DUMP BIN INSERT

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ABSTRACT

An aesthetically pleasing dump bin insert that allows for fast, economical resupply, and increased marketing opportunities is provided along with systems and methods utilizing such a dump bin insert. One embodiment of the invention is directed to a dump bin insert comprising one or more walls, a bottom coupled with the one or more walls to define a display region, and one or more products received within the display region.
DUMP BIN INSERT

FIELD OF INVENTION

[0001] The present invention relates to inserts for dump bins used for the display of products, particularly in a retail setting.

BACKGROUND OF INVENTION

[0002] Dump bins are widely used in the retail industry to place products in environments other than traditional shelving units. Stores frequently place dump bins in high traffic areas such as near check out lines to promote sale items or other items which may be sold in high volumes.

[0003] Despite such wide use, dump bins suffer from several problems. First, dump bins must be stocked by employees. During particularly busy shopping periods such as the “back to school” shopping period, the frequent restocking of dump bins imposes an unnecessary time burden on employees who are diverted from helping customers. Second, dump bins often do not provide an optimal display of products. Many dump bins include a large chamber into which products are added. Such a presentation can be problematic because as the product level is depleted, customers may either not see a product at the bottom of the chamber or may be unable to easily reach the product. Moreover, the random arrangement of products in a dump bin may not be aesthetically pleasing and may not comport with the desired appearance for a particular product, brand, or store. Third, conventional dump bins are inefficient marketing vehicles in that the current dump bins must either be branded for a particular product or left generic.

[0004] It would be desirable to provide a dump bin insert that allows for fast, economical restocking that is both aesthetically pleasing and allows for increased marketing opportunities.

SUMMARY OF THE INVENTION

[0005] A dump bin insert that allows for fast, economical restocking, and increased marketing opportunities is provided along with systems and methods utilizing such a dump bin insert.

[0006] According to the present invention, a dump bin insert comprises one or more walls, a bottom coupled with the one or more walls, the one or more walls and the bottom defining a display region, and one or more products received within the display region. The dump bin insert is configured to be mounted in a dump bin and the one or more products are received within a display region prior to mounting in the dump bin.

[0007] The dump bin insert can include a film for sealing the display region. The film can envelop the one or more walls, the bottom, and the display region. Alternatively, the film can be coupled with the one or more walls

[0008] The dump bin insert can include product display instructions. Product display instructions can be printed on the film. Alternatively, product display instructions can be coupled with the film. In another embodiment, the product display instructions are located within the display region.

[0009] The walls of the dump bin insert can be transparent, translucent, and/or opaque and can, in some embodiments, be composed of acrylic glass.

[0010] The dump bin insert can include one or more advertisements adjacent to at least one of the one or more walls. In some embodiments, at least one or more of the walls comprises a slit for receiving one or more advertisements. Additionally or alternatively, one or more advertisements can be printed on or affixed to one or more of the walls.

[0011] The walls of the dump bin can be tapered and/or notched.

[0012] The dump bin insert can be constructed in a variety of shapes. In some embodiments, the dump bin insert is cylindrical and/or conical. In other embodiments, a horizontal cross-section of the dump bin insert approximates a shape selected from the group consisting of: a square, a rectangle, a triangle, a circle, an oval, a polygon, a parallelogram, a rhombus, an annulus, a crescent, a semicircle, an ellipse, a super ellipse, and a deltoid.

[0013] The present invention also relates to a replenishable dump bin system comprising a base, and a dump bin insert. The dump bin insert comprises one or more walls, and a bottom coupled with the one or more walls, the one or more walls and the bottom defining a display region. The dump bin insert is configured to be mounted in the base.

[0014] The base can be constructed in a variety of shapes. In some embodiments, the base is cylindrical and/or conical. In other embodiments, a horizontal cross-section of the base approximates a shape selected from the group consisting of: a square, a rectangle, a triangle, a circle, an oval, a polygon, a parallelogram, a rhombus, an annulus, a crescent, a semicircle, an ellipse, a super ellipse, and a deltoid.

[0015] The invention is also directed to a method of producing a replenishable dump bin insert comprising providing a dump bin insert, stockinb the dump bin insert with one or more products, and distributing the dump bin insert. The dump bin insert includes one or more walls and a bottom coupled with the one or more walls. The one or more walls and the bottom define a display region. The dump bin insert is configured to be mounted in a dump bin.

