April 23, 1957 N. LEWIS 2,789,689

WINDOWED PACKAGE WITH LABEL INSERT

Filed June 1, 1955

Fig. 1.

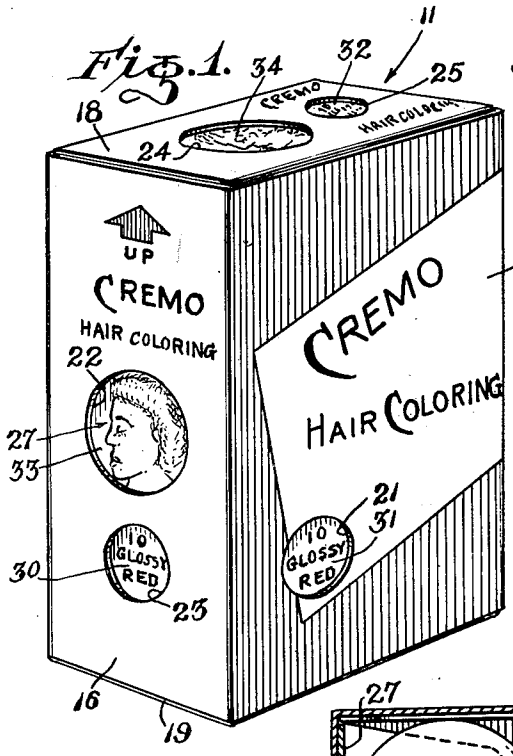


Fig. 2.

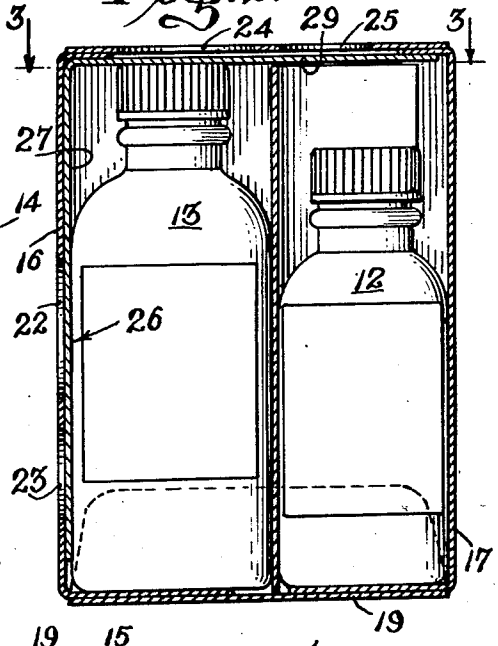


Fig. 3.

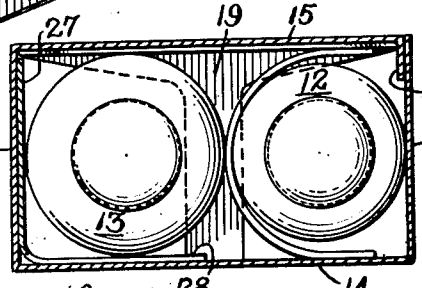


Fig. 4.

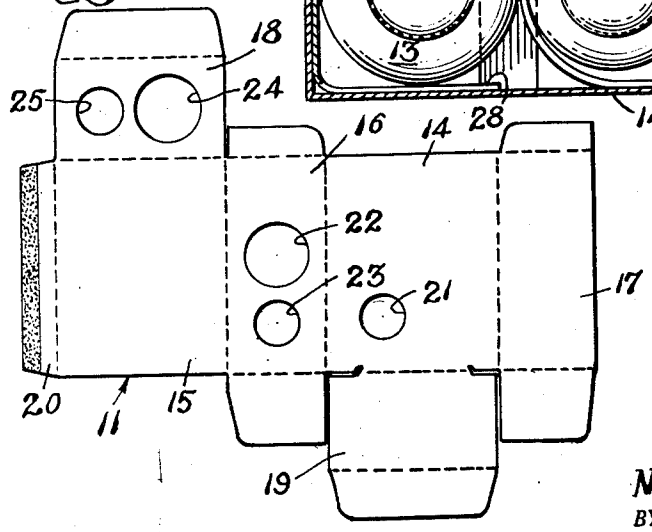
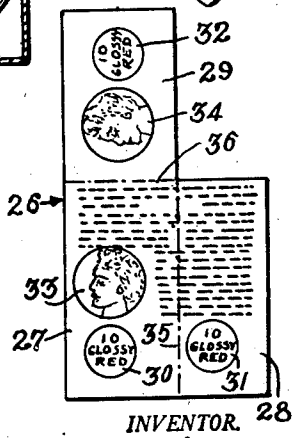


