March 8, 1966 R. A. SAMSING 3,239,177

DISPLAY STAND FOR SHAVING AND TOILET ARTICLES

Filed Feb. 7, 1964 3 Sheets-Sheet 1

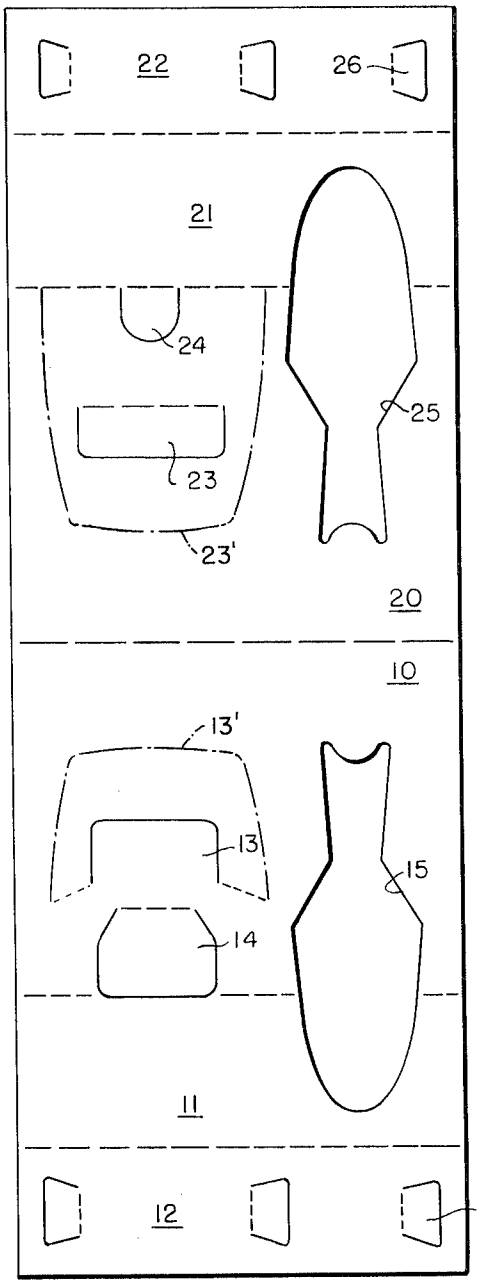


FIG. 1

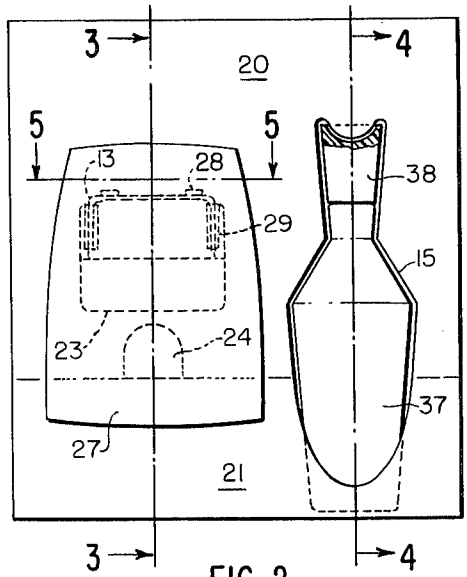


FIG. 2

