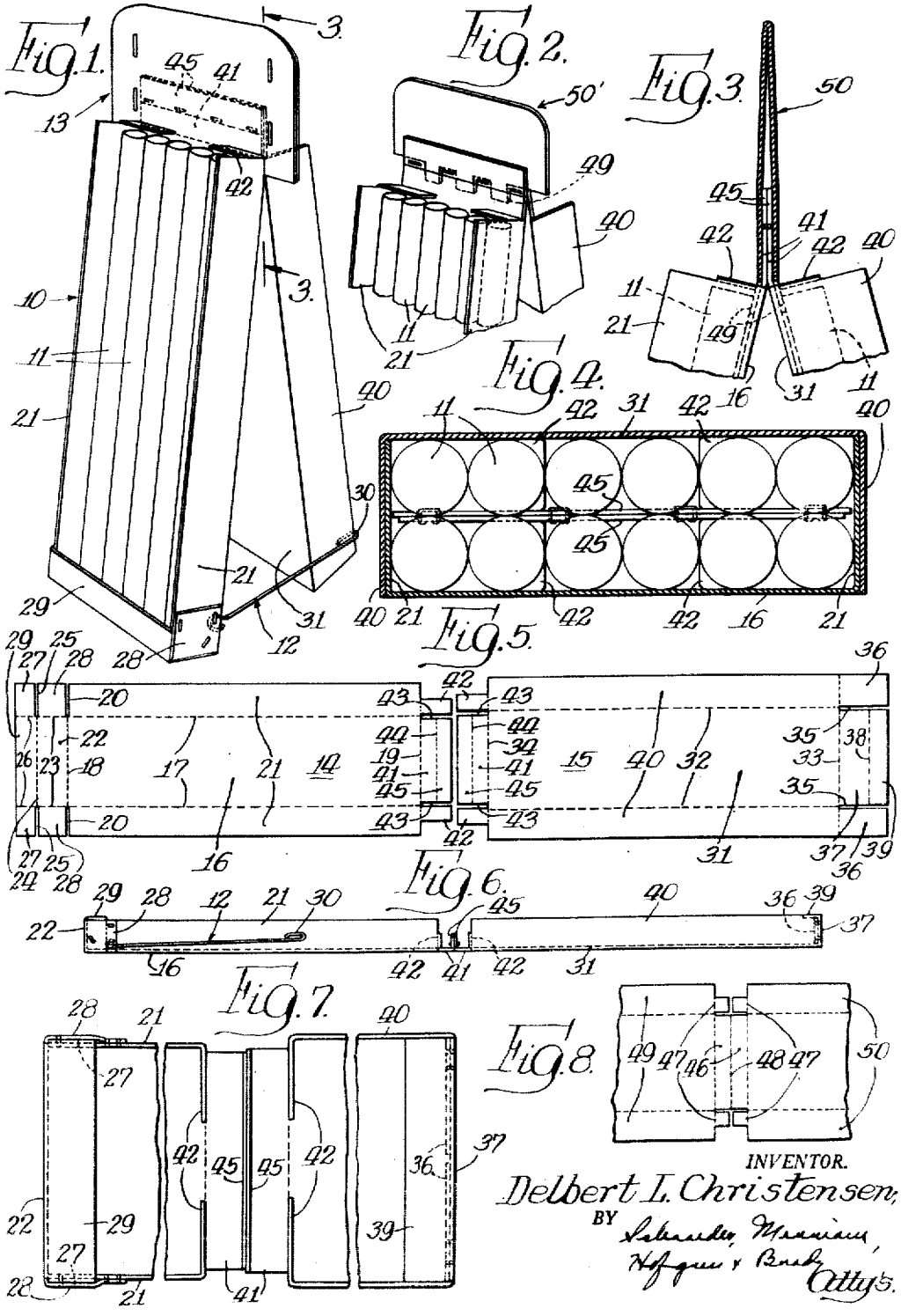
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SECTIONAL SHIPPING AND DISPLAY CARTON

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SECTIONAL SHIPPING AND DISPLAY CARTON

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This invention relates generally to the shipping of a product, and specifically to a device or means for use in the shipping and displaying of products.

The principal object of the invention is to provide novel and improved means of the character described.

Specifically, it is an object of the invention to provide a means by which products may be securely shipped and upon arrival at a destination the means may also be used for attractively displaying the products.

A further object is to provide a sturdy carton by which products may be shipped and also displayed without any physical movement of the products contained therein.

Yet another object is to provide a shipping carton so constructed that it may be folded more than 270° so as to support itself and form thereby an attractive display container.

Another object is to provide a carton so designed that it may be used for shipping and display purposes, the display being novel in that the carton is doubly foldable so as to display the products contained therein in opposite directions.

