

April 27, 1954

D. NORENSKY  
PACKAGING ARRANGEMENT

2,676,700

Filed March 22, 1951

2 Sheets-Sheet 1

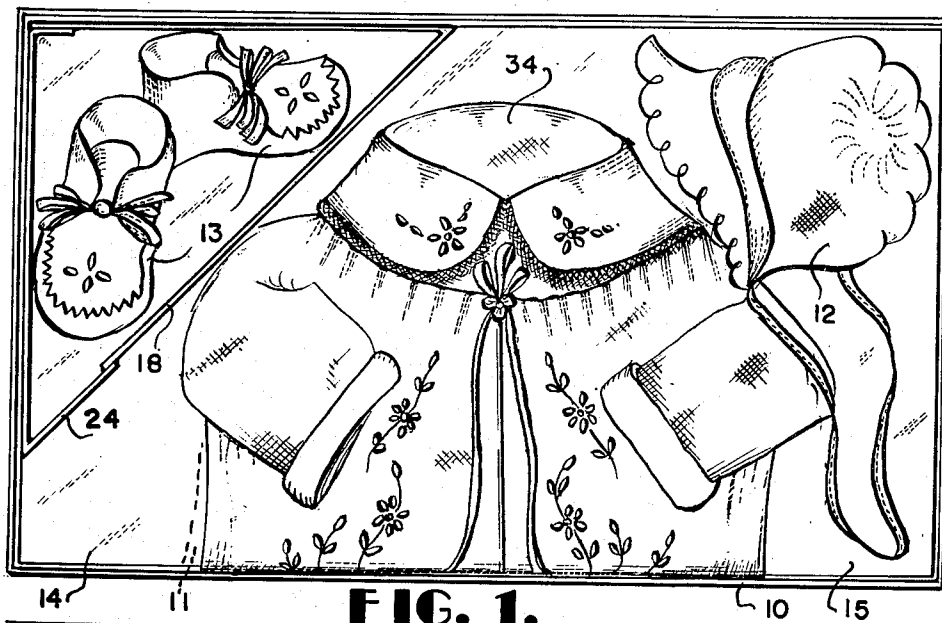


FIG. 1.

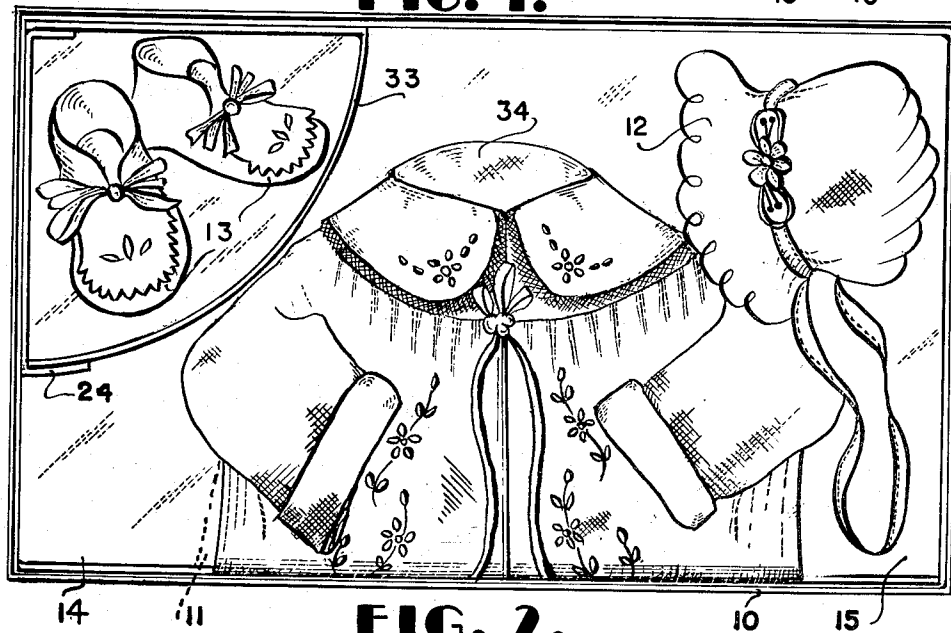


FIG. 2.

