March 5, 1968 M. J. LILLY 3,371,777

MULTIPLE ARTICLE DISPLAY PACKAGE

Filed Oct. 20, 1966 2 Sheets-Sheet 1

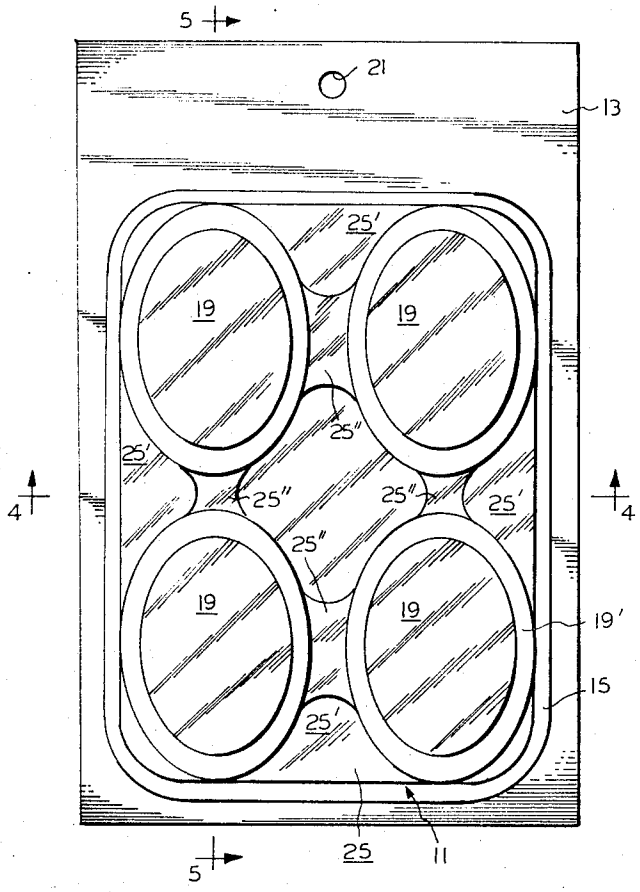


FIG. 1

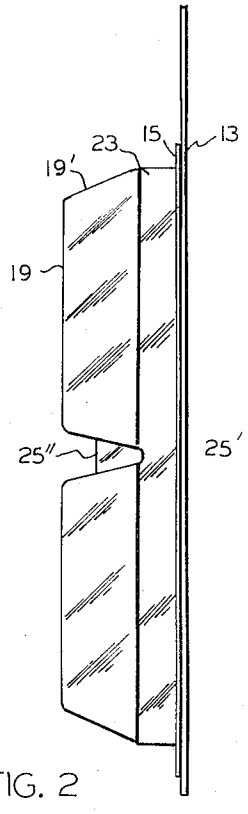


FIG. 2

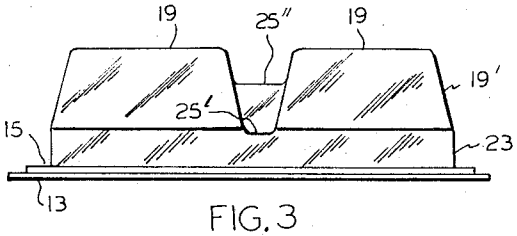


FIG. 3

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MULTIPLE ARTICLE DISPLAY PACKAGE

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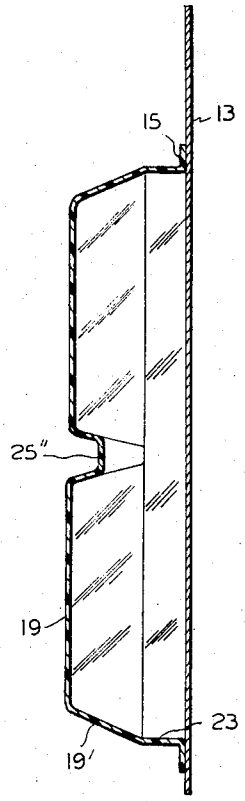


