

March 20, 1962

D. D. CORNELL ET AL

3,026,014

CARTON

Filed May 26, 1960

3 Sheets-Sheet 1

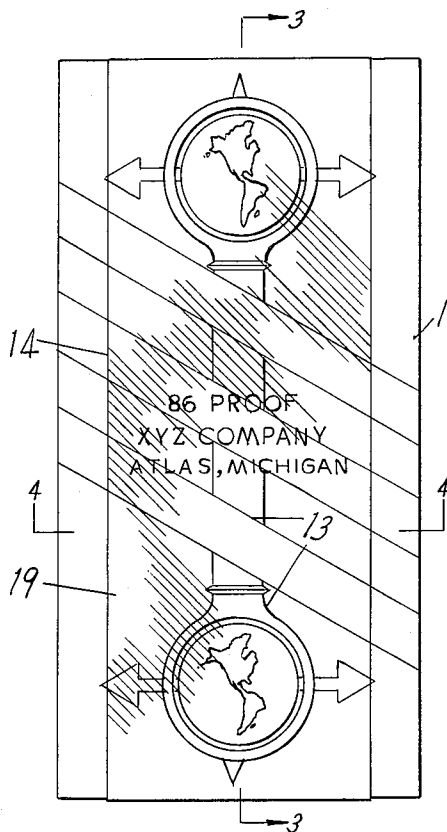


Fig. 1.

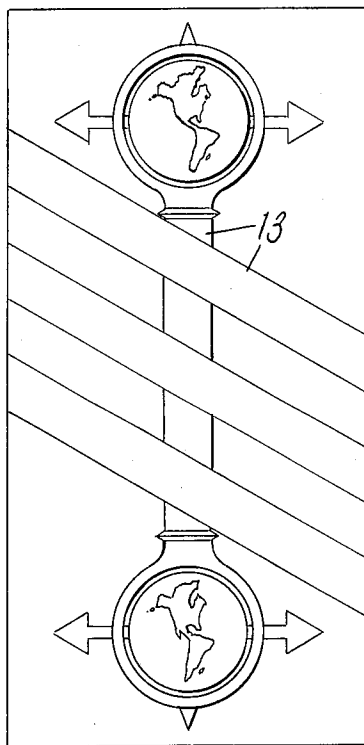


Fig. 2.

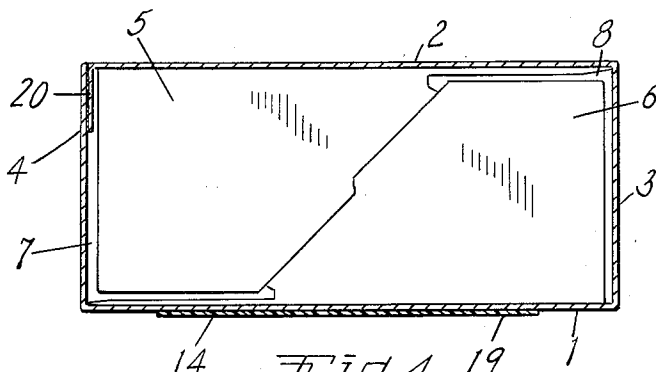


Fig. 4.

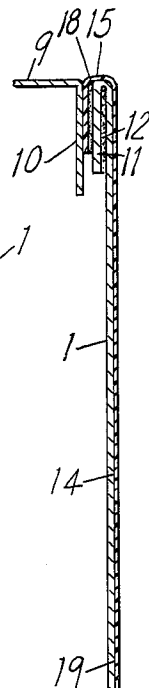
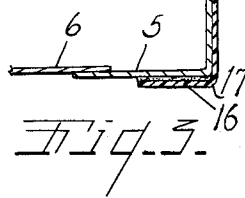


Fig. 3.

