

Feb. 17, 1970

J. B. GIESLER
COMBINATION PACKAGE

3,495,699

Filed July 29, 1968

2 Sheets-Sheet 1

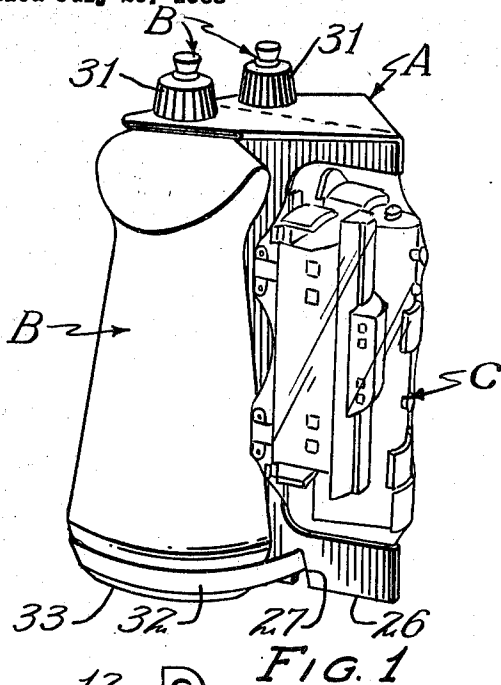


FIG. 1

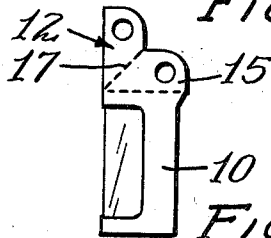


FIG. 3

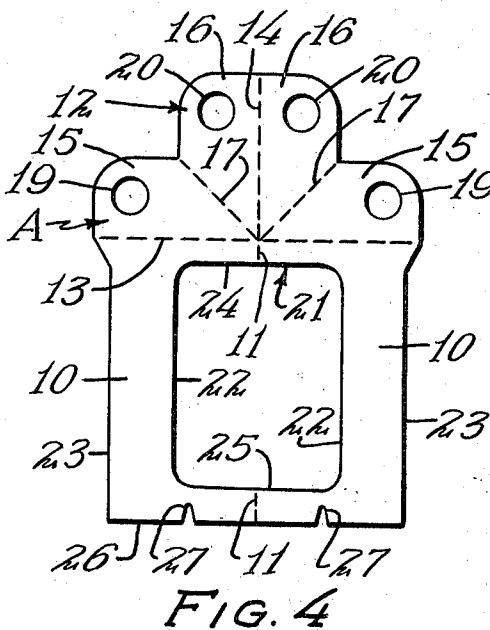


FIG. 4

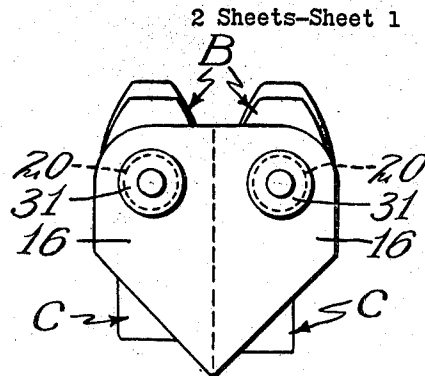


FIG. 2

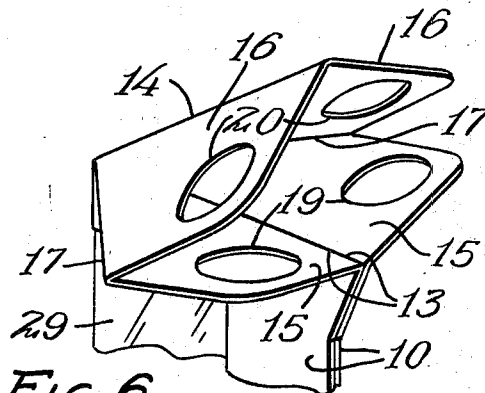


FIG. 6

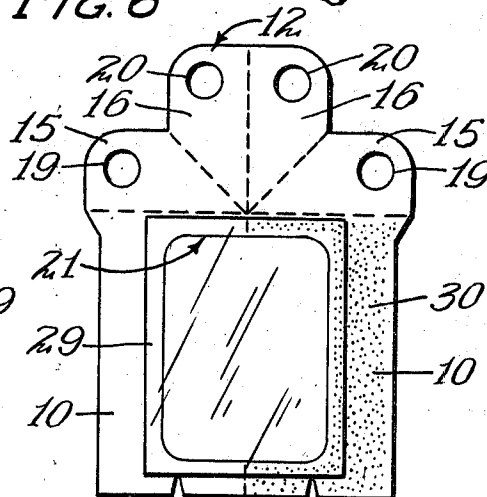


FIG. 5

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2 Sheets-Sheet 2

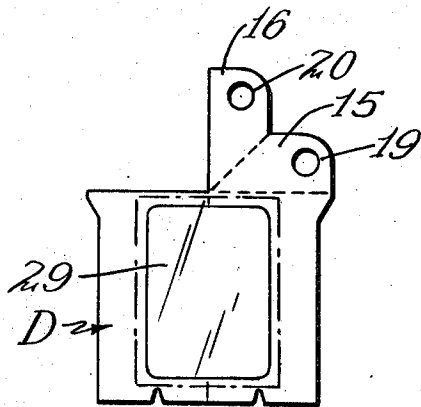


FIG. 7

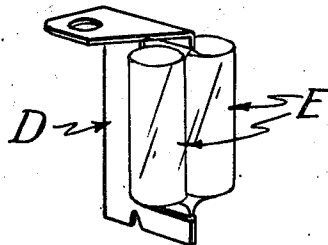


FIG. 8

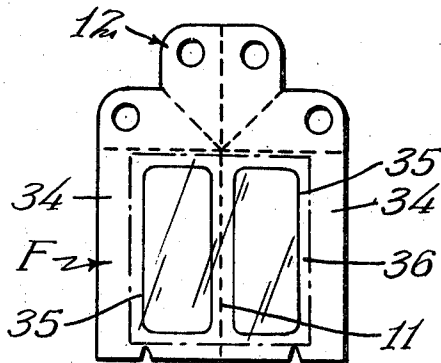


FIG. 9

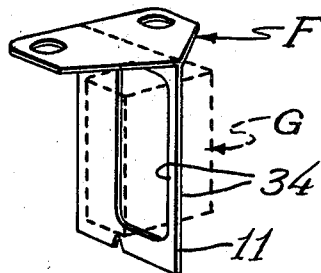


FIG. 10

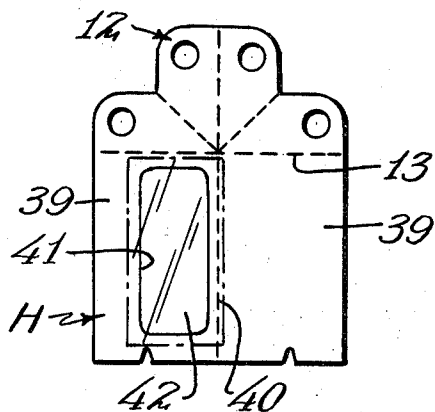


FIG. 11

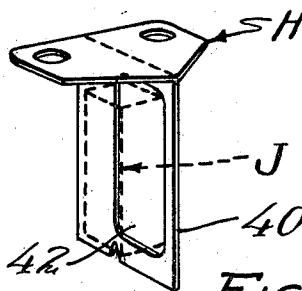


FIG. 12

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COMBINATION PACKAGE

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Filed July 29, 1968, Ser. No. 748,414

Int. Cl. B65d 5/50, 25/00, 77/08

U.S. Cl. 206—45.14

10 Claims

ABSTRACT OF THE DISCLOSURE

A paperboard blank is provided for connecting a pair of bottles to a premium. A pair of panels are centrally hinged. An aperture is provided in at least one panel over which extends a sheet of stretchable shrink film. The premium article is enclosed within said film. A flap structure is secured to the upper edges of said panels including first flaps hinged to the upper edges of said panels and extending outwardly therefrom in a common plane. Second flaps are hinged to the first flaps along diagonal folds, and the second flaps are hingedly connected. A pair of bottles are secured on opposite sides of said panels with the necks of the bottles extending through said flaps.

This invention relates to an improvement in a combination package and deals particularly with a package useful in combining two or more products which may be of different form and shape.

The use of premiums as a means of increasing the sale of a product has been known for many years. In most instances, the customer purchasing the product is invited to send in a label or coupon together with a certain amount of money to handle the cost of mailing and the premium will be forwarded to the customer by mail. With the increase in cost of postage and labor, the forwarding of premiums in this manner has become very expensive. Many companies offering premiums have, as a result, attempted to choose premium items which may be small enough to include in packages with the product. Normally, however, premiums furnished with the product have been restricted to items of small size and of selected material which will not affect the product.