[0016] The method may also include sealing the dump bin insert, providing instructions for display of the one or more products, and/or placing the dump bin insert in a container prior to distributing the dump bin insert. In another embodiment, the method includes selecting the dump bin insert based on the quantity of the products to be stocked in the dump bin insert and/or selecting the dump bin insert based on the size of the products to be stocked in the dump bin insert. The method may also include arranging the products within the dump bin insert.

[0017] The invention is also directed to a method of replenishing a product display comprising receiving a dump bin insert stocked with one or more products, and placing the dump bin insert in a base. The dump bin insert includes one or more walls, a bottom coupled with the one or more walls, and one more products received in a display region defined by the one or more walls and the bottom. The method may also include removing the dump bin insert from a container, removing a film from the dump bin insert, removing a second dump bin insert from the base, and/or adjusting the base to properly support the dump bin insert.

BRIEF DESCRIPTION OF THE DRAWINGS

[0018] For a fuller understanding of the nature and desired objects of the present invention, reference is made to the following detailed description taken in conjunction with the accompanying drawing figures wherein like reference characters denote corresponding parts throughout the several views and wherein:
FIG. 1 is a perspective view of a dump bin insert in accordance with a preferred embodiment of the present invention.

FIG. 1A is a cross-sectional view of a wall of a dump bin insert in accordance with a preferred embodiment of the present invention.

FIG. 1B is a perspective view depicting the insertion of a dump bin insert into a base in accordance with a preferred embodiment of the present invention.

FIG. 2A is a perspective view depicting a shipping container containing a dump bin insert and a base in accordance with a preferred embodiment of the present invention.

FIG. 2B is a perspective view depicting a person opening a shipping container containing a dump bin insert, and a base in accordance with a preferred embodiment of the present invention.

FIGS. 1C and 2C depict a perspective view of a person mounting a dump bin insert on a base in accordance with a preferred embodiment of the present invention.

FIG. 3 is a perspective view depicting a base containing a cardboard “X” frame in accordance with a preferred embodiment of the present invention.

DEFINITIONS

The instant invention is most clearly understood with reference to the following definitions:

As used in the specification and claims, the singular form “a,” “an,” and “the” include plural references unless the context clearly dictates otherwise.

DETAILED DESCRIPTION OF THE INVENTION

An aesthetically pleasing dump bin insert that allows for fast, economical resupply, and increased marketing opportunities is provided along with systems and methods utilizing such a dump bin insert.

FIG. 1 shows a dump bin insert 100 that preferably includes a conical wall 102 and a bottom 104, although other shapes and configurations fall within the scope of the invention. Wall 102 and bottom 104 define a display region for receiving products.

In some embodiments, a dump bin insert 100 products are received in display region 106 prior to mounting of the dump bin insert in the dump bin. Pre-placement of products in the dump bin insert allows for rapid deployment of the products. The dump bin insert 100 may then be sealed with a sealing material, for example with paper or with a film such as shrink wrap. The sealing material can be secured to edge 108 of wall 102, or may be securely located on wall 102 and/or bottom 104. In some embodiments, the sealing material is secured to the dump bin insert with a removable adhesive or glue.

Display instructions may be printed on or coupled with the sealing material. Display instructions may include information on when the products contained in the dump bin insert are to be displayed in a store, the location of display, and the like. In other embodiments, display instructions are included within the display region.

As shown in FIGS. 1 and 1A, the wall(s) 102 may be tapered. Tapered walls facilitate greater tolerance for variations in dump bins in which the dump bin insert is mounted. To further enhance mounting, the wall(s) may be notched as depicted in region 109.

The dump bin insert may be constructed in any shape to facilitate product storage and display. In some embodiments, the dump bin insert is cylindrical or conical. In other embodiments, a horizontal cross-section of the dump bin insert approximates one of the following shapes: a square, a rectangle, a triangle, a circle, an oval, a polygon, a parallelogram, a rhombus, an annulus, a crescent, a semicircle, an ellipse, a super ellipse, and a deltoid. Other shapes and configurations of the dump bin insert are within the scope of the invention.

