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CARTON HAVING SIMULATED BAND

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FIG. 1.

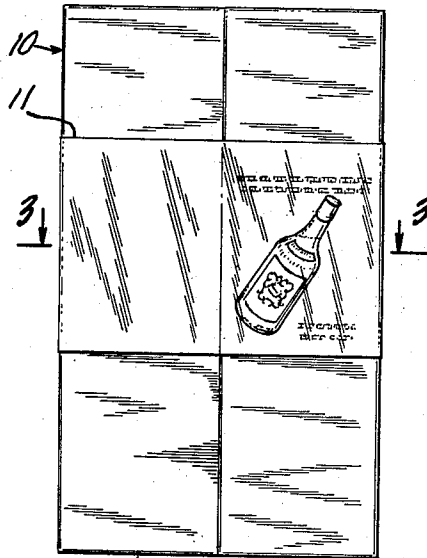
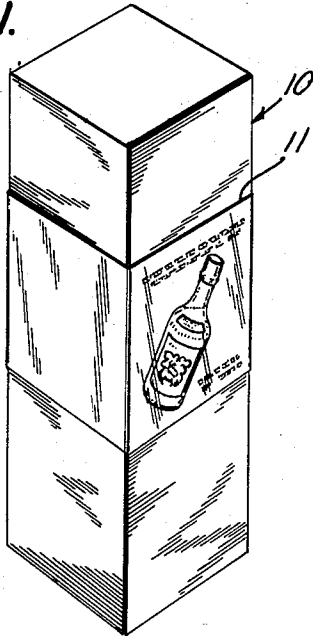


FIG. 2.

FIG. 3.

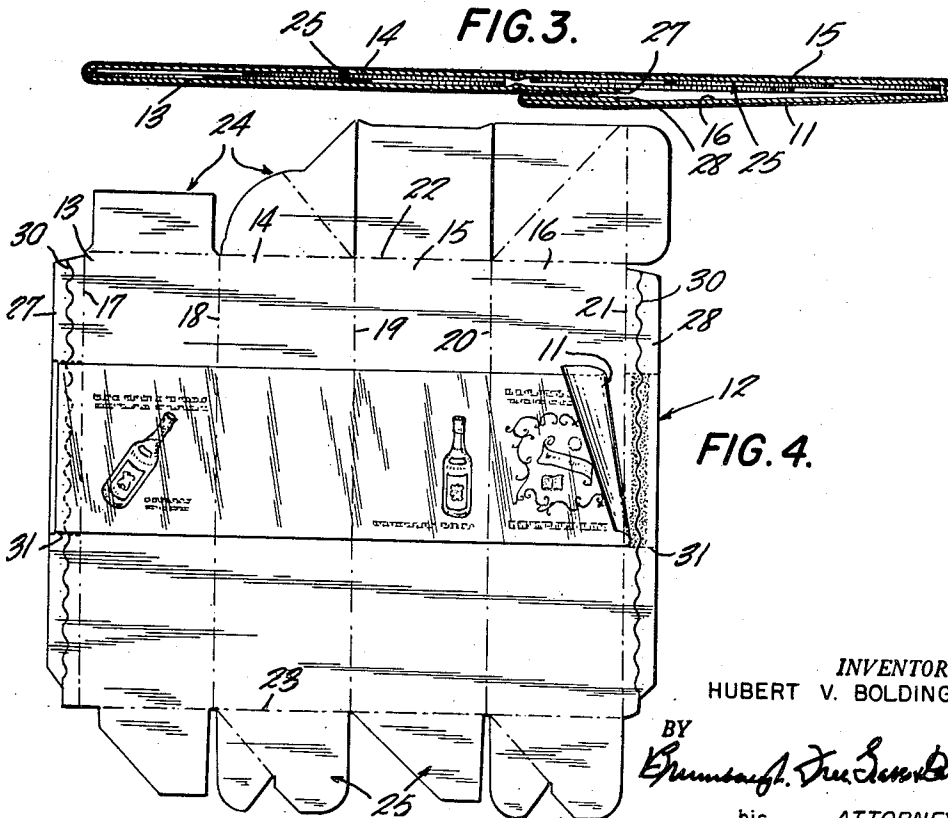


FIG. 4.

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CARTON HAVING SIMULATED BAND

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3 Claims. (Cl. 229—38)

This invention relates to a carton having a simulated band, that is to say, a carton having an identifying band or strip which gives the appearance of surrounding a section of the carton. The present invention is particularly adapted to facilitate the application of attractive and readily removable bands bearing identifying marks, such as advertising matter or trademarks, to fancy or gift cartons whose appearance would be spoiled by applying the identifying marks directly thereon.

