

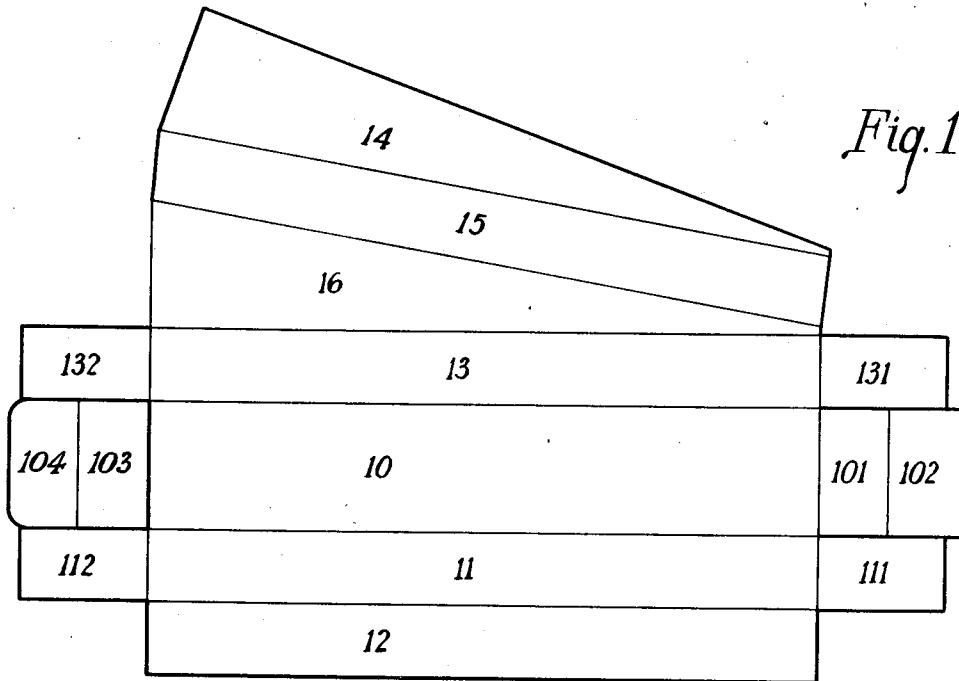
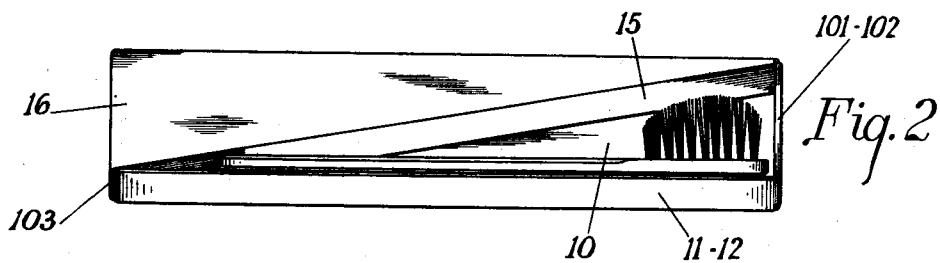
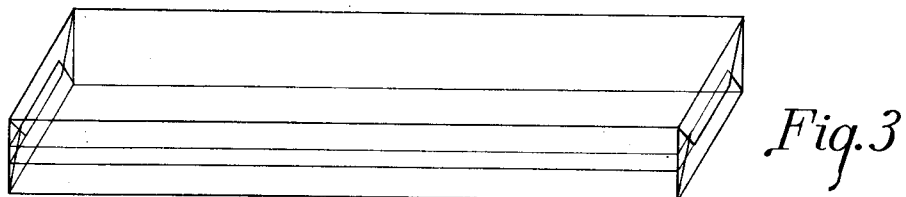
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PACKAGE

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PACKAGE

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This invention relates to the packaging and display of articles and to a container for holding and displaying an article. This invention will be described with reference to the packaging and display of toothbrushes, but it is to be understood that this description is adopted for purposes of facility alone and is in no way limitative of the scope of the invention.

The development of regenerated cellulose wrapping material has contributed to the protection and display of merchandise. Being both tough and transparent, it permits an inspection of a wrapped article without permitting the handling of the article itself. To a considerable extent, however, merchants have been handicapped by a lack of suitable boxes. A box having an entirely open face lacks the rigidity necessary to stand shipment and a box having a cover is unsatisfactory because it is not transparent. The placing of openings in the cover of the box before wrapping with the cellulosic material is a more or less undesirable expedient. It has been increasingly apparent, consequently, that a new type of display container was necessary.

It is an object of this invention to provide a display container for merchandise. Other objects of the invention will be in part apparent and in part set forth in the following specification.

These objects are accomplished by the means and method described and claimed in this specification.

In the drawing, Figure 1 shows a cardboard blank before it is folded to make a container. Figure 2 illustrates the box which has been formed by folding the blank of Figure 1. Figure 3 indicates the regenerated cellulose wrapping which completes the package.