Fig. 5.



INVENTOR.
Norman Lewis
BY
Joseph F. Padlon
ATTORNEY

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WINDOWED PACKAGE WITH LABEL INSERT

Norman Lewis, Kew Gardens, N. Y., assignor to Bymart-Tintair, Inc., New York, N. Y.

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1 Claim. (Cl. 206—45.31)

The present invention relates generally to containers and more particularly to means for indicating or disclosing the contents within containers.

It is customary for a particular product to have a number of varieties. For example, hair coloring or rinsing solutions are sold in many different colors to suit the taste of the individual buyers. A particular color hair rinse is bottled and along with a bottle of neutralizer is packaged in a cardboard carton. It is of course necessary to correctly label the carton so that the buyer can quickly and conveniently determine the color shade of hair rinse in a particular carton. The variety of colors may be large in number, and, since a supply of labeled cartons is needed for each color, the number of differently labeled cartons will be correspondingly large in number.

It is evident that it would be more economical if all the cartons could be identically manufactured and imprinted rather than imprinting a different supply of cartons for each packaged dye color.

Accordingly, it is an object of this invention to provide a carton assembly for a product of different varieties wherein all the cartons may be identically imprinted.

Another object of the present invention is to provide a carton assembly for a packaged product wherein the variety of product may be quickly and conveniently identified.

A further object of this invention is to provide a carton assembly for bottles of hair solution wherein the cartons are identically imprinted and the dye color can be readily identified.

In accordance with the above objects, the present invention contemplates a cardboard carton having a number of openings or holes. The container is so shaped and of such size as to package a bottle of hair rinse and a bottle of neutralizer or similar materials. A paper insert is provided to properly fit within each carton and become exposed through the openings. The insert is imprinted or labeled with the color and name of the particular shade of the bottled solution in each carton. For example, if the bottle of rinse in a carton is glossy red, the paper insert is appropriately marked "glossy red," and may be correspondingly colored. These markings are located on the insert so that they appear in the openings of the carton and available to the purchaser.

The invention will be more fully understood from the following description taken with the drawings, in which:

Fig. 1 is a perspective view of a carton assembly of a preferred embodiment of the present invention;

Fig. 2 is a sectional elevation of the carton of Fig. 1 showing the bottles therewithin;

Fig. 3 is a section taken on the line 3—3 of Fig. 2;

Fig. 4 is a developed view of the carton of Fig. 1 showing the one piece construction thereof; and,

Fig. 5 is a developed view of the insert showing the position of the color markings.

Referring now to the drawings, in which like reference numerals relate to like parts throughout, numeral 11 indicates a carton of rectangular construction adapted to

have packaged therein two bottles 12 and 13. One of the bottles contains hair rinse of a particular color and the other a solution of neutralizer. In the example herein chosen for purposes of illustration, the color shade of the rinse is glossy red which may be shade number 10. Fig. 4 shows the one piece construction of carton 11 which has a front face 14, rear face 15, sides 16 and 17, top 18 and bottom 19 folded together to form the unitary product. When the carton is properly folded along the indicated crease lines, a tab 20 is fastened to the inner side of side member 17 along the outer edge thereof. The tabs on each of the sides 16 and 17 are then folded inwardly along with the bottom 19 and top 18 to form a rigid carton structure. All of the outer faces of the carton may be imprinted with the manufacturer's trade name and the type of product. It is noted, however, that the carton 11 is not imprinted with the color of the rinse nor the code number thereof, although such may be done if desired.

