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(54) **DISPLAY PACKAGING**

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(57) **ABSTRACT**

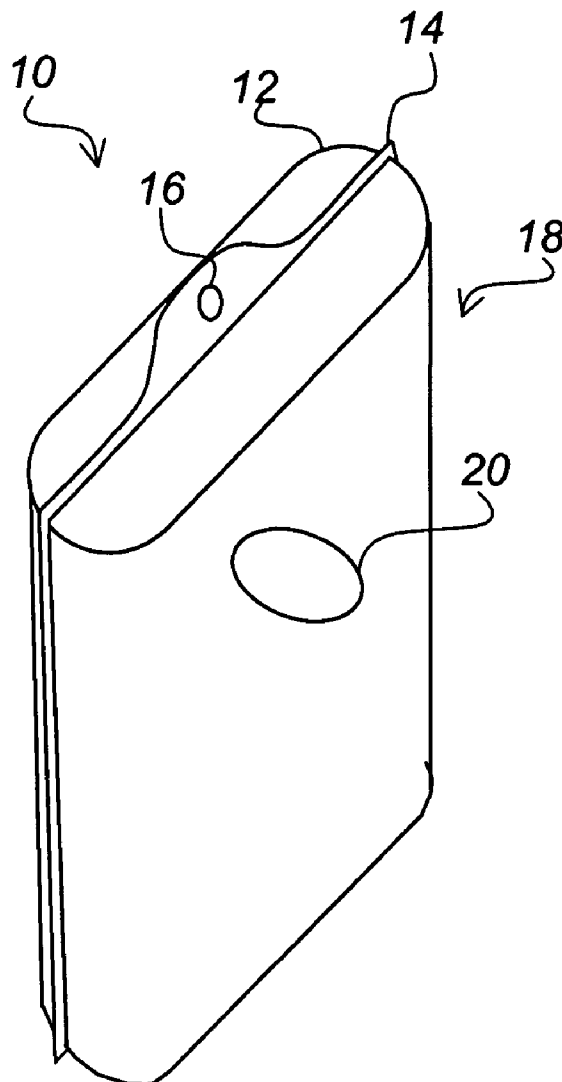
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A display packaging includes an envelope for holding a product including a hanger tab for supporting a product during display and an opening for showing a portion of the product housed therein. The envelope and product are of a similar sheet plastic material whereby the product can be experienced tactilely without having substantial portions thereof exposed to damage from handling. Preferably the envelope and the product are made from ethylene vinyl acetate (EVA).