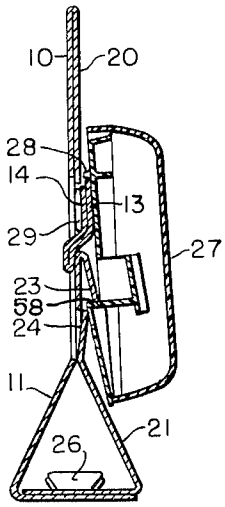


FIG. 3

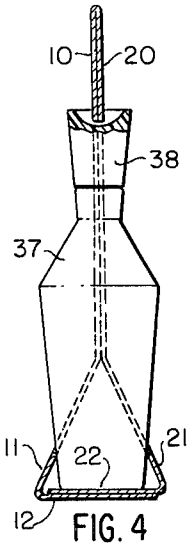


FIG. 4

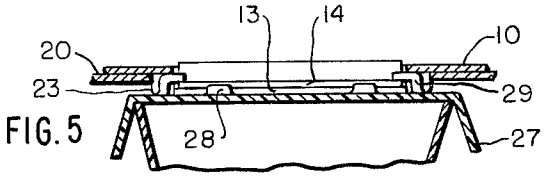


FIG. 5

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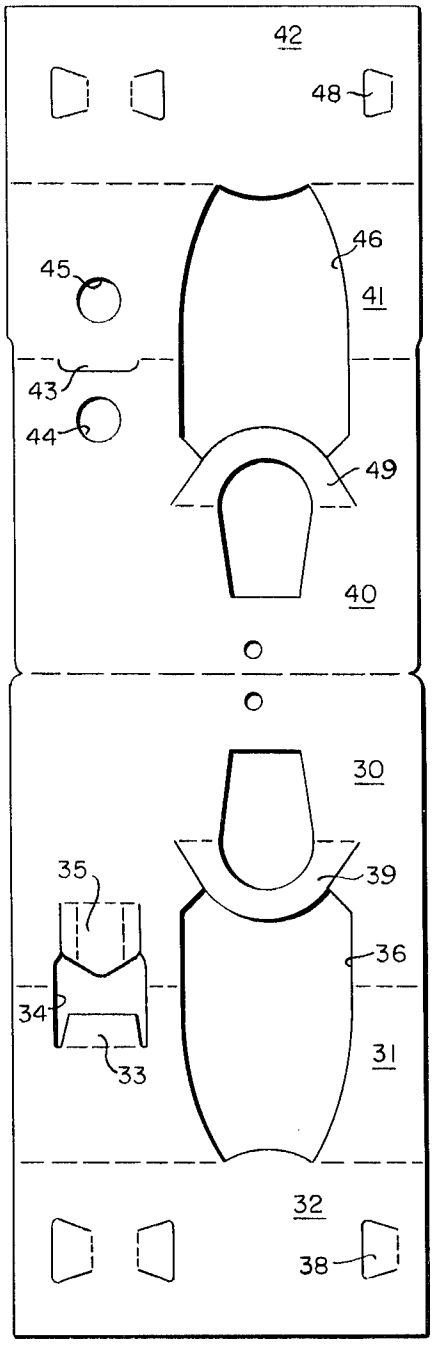


