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3,292,290

DISPLAY UNIT

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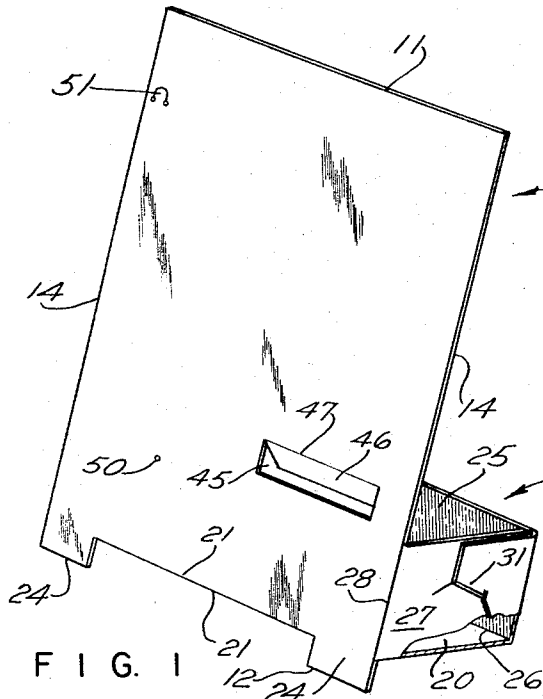


FIG. 1

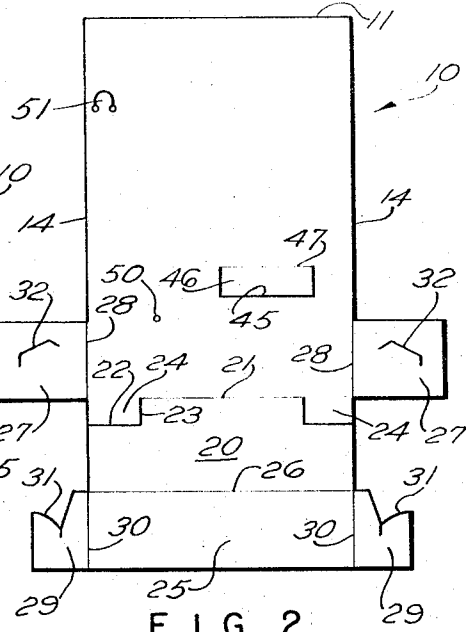


FIG. 2

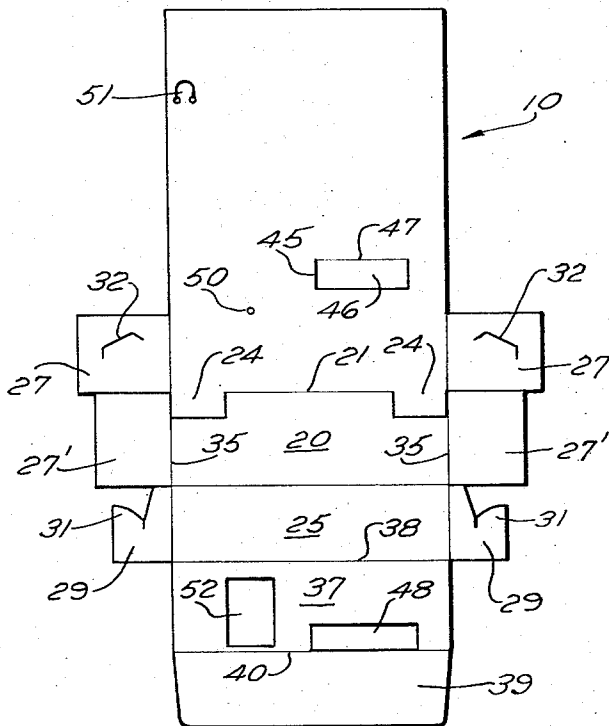


FIG. 3

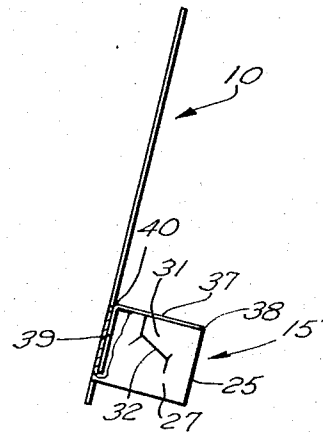


FIG. 4

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DISPLAY UNIT

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6 Claims. (Cl. 40—124.1)

This invention relates to a display unit for use as a shipping container as well as a product display and dispenser at point of purchase.