An object of the present invention resides in the provision of a package which may act to combine a premium of relatively large size with one or two bottles of a product. As an example, a plastic toy railroad car has been given away as a premium with two plastic bottles of liquid detergent. The present package serves as a means of combining the three items into a single unit.

A feature of the present invention resides in the provision of a package which is capable of combining a plurality of items such as those described while still disclosing the items so that they can be easily seen. The premium item is enclosed in a transparent film so that it is readily visible. The bottles are almost fully exposed so that the labels of the product are completely visible. As a result, the purchaser is able to see all of the items combined and is able to know exactly what items are being purchased.

A further feature of the present invention resides in the provision of an article combining means, which, when folded, is of double thickness throughout and the marginal edges of the transparent film are concealed from view.

A feature of the present invention resides in the provision of means whereby a pair of bottles or similar objects may be taped together and to the lower end of the unitizer to hold the articles combined.

A further feature of the present invention resides in

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the provision of a device of the type described in which two thicknesses of paperboard are sandwiched between the two bottles to provide protection from breakage.

An added feature of the present invention resides in the provision of a paperboard and a transparent film package in which the paperboard provides adequate surfaces for advertising copy.

A feature of the present invention resides in the provision of an article combining unit which, in its preferred form, comprises a pair of panels foldably connected to fold in face contact, at least one of the panels including a window or aperture over which is secured a transparent film of a type which may be stretched to accommodate the desired object, and which may shrink to tightly enclose the object. A pair of flaps are hingedly connected to the upper edges of the two hinged panels, the flaps being connected by a line of fold forming an extension of the fold line connecting the panels. The two flaps are diagonally creased by fold lines diverging from the line of fold connecting the panels and the line of fold connecting the flaps to the panels. When the panels are folded into face contact with the portions of the flap to which they are hinged, the portions of the flaps on both sides of the diagonal foldlines are provided with apertures through which the neck portions of the bottles may extend, portions of the panels extending between the bottles to form a separator therefor.

These and other objects and novel features of the present invention will be clearly and fully set forth in the following specification and claims.

In the drawings forming a part of the specification.

FIGURE 1 is a perspective view of a combined package showing a premium item attached to a pair of plastic bottles.

FIGURE 2 is a top plan view of the package shown in FIGURE 1.

FIGURE 3 is a view of a centrally folded blank, the premium being omitted to show the construction thereof.

FIGURE 4 is a diagrammatic view of the paperboard blank from which the package is formed.

FIGURE 5 is a diagrammatic view of the blank with the sheet of film attached thereto.

FIGURE 6 is a perspective view showing the top flap structure in partially folded form.

FIGURE 7 is a diagrammatic view of a modified form of blank with a sheet of film of a type which may be used to secure one or more premiums to a single bottle or product.

FIGURE 8 shows the device of FIGURE 7 after the premium has been enclosed.

FIGURE 9 is a diagrammatic view of another modified form of construction.

FIGURE 10 is a perspective view of the structure shown in FIGURE 9 after the premium has been enclosed.

FIGURE 11 is a diagrammatic view of another form of blank.

FIGURE 12 is a perspective view of the blank shown in FIGURE 11 after the premium has been enclosed.

In the preferred form of construction as indicated in FIGURES 1 through 6 of the drawings, the complete package is shown as including the unitizing blank which is indicated in general by the letter A, two similar plastic bottles which are shown in general by the letter B, a premium which is indicated in general by the letter C. The unitizing blank forms a means of connecting these elements and holding them as a unit so that they may be displayed as a complete package. As will be understood, the shape and size of the bottles as well as the shape and size of the premium may be varied considerably. However, in the usual preferred construction, the vertical

height of the premium is less than the height of the bottles in order to insure stability.

The blank A as indicated in FIGURE 4 includes two generally rectangular panels 10 which are foldably connected along a center line of fold 11 so as to be foldable into substantially face contact. A generally L-shaped flap structure 12 is foldably connected to the upper edges of each of the panels 10 along a transverse fold line 13. The specific shape of the flap structure 12 may be varied, and is shown in L-shaped formation mainly for the purpose of appearance. In other words, the top flap structure could be square or generally triangular depending upon the size of the bottles B. In the specific form illustrated, the lower portion of the flap structure 12 is somewhat wider than the combined width of the panels 10 in order to best accommodate the particular bottles illustrated.