FIG. 6

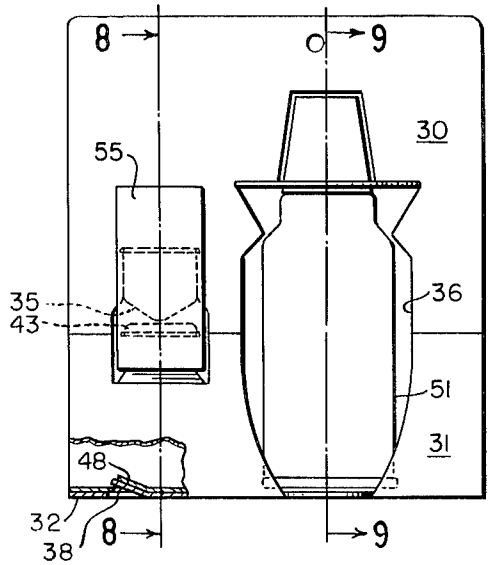


FIG. 7

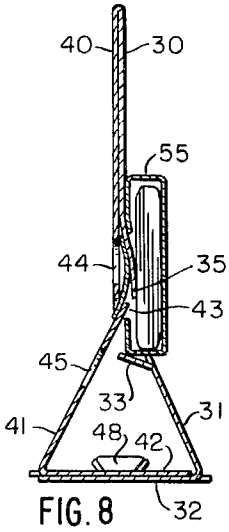


FIG. 8

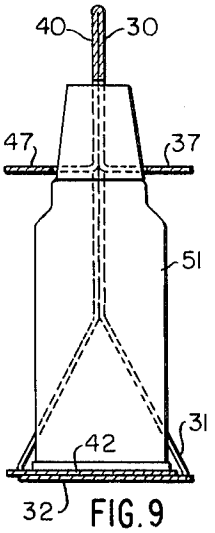


FIG. 9

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FIG. 10

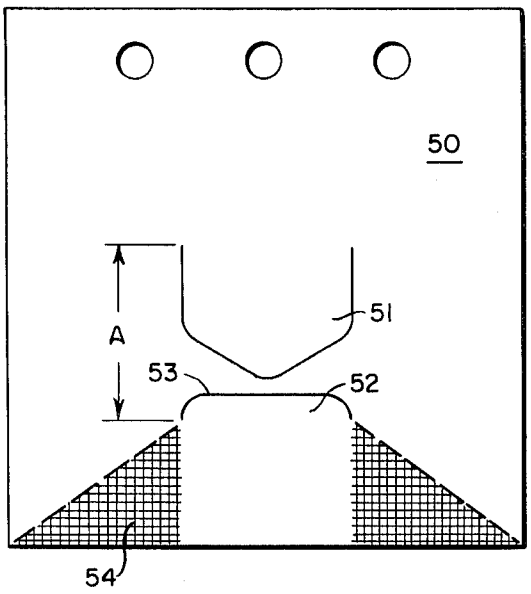
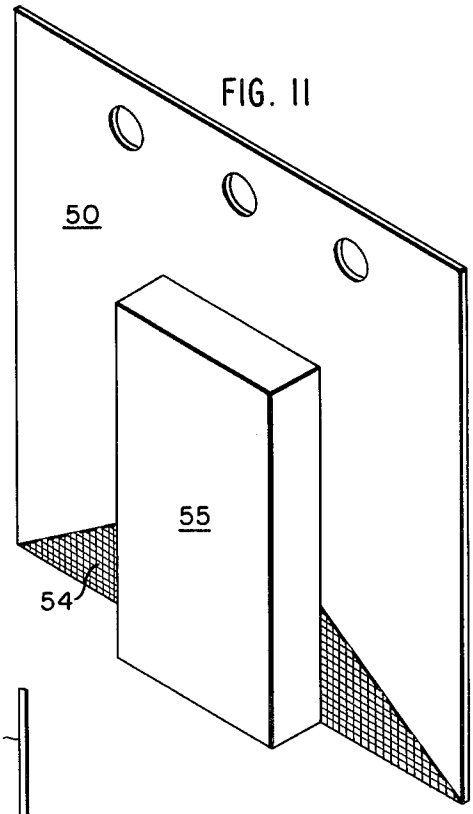


FIG. 11



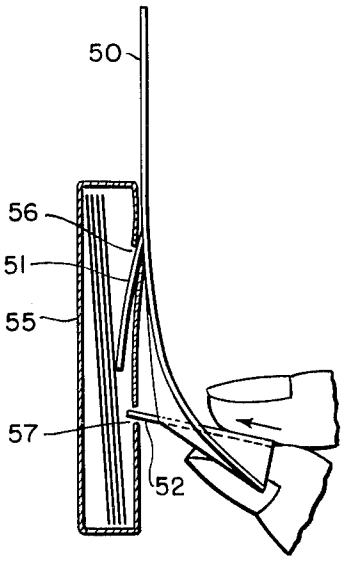


FIG. 12

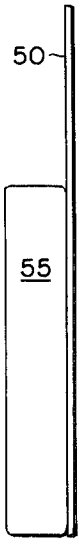


FIG. 13

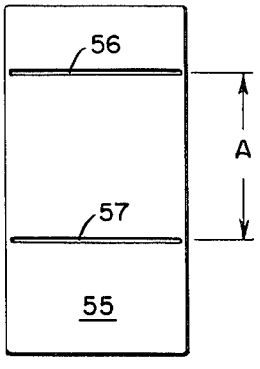


FIG. 14

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DISPLAY STAND FOR SHAVING AND TOILET ARTICLES

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Filed Feb. 7, 1964, Ser. No. 343,331
20 Claims. (Cl. 248—174)

This invention relates generally to merchandise display devices and more particularly to devices for supporting and displaying one or more articles such as shaving and toilet articles upon counters, on stands or on racks in retail stores, in show windows, etc.

