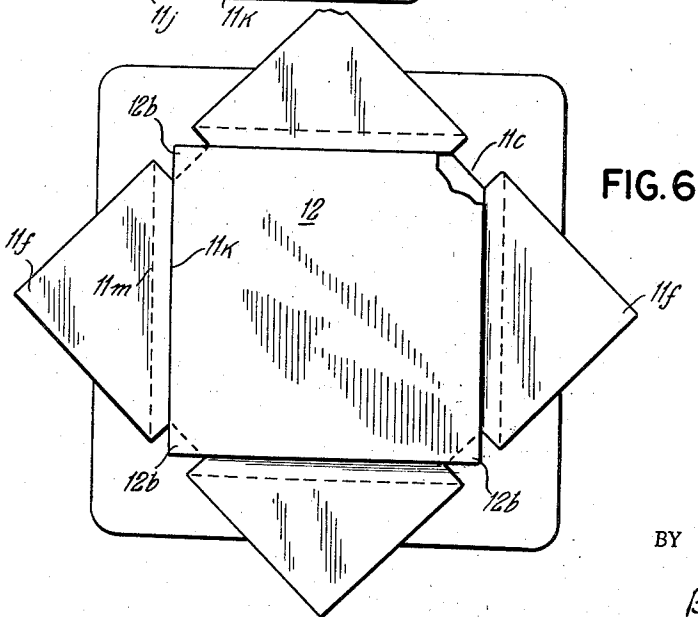
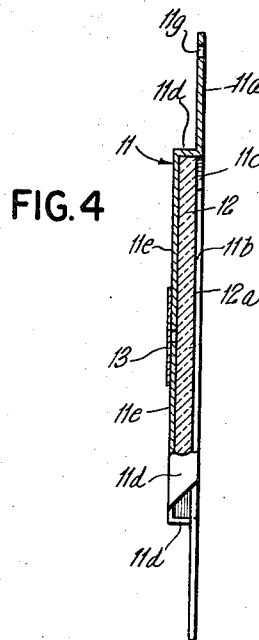
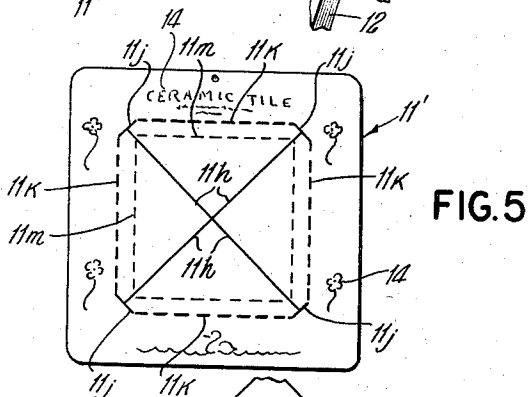
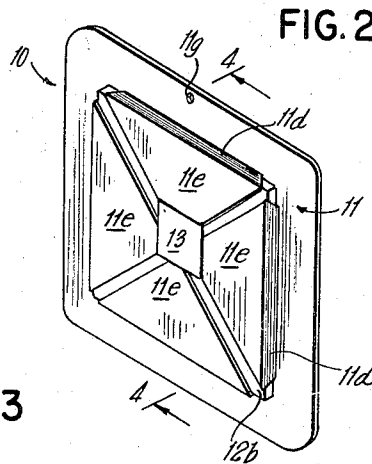
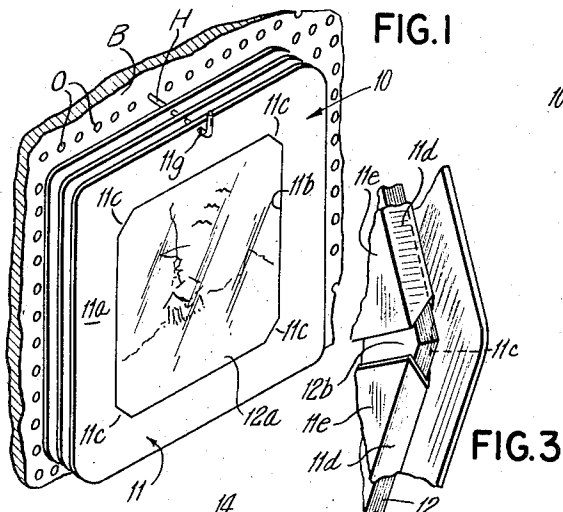


