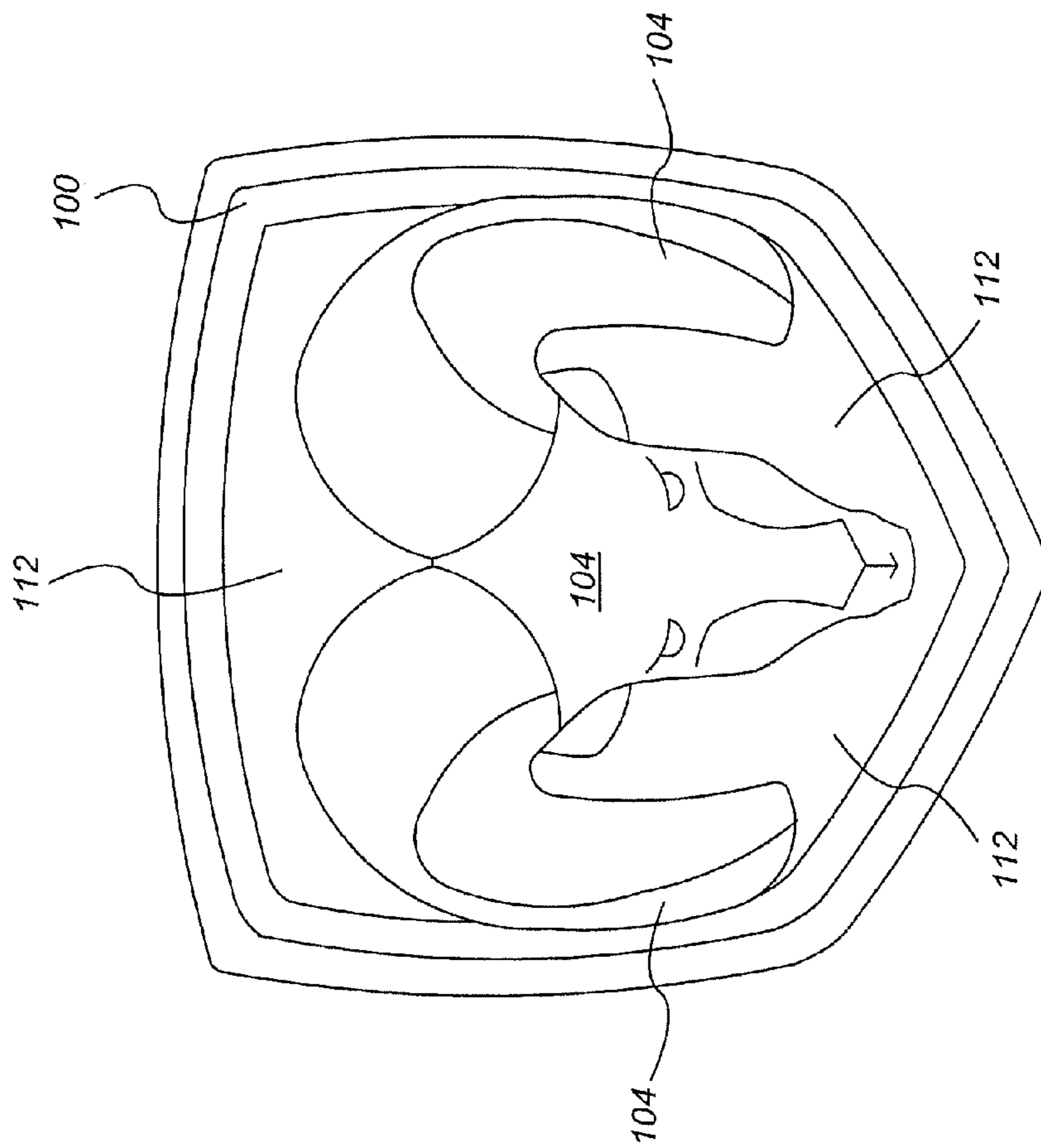


Fig. 9

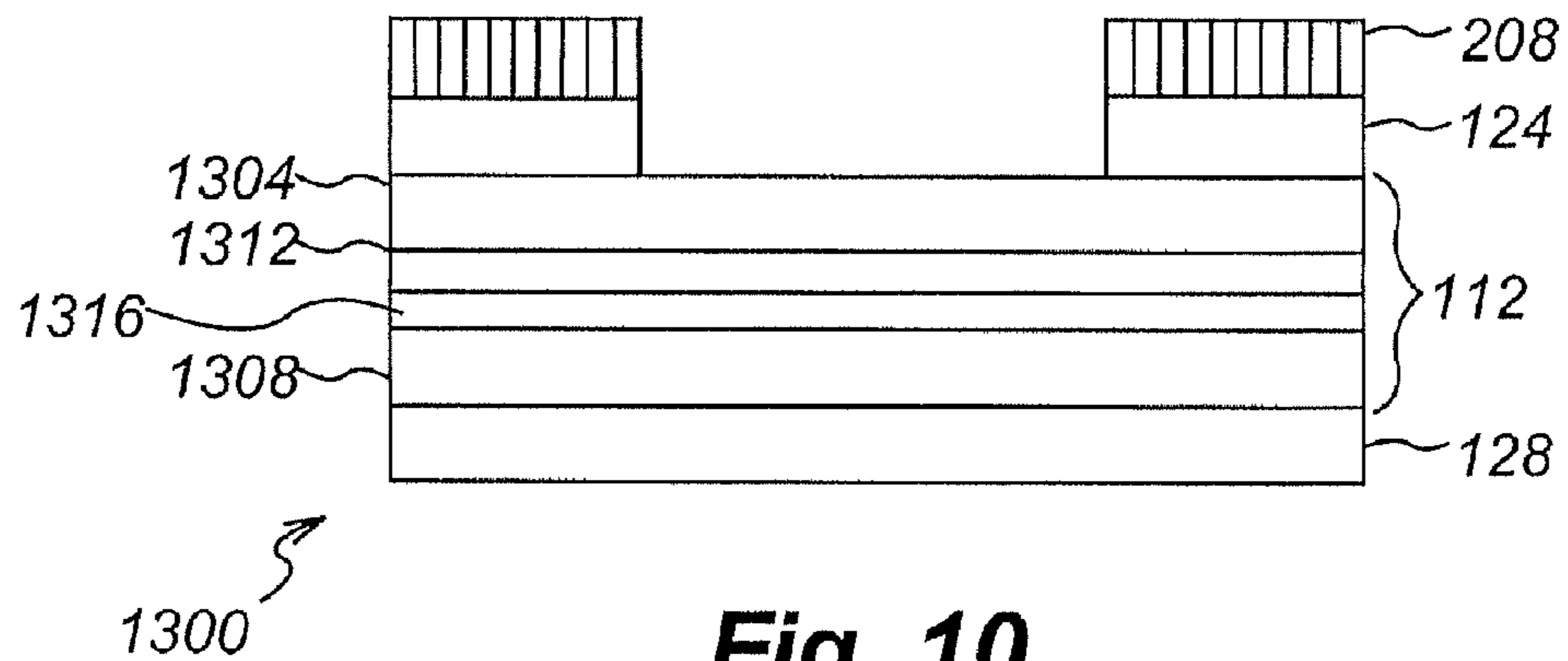


Fig. 10

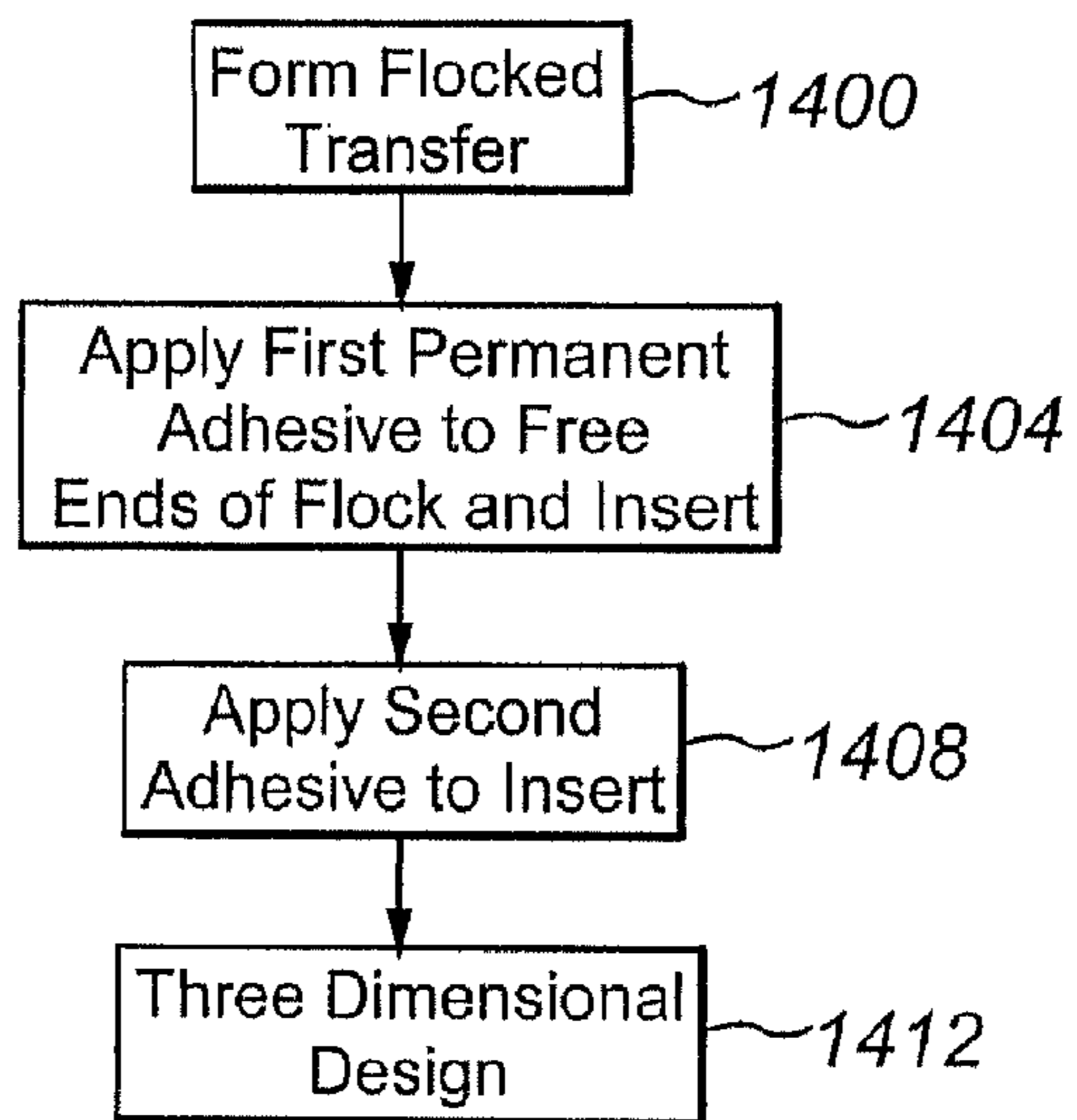


Fig. 11

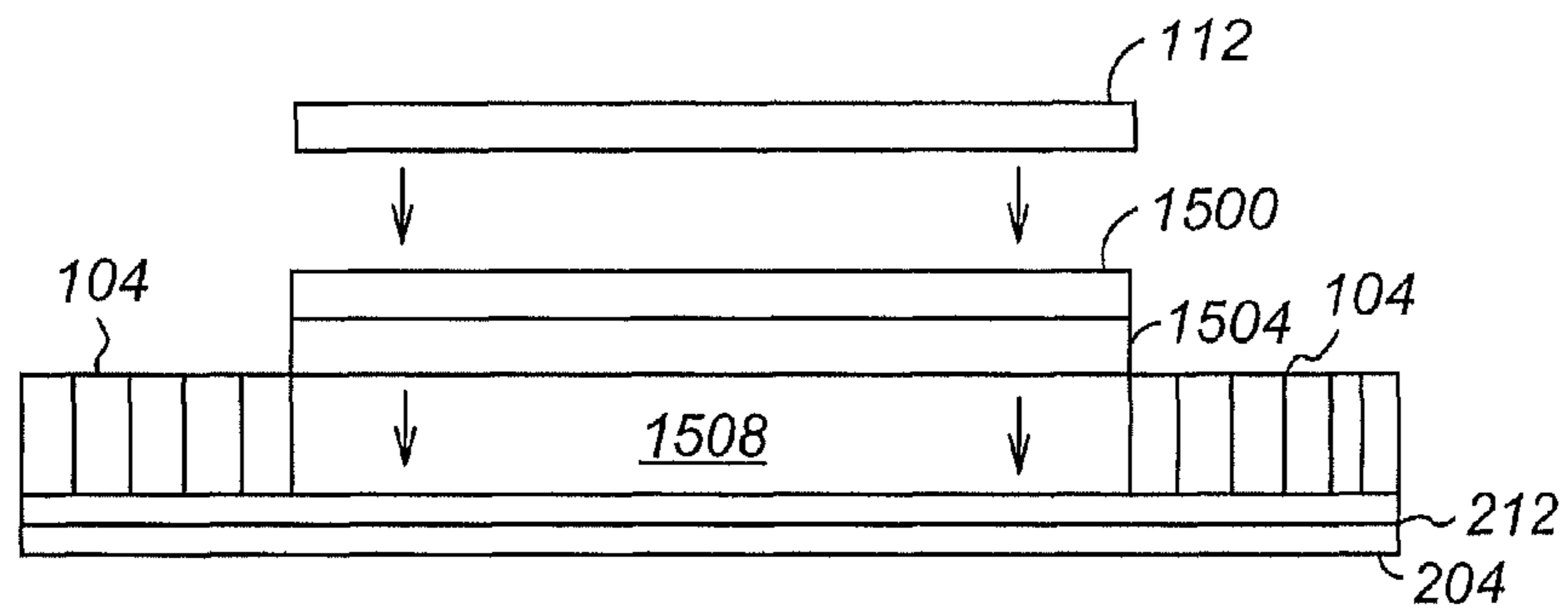


Fig. 12

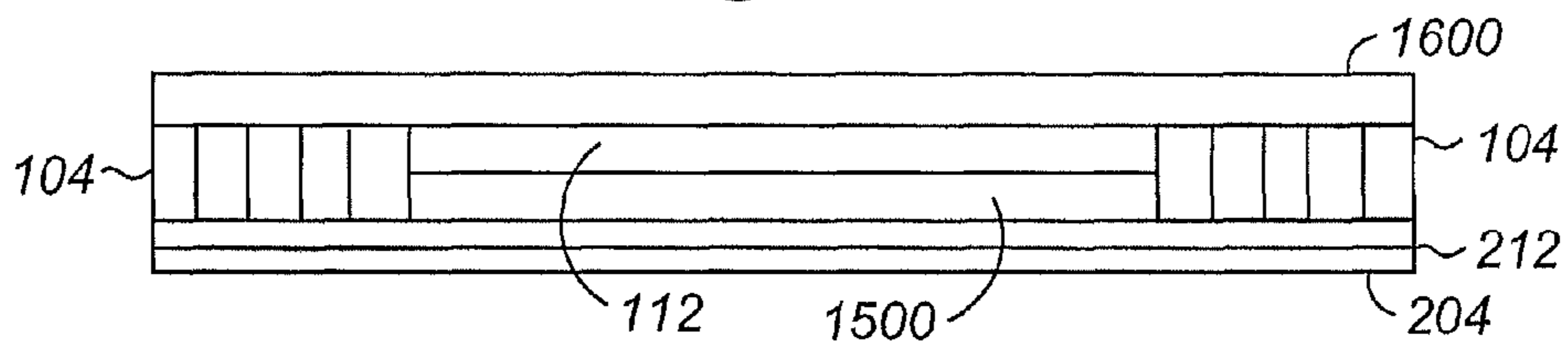


Fig. 13

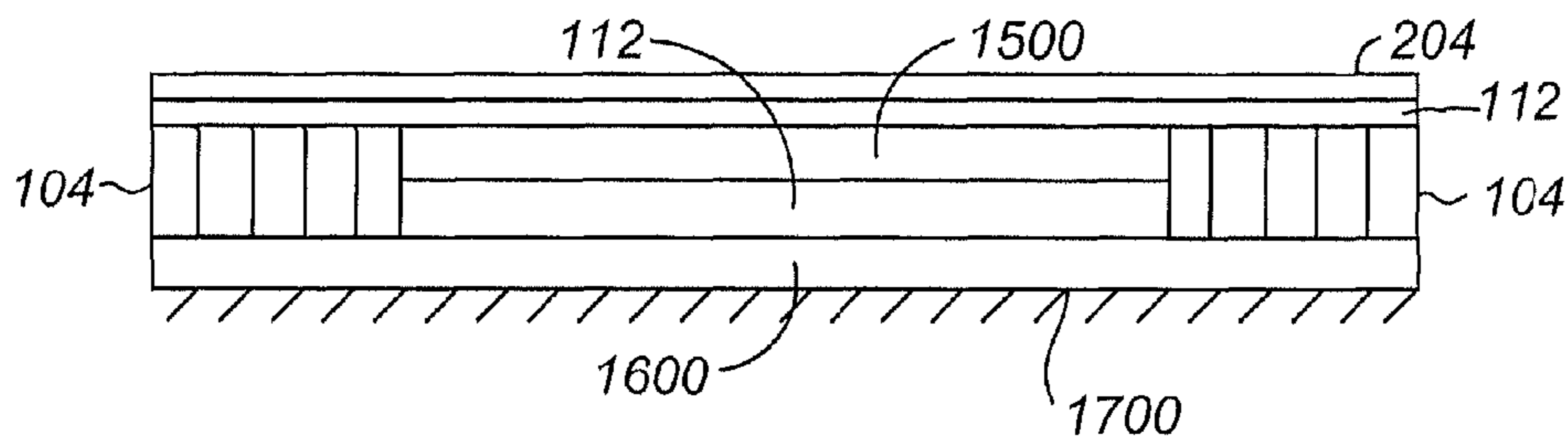


Fig. 14

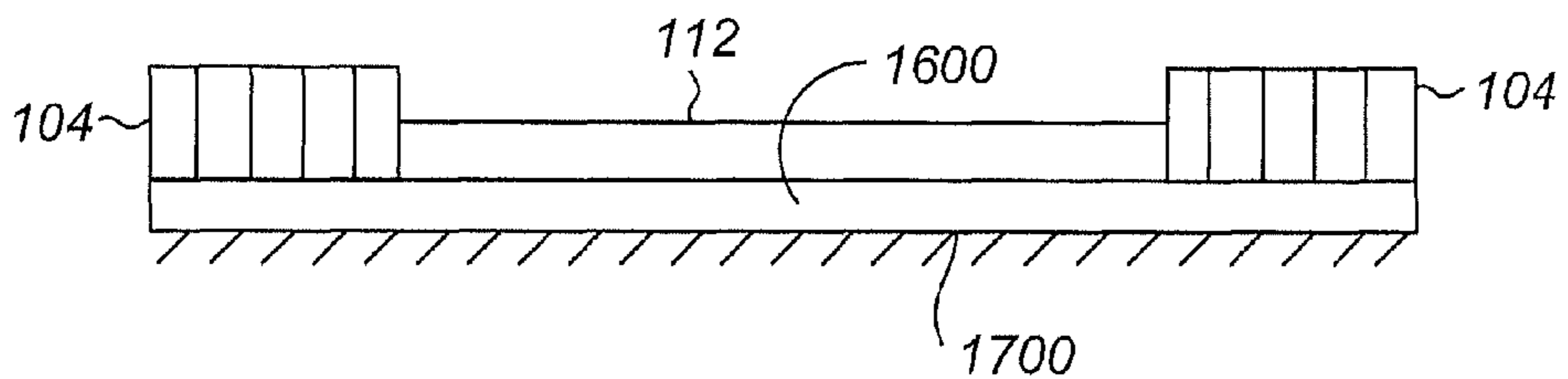


Fig. 15

1

**FLOCKED ARTICLES HAVING
NONCOMPATIBLE INSERT AND POROUS
FILM**

Matter enclosed in heavy brackets [] appears in the original patent but forms no part of this reissue specification; matter printed in italics indicates the additions made by reissue; a claim printed with strikethrough indicates that the claim was canceled, disclaimed, or held invalid by a prior post-patent action or proceeding.

CROSS REFERENCE TO RELATED
APPLICATION

The present application claims the benefits, under 35 U.S.C. §119(e), of U.S. Provisional Application Ser. Nos. 60/703,925, filed Jul. 28, 2005, entitled "Flocked Design with Three Dimensional Metallic Insert"; 60/704,681, filed Aug. 1, 2005, of the same title; 60/707,577, filed Aug. 11, 2005, of the same title; 60/710,368, filed Aug. 22, 2005, of the same title; 60/716,869, filed Sep. 13, 2005, of the same title; 60/719,469, filed Sep. 21, 2005, of the same title; 60/779,317, filed Mar. 3, 2006, of the same title; and 60/786,528, filed Mar. 27, 2006, of the same title; each of which is incorporated herein by this reference.

FIELD

The invention relates generally to flocked articles and particularly to flocked graphics.

BACKGROUND