There is a wide demand for gift-packaged products, for example, colored metallic foil cartons make highly attractive gift cartons for a wide variety of products, including bottled whiskeys, particularly during the Christmas season. The product can be gift-packaged before it is supplied to the retailer, or the retailer can be supplied with a quantity of gift cartons so that he can supply the gift-packaged product to the customers who request them. It is apparent that it would detract from the appearance of these gift cartons to print identifying or advertising matter thereon. Furthermore, to do so would defeat the purpose of the gift carton because many customers desire a non-commercial type wrap. However, if all such advertising and identifying matter were to be eliminated, the value of such advertising would be lost to the manufacturer and the convenience of the identification would be unavailable to the retailer.

One possible solution to the problem is to place a removable band bearing the identifying or advertising matter on the cartons. These bands would not appreciably detract from the aesthetic qualities of the carton, and they can be removed by the customer desiring a non-commercial type gift package. Unfortunately, however, it takes a great deal of time and care to place a tight-fitting band around a carton without tearing or otherwise damaging either the band or the carton. On the other hand, if a relatively loose-fitting band is used to facilitate the application thereof to the carton, the band does not present a neat appearance and, as a practical problem, it becomes necessary to secure the band on the carton in the desired position. Obviously, this securement makes the band more difficult to remove, and if an adhesive is used, it will most certainly mar the beauty of the gift carton after removal of the band or strip.

The object of the present invention is to provide a carton equipped with a simulated band which overcomes the above disadvantages and is readily detached from the carton without detracting whatever from the appearance thereof.

The foregoing objects are achieved in the present invention by a carton made from a blank cut and scored to form a series of side wall panels spaced side-by-side between score lines and an outer flap on each side of said series of side wall panels. These outer flaps serve as anchorages to which the extreme ends of a strip bearing the desired advertising or identifying matter are affixed, the intermediate portion of the strip extending from one anchorage to the other across the outer surfaces of all

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of the panels without any attachment therebetween. In constructing the carton, the blank is folded along the score lines and the two outer flaps are folded along their respective fold lines and bent inwardly before being affixed together in face-to-face relationship to form an internal flange. If the outer flaps are brought together the proper alignment, the strip previously applied to the blank will appear as a band surrounding the carton. This simulated band is readily detached from the carton without leaving noticeable marks because the only points of attachment between the strip and the carton are at the ends of the strip now hidden internally in the carton. Moreover, this hidden internal attachment between the ends of the strip and the internal flaps provides the necessary securement to hold the strip neatly on the carton until the band is to be detached therefrom.

The present invention thus provides a novel and easy-to-make carton having a simulated band which is neat, attractive, tight-fitting and readily detached from the carton.

For a more detailed explanation of the present invention, reference can be made to the detailed description which follows, and to the accompanying drawings, in which:

Figure 1 is a perspective view of a carton equipped with a simulated band;

Figure 2 is a face view of the carton in collapsed condition with the end flaps tucked inwardly illustrating the manner in which the banded carton would be supplied for use;

Figure 3 is a sectional view taken along the line 3—3 of Figure 2; and

Figure 4 is a view of the outer face of a blank from which the carton is made, illustrating the manner in which the strip is applied to the blank to produce the simulated band.

Referring to Figure 1 of the drawings, the present invention relates to a carton 10 to which a simulated band 11 is applied. The carton is preferably, but not necessarily, a gift carton of the collapsible and erectable type. These cartons are supplied to the user in the collapsed condition illustrated in Figures 2 and 3. The bottom of the carton is automatically erected when the panels defining the side walls of the carton are adjusted to their proper relationship with respect to each other.

A blank from which the carton 10 is made is shown in Figure 4 of the drawings. The blank, generally designated 12, is made of four panels, 13, 14, 15 and 16, spaced side-by-side and defined by the parallel score lines 17, 18, 19, 20 and 21. The upper and lower ends of the panels are defined by the score lines 22 and 23, respectively, which extend perpendicular to the score lines 17 to 21, inclusive. The upper end or cover of the carton is formed by the flaps, generally designated 24, and the self-erectable bottom or lower end of the carton is formed by the flaps, generally designated 25. Since a carton of this general construction is well known and has been in use for some time, it is considered unnecessary to describe the manner in which the upper and lower ends of the carton are formed, particularly inasmuch as these details are unrelated to the subject matter of the invention.

The extreme ends of the blank 12 are formed by the flaps 27 and 28 which are connected to their respective panels 13 and 16 by the score lines 17 and 21, respectively. The flaps 27 and 28 serve the dual purpose of connecting the panels 13 and 16 in side-by-side relationship as well as providing anchorages for the extreme ends of the relatively narrow strip 11 bearing the desired advertising or identifying matter printed thereon. The extreme ends of the strip 11 are affixed by any suit-

able means, such as an adhesive, to the surface of the flaps 27 and 28 adjacent the outer edges of the blank. Thus, the strip extends across the outer surface of the blank without any attachment between the strip and the outer surfaces of the side wall panels. Also, the surfaces of the flaps 27 and 28 immediately adjacent the score lines 17 and 21, respectively, are free of the adhesive or other attachment so that the strip 11 can be detached from the carton along tear lines offset from the score lines 17 and 21 in the direction of the respective outer edges of the blank. To insure that the tear lines will be laterally offset from the respective score lines 17 and 21 in the direction of the outer edges of the blank, the strip can be weakened, such as by perforated lines, to establish the desired location of the tear lines.