The flap structure 12 is shown as asymmetrical and is formed of two similar parts on opposite sides of a central line of fold 14. The line of fold 14 is shown as a continuation of the fold line 11 connecting the panels 10. Each side portion of the flap structure 10 includes a flap 15 which is hingedly connected to a corresponding panel 10 along the fold line 13, and a flap 16, the two flaps 16 being connected along the fold line 14. The fold line 14 is preferably equal in length to one-half the length of the fold line 13. The flaps 15 and 16 of each pair are hingedly connected together along a diagonal fold line 17. The fold lines 17 diverge from the junctures of the fold lines 11 and 13. The flaps 15 and 16 are preferably of similar shape and size. The flaps 15 and 16 on each side of the center line 14 are designed to fit into face contact as will be described.

Each flap 15 is provided with an aperture 19 extending therethrough, and each flap 16 is provided with an aperture 20 extending therethrough. Each aperture 19 is designed to register with a corresponding aperture 20 when the flaps 15 and 16 are folded into face contact with one another. In other words, the center of each aperture 19 is at the same distance from the fold line 13 as the center of each aperture 20 is from the fold line 14. Similarly the center of each aperture 19 is at the same distance from the fold line 14 as the center of each aperture 20 is from the fold line 13.

An aperture 21 which is shown as being generally rectangular in outline intersects the fold line 11 and extends equally on opposite sides of the fold line 11 with the vertical edges 22 of the aperture in parallel spaced relation to the edges 23 of the panels 10. The upper edge 24 of the aperture 21 is in spaced parallel relation to the fold line 13, while the lower edge 25 of the aperture is in spaced parallel relation to the lower edge 26 of the panels 10.

The lower edge 26 of the panels 10 is usually notched as indicated at 27, the notches 27 folding into registry when the blank is centrally folded along the fold line 11. The notches 27 are designed to accommodate a tie tape when the package tape is completed.

As indicated in FIGURE 6 of the drawings a rectangular sheet of shrink film is secured to the panels 10 to extend completely over the aperture 21. The film 29 is secured to the panel by heat sealing or by suitable adhesive which will not release during heating and shrinking of the film 29.

In forming the completed package, the blank is centrally folded from the position shown in FIGURE 5 to the position shown in FIGURE 3. However, during this operation, the premium C is folded within the film 29, the premium being of a smaller size than the aperture 21 so as to project therefrom when the panels 10 are folded together as indicated in FIGURE 1 of the drawings. The panels 10 are adhered together by heat sealing or by use of a suitable adhesive as indicated at 30 in FIGURE 5. In order to complete the package from the position generally indicated in FIGURE 3, the flaps 15 are folded outwardly

and downwardly. The flaps 16 are simultaneously folded along the diagonal fold lines 17 until the flaps 15 and 16 are in face contact. When in this position, the apertures 19 and 20 on each side of the center are folded into registry. The necks or caps 31 of the bottles B are inserted through the combined apertures 19 and 20. In the particular arrangement illustrated, the apertures are of proper size to fit about the caps 31. However, if preferred, the caps 31 may be removed, the bottle necks inserted in the apertures, and the caps replaced so as to lock the flap structure to the tops of the bottles.

As will be noted from the drawings, the outer edges of the panels 10 are folded between the bottles B acting to protect the bottles. Furthermore the panels 10 are folded in such a manner as to enclose the marginal edges of the film 29 between the panels 10, thereby concealing these marginal edges.

The lower ends of the bottles B may be attached to the blank A by a tape 32 which is wrapped partially or entirely about the lower ends of the blank A. By using pressure sensitive tape, the tape need extend only partially about the two bottles, although wrapping the tape entirely about the two bottles naturally forms a somewhat stronger connection.

The blank A is preferably designed so that the lower edges 26 are on the same plane as the bottom ends 33 of the bottles B. As a result, the weight of the premium C is readily supported by the panels 10 and film 29.

The structure shown in FIGURES 8 and 7 show a blank D which may be used to support one or more premium objects E which are shown as two side-by-side generally cylindrical members. The blank D is generally identical to the blank A, but the film 29 is provided to encircle both of the premiums E. As also evident from FIGURES 8 and 7 of the drawings, the flap structure may be cut into along the fold line 14 and one-half of the fold line 13, leaving two similarly shaped flaps 15 and 16 which fold into face contact and which are designed to engage a single bottle or similar object.