Flocked articles are used in a wide variety of applications. Flocked articles are being used for textile decoration as well as molded articles. Flock is a short precision cut or pulverized natural or synthetic fiber used to produce a velvet like coating on cloth, rubber, film, or paper. Flock generally has a length between about 0.010 to 0.250 inches (0.25 mm to 6.25 mm).

In these applications, it has been highly desired to have multi-media flocked articles including a material having a metallic sheen or luster. Metal noncompatible inserts have been used in the prior art but the metal inserts have rapidly faded due to ultraviolet light exposure, wear, and/or the effects of repeated washings. It is therefore desirable to have a multi-media flocked article having a noncompatible insert that resists fading.

SUMMARY

These and other needs are addressed by the various embodiments and configurations of the present invention. The present invention is directed to flocked articles and graphics comprising a compatible and/or noncompatible (or incompatible) material, such as a metallized film. As used herein, a "metallized film" refers to any material, whether metal or a nonmetal, having a metal-like appearance (e.g., metal-like sheen or luster).

In one embodiment of the present invention, a metallized film is used to provide a number of highly attractive colors, sheens and matte finishes. In one configuration, the metallized film is metallic in appearance. In one configuration, it contains a metal layer vapor deposited on a first polymeric film with a second polymeric film being located on the opposing side of the metal layer. The metal layer is sandwiched between the first and second polymeric layers by means of a