The blank is preferably made of cardboard, and if the carton is to be a gift package, the outer surface of the blank is composed of an unmarked lamination of sheet material suitable for a gift package, for example, a colored metallic foil. The strip 11 is a flexible and preferably tearable material having identifying markings thereon. Although a paper strip can be used, in gift cartons having an outer metallic foil lamination, transparent vinyl film or Cellophane strips are less likely to detract from the appearance of the carton. Furthermore, the stretch characteristics of the plastic materials makes them less susceptible to tearing prematurely.

A sinuous line 30 is formed in each of the flaps 27 and 28 to facilitate saturation or seepage of the adhesive beneath the outer surface of the blank. This is helpful in providing better adhesion of the strip to the surface of the flap, particularly if the outer lamination of the blank gives it a highly smooth or metallic-like surface. The marks 31 on the end flaps 27 and 28 help locate the strip 11 with respect to the blank 12.

The carton is constructed by bending or folding the blank along the score lines 17, 18, 19, 20 and 21 to form the side walls of the carton. In this instance, there are four panels defining the side walls of the carton and each panel will be positioned in perpendicular relationship with respect to the adjacent panels. The two end flaps 27 and 28 are folded inwardly and the faces thereof corresponding to the outer surface of the blank are brought into face-to-face relationship and affixed together by adhesive or other suitable means. Thus, these flaps form an internal flange within the carton to which the ends of the strip 11 are anchored.

The assembled carton in collapsed condition is shown in Figure 3. The extreme ends of the strip 11 are anchored between the internal flaps 27 and 28 inwardly of the score lines 17 and 21. Therefore, there is no need for any additional anchorage between the exposed outer surface of the carton and the strip 11. When the carton is erected, the strip will give the appearance of a band which surrounds the carton, provided that the flaps 27 and 28 are brought together in proper alignment, thus the simulated band can be readily detached from the carton without marring the surface thereof.

If the simulated band is a transparent material, it is possible to print thereon and superimpose on the outer surface of the carton various colorful designs which may enhance the appearance of the carton, as well as identify the product packaged. Such simulated bands are readily torn from the carton along lines offset inwardly from the outer surface of the carton so as to make the tear lines hidden from the viewer. When the band is detached, the carton provides an attractive non-commercial package which requires no further wrapping whatever.

The application has been described in a single preferred form and by way of example only, and obviously many variations and modifications may be made therein without departing from the spirit of the invention. The invention, therefore, is not to be limited to any specified form or embodiment, except insofar as such limitations are expressly set forth in the appended claims.

I claim:

1. A carton having a simulated band made from a blank having outer and inner surfaces comprising a plurality of side wall panels arranged side-by-side and defined by score lines, a flap joined by a score line to each of the two most remote side wall panels of the blank, and a strip of flexible material having identifying markings thereon, said strip being affixed at both ends to the blank, the intermediate portion of the strip extending across the outer surface of said blank without any attachment between the strip and the outer surfaces of the side wall panels, the flaps being brought together during the assembly of the carton and bent inwardly along the score lines which connect them to their respective side wall panels, the faces of the flaps corresponding to the outer surface of the blank being attached in face-to-face relationship with the ends of the strip in alignment so that the strip will give the appearance of a band surrounding the outer surfaces of the walls of the carton.

2. A carton as set forth in claim 1 in which the material of the strip is tearable and the ends of the strip are attached to the flaps at points spaced inwardly from the score lines which connect the flaps to their respective side wall panels when the flaps are in face-to-face relationship, whereby the strip can be torn along lines which are not visible to a viewer of the carton, thereby to detach the strip from the carton.

3. A banded gift carton made from a cardboard blank having an outer attractive lamination without commercial markings thereon comprising a plurality of side wall panels arranged side-by-side and defined by score lines, a flap joined by a score line to each of the two most remote side wall panels of the blank, and a transparent strip of flexible, tearable material having identifying markings thereon, said strip being affixed at one end to one of said flaps and at the opposite end of the other of said flaps, the point of attachment between the strip and the end flap being spaced away from the score line which connects the end flap to the adjacent panel, the strip extending across the outer unmarked lamination of the blank without any attachment between the strip and the outer surfaces of the side wall panels, the flaps being brought together during the assembly of the carton and bent inwardly along the score lines which connect them to their respective side wall panels, the faces of the flaps corresponding to the outer surface of the blank being attached in face-to-face relationship with the ends of the strip in alignment so that the strip will give the appearance of a band surrounding the outer surface of the walls of the carton, the visible portion of the strip being readily detachable from the carton by tearing the strip near both ends along tear lines which are hidden between the flaps attached in face-to-face relationship.

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