

April 4, 1950

L. EBERT  
PACKAGE DEVICE FOR SHIPPING AND DISPLAYING  
ARTICLES, AND DISPLAY MANTLE THEREFOR

2,502,561

Filed Feb. 25, 1947

2 Sheets-Sheet 1

FIG. 1.

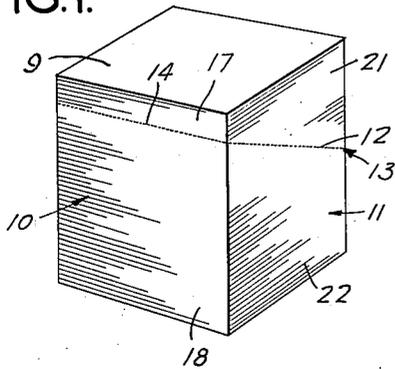


FIG. 2.

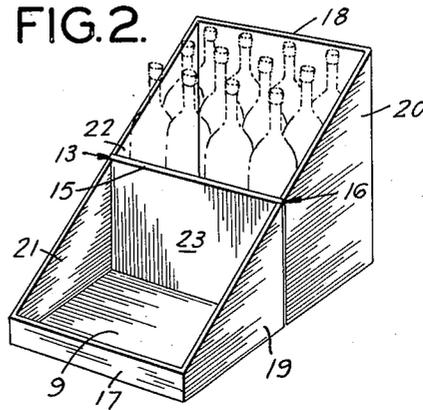
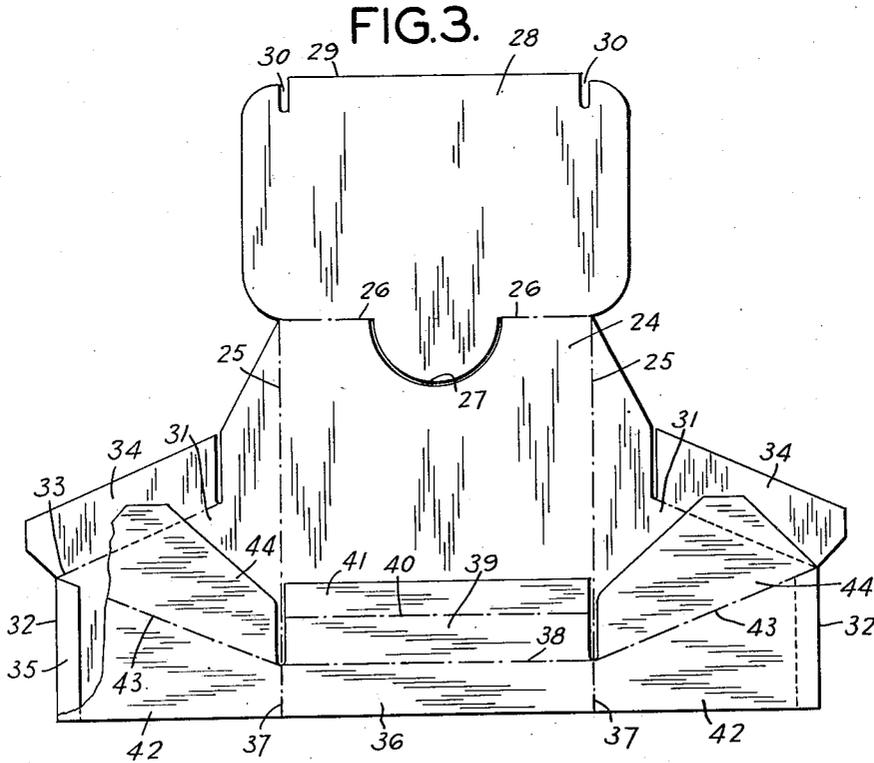


FIG. 3.



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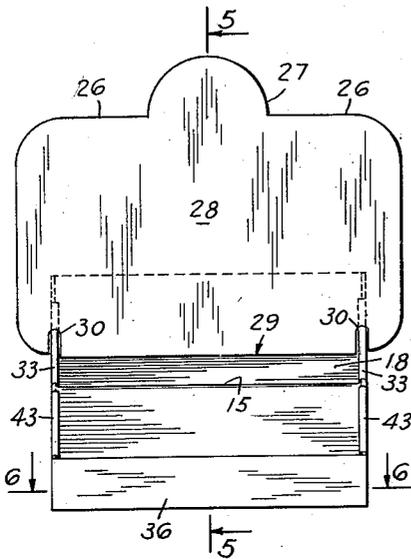


FIG. 4.