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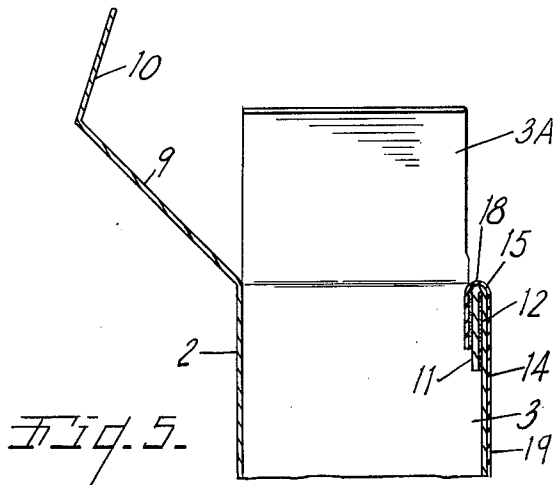
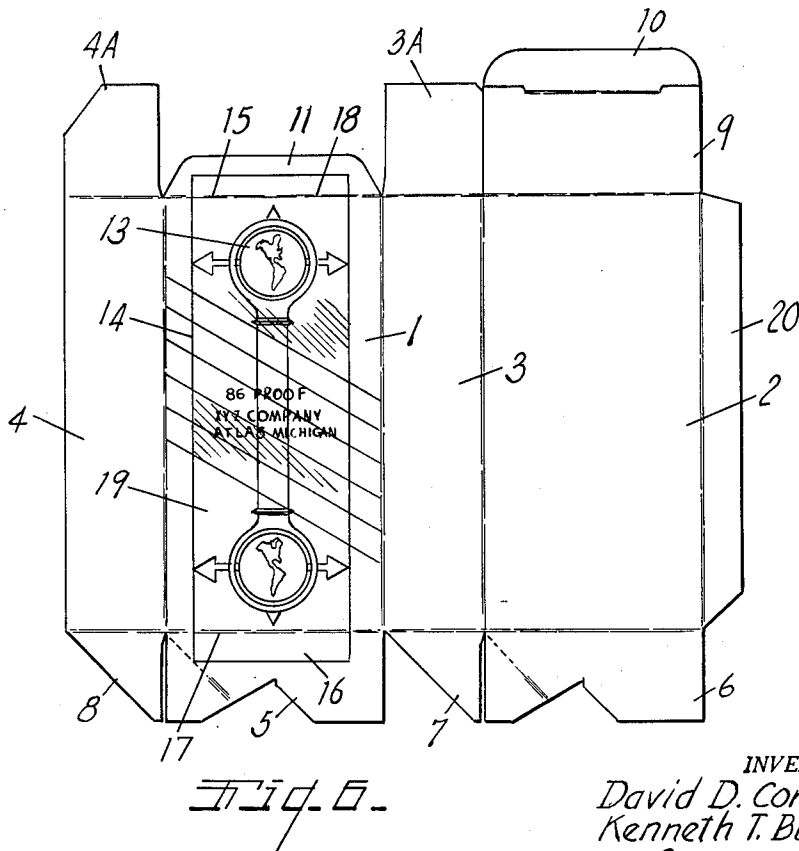
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3 Sheets-Sheet 2