Filed April 29, 1958

DISPLAY PACKAGE UNIT

2 Sheets-Sheet 1



BY

Barnett + Barnett
ATTORNEYS

Filed April 29, 1958

DISPLAY PACKAGE UNIT

2 Sheets-Sheet 2

FIG. 7

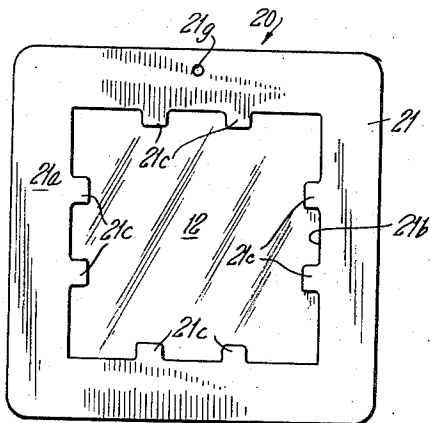


FIG. 9

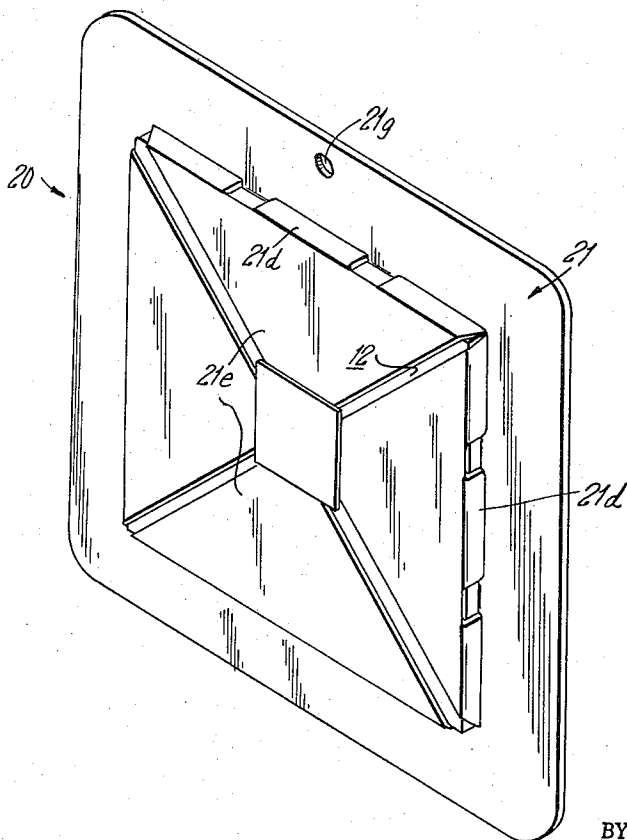
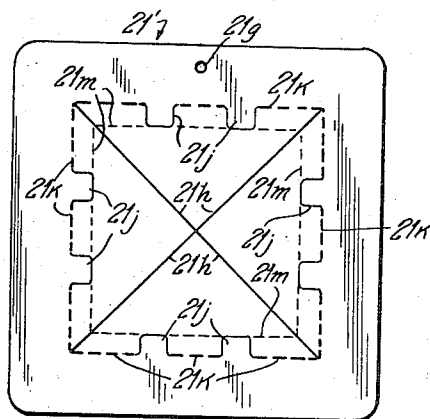


FIG. 8

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2,878,933

DISPLAY PACKAGE UNIT

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Application April 29, 1958, Serial No. 731,683

13 Claims. (Cl. 206—79)

This invention relates to packaging and more particularly is directed to display package units each comprising a carton containing an article of merchandise of relatively flat configuration, such as a decorative ceramic tile used for display or as a hot plate, a framed picture, a bas-relief plaque and the like article, having a large surface area thereof visible through a window in the carton.