FIG. 5

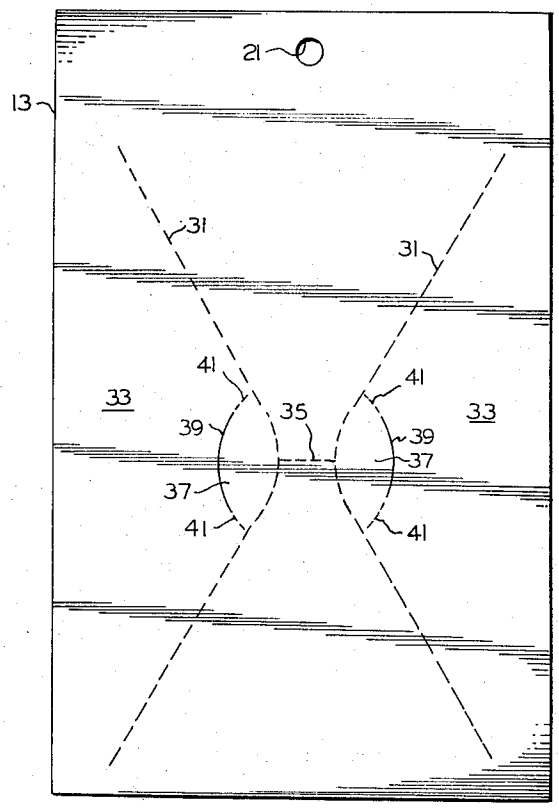


FIG. 6

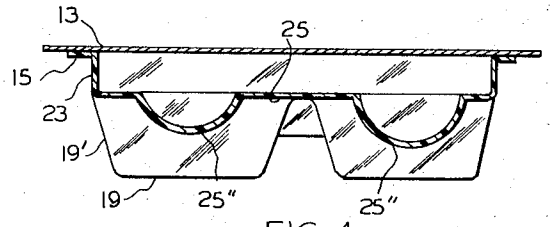


FIG. 4

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3,371,777

MULTIPLE ARTICLE DISPLAY PACKAGE

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1 Claim. (Cl. 206—78)

ABSTRACT OF THE DISCLOSURE

The present invention is a display package for displaying ornamental articles in original shape and comprises a backing member of cardboard or the like with an integral housing member for the articles supported therefrom. The housing has a peripheral flange for attachment to the backing member and then extends outwardly thereof to define a peripheral semi-wall for lending rigidity. A further wall extending in spaced apart relation to the backing member closes the housing with the semi-wall, the further wall comprising a plurality of individual spaced apart tapered oval compartments bulging away from the backing member and having arcuate reinforced ridges rising between the compartments longitudinally of the compartments and the backing member and transversely of the compartments and backing member. Access is had through the back of the backing member through the use of U-shaped lines of perforations connected together by a perforated line and having opposed tear-tabs for insertion of the fingers to open the back along the lines of perforations.

The present invention relates to a packaging container of a type adapted to display multiple items in their normal or unimpaired state.

While the invention has application to the packing and displaying of various articles, it will be explained in connection with packaging of ornamental bows in a manner to prevent crushing, fraying, or disorienting of the loops thereof. The invention is very useful, for example, in connection with the merchandising of the pom-pom or oval configurated bow, comprising a dozen or so loops deployed in random fashion, but with the length of the bow longer than the width thereby presenting the oval appearance. The displaying of such bows, in unimpaired shape, i.e., fully fluffed, is an important object of this invention.

Another object of the invention is the provision of the display package susceptible to extremely inexpensive manufacture while being capable of preserving intact the shape of the packaged articles.

In line with the latter object, the preferred material for the transparent housing is conventional blistering material capable of forming the illustrated structure, which lends the necessary rigidity while forming the package. Thus, a relatively stiff backing member is preferably employed, against which the housing member or blister is set, as by heat sealing, with the packaged articles being disposed respectively in individual display compartments produced in the blister and spaced from the backing member.

The structure contributing to the strength and defining the compartments comprises the housing member having a peripheral flange which is adapted for attachment to the backing member. The blister turns outwardly from the peripheral flange fixed to the backing member to become a peripheral semi-wall which is generally inturned in spaced relation to the backing member to define a further wall which is bulged in spaced apart locations to comprise the storage compartments.

The compartments are preferably oval in configuration for displaying oval bows and intermediate the compartments the further wall is arcuate in the form of ridges between adjacent compartments. These ridges, in conjunction with the further wall and peripheral semi-wall, afford a great deal of rigidity for the package thereby resisting skewing, denting and fracturing in general. This configuration normally applies forces to pop out dents inadvertently formed therein. Edge forces normal to the plane of the backing member merely bend the flange and backing member and do not rupture or deform the compartments.

A further feature of the invention resides in the provision of access means via the backing member, of a type precluding damage to the ornamental bows. Oppositely disposed generally U-shaped, perforated outlines extend inwardly comprising the major area of the backing member. However, they are terminated in spaced apart relation with a single perforation line extending therebetween. Arcuate cuts are disposed within each U-shaped configuration to define pointed ovals of a size enabling the thumb to depress or pull out such a tab in order that the U-shaped configurations may be gripped and torn outwardly, enabling the removal of the bows from the compartments.