The blank F indicated in FIGURES 9 and 10 of the drawings is also almost identical to the blank A. However, in the blank F, the panels 34, which correspond to the panels 10, are each provided with a rectangular aperture 35, the two apertures being of similar shape and form and being spaced equally on opposite sides of the central fold line 11 so as to register when the panels are folded together. The shrink film 36 overlies both of the apertures 35. The premium G is shown as extending through both of the apertures 35 and extending equally on opposite sides of the panels 34 when these panels are folded into face contact.

FIGURES 11 and 12 of the drawings disclose a blank H which is designed to support a premium J entirely on one side of the display panel. In this arrangement the panels 39 are foldably connected along a center fold line 40 and support a flap structure 12 along their upper edges, as by a fold line 13. One of the panels 39 is provided with a generally rectangular aperture 41 extending therethrough, this aperture being of proper size to accommodate the premium J. The other of the two panels 39 is imperforate. A sheet of shrink film 42 is marginally secured to the panel 39 to overlie the aperture 41. This type of blank is usually used for containing premiums of relatively small dimensions.

When the blank H is folded into the position indicated in FIGURE 12 of the drawing, the premium J is held in face contact with the imperforate panel 39 by the shrink film 42 and circling the premium J. The flap structure 12 is folded in the manner previously described, and may be used to connect the blank and the premium J to a pair of bottles or other such object.

While the structure has been described as being particularly useful in connecting a premium to a pair of bottles, or to a single bottle, or to one or two similar

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objects, however, the blank such as A and as an example can be also used as a display stand for an object such as C. By securing the flaps 15 in face contact with the flaps 16, the structure may be inverted, and these flaps used as a support to support the panels 10 in vertical position, and to support the object in an upright position so that it may be readily seen from all directions.

While the film described is preferred, it would be possible to substitute other types of film, a plastic bubble, two opposed plastic bubbles, two opposed plastic bubbles in opposed apertures or the like.

I claim:

1. A blank for use in connecting an article to a bottle having a neck, the blank including a pair of panels hingedly connected along a line of fold to fold into face contact, at least one of said panels having an aperture therethrough, a film of transparent material overlying said opening and adapted to enclose the article when said panels are in face contact, a flap structure hinged to the upper edge of at least one of said panels, said flap structure comprising a pair of flaps hingedly connected along a diagonal line of fold extending from one end of the line of fold connecting said flap structure to said one panel, and said flaps of said pair having registering openings therethrough adapted to accommodate the neck of the bottles.

2. The structure of claim 1 and in which said aperture in said panel extends across the fold line connecting said panels and into both of said panels a substantially equal distance.

3. The structure of claim 1 and in which both of said panels are apertured, the apertures of the two panels registering when said panels are folded into face contact.

4. The structure of claim 1 and in which one of said panels is imperforate.

5. A unitizing blank including a pair of panels, at least one of said panels including an aperture, a sheet of stretchable and shrinkable film secured extending across said aperture, a flap structure hinged to the upper edges of said panels along a first line of fold, a second fold line hingedly connecting said panels and intersecting said first mentioned line of fold at right angles thereto, said flap structure being centrally divided by said second fold line, the portion of said flap structure on each side of said

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second fold line being divided into first and second flaps by a fold line extending diagonally from the intersection of said first and second fold lines whereby the first flaps may fold into face contact with said second flaps.

6. The structure of claim 5 and including registrable apertures in said first and second flaps adapted to accommodate a bottle neck.

7. The structure of claim 5 and in which said aperture extends across said second line of fold and equally into said panels on opposite sides of said second fold line.

8. The structure of claim 5 and in which said panels are both provided with registering apertures.

9. A package including a pair of similar panels, means securing said panels in face contact, said panels having an aperture therethrough, a film of transparent material marginally secured between said panels an article enclosed within said film, first flaps hinged to the upper edges of said panels and folded outwardly into a common plane, second flaps hinged to the outer opposed edges of said first flaps along fold lines extending diagonally from the fold lines connecting said first flaps to said panels, means hingedly connecting said second flaps along the upper edges of said panels said first and second flaps having registering openings therethrough, and a pair of bottles on opposite sides of said panels having necks extending through said registering openings in said first and second flaps.

10. The structure of claim 9 and in which the lower edges of said panels are notched, and including a tape extending through said notches and secured to the lower ends of said bottles.

References Cited

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J. M. CASKIE, Assistant Examiner

U.S. Cl. X.R.

206—45.31, 47