The wall(s) 102 and bottom 104 may comprise a variety of materials including plastic, metal, wood, fibrous materials, cardboard, paper, molded pulp, and paper. In some embodiments, wall(s) 102 and bottom 104 are composed of a transparent material such as acrylic glass (polymethyl methacrylate). Acrylic glass is available under the LUCITE® and PERSPEX® trademarks from Lucite International, Inc. of Cordova, Tenn.

The height of the dump bin insert 100 may vary to accommodate varying quantities and sizes of products, or to accommodate dump bins of different shapes and capacities. The height of a dump bin insert may be modified either by elongating wall(s) 102 or moving the bottom 104 up with respect to the wall(s) 102, so as to produce a smaller display region 106.

FIG. 1A depicts an embodiment of a dump bin including a slit for receiving one or more advertisements. A cross section of wall 102 is shown having an outer portion 110 and an inner portion 112 defining a slit 114 in which an advertisement and/or an advertisement, for example, an advertisement printed on paper, plastic, or cardboard may be placed. In other embodiments, an advertisement may be printed directly on the dump bin insert, for example, on the wall(s) 102. Alternatively, an advertisement may be affixed to the dump bin insert with an adhesive.

FIG. 1B depicts the operation of the dump bin insert 100 described herein and a system including the dump bin insert 100. A base 118 is provided into which the dump bin insert 100 is mounted. The base 118 may be a conventional dump bin or may be specially designed to mate with the dump bin insert 100.

Like dump bin insert 100, base 118 may be constructed in any shape to facilitate product storage and display. In some embodiments, the base 118 is cylindrical or conical. In other embodiments, a horizontal cross-section of the base 118 approximates one of the following shapes: a square, a rectangle, a triangle, a circle, an oval, a polygon, a parallelogram, a rhombus, an annulus, a crescent, a semicircle, an ellipse, a super ellipse, and a deltoid. Other shapes and configurations of the dump bin insert are within the scope of the invention.

The base 118 may comprise a variety of materials including plastic, metal, wood, fibrous materials, cardboard, paper, molded pulp, and paper. In some embodiments, the base 118 is composed of a transparent material such as acrylic glass (polymethyl methacrylate). Acrylic glass is available under the LUCITE® and PERSPEX® trademarks from Lucite International, Inc. of Cordova, Tennessee.

The dump bin insert may be shipped pre-packaged in order to minimize the time required to display the product in a retail store. In such a situation, products are placed in the dump bin insert at a central location such as a factory or a distribution center. The dump bin insert 100 may optionally be sealed as described herein. The dump bin insert may be
placed in a conventional or specially designed shipping container, for example, a cardboard box and distributed to vendors.

[0041] In some embodiments, the products are arranged in an aesthetically pleasing manner within the display region 106 of the dump bin insert 100. To facilitate the arrangement of products, a product organizing insert may be received in the product display area to support, separate, and/or organize the products. Such devices are product specific, but are known to those of skill in the art.

[0042] FIGS. 2A-2C illustrate methods of using the dump bin insert 100 described herein. In FIG. 2A, a base 118 and a shipping container holding a dump bin insert 100 are provided. In FIG. 2B, the shipping container 202 is opened, revealing the dump bin insert 100. In FIG. 2C, the dump bin insert 100 is mounted in the base 118.

[0043] In some embodiments, the dump bin insert 100 is not supported by the walls of the base 118. Rather, the bottom 104 of the dump bin is supported by a device within the base 118. FIG. 3 illustrates such a device. Within base 118, an “X” frame 302 is constructed from cardboard. The height of the frame can be adjusted by attaching or removing additional pieces of cardboard through the use of clips 304.

[0044] Although preferred embodiments of the invention have been described using specific terms, such description is for illustrative purposes only, and it is to be understood that changes and variations may be made without departing from the spirit or scope of the following claims.

INCORPORATION BY REFERENCE

[0045] The entire contents of all patents, published patent applications and other references cited herein are hereby expressly incorporated herein in their entireties by reference.

What is claimed is:

1. A dump bin insert comprising:
   one or more walls;
   a bottom coupled with the one or more walls, the one or more walls and the bottom defining a display region; and
   one or more products received within the display region,
   wherein the dump bin insert is configured to be mounted in a dump bin and the one or more products are received within the display region prior to mounting in the dump bin.