In the practice of my invention I cut out a blank of somewhat the shape shown in Figure 1. This blank is folded on the lines indicated in Figure 1. It will be seen by reference to Figure 1 that the lines of folding make a pattern of rectangles and triangles on the blank. By reference to these rectangles and triangles, the making of the box by the simple process of folding will be described.

In Figure 1, 10 is a section of the blank which is to form the base of the finished box; 11 is a section of the blank which is to form a side of the finished box; 12 is a section of the blank which is folded inwardly upon section 11 to make the side of double thickness and increased strength; 13 is a section of the blank which forms the side of the box opposite side 11—12.

Describing the formation of the box up to this point, the section 12 is folded flat upon the sec-

tion 11; the section 11 is then raised to a position at right-angles to section 10; section 13 and the sections projecting beyond it are raised to a position parallel to side 11—12. The box in this condition forms a trough having a bottom and sides, but without ends.

Sections 14, 15, and 16 when folded, form a portion of the box which is enclosed. In making this section, triangular section 14 is bent at right-angles to sections 13, 15, and 16, which, it will be remembered, are at right-angles to base 10. Rectangular section 15 is now bent at right-angles to sections 13 and 16 bringing section 14 into a position parallel to sections 13 and 16. Triangular section 16 is now bent at right-angles to section 13 bringing section 14 flat against base 10. Flaps 131 and 132, which are integral with section 13, and flaps 111 and 112, which are integral with section 11, are now bent perpendicularly to their respective sections and form the ends of the box. Flaps 103 and 104 are folded over flaps 132 and 112 to hold them in place and form one end of the box and flaps 101 and 102 are folded over flaps 111 and 131, holding these flaps in place, completing the formation of the other end of the box.

By this method there is formed a one-piece box which has a section for the display of an article, and another section, which can be reached through the end of the box, for the reception of another or a different article, such as a sample tube of toothpaste, whose display is not necessary.

In merchandizing an article or articles the box will be prepared; an article, for instance a toothbrush, will be in the open section of the box, another toothbrush or a different article will be placed in the closed section of the box, or the closed section of the box can be used for the reception of instructions to the purchaser; and the entire package will be wrapped in a suitable material.

Among the materials which can be used for the manufacture of my box are cardboard, fibrous material of a different kind, regenerated cellulose, cellulose esters and ethers, such as cellulose acetate or benzyl cellulose, flexible synthetic resins, gelatine, paper and an almost infinite variety of other materials.

Among the materials which are preferred as wrappings in my invention are moistureproof, transparent, regenerated cellulose, and moistureproof, transparent cellulose esters and ethers in the form of extremely thin pellicles.

Among the materials which form suitable, but

somewhat less desirable wrappings, are transparent regenerated cellulose, transparent cellulose esters and ethers in the form of thin pellicles, gelatine, and transparent paper whether moistureproofed or not.

The box can be made from a single blank by the simple process of folding, or it can be made from any number of pieces glued or otherwise joined together. It can be made with two enclosed sections by the simple expedient of doubling the width of section 10 and replacing section 12 with the duplicates of 16, 15, and 14.

An advantage of my invention is the production of a package for merchandizing and display which protects the articles while allowing the purchaser to inspect them in detail. Another advantage of the invention is a box which can be manufactured with a minimum of expense. Another advantage of the invention is the production of a box which, once folded, will retain its shape indefinitely and even under severe usage. Another advantage is in providing a space for advertising matter on the face of the box. Other advantages of the invention are apparent.

As many apparently widely different embodiments of this invention may be made without departing from the spirit and scope thereof, it is to be understood that I do not limit myself to the specific embodiments thereof except as defined in the appended claims.

I claim:

1. A box, formed from a single blank, comprising a substantially rectangular wall of double thickness, a substantially rectangular base attached thereto, a substantially rectangular wall attached to the base, a substantially triangular top for a portion of the box formed by diagonally folding the portion of the blank adjoining

the rectangular wall, a substantially rectangular division extending diagonally of and substantially from end to end of the box attached to the said top portion, a substantially triangular base piece for the covered section attached to the rectangular division, end pieces foldably attached to a portion of the blank forming the exterior of the box, and means for wrapping the box comprising a transparent overwrap.

2. A box, formed from a single blank, comprising a substantially rectangular wall, a substantially rectangular base, and a substantially rectangular wall foldably attached to one another, a substantially triangular top for a portion of the box attached to a said wall, a substantially rectangular wall attached to the said top and extending diagonally of and substantially from end to end of the box, and end walls attached to a portion of the blank forming the outside of the box.

3. A box, formed from a single blank, comprising a substantially rectangular base, substantially rectangular walls attached thereto, and means for enclosing a portion of the box comprising a triangular top attached to a said wall, and a dividing wall extending diagonally of the box attached to the said top, and a transparent cellulosic overwrap for the said box.

4. A display box formed from a unitary piece of box material and comprising a bottom, a side wall for the box, a substantially triangular cover carried by said side wall forming a cover for part of the box, a double thickness side wall opposite said cover carrying side wall, end portions for forming the ends of the box, and a partition carried by the cover setting off the covered from the uncovered portion of the box.

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