In packaging such articles for display and sale it is of importance that the articles be securely fastened to the packaging material while being in full view of the customer. It is also desirable that the packaging material may be formed of cardboard or other thin stiff sheet material, utilizing blanks that may readily be die cut from a sheet in a single operation, shipped and stored in flat condition and assembled or erected conveniently by hand or by automatic machinery.

One object of the present invention is to provide a stand that may be formed by one or more blanks and having a substantial laminated area merging into divergent foot sections and inturned base sections connected to form a stable foundation for the stand for displaying articles mounted on the face of the laminated area and/or between the divergent foot sections.

In one aspect the invention comprises laminated panels provided with registering apertures which present multiply edges for engaging an elongated article such as a bottle of shaving lotion or the like and these apertures extend into the divergent foot sections so as to hold the bottle in full view of the customer while embracing its opposite sides in three-dimensional contact between the panels.

As an important feature of the invention a supporting panel is provided with an upwardly directed tongue and an upwardly folded tongue which overlaps it and forms therewith a stiff multi-ply bracket for supporting an article on the face of the panel in full view of the customer.

The display stand or device in accordance with the present invention has novel provisions for receiving and holding a blade package which has merely a pair of spaced parallel slits as cooperating structural elements. The panel or card of the device is slitted to present a downwardly directed tab and an opposed upwardly directed tab. The distance between the slits in the package and the roots of the tabs is substantially equal so that when one tab is fully inserted the other can be introduced only in a substantially right angular relation for interlocking with the material between the slits of the package.

These and other features of the invention will be best understood and appreciated from the following description of preferred embodiments thereof selected for purposes of illustration and shown in the accompanying drawings in which

FIG. 1 is a plan view of the blank of one embodiment of a stand in accordance with the invention;

FIG. 2 is a view in front elevation of the stand formed from the blank of FIG. 1;

FIG. 3 is a sectional view on the line 3—3 of FIG. 2;

FIG. 4 is a sectional view on the line 4—4 of FIG. 2;

FIG. 5 is a fragmentary sectional view on the line 5—5 of FIG. 2;

FIG. 6 is a plan view of the blank for a stand of modified construction;

FIG. 7 is a view of this stand in front elevation;

FIG. 8 is a sectional view on the line 8—8 of FIG. 7;

FIG. 9 is a sectional view on the line 9—9 of FIG. 7;

FIG. 10 is a plan view of a blank for a display card for a blade package;

FIG. 11 is a view in perspective of the card with a blade package displayed thereon;

FIG. 12 is a view in side elevation with the blade package shown in longitudinal section showing the display card being manipulated to receive the blade package;

FIG. 13 is a view in side elevation corresponding to FIG. 12 of the card with the blade package mounted thereon; and

FIG. 14 is a rear view of a blade package showing mounting slits therein.

The blank shown in FIG. 1 may be die cut in a single operation from sheet material such as cardboard and is herein shown as comprising connected front and rear panels 20 and 10 connected by a scored fold line, although if desired the two panels may be cut out separately. The front panel 20 merges downwardly into a foot section 21 and that in turn merges into a base section 22. The rear panel 10 merges into a foot section 11 and a base section 12 of substantially the same area as the corresponding parts of the front panel. The front and rear panels are folded or superposed and laminated together throughout a substantial area while the foot sections 11 and 21 are arranged divergently as shown in FIG. 3 with the base sections 12 and 22 folded inwardly and overlapped. Tabs 16 and 26 are outlined in the two base sections and these sections are arranged to be connected so as to hold them securely in superposed relation thus providing a broad flat foundation for the stand. For this purpose the tabs 16 and 26 are tapered outwardly and tabs 16 are made somewhat larger than tabs 26 to interlock the base sections when the tabs 16 are pushed into the apertures formed by the inturned tabs 26 in the base section 22.