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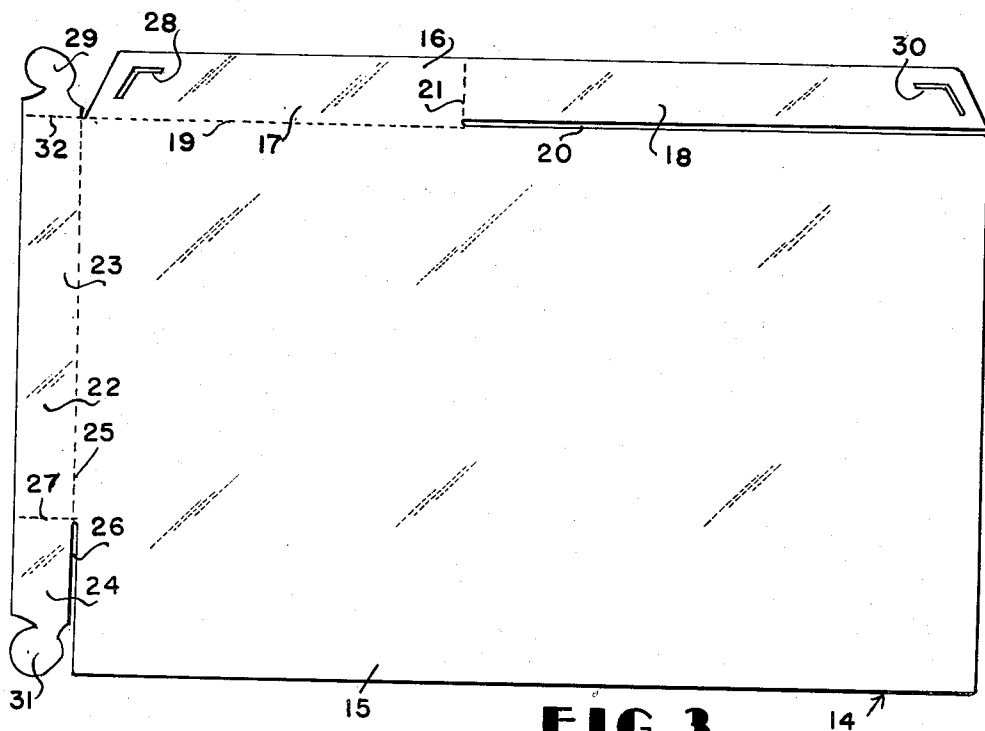


