Aug. 21, 1962 J. C. MUELLER, JR 3,050,183

DISPLAY PACKAGE

Filed Nov. 13, 1959

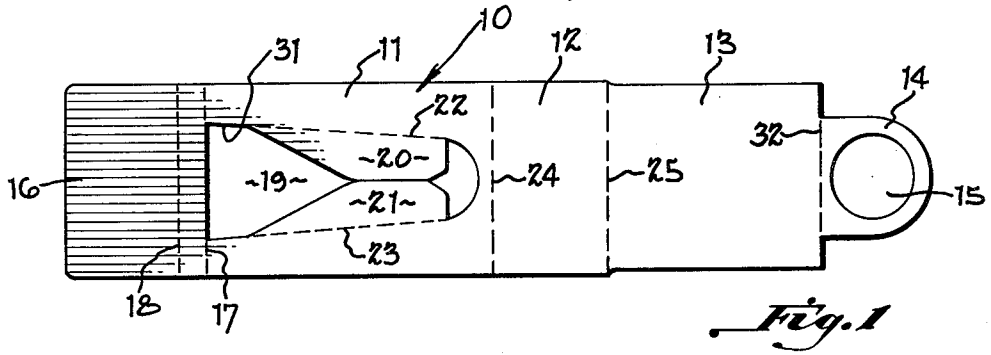


Fig. 1

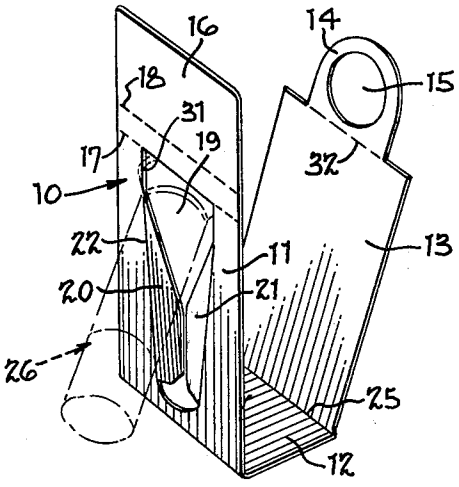


Fig. 2

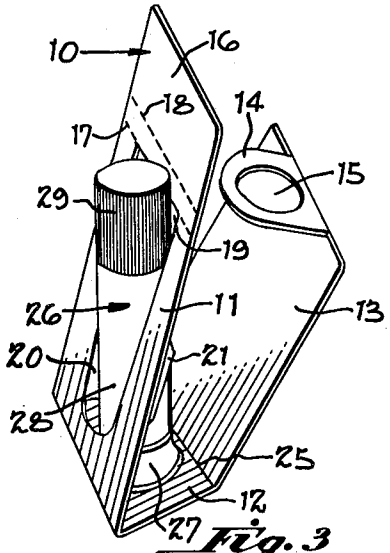


Fig. 3

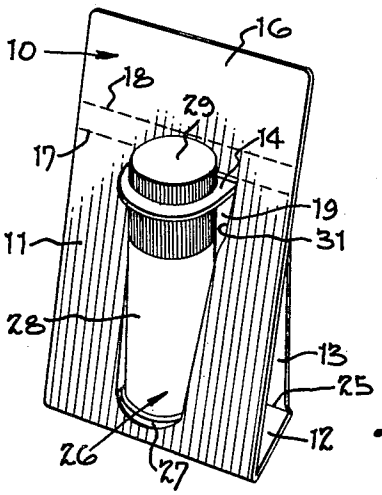


Fig. 4

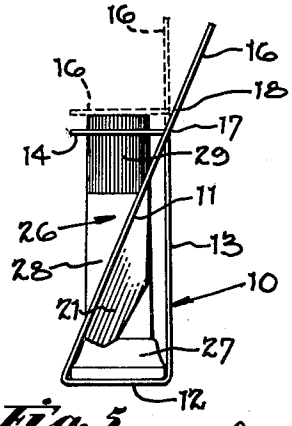


Fig. 5

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DISPLAY PACKAGE

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This invention relates to a display package for a container, and more particularly, this invention relates to a one piece cardboard blank designed to cooperate with a container to fix the container in a displaying attitude with respect to the package.