The front panel 20 is provided with a wide tongue 23 outlined to be folded forwardly and downwardly and so to form a window in the panel. Slightly below this tongue is outlined a tab 24 to provide a finger access opening to facilitate the assembly of the stand as explained hereinafter.

The rear panel 10 is provided with a straight-sided tongue 13 outlined on three sides and having a scored fold line by which it may be folded forwardly through the plane of the panel and through the window in the front panel provided by the folded tongue 23. The panel 10 also has a tongue 14 which is outlined so that it may be folded upwardly and then forwardly through the window in the front panel in laminated engagement with the tongue 13. The tongue 14 is so located and of such shape that when folded its free edge coincides or registers with the free edge of the tongue 13. Thus the tongues 13 and 14 form a stiff multi-ply bracket which may be deflected outwardly from the plane of the front panel 20 to be engaged in a corresponding configuration of a razor case or other article to be displayed.

As herein shown areas in both panels are outlined by perforated lines 13' and 23' defining sections that may be deflected rearwardly in the assembled stand carrying with them the folded tongues 13 and 14 and so supporting the displayed case at a forwardly inclined angle if so desired.

As herein shown the razor case 27, which may be formed of a transparent or translucent synthetic resin, is provided upon its rear face with parallel undercut guideways 29 as shown in FIG. 5, together with a pair of projecting lugs or stops 28 located upon the back of the case, slightly above the guideways and with less spacing between them and a stop-shoulder 58. As shown in FIGS. 3 and 5 laminated tongues 13 and 14 of the front panel form a projecting bracket of such width as to fit snugly into the guideways 29 and to be engaged by the stops 28 so that the case 27 is suspended upon these tongues as shown in FIG. 3 at a height determined by the stops 28. As explained above this whole area of the

laminated panels may be deflected rearwardly with the razor case.

The front panel **20** is provided with an aperture **25** in the shape of a bottle and the rear panel has a corresponding aperture **15** arranged to register with the aperture **25** when the blanks are superposed. These apertures extend downwardly into the divergent foot sections **11** and **21** of both panels and thus provide three dimensional engagement with a bottle **37** which may be inserted in the stand through these apertures or from the bottom of the stand before the base sections are overlapped and locked together. The bottle is shown as provided with a cap **38** having a concave recess to receive a convex projection which defines the upper end of the aperture. The bottle **37** stands upon the inturned base sections of the stand as shown in FIG. 4 and is held securely in position by the multi-ply edges of the apertures **15**, **25** of the panels **10** and **20**, and between the foot sections **12** and **22**. It will thus be apparent that the two panels of the stand provide multi-ply edges for engaging and holding securely, side-by-side the razor case **27** and the bottle **37** of shaving lotion, for example.

In assembling the stand, the blank is folded about the transverse center line and panels **10** and **20** are secured together such as by adhesive. The tab **14** is pushed outwardly through the finger access opening provided by the tab **24** and then superimposed on tab **13** whereupon the two superimposed tabs are pushed forwardly through the window provided in the front panel **20** by the tab **23**, and thereby deflecting that tab outwardly. The tab **23** having been made accessible by such outward deflection is folded downwardly and the razor case is attached to the card by inserting the composite laminar tabs **13**, **14** into the guideways **29** of the case and against the stops **28** at which point the downwardly turned locking tab **23** will slide behind a shoulder **58** in the bottom of the case to prevent removal thereof without destroying or tearing either the mounting tabs or the locking tab. The bottle **37** is now inserted between foot sections **11** and **21** and the assembly of the stand is completed by overlapping the base sections **12** and **22** and securing them together by the locking tabs **16** as described above.