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lamine adhesive. The polymeric layers can be UV-resistant, water resistant, thermally stable, and otherwise designed to resist wear and deterioration. Preferably, the polymeric layers are a polycarbonate. Thus, unlike conventional metal-containing noncompatible inserts water discoloration of the insert is typically not a problem. This can obviate the need to apply additional protective layers to the insert to protect any metal from oxidation.

The metallized film can have a highly desirable mirror-like metallic look from the metallized layer, a high abrasion resistance of the sandwiching polymeric films to protect the metal and laminate adhesive from fading, discoloration, and/or corrosion, and a high ability to accept and adhere to a wide variety of hot melt thermoplastic or thermoset adhesives, whether in the form of a liquid, powder, or preformed film.

The flocked article can include a porous film to act as a binder or tie material for the otherwise incompatible or weakly compatible materials, namely the flock and the metallized film. The porous film can bond well to a number of otherwise compatible and noncompatible materials on opposite sides, thus serving well as a so-called "tie coat" layer. For example, the film bonds to a variety of adhesives as noted above. The adhesives can be applied as a thermoplastic powder, a self-supporting heat-activated film, or as a liquid coating. In particular, the film may be readily laminated to preformed, self-supporting films of thermoset and/or thermoplastic adhesive(s), including hot melt adhesive(s).