A further object is to provide a sturdy carton which may be used for shipping products and means contained within the carton which may be adapted to the carton when the carton is also used as a display for the products, the adaptation further adding to the stability and the advertising features of the display.

Another object is to provide a modified form of the invention so as to reduce the number of parts necessary and simplify the manufacture thereof.

Other objects and advantages will become apparent from the following description, reference being made to the accompanying drawings, in which:

Fig. 1 is a perspective view of the device and adapter when used as a display carton;

Fig. 2 is a partial view of the top of the device as set up in Fig. 1 and having a modified form of adapter attached thereto;

Fig. 3 is a fragmentary and enlarged side elevational view of Fig. 1 showing the advertising adapter in section;

Fig. 4 is a transverse sectional view of the device when it is closed and loaded, looking in the direction of the center connecting parts;

Fig. 5 is a developed view of the device showing the design thereof before being bent into shape for assembly;

Fig. 6 is a side elevational view after the device has been completely shaped;

Fig. 7 is a fragmentary and enlarged top view of the center and end portions of Fig. 6; and

Fig. 8 is a fragmentary top view of the device showing a modification of the center section thereof.

In the accompanying drawings, which are however merely intended to illustrate a practical embodiment of the principles of my invention without limiting the scope of the same to the construction shown, Fig. 1 discloses a shipping carton **10** shown in display position. The carton **10**, containing products **11**, is stabilized at the

base thereof by means illustrated as a hooked rod **12**. Placed on the top of the carton **10** for advertising and additional stabilizing purposes is an advertising adapter **13**. For purposes of economy in construction, and also in order that the carton may be comparatively light in weight, the carton **10** is preferably formed from cardboard or similar material.

A basic description of the carton is best understood by reference to Fig. 5. The carton is comprised of two sections **14** and **15**. Each section may be formed by the use of dies which indent the crease lines and cut the material so as to form the slits necessary for the completed carton.

Section **14** has a bottom wall **16** which shape is determined by the edge wall creases **17**, end wall crease **18**, and the center extension and flaps crease **19**. The slits **20** separate the edge walls **21** from the end wall **22**. The end wall **22** is outlined by the end wall flaps crease **23** and the end wall overlap crease **24**. Overlap slits **25** and creases **26** provide for overlap flaps **27**. To fold section **14** into semi-completed form so as to function as an open container, the edge walls **21** are folded inward at their creases **17** and the end wall **22** is folded inward at its crease **18**, both being folded so as to be at right angles to the bottom wall **16**. The end wall flaps **28** are folded along their crease lines **23** so as to contact the outside of the edge walls **21**. The overlap flaps **27** are then folded inward along their crease lines **26** and the overlap **29** is folded downward so as to be at right angles to the end wall **22** and form a stabilizing pocket thereby for products contained in section **14**. The overlap flaps **27** are inserted between the edge walls **21** and the extension flaps **28**. The latter three parts may then be more or less permanently secured together in any suitable manner, such as by stapling as shown in Figs. 6 and 7. Also secured at this time to the outside of one edge wall **21** is an extension rod **12** as illustrated in Figs. 1 and 6. The purpose of the rod is to stabilize the carton when used as a display, by attaching its free end **30** to the base of section **15** as illustrated in Fig. 1.

Section **15**, referring again to Fig. 5 is of slightly larger dimensions than section **14** in order that, when both are formed and connected section **14** can telescope into section **15** forming thereby a closed container. Section **15** has a closure wall **31** which is outlined by edge wall creases **32**, end wall and closure flaps crease **33** and the center extension and flaps crease **34**. The slits **35** separate the closure flaps **36** from the end wall **37**. The end wall is creased along line **38** to form an overlap **39**. To fold section **15** into semi-completed form so as to form an open container, the edge walls **40** are folded inward at their creases **32** and the end wall **37** is also folded inward at its crease line **33**, both being folded so as to be at right angles to the closure wall **31**. The closure flaps **36** are then folded along crease line **33** so as to contact the inside of the end wall **37**, and the overlap **39** is folded downward so as to form a pocket thereby for products contained in section **15**. The closure flaps **36** and end wall **37** may be more or less permanently secured together in any suitable manner such as by stapling as shown in Figs. 6 and 7. The overlap **39** is, however, left free.

For the purpose of allowing the two sections to telescope together to form thereby a shipping container and furthermore to fold apart more than 270° to form thereby a self-supporting display carton, the products therein remaining in fixed position and viewable from opposite directions, each section is provided with center extensions **41** and center flaps **42**, the latter being separated from the former by slits **43**. The center flaps **42** having been folded inward with the edge walls **21** and **40**, are again

folded inward on their crease lines **19** and **34** so as to be at right angles to the edge walls. These flaps will help form a more solid end when the container is used for shipping. The center extensions **41** are creased along lines **44** in order to form outer extensions **45**, which outer extensions are folded upward so as to be at right angles to the remainder of the center extensions **41**. The width of each center extension **41** should be approximately one-half the width of the edge walls **21** and **40** so that when the carton is closed the combined width of the extensions **41** will equal the width of the edge walls **21** and **40** in order to form a near perfect right angular enclosure. The two outer extensions may then be joined in any suitable manner, such as by stapling as illustrated in Fig. 6 and thereby form a type of hinge which is shown in Fig. 4 when the carton is entirely closed for shipping, Fig. 6 when the carton is half open for loading, and Figs. 1–3 when the sections are opened more than 270° for display purposes.