The display stand of FIGS. 6–9 comprises a front panel **30** and a rear panel **40**. These are shown as connected by an indented fold line or they may be separately cut out from the sheet stock and laminated. The front panel includes a foot section **31** which merges into a base section **32**, and similarly the rear panel includes a foot section **41** which merges into a base section **42**. When the stand is erected the base sections **32** and **42** are turned inwardly, overlapped and secured together by interlocking tabs **38** and **48** as described above in connection with the embodiment of FIGS. 1 to 5 to form a wide stable base.

The front panel **30** is provided with a rectangular aperture **34** which extends across the fold line into the foot section **31** and is defined at its lower edge by a tongue **33**. Adjacent to this aperture is outlined a tongue **35** that is arranged to be deflected forwardly in the assembled stand as indicated in FIG. 8.

In the front panel is also formed an aperture **36** and this extends into the foot section **31** of the panel. A semicircular collar **39** spanning the aperture **36** is also outlined in the front panel and is arranged to be folded outwardly at right angles as shown in FIG. 9.

The rear panel **40** is provided with a shallow tongue **43**, which extends from the fold line of the foot section **41**, and also with access holes **44** and **45** on opposite sides of the fold line. It is also provided with an aperture **46** located to register with the aperture **36** in the front panel when the two panels are superposed. A semicircular collar **49** is also outlined in the rear panel and this spans the aperture **46**. In the assembled stand the panels **30** and **40** are secured together and the collars **39** and **49** are folded at right angles to the laminated panels so that they embrace and hold an inserted bottle as shown in FIG. 9.

In assembling the display stand the foot section **41** of the blank folded about its centerline with the panels **30** and **40** adhesively secured together, is folded against the rear panel **40** and the tongue **35** is deflected forwardly by a finger inserted through the registering access openings **44** and **45**. A blade package is now secured in position upon the front panel **30** by inserting the outwardly deflected tongue **35** down through the upper of two parallel transverse slits **56** and **57** in the rear wall of the package (FIG. 14). When the foot section **41** is returned to its normal position the shallow tongue **43** thereof will enter the lower slit in a direction opposite to that of the tongue **35** to securely fasten the package to the front of the panel **31**. The lower edge of the package is now pushed inwardly to deflect the tab **33** which provides additional support for the package. The two semicircular collars **39** and **49** in the front and rear panels **30** and **40**, respectively, are now spread apart and a container such as a container for an aerosol shaving cream is inserted between the foot sections **31** and **41** and between the collars. The assembly of the stand is now completed by bending the base sections inwardly and securing them together by pushing the tabs **38** through the registering openings provided by the smaller tabs **48**.

In FIGS. 10–12 is shown a display card and blade package which utilize a type of connection similar to that shown in FIGS. 7 and 8.

The card **50** or holding member has outlined therein a downwardly directed tongue **51** disposed in line with an opposed shallow tongue **52** defined by a slit **53**. Triangular corner areas **54** are set off by scored fold lines and these areas are further defined by hatching.

The blade package **55**, which is usually of cardboard or other disposable material, is provided with a pair of transverse slits **56**, **57** in its rear wall and these are spaced apart a distance A which is substantially or exactly equal to the distance between the roots of the tongues **51** and **52** in the card **50**, also labeled A in FIG. 10.

The package is assembled in the card **50** by slipping the tongue **51** through the slit **56** to the root and then bending the corner areas **54** rearwardly on their inclined fold lines. The effect of this bending is to project the tongue **52** at right angles to the package at a point opposite its lower slit **57**. It can now be conveniently inserted and tilted to extend downwardly against the inner rear wall of the package in interlocking engagement therewith. The shaded area **54** serves to obscure the mark that may have been left on the surface of the card by bending it to engage the package.

