

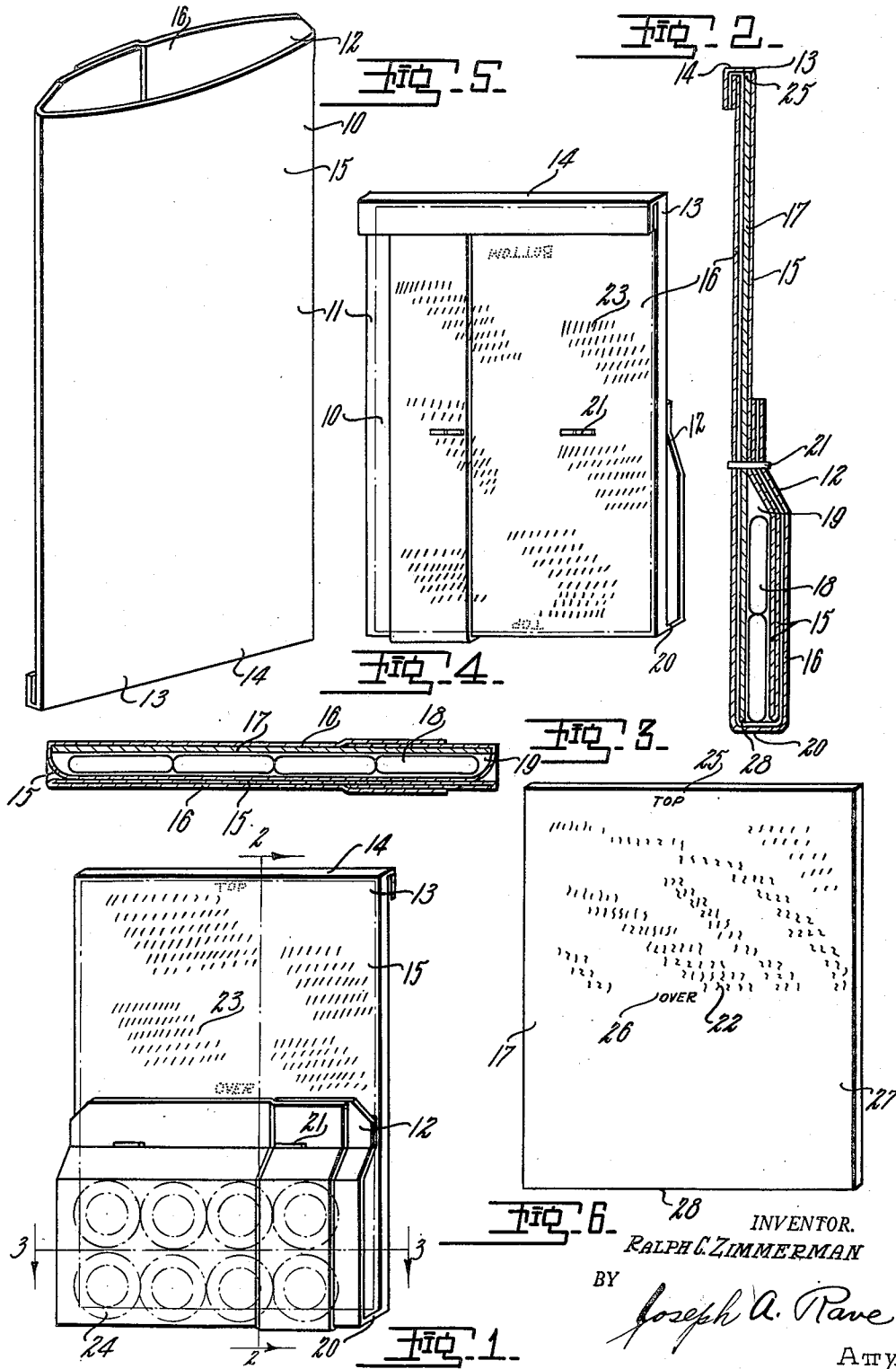
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R. C. ZIMMERMAN

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MERCHANDISE PACKAGE

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MERCHANDISE PACKAGE

Ralph C. Zimmerman, Norwood, Ohio, assignor to
Zimmerman Packing Company, Norwood, Ohio,
a corporation of Ohio

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This invention relates to improvements in merchandise packages utilizing containers of the transparent bag type.

In the past merchandise packages of the transparent container or bag type have been produced and used wherein the merchandise in the said container or bag was allowed unrestricted movement. The said container or bag had instructions printed on the body of said container for use of the merchandise therein with the result that the said movement of the merchandise in the container often distorted the printed instructions and tore said container, thus resulting in the illegibility of the instructions and the loss of said merchandise.