Display packages of this type generally are not new. However, the present invention provides improvements over prior designs, the improvements resulting in several advantages from the standpoint of the economy of the manufacture and assembly of the packages with the containers and from the standpoint of the ultimate appearance of the combined container and package. Broadly, the invention comprises a package for a container, the package being constructed from a one piece cardboard blank. When assembled the container cooperates with the blank to lock the container and package in position without requiring any additional fastening means.

It has been an objective of the invention to provide a package comprising a display support and container combination in which the container is interlocked with the support in such a manner as to prevent inadvertent disassembly of the combination and to prevent the container from shifting in any direction with respect to the package.

It has been another objective of the invention to provide an economical display support constructed from a one piece cardboard blank, the support being easy to assemble with the container for the goods being displayed.

It has been still another objective of the invention to provide a display support and container combination in which the container projects to a position of prominence in front of the display package, while the package forms a stand for the container.

It has been still another objective of the invention to provide a display package which is normally, generally of triangular configuration with an upwardly projecting flap but whose configuration can be conveniently modified to a rectangular configuration of reduced vertical dimension for ease in packing and conservation of space in shipping in cartons.

These and other objectives of the invention will become more readily apparent from the following detailed description taken in conjunction with the accompanying drawings in which:

FIG. 1 is a plan view of the one piece blank as it is formed before assembly.

FIG. 2 is a perspective view of the invention showing a preliminary step in assembly.

FIG. 3 is a perspective view showing a further step in assembly.

FIG. 4 is a perspective view showing the assembled invention and,

FIG. 5 is a side elevational view thereof.

The display support of the present invention is manufactured from a one-piece cardboard blank as indicated at **10** in FIG. 1. The blank has a front panel **11**, a base panel **12**, a back panel **13** and a lock tab **14**. The lock tab **14** has an aperture **15** which receives the top of the container as will be explained below.

The front panel has a top flap **16** delineated by a scoreline **17**. The top flap **16** provides a prominent position on the package for printed matter such as the identification of the goods, advertising matter and price. A second scoreline **18** on the flap **16** permits the package to be

adapted for packing and shipping in a carton as will be explained below.

The front panel **11** also has an aperture **19**, bounded by two flaps **20** and **21** delineated by scorelines **22** and **23**. When assembled, the flaps **20** and **21** will embrace the sides of the container so as to prevent tilting or side-wise shifting of the container within the package.

The scorelines **24** and **25** of the blank delineate the base **12** of the package and permit the folding of the blank to the position shown in FIG. 2.

The support is designed to receive a container **26** of the type shown in FIGS. 3 and 4. While the support is shown in combiantion with a container of a particular configuration, it should be understood that the support is useful with containers of other configurations. The illustrated container has a base portion **27**, a cylindrical body portion **28**, and a top portion **29**. The top portion **29** may be a ribbed cap. Because of the flared base portion **27** of the container, the aperture **19** through which the base portion **27** will be passed during assembly has also been flared as at **31**.

The manner in which the container and the display package are assembled is illustrated in FIGS. 2, 3 and 4. The first step in the operation is to push the flared base through the flared area **31** of the aperture **19**. Only the flaps **20** and **21** block the passage of the container through the aperture. The flexibility of the cardboard combined with the scorelines **22** and **23** permit the flap to be bent rearwardly to form a frictional engagement on the sides of the container. After the container has been pushed through the aperture **19**, the container is inverted until the flared base portion **27** is adjacent to the base panel **12** of the blank. The base panel **12** is then folded on the scoreline **24** to lie against the bottom surface of the container base **27**. The back panel **13** is folded up along scoreline **25** so that the package is then in the position shown in FIG. 3.