From the foregoing description it will be apparent that the blanks from which the display stands shown in FIGS. 1 to 9 are constructed may be shipped in flat knock-down condition and readily erected on the site of the display. In all cases the displayed articles are presented in full view to prospective purchasers where they are securely held in position but capable of being removed when that is desired by tearing one or more of the locking tabs provided.

Having thus disclosed the invention and described in detail illustrative embodiments thereof, I claim as new and desire to secure by Letters Patent:

1. A stand for the display of shaving and toilet articles, comprising front and rear panels of sheet material having laminated upright portions of similar shape and merging into divergent foot sections with the plane of the laminated panels substantially bisecting the included angle of said foot sections, the panels having registering apertures presenting multi-ply edges for the reception of an elongated container, one of the panels having an upwardly directed tongue therein and an upwardly folded tongue overlapping the same and together presenting a multi-ply bracket for supporting a razor case having guideways on its rear wall.

2. A stand for the display of shaving and toilet articles as described in claim 1, further characterized in that the other panel is provided with a window which is located behind the foldable tongue of the said one panel in its unfolded position.

3. A stand for the display of shaving and toilet articles, comprising front and rear panels of sheet material laminated throughout a substantial area of contact and merging downwardly into divergent foot sections with the plane of the laminated panels substantially bisecting the angle between said foot sections, the panels having registering apertures for the reception of an elongated container which apertures extend downwardly into the divergent foot sections whereby a container may be engaged in three-dimensional contact between the panels.

4. A stand for the display of shaving and toilet articles, comprising front and rear panels laminated throughout a substantial area, the rear panel having an upwardly directed tongue and an upwardly folded tongue overlapped and forming a multi-ply edge bracket therewith for suspending an article thereon, and the front panel having a window located to receive the said overlapping tongues.

5. A stand for the display of shaving and toilet articles, comprising front and rear panels of sheet material providing a laminated upright portion, the front panel having a window therein, and the rear panel having a pair of superimposed tongues extending through said window and forming a laminated multi-ply bracket projecting beyond the plane of the front panel.

6. In a display device, a rectangular package having spaced transverse slits in its rear wall, in combination with a cardboard holding member having an elongated bendable tongue inserted in one of said slits of the package and a relatively short bendable oppositely directed tongue inserted in the other slit of the package, said tongues assuming a position adjacent said wall, said cardboard having an uninterrupted bridging section between said tongues, and the distance between the slits in said package being essentially equal to the distance between the roots of said tongues.

7. A display device as described in claim 6 further characterized in that the cardboard holding member has triangular corner areas defined by oblique scored lines running approximately from the corners of the card to the ends of one of said slits.

8. A folder for holding a case having on its underside a pair of guideways, protruding stop means at one end of said guideways and a shoulder spaced from the other end of said guideways comprising a pair of superimposed sheet members having panels secured together, each panel merging into a foot section and a base section, the front panel having an upwardly directed tongue, the rear panel having an upwardly extending straight-sided tongue behind said tongue in the front panel and a downwardly extending tongue foldable upwardly to register with said straight-sided tongue, said registering tongues in the rear panel being adapted to extend in laminated relation through the opening left when the tongue in the front panel being folded downwardly, said registering tongues being adapted to be received within the guideways of the case and disposed against the stop means and the downwardly bent tongue in the front panel being adapted to engage the shoulder in the bottom of the razor case to securely hold the case against the front panel.

9. A two-ply stand comprising a front and a rear panel secured together, each panel merging into a foot section and a base section, means for securing an article on said front panel, registering apertures in said panels extending part way into the respective foot sections thereof, and means for engaging a container received within said registering apertures, said foot sections diverging outwardly with respect to the plane of said panels, and said base sections being overlapped and secured together to form a base for the stand and a support for the container.