Among the objects of the invention is to generally improve display package units of the character described, also known as display cards, which shall be particularly adaptable to modern self-service merchandising means and methods utilizing display racks having horizontally extending carrier hooks from each of which a plurality of display package units may be removably suspended in rear to face abutment relation by means of eyes provided in an upper portion of the units, which units shall each include a carton of simplified construction capable of assembly from a preformed blank by a minimum of skill and labor to enclose the article of merchandise for shipping as well as display purposes, which blanks shall be easily made at low cost from sheet cardboard stock ready for use by a die cutting and scoring operation reducing waste of material to a minimum, which carton shall provide a window for required viewing and inspection of the decorative surface area of the contents obviating removal thereof from the carton by prospective purchasers, which carton shall provide a frame to serve as a protective means against chipping, marring or other damage, particularly when packaging ceramic tiles, which carton frame shall have a front border surrounding the window for imprinting decorative, descriptive and advertising matter thereon, which package units shall be easy to handle, attractive in appearance, practical and efficient to a high degree in use.

The invention accordingly consists of features of construction, combinations of elements and arrangement of parts which will be exemplified in the constructions hereinafter more fully described, the scope of the application of which will be indicated in the claims following.

In the accompanying drawing in which illustrative embodiments of the invention are shown:

Fig. 1 is a fragmentary perspective view of a peg board type self-service rack showing a carrier hook mounting a plurality of display package units embodying the invention.

Fig. 2 is a rear perspective view of one of the display package units shown in Fig. 1.

Fig. 3 is a detailed rear perspective view of a corner of the display package unit shown in Fig. 2 showing the positioning of the tile in the carton.

Fig. 4 is an enlarged sectional view taken on line 4—4 in Fig. 2.

Fig. 5 is a plan view of a blank, die cut and scored from cardboard sheet material prior to fashioning into the carton.

Fig. 6 is a rear view of the carton with the flaps folded back and the tile in position prior to closing and sealing,

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one corner of the tile being broken away to show the underlying bevel.

Fig. 7 is a front elevational view of a modified form of display package unit constructed to embody the invention.

Fig. 8 is a rear perspective view of the modified form of display package unit shown in Fig. 7, and

Fig. 9 is a plan view of a blank, die cut and scored from cardboard sheet material prior to fashioning into the modified form of package unit carton shown in Figs. 7 and 8.

Referring in detail to the drawing, 10 denotes a display package unit comprising a cardboard carton 11 formed as a container and protective frame member for ceramic tile 12, carton 11 also providing for suspension of unit 10 for display and selection purposes from a self-service rack of any well known type, shown in Fig. 1 as pegboard B having uniform spaced through openings O in which are secured one or more horizontally extending carrier hooks H.

Carton 11, as is clear from Figs. 1 and 2, has a front frame portion 11a bordering a central relatively large window 11b in which front decorative face 12a of ceramic tile 12 is centered as shown in Figs. 1, 3 and 4. Window 11b may preferably conform to the dimensions of tile 12 with the exception of corner bevels 11c which are provided in all four corners of window 11b concealing and overlying the corresponding corners 12b of tile face 12a. The rear of carton 11 is formed with four side panels 11d extending rearwardly from front frame portion 11a, each of the panels 11d terminating on the rear side thereof in a triangular-shaped flap 11e all of which are folded inwardly toward the center of carton 11 to extend in a single plane parallel to the plane of front frame portion 11a and may be sealed together in closed position at their apices 11f by a suitable adhesive seal or sticker 13. As is clear from Fig. 2, the four side panels 11d and the four triangular-shaped flaps 11e form an open-faced box or container in which tile 12 snugly fits.

Any suitable means may be provided for suspending display package unit 10 in upright position from carrier hook H. To this end, an opening 11g centrally formed adjacent the upper edge of front frame portion 11a for receiving hook H has been found to render satisfactory results when using cardboard of .026 inch thickness or a metal eyelet (not shown) may be used to reinforce the rim of openings 11g in the well understood manner.

One feature of the invention is the facility of forming a blank for carton 11 from flat cardboard sheet stock. Fig. 5 shows such blank 11' die cut and scored to provide carton 11 from a suitable sheet material, for example, which may be a white machine clay coated grey back cardboard of .026 inch thickness. Blank 11' is through-cut along substantially central diagonal lines forming diagonal slits 11h each terminating at opposite ends thereof in short slits 11j which symmetrically cross the diagonal slits 11h in perpendicular relation. Slits 11h and 11j define the free edges of side panels 11d and triangular flaps 11e while short slits 11j define the free edges of corner bevels 11c of carton 11.

