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BUN PACKAGE

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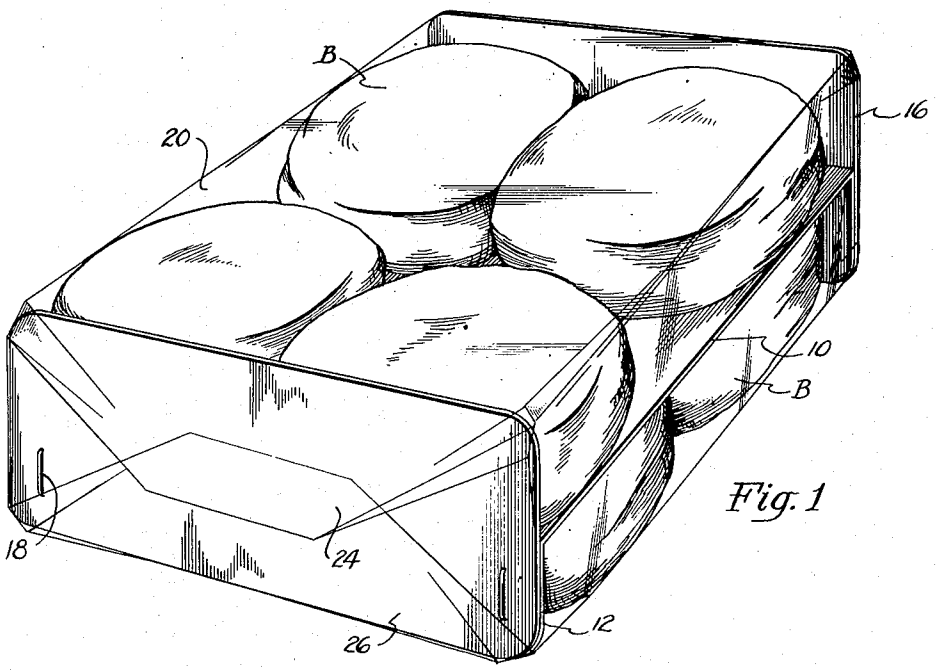


Fig. 1

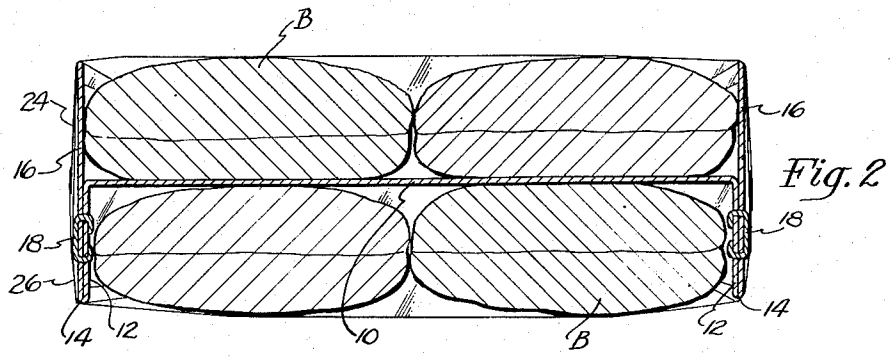


Fig. 2

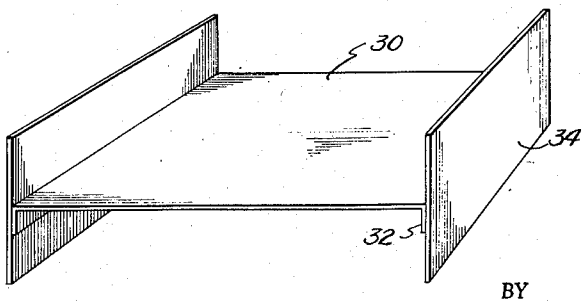


Fig. 3

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BUN PACKAGE

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3 Claims. (Cl. 99—172)

This invention relates to a package for bakery products such as buns or rolls.