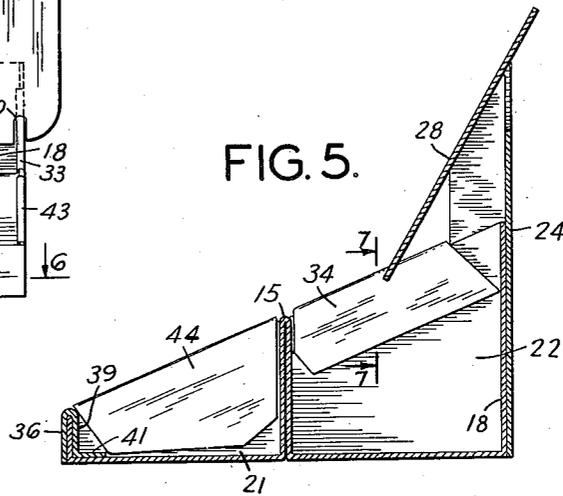


FIG. 5.

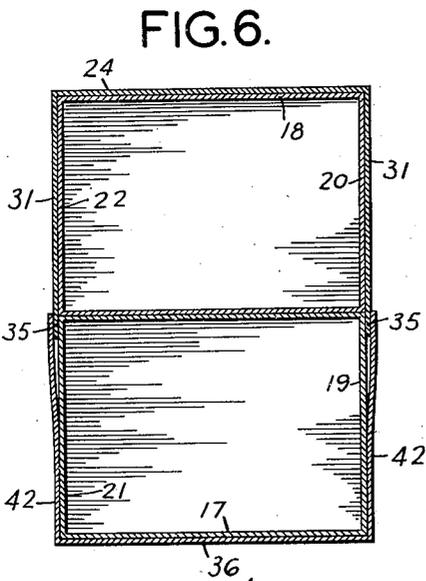


FIG. 6.

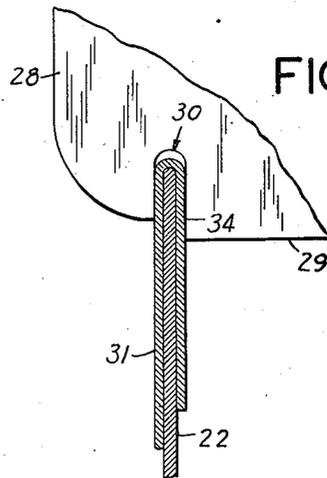


FIG. 7.

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## UNITED STATES PATENT OFFICE

2,502,561

## PACKAGE DEVICE FOR SHIPPING AND DISPLAYING ARTICLES, AND DISPLAY MANTLE THEREFOR

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3 Claims. (Cl. 206-44)

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My present invention relates generally to the display of articles of merchandise, and has particular reference to an improved package device for shipping articles and also displaying the same.

It is a general object of my invention to afford a convenient and effective means for converting an ordinary shipping carton or box into an attractive open-top display structure. The type of box to which my invention is primarily directed is of the substantially rectangular variety composed of readily slittable material such as corrugated cardboard or the like, in which commodities such as bottles of wine or the like are conventionally shipped.

The invention is predicated, in part, upon the recognition that a rectangular box of the character mentioned can be slit or severed along three sides in such a manner that the two resultant parts of the box can be adjusted to define front and rear sections of an open-top display structure. Accordingly, one objective of the invention is to provide a shipping box composed of slittable material and provided with certain special markings or indicia which facilitate the adjustment mentioned.

A more particular object of the invention is to provide a practical and inexpensive display mantle, composed of simple sheet stock such as light cardboard or the like, which may be associated with the aforementioned display structure in an embracing relationship thereto, so as to produce a resultant display of attractive appearance. This enables the storekeeper who receives the ordinary shipping box (with the commodities in it) to transform the box readily into a display structure of pleasing and effective character, which may be set up on the floor or on the counter to display the packaged commodities.

I achieve the foregoing general objectives and advantages, and such other objects and advantages as may hereinafter appear or be pointed out, in the manner illustratively exemplified in the accompanying drawings, in which:

Figure 1 is a perspective view, from the rear, of a shipping box of the present character, shown in its original sealed condition;

Figure 2 is a perspective view of the same box, viewed from the front, after it has been adjusted into a display structure;

Figure 3 is a front view of the new display mantle in a flat or collapsed condition;

Figure 4 is a front elevational view of the assembled display device, after the mantle of Figure 3 has been associated with the structure of Figure 2;

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Figures 5 and 6 are cross-sectional views taken substantially along the lines 5-5 and 6-6 of Figure 4, respectively; and

Figure 7 is a fragmentary enlarged cross-sectional view taken substantially along the line 7-7 of Figure 5.