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3 Sheets-Sheet 3

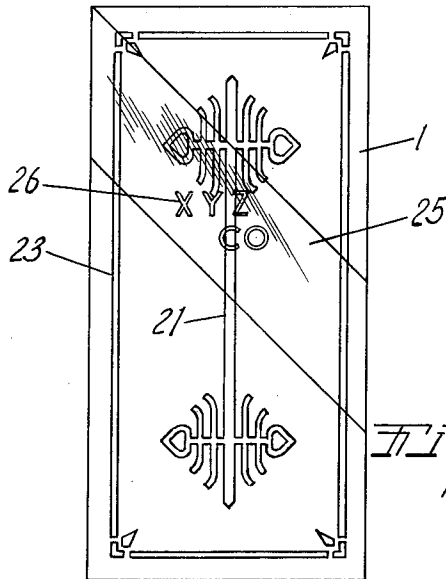


Fig. 1

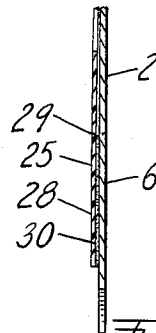


Fig. 9

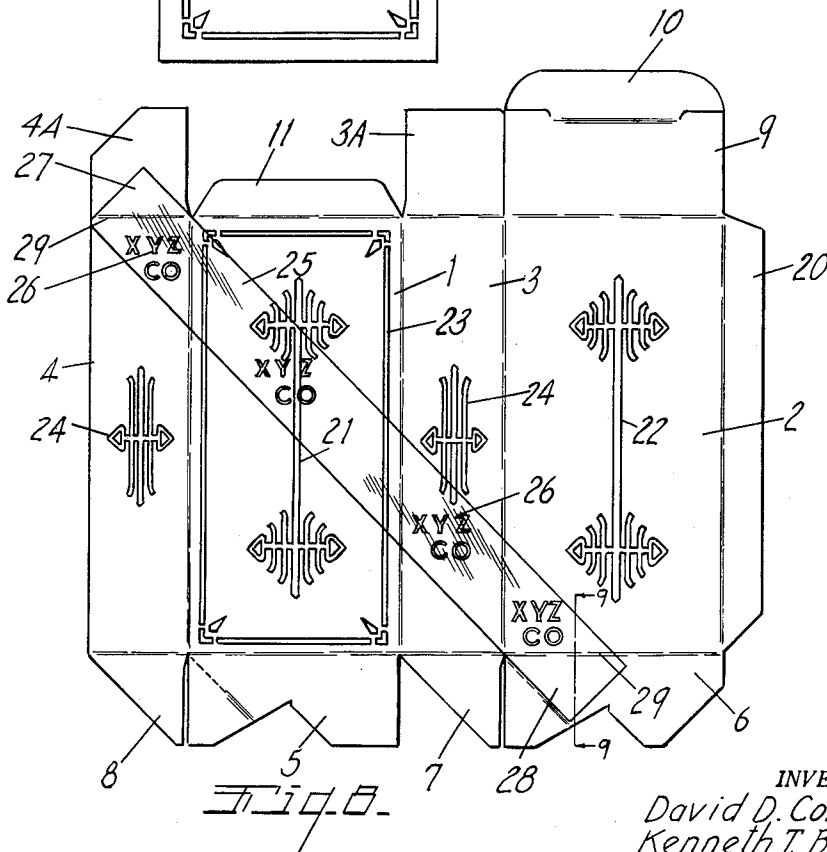


Fig. 8

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3,026,014
CARTON

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7 Claims. (Cl. 229—38)

This invention relates to a carton provided with a removable label. The main objects of this invention are—

First, to provide a carton provided with a removable transparent label which overlies ornamentation or indicia which it is desired should not appear on the label, and one in which the label may be removed without in any wise disfiguring such material or the carton.

Second, to provide a carton provided with a removable label having these advantages and characteristics which may be very economically produced and one in which the removable label is not likely to become accidentally dislodged.

Objects relating to details and economies of the invention will appear from the description to follow. The invention is defined and pointed out in the claims.

A preferred embodiment of the invention is illustrated in the accompanying drawing, in which:

FIG. 1 is a front elevational view of a carton embodying our invention with the removable label thereon.

FIG. 2 is a corresponding view with the label removed.

FIG. 3 is an enlarged vertical section on a line corresponding to line 3—3 of FIG. 1.

FIG. 4 is a horizontal section on a line corresponding to line 4—4 of FIG. 1.

FIG. 5 is a fragmentary vertical section corresponding to the section of FIG. 3 with the cover in open position.

FIG. 6 is a plan view of the blank of the embodiment of our invention illustrated with the label attached thereto.

FIG. 7 is a front elevational view of a modified form or embodiment of our invention.

FIG. 8 is a plan view of the blank of the embodiment of our invention illustrated in FIG. 7 with the label attached thereto.

FIG. 9 is a fragmentary sectional view on a line corresponding to line 9—9 of FIG. 8.

Both embodiments of our invention illustrated comprise the front wall 1, rear wall 2 and side walls 3 and 4. The bottom is of the collapsible type and comprises the parts 5, 6, 7 and 8, which are hingedly connected to the walls and operatively connected to each other to be automatically set up when the carton is erected from the collapsed position. The details of the bottom structure form no part of this invention, but the collapsible bottom illustrated is substantially that of the Buttery Patent No. 2,677,495.