It may readily be seen that the products **11** may be placed in each section and then the sections telescoped together to form a container (Fig. 4). The outer center extensions **45** insert themselves as one member between the two rows of products, and the rod **12**, being attached to the inner or bottom edge wall **21** so as to remain next to the wall, is enclosed between that edge wall **21** and the closure edge wall **40**.

It may be noted also that the sections, when rotated away from each other more than 270° form legs so as to be self-supporting and that the rod end **30** may be attached to the edge wall **40** so as to provide added stability to the carton.

A modified form of the carton is illustrated in Fig. 8 where the outer halves **45** of the center extensions **41** have been removed, leaving modified center extensions **46**, necessitating shortened center flaps **47**. The width of each center extension **46** should be approximately one-half the width of the edge walls **49** and **50**, so that when the carton is closed the combined width of the extensions **46** will equal the width of the edge walls **49** and **50** in order to form a near perfect right angular enclosure. By this design, two sections are unnecessary therefore allowing the entire carton to be manufactured in one piece, retaining, however, the flexibility features of the two-section carton. The two sections forming the two piece cartons were of necessarily slightly different dimensions, in order that one could fit snugly within the other, due to the thick type of material used. This would require two different sized dies. It is, however, entirely possible to use a lighter, thinner material where the sections could have the same dimensions. Using the latter material for the modified form would enable the manufacturer to use a single die for the entire carton, also making it possible to perform a continuous strip operation which would greatly speed production of the carton.

The modified center flaps **47** are folded in the same manner as before and center extensions crease **48** is provided to act as a hinge for the opening and closing of the carton as formerly described.

An advertising display means **13** may be enclosed within the carton **10** during shipping. Upon the carton being set up as a display, one form of means **13** comprising a card **50'** may be inserted between the center extensions **41** by means of one or more integral lugs **49** (Fig. 2), or it may be in the form of a jacket **50** whereby it may be placed over the center extensions **41** (Fig. 3) or over the modified center extensions **46** when creased on line **48** in order to give added stability to the top by tightly enclosing the center extensions to prevent lateral movement thereof, as in the case of the secured outer extensions **45**. The modified extension crease line **48** may be provided with one or more slits so as to receive the one or more lugs **49** of the display card **50'**.

It is believed from the foregoing that I have provided a novel device adapted to perform the two functions of a shipping carton and display carton. Although this unique device combines these functions, it is of simple and inexpensive construction, permitting of economical manufacture and it is also set up with a minimum expenditure of time and effort.

I claim:

1. A combined shipping and display carton comprising a body section having a side wall, edge walls and an end wall extending at right angles to said side wall, said end and edge walls being secured together mutually to support one another in right angular position, and an extension of said side wall hingedly connected thereto at the end opposite said end wall and free of said edge walls, a closure section having a side wall, edge walls and an end wall extending at right angles to said side wall, said end and edge walls being secured together mutually to support one another in right angular position, and an extension of said side wall hingedly connected thereto at the end opposite said end wall and free of said edge walls, the side wall of said closure section having a transverse dimension slightly greater than that of said body section to permit the latter to be received therein to form a closed carton, said side wall and closure wall extensions each having a width dimension equal to that of said body section and closure section edge walls respectively and each extension having a longitudinally extending crease line dividing each extension into inner and outer extension sections having equal widths, the outer extension sections extending at right angles to said inner extension sections and being joined at said crease line so as to connect said body section and said closure section.

2. A combined shipping and display carton comprising a body section having a side wall, edge walls and an end wall extending at right angles to said side wall, said end and edge walls being secured together mutually to support one another in right angular position, and an extension of said side wall hingedly connected thereto at the end opposite said end wall and free of said edge walls, a closure section having a side wall, edge walls and an end wall extending at right angles to said side wall, said end and edge walls being secured together mutually to support one another in right angular position, and an extension of said side wall hingedly connected thereto at the end opposite said end wall and free of said edge walls, the side wall of said closure section having a transverse dimension slightly greater than that of said body section to permit the latter to be received therein to form a closed carton, said side wall and closure wall extensions each having a width dimension equal to that of said body section and closure section edge walls respectively and each extension having a longitudinally extending crease line dividing each extension into inner and outer extension sections having equal widths, the outer extension sections extending at right angles to said inner extension sections, said side wall and closure wall extensions being joined at said crease line so as to connect said body section and said closure section, and a hooked wire rod permanently attached near the base of one section and attachable near the base of the other section for stability during display use.