Heretofore, in the use of an easel display accompanied by a container, it has been customary to provide the display portion and the container as separate parts and attach the container to the display by gluing or stapling or some other additional operation. This additional operation usually exceeded the cost of the entire unit.

One of the objects of this invention is to provide a sales display card and a dispensing container for merchandise all of one piece of material without the need for gluing or separately attaching the container and the display card.

Another object of the invention is to provide from a single piece of sheet stock, which may be pointed on one side and be die cut or scored in one operation on the same side of the stock and of a shape which may be folded into a display card of substantial size with a smaller container as an integral part thereof utilizing the display card as one wall of the container.

Another object of the invention is to provide in a unit of the above character flaps which may be interlocked so as to provide the container which serves to mount the display card in an easel fashion with interlocking means which will avoid the need for additional gluing or stapling of the parts in position.

Another object of the invention is to provide a device which may have such parts as legs for the display formed from the container for merchandise by suitably cutting the sheet stock from which the device is formed without the need of any additional separate parts attached thereto.

With these and other objects in view, the invention consists of certain other novel features of construction as will be more fully described and particularly pointed out in the appended claims.

In the accompanying drawings:

FIG. 1 is a perspective view of the display unit embodying this invention in one form;

FIG. 2 is a blank from which this easel is formed;

FIG. 3 is a blank incorporating additional parts from which the easel display may be folded; and

FIG. 4 is an edge view with parts broken away showing the blank of FIG. 3 folded to provide the easel display unit.

In proceeding with this invention, I provide from sheet stock, such as cardboard or plastic, a display unit with parts attached to the lower portion thereof and which may be folded with reference to the display card so as to form a container with the display card as one wall thereof, which container will serve to support the unit in an easel-like fashion for display, while the container may also be used for shipping, dispensing, storing, or receiving articles for sale as occasion may require.

With reference to the drawings and particularly FIGS. 1 and 2, a front display wall 10 is provided from sheet material such as cardboard which is designed to be of a thickness so as to be self-supporting when positioned substantially upright. This front wall display has a top edge 11, a bottom edge 12 and opposite side edges 14.

A container designated generally 15 is provided at the lower rear portion of this front wall display 10 by folding from the stock at the edges of the front display wall parts, or other walls, to provide a container as an integral part of the display face. In the present instance the container is illustrated as being primarily formed by folding

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a bottom wall from the bottom edge 12 of the front display wall 10 although it will be apparent that other edges may be utilized for hinge connection of the parts of the container. In the present instance a second, and in this case a bottom, wall is designated as 20, and the lower edge 12 of the front wall 10 is scored to provide a fold line 21 as seen in FIG. 2, while the edges 22 and 23 are cut completely through so as to provide legs 24 at the lower edge of the front display wall 10. This second wall, and in this case the bottom, is folded along the scored line 21 to extend substantially at right angles to the display front wall 10, and this second or bottom wall has a third or rear wall 25 folded from it along the fold line 26 so that it will extend upwardly from the second or bottom wall 20 substantially parallel to the front display wall 10 as clearly seen in FIG. 1.

Side walls may be formed for bridging the space between the front wall 10 and the third or rear wall 25 by folding them from the edges of one of the walls heretofore provided, and in the case illustrated in FIG. 2, the side or fourth walls 27 are formed along the opposite side edges 14 of the front display wall and are folded rearwardly along the score lines 28 so as to extend from the front wall from which they are folded to the rear wall 25 and may be held in this position by any suitable means. One such means may be by flaps 29 folded along score lines 30 which extend from the rear or third wall 25 and are so cut as at 31 that they may extend through slits 32 in the side walls 27 and lock themselves in position as seen in FIG. 1, thus providing a container having bottom, front, back and side walls with an open top.

In some cases, in addition to the provisions of fourth or side walls 27 there may be additional side walls 27' (FIG. 3), which may also be referred to as fourth walls, provided on the ends of the bottom wall 20 and which are folded up at right angles thereto along the score lines 35 as seen in FIG. 3, in which case these modified side walls will be located just inside the side walls 27 when the box is folded up and will be held in position by the interlocking of the tabs 29 with the walls 27 by reason of the slits 32 as above referred to. Additionally, there may be provided a top wall for the container designated 37 which extends from the rear wall 25 and is folded therefrom along the score line 38 and which may be folded inwardly from the rear or third wall 25 along this score line 38 so as to extend to substantially the back surface of the front wall 10. This top wall is there secured by reason of a flap 39 tucked in along the rear surface of the front wall so as to hold this top wall 37 in position by friction. As will be seen in FIG. 4, this flap is provided by the folding along the line 40 of its connection to the top wall 37.