The cover 9 is hingedly connected to the rear wall and provided with a tucking flap 10 on its front edge. The front wall in both embodiments terminates in a reinforcing flap 11 which is folded inwardly upon the inner side of the front wall and adhesively secured thereto at 12, see FIG. 5.

The side walls 3 and 4 are provided with inner closure flaps 3A and 4A respectively. In the embodiment shown in FIGS. 1 to 6 inclusive only the front wall is illustrated as having ornamentation, which is designated generally by the numeral 13. In the embodiment shown in FIGS. 7 and 8 each wall is illustrated as provided with ornamentation, the ornamentation on the front and rear walls being designated by the numerals 21 and 22 respectively, the front wall having an additional ornamental border 23. The side walls are provided with like ornamentations designated by the numeral 24.

In the packaging of certain products, for example cer-

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tain liquors, it is desirable if not a legal requirement to define the contents or characteristics thereof, and prior to sale to designate the manufacturer or other source. However, such designations are not deemed desirable in certain packages, for example gift packages, and as stated one of the objects of the applicants' invention is to provide a removable transparent label which does not obscure the ornamentation or other material appearing on the carton, but which may be removed without in any way disfiguring the carton.

In the embodiment of our invention illustrated in FIGS. 1 to 6 inclusive, the applicants' transparent label 14 has the indicia or legend "86 Proof XYZ Company, Atlas, Michigan" thereon. This label is a sheet of transparent material which overlies the ornamentation 13, and is secured in taut relation to the face of the carton by folding the upper edge 15 of the sheet over the reinforced upper edge of the front wall and adhesively securing it to the inner side of the inturned flap 11. Its lower end portion is disposed in overlapping relation to the bottom and the overlapping portion 16 is adhesively secured thereto throughout. The sheet 14 is taut and held firmly against the front wall of the carton, as is illustrated in FIG. 3, but it may be quickly removed without in any way disfiguring the carton on what amounts to a tear line 17 at the bottom and 18 at the top, that is, along the lines of the connection for the sheet to the walls of the carton.

As is illustrated in FIG. 6, the removable label is applied to the blank, designated generally by the numeral 19, which permits the carton being erected in the usual manner and by the usual apparatus with the sealing flap 20, and the bottom members connected in the same manner as though the label were not present and without danger of the label being disconnected.

In the embodiment illustrated in FIGS. 7 and 8, the transparent label designated by the numeral 25 is disposed in a diagonal relation so that portions thereof overlap each of the four walls, and it has the legend "XYZ Co" thereon designated by the numeral 26, the label being positioned so that this legend appears on each of the four walls. The upper end portion 27 of this label is lapped upon and adhesively secured to the inner closure flap 4A and the lower end portion 28 is lapped upon and adhesively secured to the bottom member 6, as is illustrated in FIG. 8. The adhesive is not illustrated as it would be the same as appears in FIG. 5.

With this arrangement, the label can be severed along the line 29, that is, the line of connection of the label by the adhesive indicated at 30 in FIG. 9. It will be understood that the adhesive securing the top portion 27 is arranged the same as that securing the portion 28 to the bottom. It will be noted that the name of the manufacturer or other information which it is desired to remove appears on all four sides of the carton in the embodiment of FIG. 8.

Both embodiments of our invention are adapted for use in packaging products which it is desired and not legally required that definite information as to characteristics of the product be furnished to purchasers, but such information is considered undesirable or disfiguring after purchase has been made, for example in the purchase of alcoholic beverages for gifts. This information can be removed without in any way disfiguring the carton's ornamentation or other information thereon.

We have not illustrated or described the many other desirable characteristics and uses of cartons embodying our invention, as it is believed that they will be understood by those skilled in the art to which this invention relates.

Having thus described the invention, what is claimed as new and desired to secure by Letters Patent is:

1. A collapsible carton formed of an integral cut and

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scored blank and comprising front, rear, and side walls, and a bottom formed of infolding hinged flaps and a cover hinged to the rear wall and provided with a tucking flap on its swinging edge, the front wall having an infolded reinforcing flap on its upper edge fixedly secured to the inner side thereof and having ornamentation on its outer side, a label of transparent sheet material having contents indicia thereon and having its upper end folded over the upper edge of the front wall and fixedly secured to the inner side of said reinforcing flap thereon throughout the width of the sheet and its lower end lapped upon and fixedly secured to the face of one of said infolding bottom flaps, the edges of the sheet being spaced inwardly from the edges of the front wall, the portion of the sheet overlying the front wall being taut and in supported contact with the front wall but being connected only at its ends as aforesaid.