The porous film, though having modest tensile strength when taken alone, can experience substantial improvements in tensile strength when combined with one or more other materials. For example, the film, by itself, lacks the strength of conventional paper carriers and therefore would at first blush appear to be a poor candidate for use in a machine (web) based-process and in products that need to be durable. However, when coated with water or solvent-based release adhesives the release adhesives not only provide an adhesive surface to capture and hold flock fibers but also provides a substantial improvement in film strength after the adhesive is dried and cured. While not wishing to be bound by any theory, it is believed that the release adhesive is carried into the film matrix by the combined effects of the film's porosity and permeability and, after drying, substantially fills the pores in the film to provide the desired strength enhancement. The synergistic effect of the release adhesive and the porosity/permeability of the film makes the porous film strong enough to withstand the forces applied during subsequent processing stages, such as web-type tensile forces, vacuum cleaning, mechanical brushing, baking, and heat transfer application processes (e.g., heat pressing, cooling, pulling the carrier, and releasing the fibers). Additional support film(s) may nonetheless be added to the side of the porous film opposite the side containing the flock to provide further support.

These and other advantages will be apparent from the disclosure of the invention(s) contained herein.

The above-described embodiments and configurations are neither complete nor exhaustive. As will be appreciated, other embodiments of the invention are possible utilizing, alone or in combination, one or more of the features set forth above or described in detail below.