**FIG. 3.**

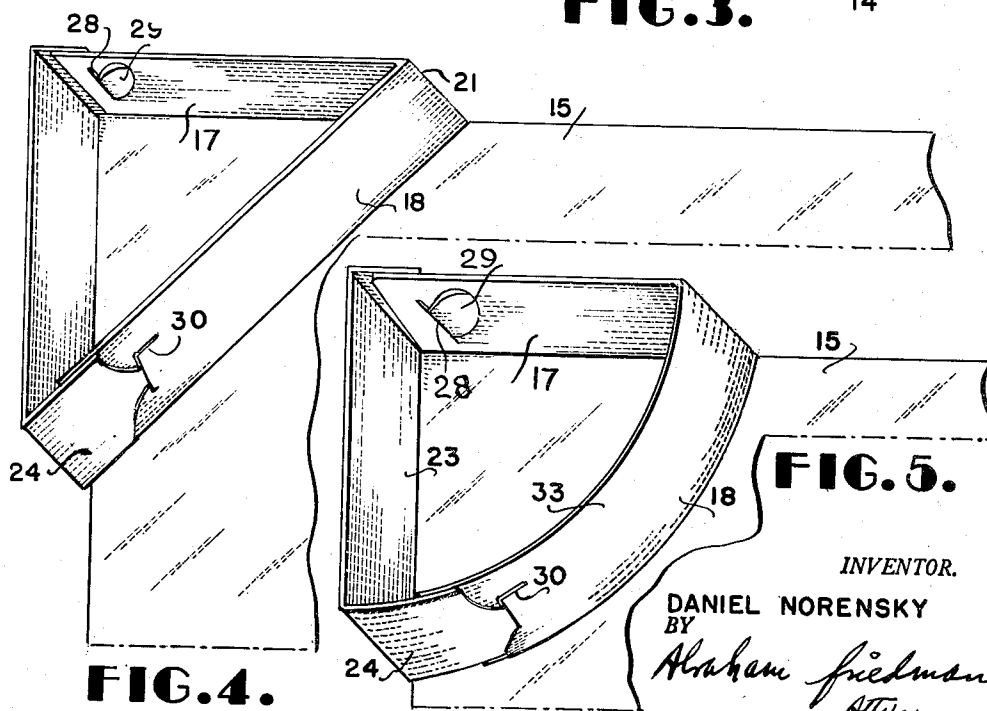


**FIG. 4.**

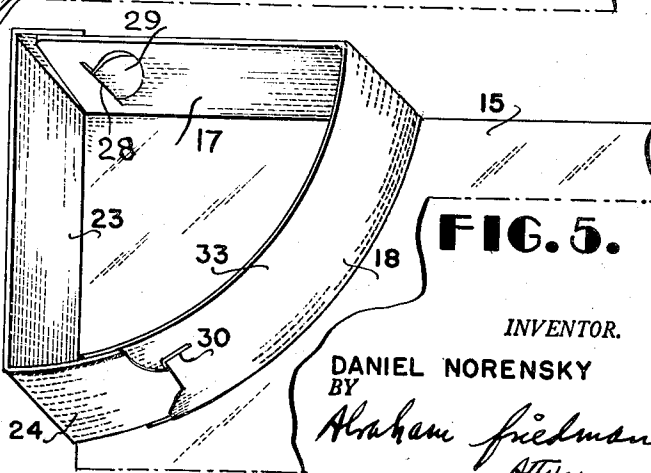


**FIG. 5.**

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## UNITED STATES PATENT OFFICE

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## PACKAGING ARRANGEMENT

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1 Claim. (Cl. 206—47)

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This invention relates to a packaging arrangement and packing means particularly adapted to be used in connection with the packaging, shipment, display and sale of christening sets or ensembles.

During the christening ceremony of infants it is customary to dress the infant in a set or ensemble of clothing particularly suited to the occasion. The ensemble usually used on such occasions comprises a coat, dress, slip, bonnet and shoes. It has formerly been customary to package these articles of clothing separately or at times to include a coat, dress, slip and bonnet in one package and the shoes or "booties" as these articles are often called in another. This method of packaging, shipment and display is often inconvenient in retail stores since the items comprising the ensemble are thus located in separate packages and it is therefore necessary to examine a number of packages in order to assemble an ensemble in which the coat, bonnet and booties match as to color, fabric and style. In view of the separate packaging presently employed it is also common practice for the retailer purchaser to buy some of these items such as a coat, dress, slip and bonnet without purchasing the booties. At times the purchaser may buy booties of a style differing from the coat, thus making it necessary for the retailer to carry large stocks of these individual items including duplicates. Additionally, the separate packaging and consequent separate display of these items does not impress the purchaser with the esthetic desirability achieved in an entire matching ensemble.

It is an object of this invention to provide a packaging arrangement and packaging means whereby the individual items comprising a christening set or ensemble and consisting of a coat, dress, slip, bonnet and booties may be assembled in a single package for display and sale to purchasers.

Another object of this arrangement is to provide a packaging means for facilitating the packaging and display of these items as a single unit.

An additional object of this invention is to provide a packaging board or support whereby the booties comprising part of such ensemble may be included in the package containing the other items of the ensemble and kept in esthetically pleasing position during packaging, shipment and display, and whereby the items are kept from shifting their position during such shipment and handling.

In order to accomplish these and other objects, a packaging box arrangement is provided wherein

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the items comprising the ensemble are included in a single box or package. In the preferred embodiment of the invention herein illustrated an arrangement is provided for positioning the coat centrally of the package and the bonnet and booties at the corners thereof adjacent to each of the shoulder portions of the coat. Further means are provided in the form of a packaging card or board having a compartment or cell formed at one corner thereof for the purpose of segregating the booties and maintaining them against displacement during packaging, shipment, handling and display.

Other and further objects and details of this invention will become apparent from the description thereof in the annexed specification and drawings or will otherwise be obvious. It will be understood that the invention here disclosed may be used for other purposes to which the structure and arrangement are adapted.

In the accompanying drawings:

Figure 1 is a plan view of the packaging arrangement comprising the present invention.

Figure 2 is a plan view of a modified form of the present invention.

Figure 3 is a plan view of the blank from which the packaging board or card of the present invention is formed.

Figure 4 is a fragmentary view showing the cell or compartment formed upon the erection of the blank shown in Figure 3.