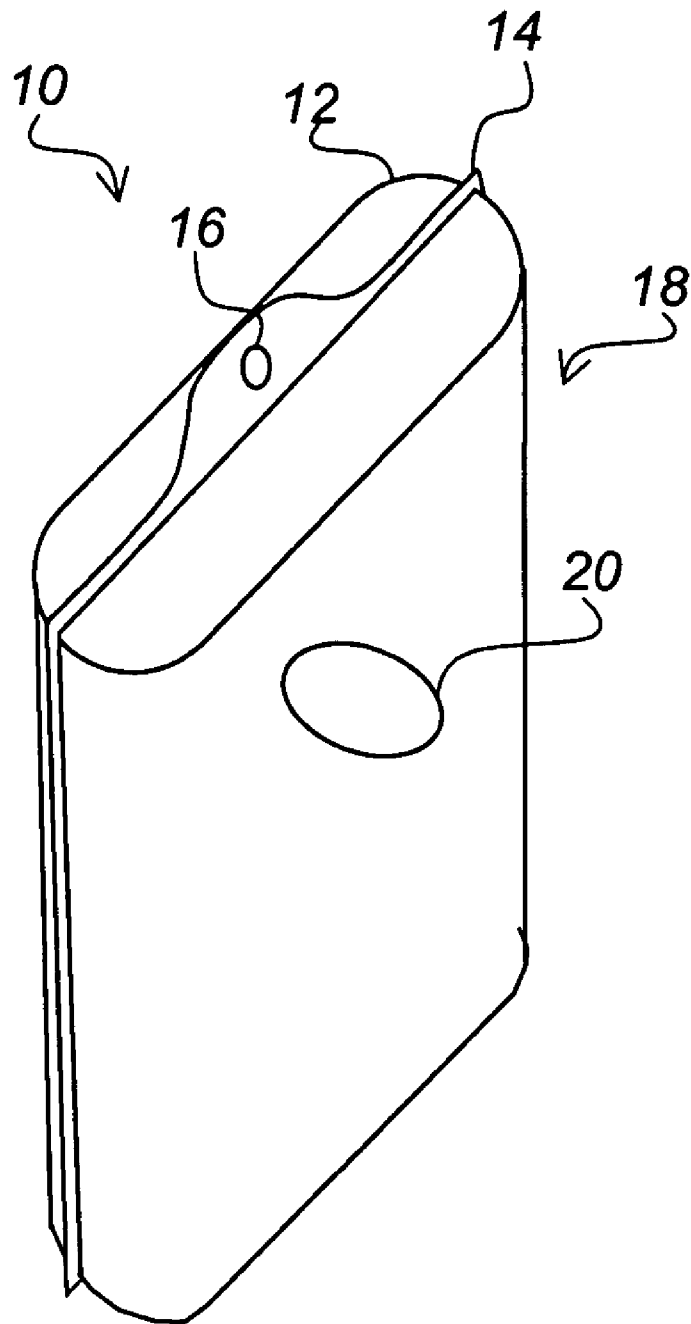


Fig. 1

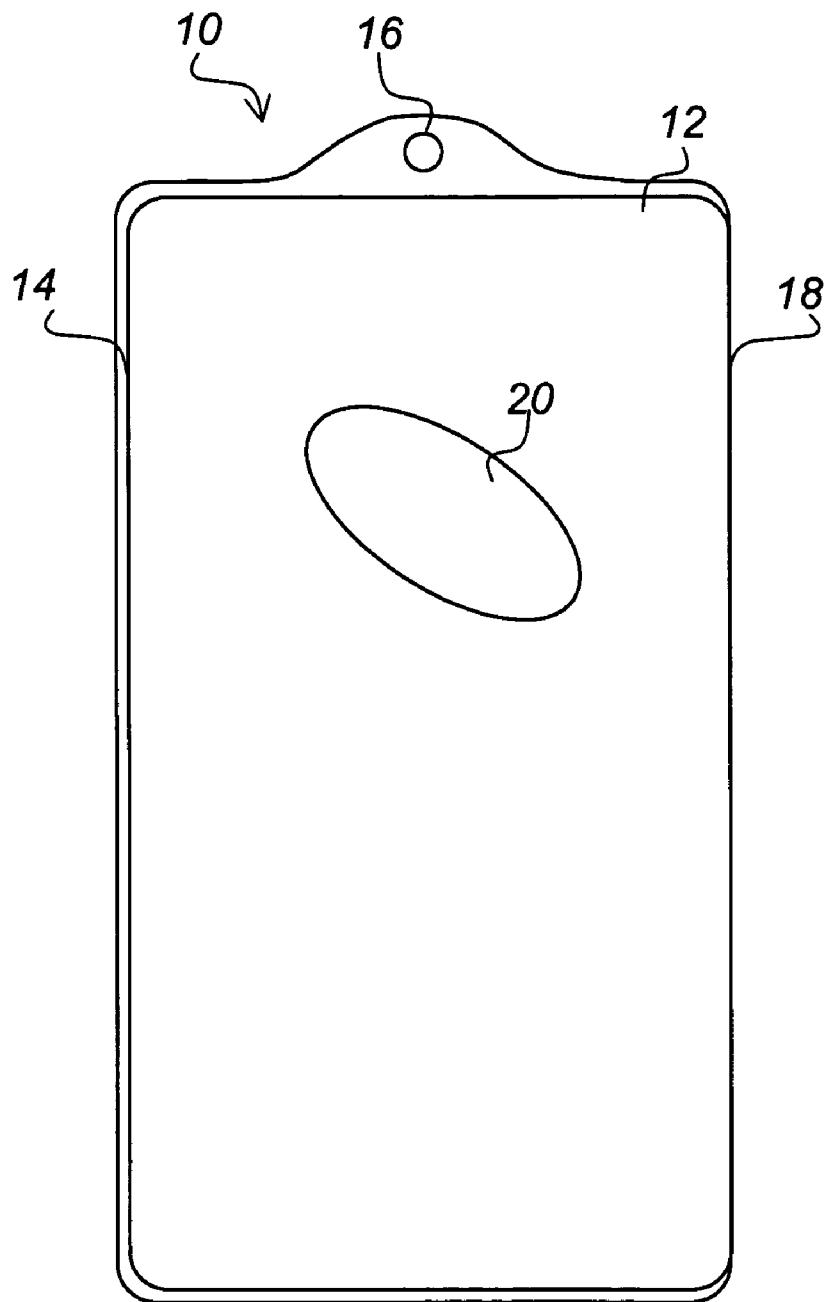


Fig. 2

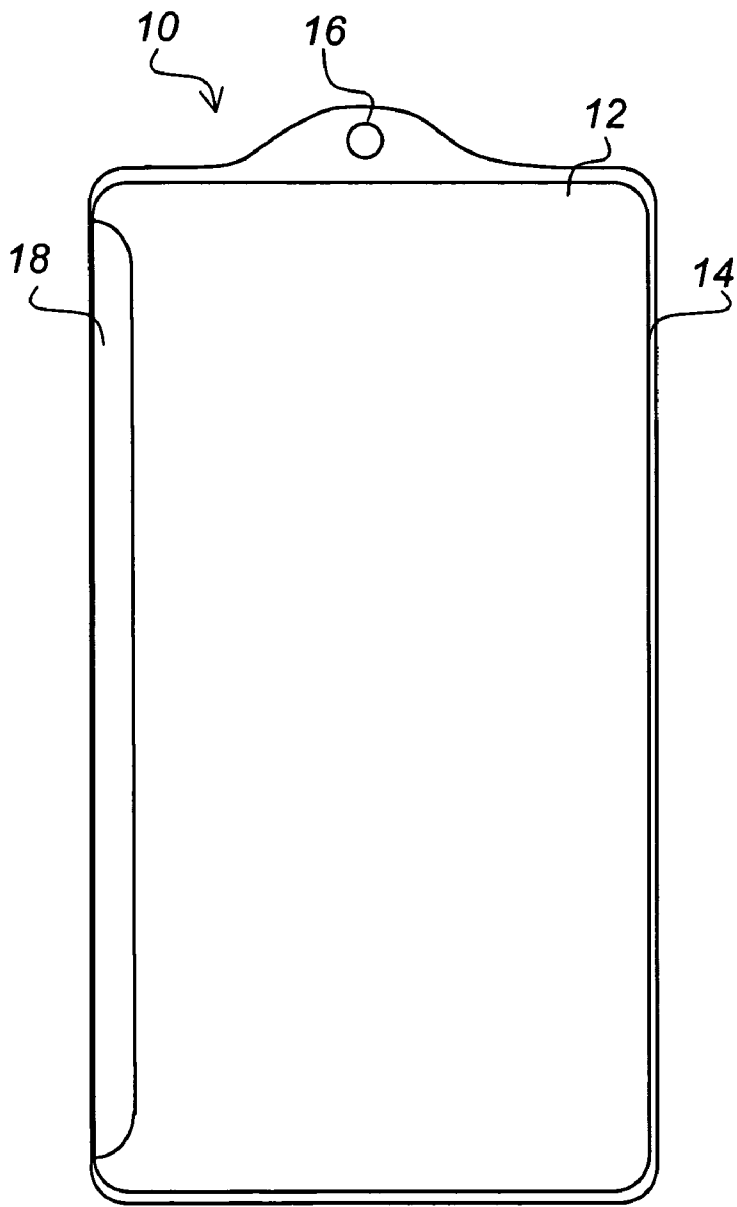


Fig. 3

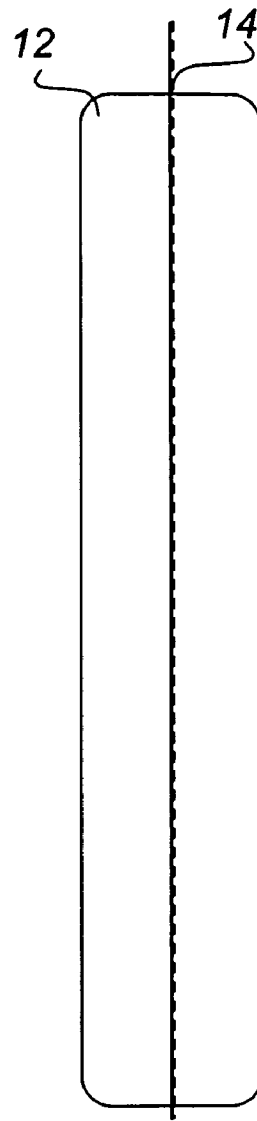


Fig. 4

DISPLAY PACKAGING

FIELD OF THE INVENTION

[0001] The present invention relates to display packaging and is particularly concerned with display goods made from plastic sheeting.