Thus, another object of the invention is the provision of such a sturdy display package for multiple articles in expanded or opened condition with facilities for ready access thereto.

The invention will be better understood from a reading of the following detailed description thereof, when taken in the light of the accompanying drawing wherein:

FIG. 1 is a top plan view of the display package;

FIG. 2 is a view in side elevation of the structure of FIG. 1;

FIG. 3 is a view in end elevation of the structure of FIG. 1;

FIG. 4 is a view partly in section and partly in elevation taken on a plane 4—4 of FIG. 1;

FIG. 5 is a view partly in elevation and partly in section taken along the plane 5—5 of FIG. 1; and

FIG. 6 is a back view of the backing member.

Referring now to FIG. 1, the transparent housing member or covering **11** is shown affixed to a planar backing member **13** of relatively rigid material, such as cardboard or heavy paper. The material of the housing is generally conventional blistering material, such as 10-gauge vinyl.

The housing **11** includes a peripheral flange **15**, which is adapted to be heat sealed or otherwise affixed to backing member **13**, with articles (not shown) in place in the compartments **19**. While four compartments **19** are illustrated, the invention contemplates other numbers of such compartments. For bows measuring approximately 5" x 3" and backing sheets of 8½" x 15", four compartments are optimum and still afford space at the top of backing member **13** (in the vicinity of hanging hole **21**) for printing, such as advertising, price, and description of the goods.

The housing member **11** includes a peripheral semi-wall **23** (see FIGS. 2 and 3) integral with flange **15** and extending outwardly of planar member **13** in a direction normal thereto.

The peripheral semi-wall **23** is inturned to define a further wall **25**. The further wall **25** is flat in the regions **25'** and includes arcuate ridges **25"** intermediate the compartments **19**. The wall **25** opens outwardly from the backing member **13** in the oval configurations **19** to form these compartments in conjunction with backing member **13**. The tapered oval walls **19'** may be seen in FIG. 1.

FIGS. 4 and 5 show sections through the integral housing member **11** better to reveal the compartments. The arcuate ridges **25''**, adjacent compartments **19**, are best seen in FIG. 4. Also, it should be apparent from FIG. 1 that the ridges **25''** which are opposite each other laterally are higher and narrower than the ridges **25''** which extend longitudinally of backing member **13**.

Since the package is durable, it is difficult to open the same without utilizing forces sufficient to damage the ornamental articles housed therein. It is for this reason that the access structure, depicited in FIG. 6, has been incorporated in backing member **13**. Perforations **31**, generally extend inwardly in large U-shaped configurations to define two large spaced-apart areas **33** with a single perforated line **35** extending therebetween. Tear or punch tabs **37** are provided by cuts **39** and further perforations **41** extending across the inner ends of the U-shaped configurations to define pointed ovals which accommodate the user's thumb in depressing the tear tabs **37** in order that the forefinger may reach under cut **39** and remove a U-shaped area **33**. Access is then had to the bows in two of the compartments with ready availability across perforated line **35** to the other compartments. Alternatively, the thumb and forefinger may open both tabs **37**, thus enabling both areas **33** to be quickly removed without damage to the bows contained therein.

The package of this invention is adapted to display four different-colored bows supported from the hangable backing member **13** through use of the aperture **21** while presenting the display area for advertising media on both sides of the aperture **21** on the front of the backing member **13**.

As other and further objects and embodiments of the invention will doubtless occur to those skilled in the art from a reading of the description herein presented, it is intended that the invention be limited only by the scope of the appended claim wherein:

What is claimed is:

1. A display package for containing and displaying ornamental articles in original shape, comprising in combination, a backing member of relatively stiff material;

an integral transparent housing member for said articles comprising a peripheral flange adapted for attachment to said backing member; said housing member comprising a peripheral semi-wall for lending rigidity as part of the housing member extending outwardly of the backing member from the peripheral flange; said housing member comprising a further wall extending in spaced apart relation to the backing member from the semi-wall to close the housing member; said further wall comprising a plurality of individual spaced-apart tapered, oval compartments bulging away from the backing member and arcuate reinforcing ridges rising between the compartments longitudinally of the compartments and the backing member and transversely of the compartments and backing member whereby the compartments open from the backing member as bulges in said further wall; said backing member being perforated inwardly from opposite edges thereof generally arcuately to define spaced-apart U-shaped configurations each opening toward opposed longitudinal edges of the backing member, and, further comprising a line of perforations extending between said U-shaped configurations across the spacing therebetween; and substantially oval shaped lines of perforations across the U-shaped extremities for punch-out in order to facilitate grasping and removal of the U-shaped backing member configurations outwardly toward the edges.

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