Figure 5 is a fragmentary view of a modified form of cell or compartment which may be formed by use of a modified form of the blank shown in Figure 3.

Figure 1 illustrates a christening set or ensemble arranged in the bottom portion of a box 10 which is of conventional design, according to the present invention. The ensemble is comprised of a coat 34, dress 11, a bonnet 12 and a pair of shoes or booties 13. A packaging or mounting board 14 of slightly smaller size than the bottom section of the box is positioned therein and will be more particularly described hereafter. As shown in said Figure 1, the ensemble is comprised of a coat 34 which is centrally disposed on board 14. The bottom portion of the coat is folded around the bottom edge of board 14 and is not shown. Bonnet 12 is positioned on the board at its upper right hand corner and booties 13 are located at the upper left hand corner. The arrangement of items is extremely practical since it employs space which would normally be empty adjacent to the shoulder portions of the coat. A dress and slip if included in

the particular ensemble is positioned flat and placed under board 14. In this manner all the items comprising the ensemble are located in a single package and may so be shipped, handled and displayed to the purchaser. The buyer is able to see the matching character of the fabric and style of items comprising the ensemble. The arrangement is particularly convenient for the retailer who is thus able to display the entire ensemble without hunting through his stock for matching items.

In view of the fact that the booties comprise physically small items and may otherwise be displaced during the shipment and handling, a special type of packaging board has been provided wherein a cell or compartment is provided for segregating these items to a particular location thereon and retaining them in that position.

As shown in Figure 3 packaging board 14 is comprised of a flat blank of heavy paper or cardboard having a main body portion 15. The blank is substantially rectangular in form and is provided with an extension 16 along its top edge and a similar side extension 22 along an adjacent side edge. Top extension 16 is provided with an attached portion 17 which is adapted to be folded upwardly to a position normal to the plane of the board along a score or fold line 19. A portion of said top extension is completely severed from the body of the blank along 20 and thus forms a free end 18 for the extension. Similarly extension 22 along the adjacent side edge of the body of the blank is provided with an attached portion 23 which is adapted to be folded upwardly along score or fold line 25 and a free end portion 24 which is severed from the body of the blank along line 26. Top extension 16 is provided with slits 28 and 30 in which complementary end hooks 29 and 31 at the ends of side extension 22 are adapted to be engaged.

As may be seen from Figures 3 and 4 the compartment or cell is formed on the body of the blank by erecting the extensions. The top and side extensions are folded upwardly so as to assume positions at right angles to the plane of the body of the blank by folding along fold lines 19 and 25 respectively. Hook 29 is then folded on fold line 32 and engaged within slot 28. The free ends of the extensions are then folded toward each other along fold lines 24 and 27 and hook 31 is engaged within slot 30. As shown in Figure 4 the resulting structure comprises a substantially triangular compartment or cell in one corner of the packing board. The compartment thus formed is adapted to segregate and retain such articles as the booties of the ensemble

against displacement in an efficient manner. By forming the free ends of the top and side extensions somewhat longer the modified form of compartment shown in Figure 5 may be formed. This modified form of compartment is thus formed with an arcuate wall 33. This modified form of compartment is shown in use for packaging the ensemble in Figure 2.

From the foregoing it may be seen that a simple and efficient packaging and merchandising arrangement is thus provided wherein a christening set ensemble may be packaged, shipped, displayed and sold.

I have here shown and described a preferred embodiment of my invention. It will be apparent, however, that this invention is not limited to this embodiment, and that many changes, additions and modifications can be made in connection therewith without departing from the spirit and scope of the invention as herein described and hereafter claimed.

Having described my invention, what I claim as new and desired to secure by Letters Patent is:

A packaging arrangement for a christening ensemble for an infant comprising a box, a mounting board positioned within said box, a coat substantially centrally disposed on said board, and folded around and extending under said board and between said board and the bottom wall of said box, a bonnet positioned adjacent to one shoulder portion of said coat and a pair of booties positioned adjacent the other shoulder portion thereof, said board having a top and side edge extensions formed along said edges a portion of each of said extensions being severed from said board, thus forming free ends on said extensions, said extensions being folded upwardly to form walls normal to the plane of said board, said free ends being folded toward each other, means to secure the meeting ends of said extensions to each other to thereby form an enclosed triangular compartment on said board wherein said booties are positioned.

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