In some cases it is desirable to provide a cutout opening 45 in the front display wall into which merchandise or leaflets may be placed so as to have their upper portion extend along the front surface of the front display wall where they may be easily grasped, while the lower portion of the merchandise or leaflets will extend along the back surface of the front display wall and be located in the container 15. A flap 46 hinged along the score line 47 may serve as a die cut holder of merchandise or a temporary closure for this opening. In the case that a top wall is also provided such as 37, an opening 48 will be provided for the reception of the merchandise or leaflets through the top wall to be located in the container 15.

In some cases the container may house a spool of fishing line or other spooled products, and in this event the reel may be located in the container with the fishing line or wire projecting through a hole 50 in the front display wall that serves as a dispensing unit of the products and be secured along the face of the display by an inverted U-shape slit 51 in the container. In the event that there

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is a top wall such as provided in FIGS. 3 and 4, an opening 52 will be provided in which this product dispensing reel may be located. In other cases the display face may exhibit while the container may house articles, such as ballpoint pens, pen refills and small tools, such as screw-

drivers, scribes, pocket magnets. It will, of course, be apparent that the length of the legs 24 may be varied, and in such cases where the legs do appear, there will be an opening in the bottom wall 20 for the extent that these legs project beyond the fold line 21. It will also be apparent to those skilled in this art that this box may be provided by having wall portions attached to the side edges rather than the bottom edge of the display so that the second, third and fourth walls may be varied to some extent by this hinging relationship, all of which may cooperate to provide a container which will serve as an easel for a much larger display wall and also form one side of the box of the container.

It will also be apparent that any configuration may be used for the various flaps and extensions which when folded and folded upon each other will result in such form and obverse shapes of internal divisions and subdivisions flats and brackets as may be desired for the particular use intended.

I claim:

1. A display unit comprising a single sheet of material having a front display wall with bottom and side edges, a bottom wall extending rearwardly from said bottom edge and joined thereto by a fold of the sheet material, a rear wall joined to the bottom wall by a fold of the sheet material and extending from the bottom wall generally parallel to the front wall, opposite spaced side walls bridging said front and rear walls and joined to one of said walls by a fold of the sheet material, means to hold said walls in substantially right angular relation to provide a container, said container serving as a support for said front display wall in an easel-like fashion, said front display wall having legs extending below the fold line joining it with the bottom wall, which legs are formed by cutting out portions of the bottom wall.

2. A display unit comprising a single sheet of material having a front display wall with bottom and side edges, a bottom wall extending rearwardly from said bottom edge and joined thereto by a fold of the sheet material, a rear wall joined to the bottom wall by a fold of the sheet material and extending from the bottom wall generally

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parallel to the front wall, opposite spaced side walls bridging said front and rear walls and joined to one of said walls by a fold of the sheet material, means to hold said walls in substantially right angular relation to provide a container, said container serving as a support for said front display wall in an easel-like fashion, said display wall having an opening therethrough at a location above the container for positioning articles of merchandise through the opening and into the container.

3. A display unit as in claim 2 wherein a flap hinged to an edge of said opening closes said opening and may swing to permit articles to be passed therethrough.

4. A display unit as in claim 2 wherein a top wall is hinged to said rear wall to provide a cover for said container and said top wall has an opening registering with the opening in the front wall for passage of articles therethrough into said container.

5. A display unit comprising a single sheet of material having a front display wall with bottom and side edges, a bottom wall extending rearwardly from said bottom edge and joined thereto by a fold of the sheet material, a rear wall joined to the bottom wall by a fold of the sheet material and extending from the bottom wall generally parallel to the front wall, side walls bridging said front and rear walls and joined to one of said walls by a fold of the sheet material, means to hold said walls in substantially right angular relation to provide a container, said container serving as a support for said front display wall in an easel-like fashion, a hole in said display wall through which a strand of material may be passed from a supply in said container.

6. A display unit as in claim 5 wherein there are slit means in said display wall to hold a strand in place when positioned over the face of said display wall.

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