The locking tab **14** is folded on its scoreline **32** and is projected forwardly through the flared area **31** of the front panel aperture **19**. Thereafter assembly is completed by passing the top **29** of the container through the aperture **15** of the lock tab. The complete package then is as shown in FIGS. 4 and 5.

As seen in FIG. 4, the package cannot be inadvertently disassembled since the top **29** of the container projects above the aperture **19** in the front panel. Thus, withdrawal of the container and the lock tab is prevented by engagement of the container with the front panel. Further, side-wise shifting of the container in the package is prevented by the engagement of the flaps **20** and **21** with the side container. Vertical shifting of the container is prevented by the frictional grip of the lock on the top of the container and by the manner in which the inclined front panel engages the flared base portion of the container. Even rotative movement of the container in the package is prevented by the frictional engagement of the lock tab with the top of the container.

From FIG. 5 it can be seen that the package, when being displayed, can assume the position shown in full lines in which the panel **11** with its flap **16** lies in a single plane. By bending the flap **16** slightly on the scoreline **17**, the flap **16** can be disposed in the same plane as the back panel **13**. That is, the flap **16** is vertical, whereas the major portion of the front panel **11** would be inclined to the vertical.

In practice, the container and display package are assembled at the point of manufacture of the container and thereafter packed in cartons in assembled condition and shipped. For the purpose of packing and shipping, the flap **16** can be folded over to a horizontal position as shown in FIG. 5 so that the overall height of the package is substantially reduced and a rectangular configuration of the

package and container is provided, the rectangular configuration being most ideally suited for compact packing in a carton prior to shipping. It can be seen that the scoreline **17** permits the section between scorelines **16** and **17** to lie in the plane of the back panel thereby assuring the desired rectangular configuration without misshaping the front panel by bending or bowing when the container is packed for shipment.

The invention having been described, several of its advantageous features will now become more easily appreciated. From an appearance standpoint, FIGS. 4 and 5 serve to demonstrate the manner in which the container assumes a position of prominence in front of the front panel **11**. Further, because of the manner in which the one piece blank is folded, the blank need be printed only on one side in order for the printed matter to be viewed from the front base and back of the package.

It can be seen that the combined container and package presents an attractive display in which the prominent container is flanked by display panels and further by a top panel. Thus, the container is framed by the package.

From the above description of the steps involved in assembling the package, the ease of assembly can be appreciated. It is, of course, possible to assemble in a somewhat different manner. For example, the top **29** of the container could be forced through the aperture **19** from the back of the blank after bending flaps **20** and **21** rearwardly. This assembling method, however, is somewhat awkward as compared to that described above. Further, by pushing the container through the front of the front panel, the flaps **20** and **21** are bent back only enough to permit the passage of the container through the aperture and, because of the resilience, the flaps **20** and **21** will remain in tight engagement with the sides of the container.

I claim:

1. A display package comprising, a container having a base and a top, a one piece blank having, in sequence, a front panel having an elongated vertically directed aperture smaller in length than said container, a base panel, a back panel terminating in an edge and an apertured lock tab projecting centrally from said edge, said edge providing shoulders at each side of said lock tab, said base of said container resting on said base panel, said container projecting upwardly through the aperture in said front panel, and said lock tab projecting forwardly through the aperture of said front panel and surrounding said top of said container with said edge shoulders abutting said front panel.

2. A display package comprising a one piece blank having in sequence, an apertured front panel having a top flap, a base panel, and a back panel, terminating in an edge and an apertured lock tab projecting centrally from said edge, said edge providing shoulders at each side of said lock tab, said lock tab projecting forwardly through the aperture in said front panel with said shoulders engageable with said front panel, said blank receiving a container resting on said base panel and projecting through the aperture in said front panel with the upper end thereof projecting through said aperture in said lock tab, whereby said package provides an attractive display in which said container is flanked by the front panel portions at the sides of the aperture and surmounted by said top flap to frame the container, said top flap being of substantially the same dimensions and configuration as said base panel and being bendable forwardly over the top of said container to provide a rectangularly configurated shipping package.

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