10. A stand as described in claim 9 in which the means for securing an article on said front panel comprises an upwardly extending tongue for engaging when folded downwardly a stop shoulder in the bottom of the article, a tongue in said rear panel behind and no wider than said tongue in the front panel, a second tongue in said rear panel extending downwardly and being adapted to be folded upwardly on the first named tongue in the rear panel to register therewith and extend in laminar relation therewith through the opening left in the front panel by the downwardly bent tongue therein, to be received within guideways on the bottom of the article.

11. A stand as described in claim 9 wherein said means for engaging the container comprises in each panel a collar spanning said aperture and being bendable outwardly therefrom.

12. A stand as described in claim 9 in which the means for securing an article on said front panel comprises a downwardly extending tongue in said front panel and a tongue extending from the foot section of said rear panel into said rear panel whereby a package having spaced slits therein may be mounted on the stand by inserting said tongue on the front panel through one of the slits and momentarily bending said foot section of the rear panel at right angles and inserting said tongue in said foot section through the other slit.

13. A stand as described in claim 12 wherein a finger opening is provided in the rear panel behind the tongue in the front panel to permit deflecting said tongue outwardly by a finger passed through said finger opening.

14. A stand as described in claim 9 is further characterized in that the overlapping base sections are provided with registering tabs, the tabs of the upper base section being smaller than the tabs of the lower base section and the larger tabs being pushed through the smaller openings provided by the smaller registering tabs to secure said base sections together.

15. A display device comprising superimposed front and rear panels, an upwardly extending locking tongue in the front panel adapted to be bent downwardly, an upwardly extending supporting tongue in the rear panel behind said locking tongue and a downwardly extending tongue in the rear panel below said supporting tongue adapted to be folded upwardly on said supporting tongue to register therewith and extend in laminar relation therewith through the opening in the front panel provided by the downwardly bent locking tongue.

16. A display device comprising a pair of panels of sheet material having laminated upright portions, one of the panels having an upwardly directed tongue therein and an upwardly folded tongue overlapping the same and the other panel having a tongue that may be folded to open a window to receive the overlapping tongues of said one panel, which overlapping tongues together present a multi-ply bracket for supporting a razor case having guideways on its rear wall.

17. A display device comprising front and rear panels of sheet material having laminated upright portions of similar shape and merging into divergent foot sections terminating in oppositely folded base sections with interlocking tongues and apertures, the panels having registering apertures presenting multi-ply edges for the reception of an elongated container, one of the panels having an upwardly directed tongue therein and an upwardly folded tongue overlapping the same and together presenting a multi-ply bracket for supporting a razor case having guideways on its rear wall.

18. A stand for the display of shaving and toilet articles, comprising front and rear panels of sheet material laminated throughout a substantial area of contact and merging downwardly into divergent foot sections, the panels having registering apertures for the reception of an elongated container which apertures extend downwardly into the divergent foot sections whereby a container may be engaged in three-dimensional contact be-

tween the panels, each panel being provided with a semi-circular collar extending across its aperture and arranged to embrace opposite sides of the interposed container and to extend at substantially right angles to the plane of the laminated panels.

19. A display device comprising a pair of panels of sheet material having laminated portions, one of said panels having a tongue therein and a folded tongue overlapping the same and the other panel having a tongue that may be folded to open a window to receive the overlapping tongues of said one panel, which overlapping tongues together present a multi-ply bracket for supporting a case having guideways on its rear wall.

20. A display device for holding a case having on its underside a pair of guideways, protruding stop means at one end of said guideways and a shoulder spaced from the other end of said guideways comprising a pair of superimposed sheet members having panels secured together, one panel having a tongue therein, the other panel having a tongue behind said tongue in said one panel and a tongue foldable to register with said tongue in said other panel, said registering tongues in said other panel being adapted to extend in laminated relation through the opening left upon the tongue in said one panel being folded, said registering tongues being adapted to be received within the guideways of the case and disposed against the stop means and the folded tongue in said one panel being adapted to engage the shoulder in the bottom of the razor case to securely hold the case against said one panel.

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CLAUDE A. LE ROY, *Primary Examiner.*