As used herein, "at least one", "one or more", and "and/or" are open-ended expressions that are both conjunctive and disjunctive in operation. For example, each of the expressions "at least one of A, B and C", "at least one of A, B, or C", "one or more of A, B, and C", "one or more of A, B, or C" and "A, B, and/or C" means A alone, B alone, C alone, A and B together, A and C together, B and C together, or A, B and C together.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a cross section of a three dimensional design according to an embodiment of the present invention;

FIG. 2 is a block diagram of a process embodiment to make an intermediate flocked article for use in the three dimensional design;

FIG. 3 is a cross section of an intermediate flocked article;

FIG. 4 is a block diagram of a process embodiment to make an insert assembly for use in the three dimensional design;

FIG. 5 is a cross section of an insert assembly;

FIG. 6 is a block diagram of a process embodiment to make the three dimensional design;

FIG. 7 is a block diagram of a process embodiment to make a three dimensional design according to another embodiment;

FIG. 8 is a cross section of the three dimensional design;

FIG. 9 is an exemplary decorative media according to an embodiment of the present invention;

FIG. 10 is a cross section of another embodiment of a three dimensional design in accordance with the present invention;

FIG. 11 is a block diagram of a process to make the three dimensional design of FIG. 10;

FIG. 12 is a side view of a decorative media in a first step of a production process according to an embodiment of the present invention;

FIG. 13 is a side view of the decorative media in a second step of the production process;

FIG. 14 is a side view of the decorative media in a third step of the production process; and

FIG. 15 is a side view of the decorative media after application to a substrate.

DETAILED DESCRIPTION

FIGS. 1 and 9 show a three-dimensional design according to an embodiment of the present invention. The design 100 includes (multi-colored or sublimation printed) flocked areas 104 surrounding a plurality of compatible or noncompatible inserts 112. The inserts 112 are adhered to a porous film 116 by a first adhesive 120. Additionally, the porous film 116 is adhered to the flock areas 104 by a flock (second) adhesive 124. Finally, the design 100 is adhered to a desired substrate, such as a textile, by a permanent (third) adhesive 128.

The inserts 112 can be any design media, such as glass beads. In a preferred embodiment, the inserts 112 are formed from one or more polymeric light diffusing films, such as polycarbonate and/or polyester light diffusion films sold under the tradenames Makrofol™ and/or Bayfol™. The films are preferably metal-containing and have a first and/or second surface gloss (60° angle with black inked second surface) of at least about 50 gloss units, more preferably of at least about 75 gloss units, and even more preferably of at least about 75 gloss units, first and/or second surface roughnesses (R3Z) of no more than about 20 microns, more preferably of no more than about 3 microns, and even more preferably of no more than about 1 micron, and a luminous transmittance of no more than about 50%, more preferably no more than about 5%, and even more preferably no more than about 1%. The insert 112 preferably has a metallic or nonmetallic sheen and a gloss/fine matte and a thickness of no more than about 0.5 inches, more preferably of no more than about 0.25 inches, and even more preferably of no more than about 0.20 inches. A particularly preferred insert is Makrofol™ DPF 5072™.

The porous film 116 is preferably a microporous material that includes a matrix of substantially water insoluble thermoplastic organic polymer, finely divided substantially water-insoluble filler particles and a network of intercon-

nected pores communicating substantially throughout the microporous material. The filler particles are distributed throughout the matrix and constitute from about 40 to about 90 percent by weight of the microporous material. The filler particles are a metal oxide, such as alumina, silica, and titania with silica being preferred. Preferably, at least 50 percent by weight of the particles are amorphous precipitated silica particles. The particles have a preferred maximum dimension of less than about 5 micrometers, more preferably no more than about 1 micrometer, even more preferably no more than about 0.1 micrometers, and even more preferably no more than about 0.05 micrometers and a preferred average pore size of less than 1 micrometer and more preferably of no more than about 0.1 micrometer. The pores preferably constitute from about 35 to about 95 percent by volume of the microporous material. The matrix of the microporous material includes a water-insoluble thermoplastic organic polymer. Examples of suitable polymers include polyolefins, poly(halo-substituted olefins), polyesters, polyethylenes, polyamides, polyurethanes, polyureas, poly(vinyl halides), poly(vinylidene halides), polystyrenes, poly(vinyl esters), polycarbonates, polyethers, polysulfides, polyimides, polysilanes, polysiloxanes, polycaprolactones, polyacrylates, and polymethylacrylates, with poly(vinyl chloride), copolymers of vinyl chloride, and mixtures thereof being preferred. The material may further include plasticizers, lubricants, and antioxidants.

The microporous material is preferably coated with a substantially nonporous coating composition including a volatile liquid medium (e.g., water and/or a nonaqueous solvent) and binder dissolved or dispersed in the medium. The binder includes a film-forming organic polymer, preferably including (a) water-soluble poly(ethylene oxide) having a preferred weight average molecular weight in the range of from about 100,000 to 3,000,000 and (b) water-soluble or water-dispersible crosslinkable urethane-acrylate hybrid polymer. In addition to or in lieu of poly(ethylene oxide), the organic polymer may further include additional organic polymers such as water-soluble cellulosic organic polymers, water-soluble noncellulosic organic polymers, and/or water dispersible polymers such as poly(ethylene-co-acrylic acid), poly(ethylene), and poly(ethylene oxide). The poly(ethylene oxide) includes copolymers of ethylene oxide with lower alkylene oxide and homopolymers of ethylene oxide. Preferably, the organic polymer component of the coating includes from about 20 to about 80% by weight of the urethane-acrylate hybrid polymer. The coating may further include surfactants and adjuvant materials. After drying and crosslinking, the peel strength between the coating and microporous material substrate is high.

The film has a preferred puncture strength of greater than about 300 g/25.4 μm, a preferred tensile strength of less than about 2% at 1000 psi, and a preferred thermal ability of less than about 5% shrinkage after 160 minutes at 90° C.

A preferred porous film is further discussed in U.S. Pat. No. 6,025,068, which is incorporated herein by this reference. A particularly preferred porous film is sold by PPG Industries Inc. under the tradename Teslin™. Battery separator membranes can also be used. Examples include Daramic Industrial CL™ sold by Daramic, Inc., and the battery separator membranes sold by Celgard, or by Daramic, Inc. under the tradename Artisyn™. Artisyn™ is an uncoated, mono-layer, highly filled polyolefin sheet.

The flock fibers in the flock layer 1104 can be any desirable material, whether natural or synthetic. Preferably, the flock is composed of polyester (such as poly(ethylene terephthalate) and poly(cyclohexylene-dimethylene terephthalate)), vinyl, nylon, rayon, and the like.