In order to permit folding of cut-out blank 11' into a container forming carton 11, two sets of score lines are provided. One set of score lines 11k connect the ends of adjacent short slits 11j defining window 11b and are provided to permit rearward folding of side panels 11d from front frame portion 11a. The other set of score lines 11m form a rectangle concentric with window 11b having corners substantially coinciding with the ends of diagonal slits 11h, define a separation between side panels 11d and triangular flaps 11e and are arranged to permit folding of the latter forwardly with respect to side panels 11d as is clear from Figs. 2 and 3. Open-

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ing 11g may also be die cut from the cardboard and may be accomplished in conjunction with the die cutting of slits 11h and 11j.

The utility of the invention will now be apparent. After providing said blank 11' die cut with opening 11g, diagonal slits 11h and short slits 11j, scored with fold lines 11k and 11m and suitably printed on its front side with desired design, legend, advertising matter and the like as at 14, the packaging of tile 12 is readily accomplished in the following manner. Triangular flaps 11e and side panels 11d are first folded rearwardly as a unit along fold lines 11k and blank 11' then placed face down on a supporting surface. Ceramic tile 12 is then placed face down into the pocket formed by the folding back of the side panels 11d and triangular flaps 11e as is clear from Fig. 6. Since blank 11' had previously been cut and scored to conform to the dimensions of tile 12 the latter should snugly fit in position. Thereafter triangular flaps 11e are bent forwardly, that is, along the score lines 11m forming the rear side of the open-faced box or container. The apices 11f of triangular flaps 11e are then sealed in position by a suitable adhesive back seal 13 to complete the packaging operation.

Display package unit 10 is now ready for use and may in turn be packed without further wrapping in stacks in a shipping carton (not shown) in the well understood manner. When so packed, the frame portions 11a of display package units 10 serve as spacing elements protecting tiles 12 against breakage due to impact and jarring.

At the retail stores display package units 10 are removed from the shipping carton and mounted on display hooks H as shown in Fig. 1 where they are available for display and inspection by prospective purchasers.

A modification of the preferred form of the invention is shown in Figs. 7, 8 and 9 as display package unit 20 to comprise a cardboard carton 21 having a front frame portion 21a, a window 21b, four side panels 21d and triangular flaps 21e similar in construction to frame portion 11c, window 11b, panels 11d and flaps 11e of carton 11. Instead of having corner bevels 11c provided in carton 11 as front retaining means for tile 12, modified carton 21 is formed with square corners conforming substantially to those of tile 12 and has one or more integral tabs 21c extending into window 21b from front frame portion 21a along each of the four edges thereof, said tabs 21c overlying border portions of tile 12 of each of the four side edges thereof.

As shown in Fig. 9, blank 21' for carton 21 is formed with two sets of score lines 21k and 21m defining concentric rectangles in a manner similar to lines 11k and 11m of blank 11'. Blank 21' is also formed with through-cut diagonal slits 21h which extend to the corners of window 21b, that is, to the intersection of adjacent score lines 21k. Through-cuts 21j shown substantially as U-shaped for defining tabs 21c may be located where desired between score lines 21k and 21m, whereby tabs 21c are cut out from side panels 21d as is clear from Fig. 8. It will be observed that corner bevels 11c and tabs 21c provide front retaining means for the contents of the respective cartons by extending inwardly over windows 11b and 21b and being cut from portions of the side panels 11d and 21d, respectively.

A tile 12 or similar article is packaged in carton 21 utilizing blank 21' to provide a display package unit 20 for mounting by opening 21g on a display hook H in the same manner as described above for carton 11 in providing and displaying package unit 10.

It was thus seen that there is provided an improved display package unit in which the several objects of this invention are achieved and which are well adapted to meet the conditions of practical use.

As various possible embodiments might be made of the above invention, and as various changes might be made in the embodiments set forth, it is to be understood

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that all matters herein set forth or shown in the accompanying drawing are to be interpreted as illustrative and not in a limiting sense.

Having thus described my invention, I claim as new and desire to secure by Letters Patent:

1. A display package unit of the character described, comprising a rectangular tile having a decorated front face, a display carton formed as an integral unit from sheet carboard material enclosing the tile, said carton having a front frame portion bordering a centralized relatively large window of a container portion, said window being substantially rectangular in shape having straight side edges, a side panel rearwardly extending from each of said straight side edges forming sides of said container portion, a triangular shaped flap extending from each side panel toward each other with apices thereof terminating short of each other, an adhesive sealing means interconnecting said apices for retention as a rear closure for said container portion, and front retaining means for the carton contents cut out from portions of said side panels and extending inwardly from said straight side edges over said window.

