

A hinge lid container (10) for consumer articles comprises a box (12) and a hinge lid (14) connected to the box along a hinge line and pivotable about the hinge line between a closed position and an open position. The hinge lid comprises a first lid wall (16) and a lid flap (18) depending from the first lid wall along an edge fold line, the lid flap being folded inward towards the inner surface of the first lid wall. The container is at least partially formed from a blank having a thickness (T), the laminar blank defining an edge fold portion of the container connecting the first lid wall and the lid flap. The inner surface of the edge fold portion defines an ablation area (A) having a length in the longitudinal direction of the edge fold portion and a width (W) extending transversely to said length.