The various permanent adhesives **1108**, **1116**, and **1120** can be any suitable adhesive, with water- and solvent-based adhesives and preformed film adhesives being preferred. Preferred permanent adhesives include thermoset and hot melt thermoplastic adhesives, whether as a liquid, powder, or (preformed) self-supporting film. As will be appreciated, thermoset adhesives solidify, activate and/or set irreversibly when heated above a certain temperature. This property is usually associated with a cross-linking reaction of the molecular constituents induced by heat or radiation. Thermoset adhesives can include curing agents such as organic peroxides, isocyanates, or sulfur. Examples of thermoplastic and thermosetting adhesives include polyethylene, phenolics, alkyds, acrylics, amino resins, polyesters, epoxides, polyurethanes, polyamides, and silicones.

The adhesives **1108**, **1116**, and **1200** may contain additives, such as fillers, catalysts, colorants (dyes or pigments) and optical blocking/reflective/absorbive materials. The preferred porous film, namely Teslin™ and Artisyn™, can be highly sensitive to Ultraviolet (UV) radiation and can degrade rapidly when exposed to direct sunlight. Accordingly, the adhesives may contain light blocking, absorbing, and/or reflecting materials to decrease substantially the optical transmissivity of the adhesive. Preferably, the adhesive, when on the light contacting side of the porous film, blocks at least about 75%, more preferably at least about 85%, and even more preferably at least about 95% of the UV radiation spectrum. Such optical blocking/reflecting/absorbing materials are known to those of skill in the art.

Referring to FIGS. **1-6** and **9**, a first process embodiment to manufacture the three dimensional design **100** will now be described. It is to be appreciated that those of ordinary skill in the art will envision other methods of manufacturing the design **100**. Such other methods are considered to be a part of the present invention.

With reference to FIG. **2**, the steps to produce an intermediate flocked article **300** will now be described.

In step **200** a carrier sheet **204** is flocked with flock fibers **208** in the reverse order of the desired pattern. The carrier sheet can be any substrate that is dimensionally stable under the conditions of temperature and pressure encountered during the process. The carrier sheet **204** is preferably a porous film, such as the porous film **116** described above, coated with a release adhesive **212**, which is preferably water-based. Typically (but not always), the carrier is a discontinuous sheet as opposed to a continuous sheet on a running web line.

The release adhesive **212** can be any adhesive that adheres more strongly to the carrier sheet than the flock fibers but adheres to both enough to hold them together. For example, the release adhesive **212** can be any temporary adhesive, such as a resin or a copolymer, e.g., a polyvinyl acetate, polyvinyl alcohol, polyvinyl chloride, polyvinyl butyral, acrylic resin, polyurethane, polyester, polyamides, cellulose derivatives, rubber derivatives, starch, casein, dextrin, gum arabic, carboxymethyl cellulose, rosin, silicone, or compositions containing two or more of these ingredients.

It is desired that, when the flock fibers are removed from the release adhesive, the fibers are substantially free of release adhesive. The release adhesive may be applied in the form of a solution or emulsion. The release adhesive may be applied on the carrier in the perimeter shape of the desired design or without regard to the overall design desired. The release adhesive may be applied by any suitable technique such as, for example, by applying the release adhesive with rollers or spraying the release adhesive.

In optional step **216**, the exposed ends **224** of the flocked surface are sublimation printed to provide the desired design

on the flock. Sublimation printing is described in copending U.S. applications Ser. Nos. 10/614,340, filed Jul. 3, 2003; Ser. No. 11/139,439, filed May 26, 2005; and Ser. No. 11/036,887, filed Jan. 14, 2005, to Abrams, each of which is incorporated herein by this reference. As will be appreciated, common ways of performing sublimation ink direct printing include inkjet or screen sublimation ink printing and sublimation transfer printing using devices such as an inkjet dye sub printer, a ribbon-based dye sub printer, a hybrid sublimation printer, and a small dye sub ribbon-based printer. In inkjet (direct) sublimation ink printing, a special heat sensitive dye is used in a computer-controlled printer, such as an HP 550™, or Mimaki JV4™ to sublimation print the ink onto the flock fibers through vapor phase transportation of the ink from the printer to the flock fibers. The transferred dye is then heat and pressure thermofixed and thereby enters the amorphous areas of the fiber matrix. As noted, vacuuming of the flock can be conducted preferably before or after sublimation ink printing. Commonly, the color must go all the way down the fiber.

In optional step **220**, the free ends **224** of the flock are coated with a binder adhesive **228**. This process is discussed in U.S. Pat. Nos. 4,810,549; 5,207,851; 5,597,637; 5,858,156; 6,010,764; 6,083,332; and 6,110,560, which are incorporated herein by this reference. A suitable binder adhesive is a water based acrylic which binds the flock together as a unit. The binder adhesive **228** adhesive may contain a hot melt adhesive.

In step **232**, the permanent (second) adhesive **124** is contacted with the free ends **224** of the flock **208** (or with the binder adhesive **228** depending on the process configuration employed). In one configuration, the second adhesive **124** is a thermoplastic or thermoset adhesive and is heated to a temperature sufficient to adhere the adhesive **124** to the flock **208**. For a thermoset adhesive, the temperature is below the temperature at which the adhesive cross-links and is no longer reversible.

In step **236**, areas of the assembly are removed to form voids **240** to receive the inserts **112** will be appreciated, the sizes of the areas removed are approximately the same size as the size of the corresponding insert **112**. The void **240** passes completely through the assembly. In other words, the void **240** is free of adhesives **120**, **224**, and **212**, the carrier sheet **204**, and flock **208**.

The process yields the intermediate flocked article **300** shown in FIG. **3**.

With reference to FIG. **4**, the steps to produce the insert **112** will now be described.

In step **400**, the first permanent adhesive **120** is contacted with the noncompatible insert **112**.

In step **404**, the upper surface of the porous film **116** (of which the lower surface has previously been contacted with the third permanent adhesive **128**) is contacted with the first permanent adhesive **120**.

In step **408**, the insert **112** and first permanent adhesive **120** are cut to the size and shape of the void **240** in the intermediate flocked article **300**. Cutting may be made by known techniques, such as a laser or a mechanical cutting device.

In step **412**, the first (and third) permanent adhesives **120** and **128** are heat sealed. Heat sealing preferably occurs at a temperature within the thermoplastic behavior regime. Thus, when the permanent adhesive is a thermoset adhesive, the adhesive following step **412** is not thermoset.

As will be appreciated, steps **404**, **408**, and **412** may be performed in any order. For example, step **408** may be performed before step **404**. Steps **400**, **404**, and **412** can be performed simultaneously, such as by lamination.

In step **416**, the porous film, which was not cut in step **408**, is cut to a size slightly larger than the void **240**. This oversize relative to the void size is shown in FIG. **1**. The overlapping edge of the porous film is used to secure the insert to the intermediate flocked article.