2. The display carton defined in claim 1 in which said front retaining means are cut out as tabs from a mid-portion of said side panels.

3. The display carton defined in claim 1 in which said front retaining means are cut out as corner bevels from adjacent side panels.

4. The display carton defined in claim 1 in which a top section of said front frame portion is perforated forming an eyelet suspension means for the carton.

5. A display package unit comprising a relatively flat polygonal article of merchandise having a decorated front face, a display carton formed as an integral unit from sheet cardboard material enclosing the article of merchandise, said carton having a container portion extending rearwardly of a front frame portion thereof, said front frame portion being formed with a window in which the decorated front face of the merchandise is positioned, said front frame portion having straight edges defining said window arranged to substantially conform to the polygonal sides of said article, a side panel rearwardly extending from each of said straight edges forming sides of said container portion, a triangular shaped flap extending from each side panel toward each other with apices thereof terminating short of each other, an adhesive sealing means interconnecting said apices for retention as a rear closure for said container portion, and front retaining means for the article of merchandise cut out from portions of said side panels to lie in the plane of said front frame portion and extending inwardly from said straight edges over said window.

6. A display package unit of the character described, comprising a rectangular tile having a decorated front face, a display carton enclosing the tile formed as an integral unit from sheet cardboard material, said carton having a container portion extending rearwardly of a front frame portion formed with a window in which said tile decorated front face is positioned, said front frame portion having front tile retaining means extending inwardly over the window and overlying border portions of the tile, and side and rear panels for said container portion cut from the window area of said sheet cardboard material and folded to enclose the sides and rear of said tile.

7. The display package unit defined in claim 6 in which said front tile retaining means are formed as tabs located along midportions of each side of the window.

8. A display package unit of the character described, comprising a rectangular tile having a decorated front face, a display carton enclosing the tile formed as an integral unit from sheet cardboard material, said carton having a container portion extending rearwardly of a front frame portion formed with a window in which said tile decorated front face is positioned, said front frame portion having beveled corners over the window over-

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lying corners of said tile front face serving as retaining means against displacement of the tile through the window, and side and rear panels for said container portion cut from the window area of said sheet cardboard material and folded to enclose the sides and rear of said tile.

9. A display package unit of the character described, comprising a rectangular tile having a decorated front face, a display carton enclosing the tile formed as an integral unit from sheet cardboard material, said carton having a container portion extending rearwardly of a front frame portion formed with a window in which said tile decorated front face is positioned, said front frame portion having beveled corners over the window interconnected by straight side edges defining the window, said beveled corners overlying corners of said tile front face serving as retaining means against displacement of the tile through the window, a side panel rearwardly extending from each of said straight side edges forming sides of said container portion, a triangular shaped flap extending from each side panel toward each other with apices thereof terminating short of each other, and an adhesive sealing means interconnecting said apices for retention as a rear closure for said container portion.

10. A blank for display cartoning of the character described comprising a rectangular sheet of cardboard material formed with a pair of diagonal through-cut slits centrally located with respect to the sheet and terminating short of the corners of the sheet, a first set of straight score lines defining an outer rectangle, a second set of straight score lines defining an inner rectangle concentric with said outer rectangle, said diagonal through-cut slits extending between corners of said inner rectangle,

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and auxiliary through-cut slits extending in the area between said first and second sets of score lines located to provide front retaining means for the carton contents.

11. The blank defined in claim 10 in which said auxiliary slits are U-shaped and located between a midlength of said score lines.

12. The blank defined in claim 10 in which said auxiliary slits are located as corner bevels of said outer rectangle.

13. A blank for display cartoning of the character described comprising a rectangular sheet of cardboard material formed with a pair of diagonal through-cut slits centrally located with respect to the sheet and terminating short of the corners of the sheet, short slits through-cut at the opposite ends of each diagonal slit symmetrically arranged in perpendicular relation thereto, a first set of straight score lines extending between the ends of adjacent short slits, said short slits and first set of score lines defining a rectangle having beveled corners, and a second set of score lines forming a rectangle concentric with the rectangle of said first set.

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