Freshly baked products such as buns or rolls present numerous problems in delivering them from the bakery to the consumer. The freshly baked products are soft, and care must be exercised not to crush them during the packaging of the same and their transportation to the retail markets. As the bakery products have a very short life, seldom more than a day, the wrapping material for the package must be of very inexpensive material because it is thrown away once the package is opened. Again, the bakery products must be wrapped at high speed in automatic machinery, and the finished package must be such that it presents an attractive appearance on a store shelf.

The objects of this invention are to produce a bakery product package which overcomes the above difficulties.

In general, these objects are obtained by forming a package insert which is composed of a central partition and two end panels. The bakery products are placed on opposite sides of this partition, and then a thin piece of transparent material wrapped around the assembly, with the closing flaps of the transparent material sealed together while being pressed against the end panels.

This structure prevents the soft bakery products from being crushed while being wrapped, and the end panels, re-enforced by the central partition, provide a surface against which the closing flaps of the transparent wrapping material can be abutted while being heat sealed in automatic wrapping equipment. During the transport from the bakery to the store, the insert gives sufficient rigidity to the package so that the bakery products are not crushed, even when the packages are piled upon each other. On a store shelf, the transparent sides of the packages are exposed to the eyes of the customer so that the bakery products can be seen; and the customer can feel or squeeze the bakery products between the thumb and fingers of one hand through the flexible, transparent wrapping material.

The means by which the objects of the invention are obtained are described more fully with reference to the accompanying drawings, in which:

Figure 1 is a perspective view of a bun package according to the invention;

Figure 2 is a cross-sectional view through Figure 1; and

Figure 3 is a perspective view of a modified form of package insert.

In Figures 1 and 2, the insert is composed of a central

cardboard partition **10** having downwardly turned end flanges **12** which are rebent at their lower edges **14** into upwardly extending cardboard end panels **16**. Thus the panels **16** extend at right angles to partition **10** on both sides thereof, and have a length substantially equal to the thickness of the bakery products to be packaged. As shown, cardboard end panels are fastened to flanges **12** by staples **18**, although they could be glued or otherwise secured together. Panels **16** are stiff enough to be shape retaining, but can be flattened out to lie on top of partition **10** so that inserts can be shipped as flats.

Buns B, or rolls or the like, are arranged on each side of partition **10**, as shown in Figures 1 and 2. The unit is then wrapped with transparent material **20**, the closing flaps **24** and **26** of which are overlapped and heat sealed together while being pressed against end panels **16**. Central partition **10** is stiff enough to constitute a reenforcing abutment for end panels **16** as the flaps **24** and **26** are pressed thereagainst during the heat sealing in the wrapping machine, while at the same time affording protection against crushing the enclosed products.

The package is therefore composed of inexpensive, throw-away material, while being sufficiently rigid to withstand the crushing of the enclosed products during wrapping and transport from the bakery to the retail store and stacked on the shelves. When placed on a store shelf, the end panels **16** are arranged perpendicular to the front edge of the shelf so that the products are exposed to the purchaser's view through the transparent wrapper. At the same time, a customer can feel the enclosed products to determine their relative freshness, without encountering the stiffening insert.

In the modification of Figure 3, the central partition **30** has short, downwardly turned end flanges **32**. End panels **34** are glued or otherwise fastened to flanges **32**, this structure using less material than the insert shown in Figure 1, yet retaining all of its essential advantages.

Having now described the means by which the objects of the invention are obtained, we claim:

1. A bakery products package comprising a central partition, end panels secured to two opposite ends of said partition and extending above and below said partition at right angles thereto, soft bakery products positioned on both sides of said partition, a wrapper of thin, transparent material enclosing said products and end panels with said products being viewable through said wrapper from both above and below said partition, and closing flaps for said wrapper sealed together against said end panels.

2. A bakery products package as in claim 1, further comprising end flanges on said partition, and means securing said end panels to said end flanges.

3. A bakery products package as in claim 2, said end panels extending to a length substantially equal to the thickness of said bakery products.

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