In Figure 1 I have illustrated a rectangular box composed of corrugated cardboard or the like, of the type which is customarily used to accommodate a dozen bottles of wine or the like. The box has bottom, top, front, rear and side walls, of which the top wall 9, the rear wall 10, and one of the side walls 11 are visible in Figure 1. In accordance with my invention, the side walls and the rear wall are provided with markings which indicate the intersection with these walls of a plane inclined upwardly and rearwardly from the midpoints of the front vertical edges. These markings may assume the form of a printed line or lines. Thus, the inclined line 12 extends upwardly and rearwardly from the midpoint 13 of one of the front vertical edges of the box. A similar line (not visible in Figure 1) is provided on the opposite side wall of the box. On the rear wall 10 the line 14 completes the required marking. The line 14, obviously, is horizontal. The lines 12 and 14 define the intersection with the walls 10 and 11 of a plane disposed in the manner referred to.

When the recipient of the package or box slits the side and rear walls along these markings, he is enabled to swing the upper part of the box into a position in front of the lower part. This swinging movement takes place along a crease or fold 15 which extends horizontally between the midpoint 13 of one front vertical edge and the corresponding midportion 16 of the other front vertical edge. This results in producing the display structure shown most clearly in Figure 2. It has a relatively low rectangular front wall 17, a relatively high rectangular rear wall 18, and trapezoidal side walls each of which is formed by two aligned sections. One side wall is defined by the sections 19 and 20 whose upper edges are in alignment along a rearwardly rising line. The opposite side wall consists of the sections 21 and 22 whose upper edges are similarly in alignment. The structure is open at the top and is provided with a middle partition 23 halfway between the front and rear walls 17 and 18.

I have illustratively shown a plurality of bottles in Figure 2, in the disposition in which they are originally packed. When the box has been adjusted into the display condition shown in Figure 2, some of these bottles may be withdrawn and

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arranged in an attractive manner, either horizontally, vertically, or in an inclined disposition, in the forward compartment.

To conceal the fact that the display structure is nothing more than the original shipping container, and to afford means for associating advertising matter with the display, the invention contemplates the independent construction of a mantle of the character shown most clearly in Figure 3. This mantle is composed of flat sheet stock, preferably light-weight cardboard or the like, and consists of a loop having parallel spaced hinge lines which define hingedly connected panels. The mantle is preferably composed of two blanks of flat material, adhesively or otherwise secured to each other.

The nether blank, as viewed in Figure 3, has a substantially rectangular body portion 24 defined by spaced parallel fold lines 25 at the sides, and a transverse fold line 26 at the top. The latter fold line is composed of two spaced but aligned portions, and between these portions the material of the blank is preferably cut through along a semi-circular line 27. The portion above the lines 26-27 is designated by the reference numeral 28. It is substantially rectangular, preferably slightly wider than the body portion 24, and provided along its free edge 29 with notches 30 whose function will presently become apparent.

Hinged to the panel 24 along the lines 25 are the trapezoidal panels 31. The trapezoidal shape is achieved by virtue of the fact that the front edge 32, though parallel to the rear edge 25, is shorter than the rear edge. Extending from the upper end of the edge 32 rearwardly toward the fold line 25 is an inclined fold line 33. This line does not extend all the way to the line 25. Hingedly connected along the line 33 is a flap 34. Secured to each panel 31 along the forward edge 32 is a small attachment tab or flap 35.

The forward or upper part of the mantle, as viewed in Figure 3, is composed of a second blank of flat material having a substantially rectangular central panel 36 defined at its sides by the parallel fold lines 37, and at the top by a transverse fold line 38, this line being parallel to the free edge of the blank. Hinged along the line 38 is a rectangular area 39 substantially equal in width to the panel 36, and hinged along the line 40 is a second rectangular area 41.

Extending laterally from each hinge line 37 is a trapezoidal panel 42 whose upper edge is defined by an inclined hinge line 43. The outer edge of each panel 42 is the same length as the corresponding edge 32 of the rear blank. Accordingly, when the panels 42 are glued or otherwise secured down upon the tabs 35, a continuous loop of sheet material is formed, composed of hingedly connected panels 36, 42, 31, 24, 31 and 42.

Connected to each panel 42 along the hinge line 43 is a flap 44 having substantially the shape indicated.

During the manufacture of the mantle, each blank is printed or embellished on only one surface. This is the front or uppermost surface of the top blank (as shown in Figure 3) and the bottom or rear surface of the nether blank.

The mantle is so designed, with respect to a particular shipping box (such as the box shown in Figures 1 and 2) that the several hingedly connected panels of the mantle correspond substantially, in size and shape, to the corresponding front, side and rear walls of the display structure to be embraced. More particularly, the shallow front panel 36 of the mantle (Figure 3) corre-

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sponds in size and shape to the front wall 17 of the structure of Figure 2; the panels 42 correspond in size and shape to the side wall sections 19 and 21 of Figure 2; the panels 31 correspond substantially to the side wall sections 20 and 22 of Figure 2; and the body portion of the rear panel 24 is adapted to overlie the rear wall 18 of the display structure.