2. A carton formed of an integral cut and scored blank and comprising front, rear and side walls, the blank terminating at one end in one side wall and at the other end in the rear wall which has a sealing flap on its side edge secured to the inner side of the said terminal end wall, a bottom including coacting operatively connected bottom members hingedly connected to said front, rear and side walls, a cover hingedly connected to the rear wall, inner top members hingedly connected to the upper ends of the side walls, said cover overlying said inner top members when closed, and a band-like label of transparent sheet material disposed diagonally on the outer side of said blank with its upper end in overlapping relation and adhesively secured to the inner top member extending from said side wall at the outer end of the blank and its lower end overlapping and adhesively secured to the bottom member hingedly connected to the rear wall, the portion of the label overlying the walls being taut and in supported contact therewith but being connected only at its ends as aforesaid, said label having like indicia on the portion thereof overlying each of said walls.

3. A carton formed of an integral cut and scored blank and comprising front, rear and side walls, the blank terminating at one end in one side wall and at the other end in the rear wall which has a sealing flap on its side edge secured to the inner side of the said terminal end wall, a bottom including coacting operatively connected bottom members hingedly connected to said front, rear and side walls, a cover hingedly connected to the rear wall, inner top members hingedly connected to the upper ends of the side walls, said cover overlying said inner top members when closed, and a band-like label of transparent sheet material disposed diagonally on the outer side of said blank with its upper end in overlapping relation and adhesively secured to the inner top member extending from said side wall at the outer end of the blank and its lower end overlapping and adhesively secured to the bottom member hingedly connected to the rear wall, the portion of the label overlying the walls being taut and in supported contact therewith but being connected only at its ends as aforesaid.

4. A carton including front, rear and side walls, a bottom including a bottom member connected to said rear

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wall, a top closure including an inner top member hingedly connected to one of said side walls, an elongated label of transparent material having portions thereof disposed in diagonal overlapping supported relation to said walls, each of such wall overlapping portions having like indicia thereon, the upper end of the label being disposed in overlapping relation to and retainingly secured to the inner top member and its lower end being retainingly secured to said top member and with its lower end in overlapping relation to and retainingly secured to said bottom member, the wall overlapping portions of said label being in supported contact with the walls but not being affixed thereto so that the wall overlying portion of the label may be removed as a unit.

5. A carton including front, rear and side walls, a bottom including a bottom member connected to said rear wall, a top closure including an inner top member hingedly connected to one of said side walls, an elongated label of transparent material having portions thereof disposed in diagonal overlapping supported relation to said walls, the upper end of the label being disposed in overlapping relation to and retainingly secured to the inner top member and its lower end being retainingly secured to said top member and with its lower end in overlapping relation to and retainingly secured to said bottom member, the wall overlapping portions of said label being in supported contact with the walls but not being affixed thereto so that the wall overlying portion of the label may be removed as a unit.

6. A carton comprising integrally connected front, rear and side walls, a bottom including a bottom member connected to one wall, a top including a top member connected to one wall spaced from the wall to which said bottom member is connected by an intervening wall, and an elongated label of transparent sheet material disposed diagonally on the walls with end portions thereof overlapping each of said walls and having its ends connected to said bottom and top members, the portions of the label overlying said walls not being connected thereto but being in taut supported contact therewith, said label having spaced indicia groups on the portions thereof overlying each of said walls.

7. A carton comprising integrally connected front, rear and side walls, a bottom including a bottom member connected to one wall, a top including a top member connected to one wall spaced from the wall to which said bottom member is connected by an intervening wall, and an elongated label of transparent sheet material disposed diagonally on the walls with end portions thereof overlapping each of said walls and having its ends connected to said bottom and top members, the portions of the label overlying said walls not being connected thereto but being in taut supported contact therewith.

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