In step **420**, a tack adhesive **504** is applied to the overlapping edge of the porous film to provide the insert assembly **500** depicted in FIG. **5**.

FIG. **6** depicts the final steps of the process to form the three dimensional design **100**.

In step **600**, the insert **112** is positioned in the void **240** as shown in FIG. **1**. The tack adhesive **504** temporarily holds the insert assembly **500** in position.

In step **604**, the consolidated assembly formed from the insert assembly **500** and intermediate flocked article **300** is heat sealed to thermoplastically (and reversibly) set the second adhesive **124** and permanently adhere the porous film **116** to the flocked article **300**.

The final three dimensional design **100** is shown in FIG. **1**.

Another process embodiment to form a three dimensional design is depicted in FIGS. **7** and **8**. The design **800** includes the flock **208**, insert **112**, porous film **116**, and first and third adhesives **120** and **128**.

In step **700**, the porous film **116** is contacted with the first (and optionally third) permanent adhesives **120** and **128**.

In step **704**, the incompatible insert **112** is positioned on the first permanent adhesive **120**.

In step **708**, the exposed portions of the first permanent adhesive **120** are direct flocked by known techniques. Preferably, direct flocking is performed electrostatically by imparting a charge to the flock fibers and using an electric field to deposit the flock fibers on the oppositely charged substrate. The insert **112** acts as a mask and prevents flock fibers from being deposited in the area(s) to be occupied by inserts **112**.

In optional step **712**, the third permanent adhesive **128**, if not already applied to the reverse side of the porous film **116**, is now contacted with that side.

In step **716**, the assembly is heated sealed to thermoplastically set the first and third adhesives. Following heat sealing or curing of the adhesive layers, which is typically performed using radiation (e.g., heat or light), the flocked surface can be vacuumed to remove loose flock fibers.

The final three dimensional design **800** is depicted in FIG. **8**.

Another process embodiment to form a three dimensional design is depicted in FIGS. **10** and **11**. The design **1300** includes the flock **208**, insert **112**, and first and second permanent adhesives **124** and **128**. The first permanent adhesive **124** is preferably a thermoset adhesive, and the second permanent adhesive **128** is a thermoplastic hot melt adhesive.

The insert **112** components are also shown in FIG. **10**. The insert **112** comprises first and second polymer films **1304** and **1308** (which are preferably polycarbonate films) sandwiching a metal film **1312** and laminate adhesive **1316**. The insert **112** is formed by depositing the metal film **1312**, such as by vapor deposition techniques, on the first polymer film **1304**, followed by contacting the metal film or second polymer film **1308** with the laminate adhesive **1316**, and finally laminating the first and second polymer films, metal film, and laminate adhesive together. To create desired metal appearances, the first or second polymer film can be colored, using suitable dyes or pigments or other colorants. Metal shades can be thus produced, such as brass, copper, and the like.

As a result of the properties of the adhesive, the insert is able to withstand exposure to temperature extremes and water, including washing and heat pressing. Other metallized

films and/or laminates will let the metal layer begin to corrode (e.g., from the combined effects of water and detergent) from the outside edges where it is exposed and the corrosion progresses into the laminate, which delaminates the two films at the metal layer.

In other configurations, the first permanent adhesive is a composite of a thermoset adhesive contacting the flock and a thermoplastic adhesive contacting the insert. The thermoplastic adhesive is preferably a hot melt adhesive

FIG. **11** shows the process to manufacture the product of FIG. **10**.

In step **1400**, a flocked transfer, comprising a porous film, water-based release adhesive, and flock, is formed by electrostatic flocking techniques.

In step **1404**, the free ends of the flock in the flock transfer are contacted with the first permanent adhesive and insert. The first permanent adhesive is heated to adhere to the flock. Preferably, the first permanent adhesive is thermoset in this step. This step may be performed by any technique, with lamination techniques being preferred. A preferred technique is discussed in copending U.S. application Ser. Nos. 09/621, 830, filed Jul. 24, 2000; Ser. No. 10/455,541, filed Jun. 4, 2003; and Ser. No. 10/670,091, filed Sep. 23, 2003.

In step **1408**, the flock transfer/first permanent adhesive/insert assembly is contacted with the second permanent adhesive to form the three dimensional design **1412**. This step may be performed using any technique, with lamination techniques being preferred. A preferred technique is discussed in copending U.S. application Ser. No. 09/735,721, filed Dec. 13, 2000, and Ser. No. 10/455,575, filed Jun. 4, 2003.

Yet another embodiment of the composite media will be described with reference to FIGS. **12-15**. The media is based on the processes described in U.S. Pat. Nos. 6,010,764 and 6,110,560, each of which is incorporated herein by this reference.

With reference to FIG. **12**, the process to produce the media commences by bringing together, such as by lamination techniques, a flocked release sheet, pressure sensitive adhesive **1500**, and the insert **112**. The flocked release sheet includes flocked areas **104** embedded in the release adhesive **212**, which is applied to the carrier sheet **204**. The pressure sensitive adhesive **1500** is backed by a paper backing **1504**. The flocked areas **104** are discontinuous being separated by a space **1508** sized to receive the insert **112**. The pressure sensitive adhesive **1500** is applied to a surface of the insert **112**. The paper backing **1504** is then removed and the pressure sensitive adhesive **1500** adhered to the release adhesive **212**. For better adhesion, the release adhesive **212** may be omitted from the space **1508**, which is to be free of flock. The omission of the release adhesive from this area may be done using screen printing techniques. In another configuration, the tack adhesive **1500** is omitted and the release adhesive **212** included in the space **1508** to adhere the insert temporarily to the carrier sheet **204**.

With reference to FIG. **13**, a layer of a hot melt adhesive **1600**, whether applied as a preformed self-supporting layer, powder, or liquid, is applied to the free surfaces of the flock and the insert **112**. Preferably, the hot melt adhesive **1600** is applied as a compatible hot melt powder having a grind size of preferably no more than about 250 microns, even more preferably of no more than about 225 microns and even more preferably ranging from about 40 to about 200 microns. The hot melt powder is preferably in the form of a polyester. In one configuration, the free surfaces of the flock and insert **112** are screen printed with a permanent latex fiber adhesive, which is coated with the hot melt powder. The coated hot melt powder

is then dried, vacuum brushed, and cured to prepare it for application to a substrate, such as a textile.

FIG. 14 shows the assembly being applied to a substrate 1700. The adhesive layer 1600 is applied to the substrate in the presence of heat, such as applied by an iron, to soften the hot melt adhesive and cause it to adhere to the substrate. The hot melt adhesive readily adheres the flock and insert 112 to the substrate 1700.

