

those skilled in the art. Furthermore, in-as-much as "handled" articles of manufacture may be readily equipped with the article of the subject invention, a boundless variety of items, goods, and/or merchandise may be likewise so equipped. Furthermore, the anchoring or clasping relationships described and shown, including adaptations thereof, are believed to have utility in other tagging environments and/or devices, for example and without limitation, produce (e.g., and especially, stalked items such as asparagus), bag mouth ties (e.g., bread), poultry ties, cable ties, etc.

Finally, it is to further be understood that this disclosure, in many respects, is only illustrative. Changes may be made in details, particularly in matters of shape, size, material, and arrangement of parts, as the case may be, without exceeding the scope of the invention.

What is claimed is:

1. A point-of-purchase promotional article comprising a strap portion, an information conveyance portion separable from said strap portion via a line-of-weakness, and an over-laminate, wherein said over-laminate is co-extensive with an entire surface of said strap portion and extends across said line-of-weakness, said over-laminate terminating at a position adjacent said line-of-weakness so that said over-laminate is co-extensive with less than an entire surface of said information conveyance portion, said strap portion includes a terminal barbed anchor and an anchor keeper for receipt of said terminal barbed anchor therethrough, said anchor keeper

comprising an elongate slot characterized by opposingly paired slits angularly extending from first and second opposing ends of said elongate slot towards said line-of-weakness, a free end of said terminal barbed anchor being progressively received within said elongate slot of said anchor keeper with barbs of said terminal barbed anchor thereafter passing through said opposingly paired slits, said terminal barbed anchor subsequently forming a self-tensioned interference fit with said elongate slot of said anchor keeper.

2. The point-of-purchase promotional article of claim 1 wherein slits of said opposingly paired slits comprise cuts extending from said slot wherein material is not removed.

3. The point-of-purchase promotional article of claim 1 wherein said information conveyance portion is adapted to carry a pressure sensitive promotional construct.

4. The point-of-purchase promotional article of claim 1 wherein said terminal barbed anchor is characterized by a vertex, and a base opposite said vertex.

5. The point-of-purchase promotional article of claim 4 wherein a dimension of said base of said terminal barbed anchor exceeds a maximum dimension of said elongate slot of said anchor keeper.

6. The point-of-purchase promotional article of claim 4 wherein a dimension of said base of said anchor substantially equates to a dimension extending between free ends of said opposingly paired slits of said anchor keeper.

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