2. The dump bin insert of claim 1 further comprising:
   a film for sealing the display region.

3. The dump bin insert of claim 2 wherein the film envelops the one or more walls, the bottom, the display region, and the edge region.

4. The dump bin insert of claim 2 wherein the film is coupled with the one or more walls

5. The dump bin insert of claim 2 wherein product display instructions are printed on the film.

6. The dump bin insert of claim 2 wherein product display instructions are coupled with the film.

7. The dump bin insert of claim 1 further comprising:
   product display instructions.

8. The dump bin insert of claim 7 wherein the product display instructions are located within the display region.

9. The dump bin insert of claim 1 wherein the walls are transparent.

10. The dump bin insert of claim 1 wherein the walls are translucent.

11. The dump bin insert of claim 1 wherein the walls are opaque.

12. The dump bin insert of claim 1 further comprising:
   one or more advertisements adjacent to at least one of the one or more walls.

13. The dump bin insert of claim 1 wherein at least one or more of the walls comprises a slit for receiving one or more advertisements.

14. The dump bin insert of claim 1, wherein one or more advertisements are printed on one or more of the walls.

15. The dump bin insert of claim 1, wherein one or more advertisements are affixed to one or more of the walls.

16. The dump bin insert of claim 1 wherein the walls comprise acrylic glass.

17. The dump bin insert of claim 1 wherein the walls are tapered.

18. The dump bin insert of claim 1 wherein the walls are notched.

19. The dump bin insert of claim 1 wherein the dump bin insert is cylindrical.

20. The dump bin insert of claim 1 wherein the dump bin insert is conical.

21. The dump bin insert of claim 1 wherein a horizontal cross-section of the dump bin insert approximates a shape selected from the group consisting of: a square, a rectangle, a triangle, a circle, an oval, a polygon, a parallelogram, a rhombus, an annulus, a crescent, a semicircle, an ellipse, a super ellipse, and a deltoid.

22. A replenishable dump bin system comprising:
   a base; and
   a dump bin insert comprising:
   one or more walls; and
   a bottom coupled with the one or more walls, the one or more walls and the bottom defining a display region;
   wherein the dump bin insert is configured to be mounted in the base.

23. The replenishable dump bin system of claim 22, wherein the base is cylindrical.

24. The replenishable dump bin system of claim 22, wherein the base is conical.

25. The replenishable dump bin system of claim 22, wherein a horizontal cross-section of the base approximates a shape selected from the group consisting of: a square, a rectangle, a triangle, a circle, an oval, a polygon, a parallelogram, a rhombus, an annulus, a crescent, a semicircle, an ellipse, a super ellipse, and a deltoid.

26. A method of producing a replenishable dump bin insert comprising:
   providing a dump bin insert, the dump bin insert comprising:
   one or more walls; and
   a bottom coupled with the one or more walls, the one or more walls and the bottom defining a display region,
   wherein the dump bin insert is configured to be mounted in a dump bin;
   stock the dump bin insert with one or more products;
   and
   distributing the dump bin insert.

27. The method of claim 26 further comprising:
   sealing the dump bin insert.

28. The method of claim 26 further comprising:
   providing instructions for display of the one or more products.

29. The method of claim 26 further comprising:
   placing the dump bin insert in a container prior to distributing the dump bin insert.
30. The method of claim 26 further comprising: selecting the dump bin insert based on the quantity of the products to be stocked in the dump bin insert.

31. The method of claim 26 further comprising: selecting the dump bin insert based on the size of the products to be stocked in the dump bin insert.

32. The method of claim 26 further comprising: arranging the products within the dump bin insert.

33. A method of replenishing a product display comprising:
   receiving a dump bin insert stocked with one or more products, the dump bin insert comprising:
   one or more walls;
   a bottom coupled with the one or more walls, the one or more walls and the bottom defining a display region; and
   one or more products received within the display region, wherein the dump bin insert is configured to be mounted in a dump bin and the one or more products are received within the display region prior to mounting in the dump bin; and
   placing the dump bin insert in a base.

34. The method of claim 33 further comprising: removing the dump bin insert from a container.

35. The method of claim 33 further comprising: removing a film from the dump bin insert.

36. The method of claim 33 further comprising: removing a second dump bin insert from the base.

37. The method of claim 33 further comprising: adjusting the base to properly support the dump bin insert.

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