After the structure of Figure 2 has been created, the mantle of Figure 3 is opened to bring each panel 42 in alignment with the corresponding adjacent panel 31. The resultant rectangular loop is then applied to the structure of Figure 2 in embracing relation thereto. The mantle is so designed that it will fit snugly around this structure. To complete the assembly of the parts, the flaps 34 and 44 are turned inwardly over the upper edges of the side walls, as shown most clearly in Figure 5, and the flaps 39 and 41 are turned rearwardly or inwardly over the upper edge of the front wall 17. In accomplishing this last adjustment, it will be observed from Figure 5 that the area 39 lies against the rear surface of the front wall 17, while the area 41 lies flat along the bottom.

It will be observed that the rear panel 24 of the mantle is considerably higher than the rear wall 18 of the display structure. Thus, the rear panel which overlies the wall 18 may be said to have an upstanding extension. This extension is foldable forwardly along an elevated hinge line (afforded by the lines 26, see Figure 3); and when this folding is accomplished, the notches 30 are adapted to engage with the upper edges of the side wall sections 20 and 22. This is shown most clearly in Figures 5 and 7, and it will be observed that this engagement not only helps to hold the flaps 34 in their folded-over condition, but also braces the area 28 in a slightly inclined disposition in which the printed or embellished advertising matter is presented toward the front.

The portions of the panels 31 (Figure 3) adjacent to the lines 25 and above the level of the lines 33 are not essential, but are provided for the purpose of helping to brace the rear panel 24, thereby stiffening the entire mantle in its embraced relation to the display structure.

In applying the mantle, it will be observed that no gluing or other tedious or difficult operations are required. The storekeeper therefore has available a convenient and expeditious means for converting an ordinary shipping box into an attractive and effective display structure immediately ready for use.

After the commodities have been sold or otherwise disposed of, the structure is available for subsequent use with other commodities and articles, should the user so desire; or he may remove the mantle from the box and apply it to another box of corresponding shape and size. In any event, the mantle is of such inexpensive character that after it has served its purpose it may, if desired, be completely discarded along with the empty box.

Obviously, each mantle is designed for use with a box or package of particular and predetermined size and shape.

In general, it will be understood that many of the details herein described and illustrated may readily be modified by those skilled in the art without necessarily departing from the spirit and scope of the invention as expressed in the appended claims.

Having thus described my invention and illustrated its use, what I claim as new and desire to secure by Letters Patent is:

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1. A display device comprising front and back sections each having surrounding walls including intermediate partition walls hinged together at their upper edges, and said sections having the upper edges of opposite side walls thereof inclined upwardly from front to back of the display device, and a display mantle surrounding said front and back sections as a unit and holding said sections in side by side relation, said mantle having flaps folded inwardly over the upper edges of the front wall and the opposite side walls of said front and back sections on opposite sides of the intermediate partition walls, and a display panel at the rear side of the display mantle extending downwardly over the back section and having notches in the lower edge thereof receiving the upper edges of the opposite side walls of the back section with the flaps folded thereover, holding said flaps in place thereon.

2. A package device for shipping articles and also displaying the same, comprising a rectangular box having front, rear and side walls, said side and rear walls being slittable along a plane inclined upwardly and rearwardly from the mid-points of the front vertical edges, the resultant upper box portion being turnable forwards to open the box and to position said upper portion in front of the lower box portion to form an open-top display structure, and a display mantle embracing said structure and comprising a loop of flat stock having hingedly connected front, rear, and side panels substantially conforming in size and shape to the front, rear, and side walls of said display structure, the rear panel of said display mantle having an upstanding extension, said extension having a substantially horizontal fold line, the part above said fold line being foldable forwardly along said line to present its rear surface as a display area, said last-named part having notches positioned to engage with the upper edges of the side walls of the display structure.

3. A package device for shipping articles and

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also displaying the same, comprising a rectangular box having front, rear and side walls, said side and rear walls being slittable along a plane inclined upwardly and rearwardly from the mid-points of the front vertical edges, the resultant upper box portion being turnable forwards to open the box and to position said upper portion in front of the lower box portion to form an open-top display structure, and a display mantle embracing said structure and comprising a loop of flat stock having hingedly connected front, rear, and side panels substantially conforming in size and shape to the front, rear, and side walls of said display structure, the side panels of said display mantle being provided with flaps foldable inwardly over the upper edges of the corresponding walls of said display structure, the rear panel of said display mantle having an upstanding extension foldable forwardly and provided with notches adapted to engage with the upper edges of said side walls and thereby retain said flaps in folded condition over said upper edges.

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