BACKGROUND OF THE INVENTION

[0002] Many display packages for retail point of sale provide for visual display of goods, and also provide for protection of those goods from direct handling by customers. Blister packs for example have a molded transparent cover sheet glued to a card backing that serves as a product information carrier.

[0003] There is a category of goods that require tactile as well as visual inspection by the customer. Typically these are products made from sheet material such as fabric or plastic. With this category of goods, the customers' assessment of quality necessarily includes touching the material. Consequently, packaging such goods faces challenges not associated with other types of goods. For example, food packaging is intended to prevent contact and tampering post manufacture.

SUMMARY OF THE INVENTION

[0004] An object of the present invention is to provide an improved display packaging.

[0005] In accordance with an aspect of the present invention there is provided a display packaging comprising an envelope for holding a product including a hanger tab for supporting a product during display and an opening for showing a portion of the product housed therein. The envelope and product are of a similar sheet plastic material whereby the product can be experienced tactilely without having substantial portions thereof exposed to damage from handling.

[0006] Preferably, the display packaging and the product is made from ethylene vinyl acetate (EVA).

BRIEF DESCRIPTION OF THE DRAWINGS

[0007] The present invention will be further understood from the following detailed description with reference to the drawings in which:

[0008] FIG. 1 illustrates in a perspective view a display packaging in accordance with an embodiment of the present invention;

[0009] FIG. 2 illustrates in a front elevation the display packaging of FIG. 1;

[0010] FIG. 3 illustrates in a rear elevation the display packaging of FIG. 1; and

[0011] FIG. 4 illustrates in a side elevation the display packaging of FIG. 1.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

[0012] Referring to FIG. 1, there is illustrated in a perspective view a display packaging in accordance with an embodiment of the present invention. The display packaging 10 includes an envelope 12 for containing a product of

plastic sheet material. The envelope 12 includes seams 14 and a hanger tab 16 for supporting the envelope when displayed and a flap 18 (not visible in FIG. 1) for inserting the product. The envelope 12 includes an opening 20 so that the product colour and texture can be seen and felt by a customer. Preferably the envelope 12 is made of the same plastic sheet material as the product itself so that the customer experiences a tactile appreciation of the product without having to open the envelope 12. Consequently the product is protected from damage but still available in an effective way for inspection by a customer.

[0013] Referring to FIG. 2, there is illustrated in a front elevation the display packaging of FIG. 1.

[0014] Referring to FIG. 3, there is illustrated in a rear elevation the display packaging of FIG. 1. The hanger tab 16 includes an aperture to allow hanging display of the product. The flap 18 allows the product to be inserted into the envelope. The flap 18 is then bonded to the envelope 12 to enclose and protect the product.

[0015] In operation, the envelope 12 serves several purposes. First, the envelope 12 encloses the product thereby protecting it from damage. Secondly, the envelope 12 provides protection for most of the product, while allowing a customer to feel the product. Thirdly, the sleeve 16 provides a tactile experience of the product without exposing the product itself. The envelope 12, seams 14 and the flap 18 can be formed by various methods. Separate sheets of vinyl can be welded or bonded to the sleeve 16 to form pockets 18.

[0016] Referring to FIG. 4, there is illustrated in a side elevation the display packaging of FIG. 1. The envelope 12 includes seams 14 and a hanger tab 16, which may be formed by welding or bonding two pieces of sheet material together. Preferably the plastic sheet material is ethylene vinyl acetate (EVA).

1. A display packaging comprising:

an envelope for holding a product which is of a sheer plastic material, including:

a hanger tab for supporting the product during display, and

an opening for showing a portion of the product housed therein; and

the envelope being of the sheet plastic material,

whereby the product can be experienced tactilely without having substantial portions thereof exposed to damage from handling.

2. A display packaging as claimed in claim 1 wherein the envelope is formed by bonding together two separate sheets.

3. A display packaging as claimed in claim 1 wherein the envelope is formed by welding together two separate sheets.

4. A display packaging as claimed in claim 1 wherein the envelope is made of a resilient translucent plastic.

5. A display packaging as claimed in claim 1 wherein the envelope is made of a resilient transparent plastic.

6. A display packaging as claimed in claim 1 wherein the envelope is made of a resilient opaque plastic.

7. A display packaging as claimed in claim 1 wherein the hanger tab includes an aperture for hanging the product from a hook.

8. A display packaging as claimed in claim 1 wherein the envelope includes a flap for allowing loading of product.

9. A display packaging as claimed in claim 1 wherein the envelope is made from ethylene vinyl acetate (EVA).

10. (canceled)

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