The front face 14 has a circular opening 21 in the lower left portion thereof. Similarly, end 16 and top 18 of the carton each contains a pair of circular openings 22, 23 and 24, 25 respectively as seen in Figs. 1 and 4. It may be noted that in the present example, openings or holes 23 and 25 are of the same diameter as opening 21 in the face while openings 22 and 24 are of a slightly larger diameter.

Referring now to Fig. 5, numeral 26 indicates an insert which may be made of paper. For purposes of description, the insert 26 may be said to comprise an end portion 27, a front portion 28 and a top portion 29. Each of these three portions 27, 28, 29 contains a circular imprinted area 30, 31, 32, respectively, of equal diameters and of the same size as openings 21, 23 and 25 of carton 11. Side portion 27 and top 29 each has a larger circular imprinted area 33 and 34, respectively, of the same size as openings 22 and 24 in the side 16 and top 18, respectively, of carton 11. Each of the areas 30, 31 and 32 is imprinted with the color and code number of a particular shade of hair rinse corresponding to the color rinse in the package with which the particular insert is associated. In the present example the notation "glossy red" along with the code number 10 is imprinted in these three areas since the rinse in the bottle 12 will color a person's hair glossy red.

In assembling the package, the insert is bent or folded along the crease lines shown in Fig. 4 and inserted in the carton in the position shown in Figs. 2 and 3. The side portion 27 of the insert will be located along the inner surface of side 16 of the carton 11. Top portion 29 of the insert is bent downward and will be positioned along the underside of carton top 18 while front portion 28 will be located against the inner left hand surface of front 14.

The convenient manner of correctly locating the insert in the carton as above described is to first fold it along the line 35 (Fig. 5) and slide it downward into the carton between the bottle 13 and carton face 14 and end 16. Top portion 29 of the insert is then bent down along crease line 36 and the top cover 18 of the carton is closed.

The openings or holes in the carton and the circular imprinted areas on the insert are so located that corresponding openings and imprinted areas coincide when the insert is properly positioned within the carton as above described.

Thus, areas 30, 31 and 32 will coincide with carton openings 23, 21 and 25, respectively. Since these areas are imprinted with the name of the color and code number, this information will appear in the openings and a buyer of the product can quickly and readily ascertain the particular variety of hair coloring in a carton.

The larger insert areas 33 and 34 are imprinted with the figure of a woman's head which will appear in the

carton openings 22 and 24, respectively. The hair of these figures may be colored of the same shade as the rinse color within the carton. In the present example, the hair on the figure would be colored glossy red.

From the above description it will be understood that all of the cartons 11 which are used for the particular product are identically imprinted. If the product, i. e., hair rinse, has, for example, twelve varieties or colors, it is only necessary to supply twelve differently imprinted inserts rather than twelve differently imprinted cartons.

In addition to the above notations on the insert 26, there may also be instructions or other informational data imprinted hereon as indicated in Fig. 5.

Though the present invention has been described with reference to a specific embodiment thereof, it is understood that this is not to be considered as limiting the scope of the invention as defined in the following claim.

I claim:

A container assembly adapted to have a bottle of a particular shade of hair coloring packaged therein comprising a rectangular cardboard carton having a front surface, back surface, two sides, a top and bottom, an opening in said front surface, two openings in one of said sides and said top, an insert of sheet material having a front portion, a side portion and a top portion, said insert being located within the carton, the front portion thereof being adjacent the inner side of said carton front, the

side portion of the insert being adjacent the inner side of one of said carton sides, the top portion of the insert being adjacent the inner side of the carton top, said insert being maintained in place between the inner carton surfaces and the bottle therewithin, the front portion of said insert having an imprinted area coincident with the opening in the carton front, the side portion of said insert having two imprinted areas coincident with the two openings in the carton side, the top portion of said insert having two imprinted areas coincident with the two openings in the carton top, each of said imprinted areas having marks designating the shade of the hair coloring in said bottle, each carton opening being of equal size and similar contour as its corresponding imprinted area whereby the shade of hair coloring in the bottle is indicated through the carton openings.

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