Referring to FIG. 14, after adherence to the substrate 1700 the carrier sheet 204, release adhesive 112, and pressure sensitive adhesive 1500 are peeled away from the media. Thus, only the flocked areas 104 and insert 112 remain permanently affixed to the substrate 1700.

A number of variations and modifications of the invention can be used. It would be possible to provide for some features of the invention without providing others.

For example, the insert can include other design media in addition to or in lieu of the metal film. The design media include, for example, glass particles (e.g., sequins), ceramic particles, textiles, and the like.

By way of further illustration, the insert 112 can be bonded directly to the porous film 116 in the absence of an intervening adhesive. The porous film 116 can be formulated to have adhesive properties.

The present invention, in various embodiments, includes components, methods, processes, systems and/or apparatus substantially as depicted and described herein, including various embodiments, subcombinations, and subsets thereof. Those of skill in the art will understand how to make and use the present invention after understanding the present disclosure. The present invention, in various embodiments, includes providing devices and processes in the absence of items not depicted and/or described herein or in various embodiments hereof, including in the absence of such items as may have been used in previous devices or processes, e.g., for improving performance, achieving ease and or reducing cost of implementation.

The foregoing discussion of the invention has been presented for purposes of illustration and description. The foregoing is not intended to limit the invention to the form or forms disclosed herein. In the foregoing Detailed Description for example, various features of the invention are grouped together in one or more embodiments for the purpose of streamlining the disclosure. This method of disclosure is not to be interpreted as reflecting an intention that the claimed invention requires more features than are expressly recited in each claim. Rather, as the following claims reflect, inventive aspects lie in less than all features of a single foregoing disclosed embodiment. Thus, the following claims are hereby incorporated into this Detailed Description, with each claim standing on its own as a separate preferred embodiment of the invention.

Moreover, though the description of the invention has included description of one or more embodiments and certain variations and modifications, other variations and modifications are within the scope of the invention, e.g., as may be within the skill and knowledge of those in the art, after understanding the present disclosure. It is intended to obtain rights which include alternative embodiments to the extent permitted, including alternate, interchangeable and/or equivalent structures, functions, ranges or steps to those claimed, whether or not such alternate, interchangeable and/or equivalent structures, functions, ranges or steps are disclosed herein, and without intending to publicly dedicate any patentable subject matter.

What is claimed is:

1. A method, comprising:

- (a) providing a flock transfer, the flock transfer comprising a carrier sheet, a release adhesive, and a flock layer, a first surface of the flock layer being adhered to the carrier sheet by the release adhesive;
- (b) applying a first permanent adhesive to a second surface of the flock layer to form a transfer assembly, the first and second surfaces being in an opposing relationship with one another;
- (c) thereafter, removing a selected portion of the flock layer from at least one of the flock transfer and transfer assembly to form a void;
- (d) positioning an insert substantially in the void of the transfer assembly, wherein the insert and the transfer assembly are positioned on a first substrate surface of a common substrate; and
- (e) adhering the transfer assembly and insert to the first substrate surface.

2. The method of claim 1, wherein the insert comprises a design and a lamination adhesive positioned between first and second polymeric films.

3. The method of claim 1, wherein the insert is adhered to the common substrate before the transfer assembly is adhered to the common substrate and wherein the insert and transfer assembly are not adhered to one another before step (e).

4. The method of claim 1, wherein the common substrate is larger than the insert, the common substrate provides an overlapping edge and wherein step (d) comprises the sub-step of applying a tack adhesive to the overlapping edge, and wherein the overlapping edge contacts the second surface of the flock.

5. The method of claim 1, wherein a second permanent adhesive is positioned between the insert [an] and a first surface of the common substrate, and further comprising:

- (f) applying a third permanent adhesive to a second surface of the common substrate, the first and second surfaces of the common substrate being in an opposing relationship.
6. The method of claim 4, wherein the tack adhesive applied is a thermosetting adhesive.

7. A method, comprising:

- (a) providing a flock transfer, the flock transfer comprising a carrier sheet, a release adhesive, and a flock layer, a first surface of the flock layer being adhered to the carrier sheet by the release adhesive;
- (b) applying a first permanent adhesive to a second surface of the flock layer to form a transfer assembly, the first and second surfaces being in an opposing relationship with one another;
- (c) thereafter, removing a selected portion of the flock layer from at least one of the flock transfer and transfer assembly to form a void;
- (d) positioning an insert substantially in the void of the transfer assembly, wherein the insert and the transfer assembly are positioned on a first surface of a common porous film substrate; and
- (e) adhering the transfer assembly and insert to the first porous film common substrate surface.

8. The method of claim 7, wherein the insert comprises a design and a lamination adhesive positioned between first and second polymeric films.

9. The method of claim 7, wherein the insert is adhered to the porous film common substrate before the transfer assembly is adhered to the porous film common substrate and wherein the insert and transfer assembly are not adhered to one another before step (e).

10. The method of claim 7, wherein the porous film common substrate is larger than the insert, the porous film com-

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mon substrate provides an overlapping edge and wherein step (d) comprises the sub-step of applying a tack adhesive to the overlapping edge, and wherein the overlapping edge contacts the second surface of the flock.

11. The method of claim 7, wherein a second permanent adhesive is positioned between the insert [an] and a first surface of the porous film common substrate, and further comprising:

(f) applying a third permanent adhesive to a second surface of the porous film common substrate, the first and second surfaces of the porous film common substrate being in an opposing relationship.

12. The method of claim 10, wherein the tack adhesive applied is a thermosetting adhesive.

13. The method of claim 1, wherein the first permanent adhesive is a thermosetting adhesive.

14. The method of claim 1, wherein a thermoplastic hot melt adhesive is positioned between the insert and a first surface of the common substrate.

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15. The method of claim 1, wherein flock layer and the insert are positioned side-by-side.

16. The method of claim 1, wherein the first surface of the flock is positioned above the insert and wherein the insert and flock layer are adhered to the first substrate surface.

17. The method of claim 7, wherein the first permanent adhesive is a thermosetting adhesive.

18. The method of claim 7, wherein a thermoplastic hot melt adhesive is positioned between the insert and a first surface of the common substrate.

19. The method of claim 7, wherein flock layer and the insert are positioned side-by-side.

20. The method of claim 7, wherein the first surface of the flock is positioned above the insert and wherein the insert and flock layer are adhered to the first substrate surface.

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