3. A combined shipping and display carton comprising a body section having a side wall, edge walls and an end wall extending at right angles to said side wall, said end and edge walls being secured together mutually to support one another in right angular position, and an extension of said side wall hingedly connected thereto at the end opposite said end wall and free of said edge walls, a closure section having a side wall, edge walls and an end wall extending at right angles to said side wall, said end and edge walls being secured together mutually to support one another in right angular position, and an extension of said side wall hingedly connected thereto at the end opposite said end wall and free of said edge walls, the side wall of said closure section having a transverse dimension slightly greater than that of said body

section to permit the latter to be received therein to form a closed carton, said side wall extensions each having a width dimension equal to that of said body section and closure section edge walls respectively and each extension having a longitudinally extending crease line dividing each extension into inner and outer extension sections, said inner extension sections having a width substantially equal to one half the width of the edge walls, and said outer extension sections being secured in facial juxtaposition so as to connect said body section and said closure section.

4. A combined shipping and display carton as claimed in claim 3 having means for advertising and for stabilizing said body and closure sections when opened to form a display carton comprising a jacket removably enveloping said extensions to prevent lateral separation thereof and maintain said inner extension sections in facial engagement, whereby said body and closure section side walls are made to meet adjacent said extensions.

5. A combined shipping and display carton comprising a body section and a closure section each having a side wall, edge walls and an end wall extending at right angles to said side wall, said end and edge walls being secured together mutually to support one another in right angular position, and an extension of said side wall hingedly connected thereto at the end opposite said end wall and free of said edge walls, the side wall of said closure section having a transverse dimension slightly greater than that of said body section to permit the latter to be received therein to form a closed carton, said side wall extensions each having a width dimension equal to that of said body section and closure section edge walls respectively and each extension having a longitudinally extending crease line dividing each extension into inner and outer extension sections, said inner extension sections having a width substantially equal to one half the width of the edge walls, and said outer extension sections being secured in facial juxtaposition so as to connect hingedly said body section and said closure section, and each of said edge walls having a reinforcing flap adjacent an extension and extending right angularly to the edge wall with the width of each of said flaps being substantially smaller than the width of said edge walls.

6. A combined shipping and display carton comprising: a bottom wall having an end and opposite edges extending to said end; edge walls upstanding along said edges; a closure wall similar to the bottom wall, having an end and opposite edges extending to said closure wall end; edge walls depending along said closure wall edges, said bottom wall edge walls and said closure wall edge walls being arranged for telescoping relationship; means for hingedly connecting the bottom wall end to the closure wall end to permit disposition of the closure wall alternatively in overlying relationship to the bottom wall to be spaced therefrom by said edge walls in telescoped relationship, and in opened relationship to the bottom wall with the closure wall rotated more than 270° from the overlying position to form a triangular display configuration; and flaps extending from the ends of said edge walls in planes perpendicular to the planes of the bottom wall and closure wall respectively and arranged to bear against said bottom and closure walls to preclude hinged movement of said edge walls toward said bottom and closure walls respectively when the bottom and closure walls are in either of said alternative dispositions, said bottom wall and closure wall edge walls being of equal height and each flap being one-half the height of said edge wall, whereby the flaps associated with the closure wall about the flaps associated with the bottom wall edge to edge when the closure wall is in the overlying disposition, thereby to provide additional stability to the carton.

7. The combined shipping and display carton of claim 6 wherein the means for hingedly connecting the bottom wall end to the closure wall end comprises a rectangular extension, said extension being divided by a transversely extending crease line and being selectively folded at right angles to said bottom and closure walls thereby allowing said sections to telescope together to form a closed shipping container, and folded along said crease line to unfold said bottom and closure walls from each other more than 270° so as to form an open display carton.

8. A combined shipping and display carton as claimed in claim 7 and further characterized by said bottom and closure walls each having an end wall opposite said ends provided with overlap flaps connected to said end walls, said flaps being foldable at right angles to said end walls so as to be over and parallel to said bottom and closure walls, thereby forming bottom pockets for securing displayed products therein.

9. A combined shipping and display carton as claimed in claim 7 and further characterized by a hooked wire rod permanently attached to an edge wall at a distance from said end and removably attached to another edge wall at a distance from said end for stability during display use, one of the edge walls to which said rod is attached being on said bottom wall and the other edge wall being on said closure wall.

10. A combined shipping and display carton as claimed in claim 7 and further characterized by two rectangular shaped pieces of stiff material being joined at the top and open at the bottom so as to form a jacket, said jacket removably enveloping said folded extension thereby adding advertising space to said carton.

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