The object of the present invention is the provision of a transparent merchandise package having means associated therewith whereby said merchandise may be prevented from unrestricted movement, thus preventing the aforesaid merchandise from distorting or tearing the container.

Another object of the present invention is the provision of a transparent merchandise package having means associated therewith whereby instructions for the use of said merchandise is, at all times, easily accessible to the eye.

Still another object of the present invention is the provision of a transparent merchandise package having means associated therewith for the prevention of inadvertent movement, yet said merchandise is so disposed so that it is accessible and clearly visible to the user.

A specific object of the present invention is the provision of a transparent merchandise package having means associated therewith, whereby said container is substantially strengthened thus providing protection for the said merchandise therein.

Other objects and advantages of the present invention should be readily apparent by reference to the following specification considered in conjunction with the accompanying drawings forming a part thereof and it is to be understood that any modifications may be made in the exact structural details there shown and described, within the scope of the appended claims, without departing from or exceeding the spirit of the invention.

In the drawings:

Fig. 1 is a perspective view of a transparent merchandise package embodying the principles of the present invention.

Fig. 2 is a vertical cross-sectional view of a transparent merchandise package as seen from line 2—2 on Fig. 1.

Fig. 3 is a cross-sectional view of a trans-

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parent merchandise package taken at right angles to Fig. 2 from line 3—3 on said Fig. 1.

Fig. 4 is a perspective view of a transparent merchandise package as seen from the opposite side or back of Fig. 1.

Fig. 5 is a perspective view of the transparent merchandise package as said container would be seen before being prepared for usage thereof.

Fig. 6 is a perspective view of an instructional member or card, which is inserted into said package.

Throughout the several views of the drawings similar reference characters are employed to denote the same or similar parts.

Transparent merchandise packages or bags of themselves are old but those heretofore have made no provision for the unrestricted movement of the merchandise contained therein. The said movement, it has been found, often results in the distortion of the printed instructions or tearing of the container, so that the said instructions therein become illegible and also usually results in the loss of the merchandise. These inherent drawbacks, which have been found in prior art, have been eliminated in the present invention, as will later be made clear.

The transparent merchandise package of the present invention consists of a container or bag 10, constructed similar to any common bag having a body portion 11, of greater length than width, an upper portion or open end 12, and a lower portion or closed bottom 13, with the said lower portion closed bottom formed by a folding of the bag or container as at 14.

The container or bag, as shown in the drawings, is formed of transparent glassine, but may be formed of cellophane or similar cellulose material.

The package, as seen in Fig. 2, has positioned between the bag or container front wall member 15 and back wall member 16, adjacent to the closed bottom 13, the upper end of an instructional member or card 17, whose purpose will later be made clear. As seen in Fig. 6 the instructional member or card 17 has reading matter 22 of an advertising nature or instructions or directions for use of the merchandise in the package on one side or front thereof extending from its top edge 25 to a point 26 intermediate its ends thereby leaving a blank space 27 upwardly from the card bottom 28. The size of the blank space 27 will depend on the amount and kind of merchandise 18 packed therein.

With the card 17 in the aforesaid position the merchandise 18 is then inserted within the container of bag 10 on the blank portion or space 27

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of the card 17 so as to be between the said card 17 and the front wall member 15 of the container body portion 11. The container body portion front and back wall members 15 and 16, that project beyond the card, are then folded at 20, so that the open end 12 of the said container body portion is disposed upon the front wall member 15. The said upper portion or open end 12 of the container body is held in this position by the use of staples 21.

It is to be understood that the securing of the open end 12 to the container body need not only be done by the use of the staples 21 but may be effected adhesively, or in any other way desirable.

By this construction there is formed in the container or bag 10 a pocket 19, into which the merchandise is disposed, as shown in Figs. 2 and 3. The pocket 19 has its back wall formed by the rear wall member 16 of the bag or container 10 and the instructional member or card 17, and has its front wall formed by two thicknesses of the bag or container forward wall 15 and one thickness of the bag or container rear wall 16 downwardly from the open end 12 of the container body portion 11.

The merchandise 18 in the pocket 19, as shown in Fig. 2, are pump packing rings, although they may be any other articles, and are prevented from unrestricted movement by the strengthened side walls of the said pocket, the fold 20, and the staples 21.

The instructional member or card 17 is adapted, by means of its width being slightly less than that of the container body portion, to be inserted into the said container to the position pointed out above. By this construction and particularly with the parts secured in position by the staples 21 the bag or container forward wall 15 as well as the bag or container rear wall 16 are held against the instructional member or card 17 which will allow the instructions 22, which are printed on both sides of the aforesaid card, to be clearly visible and legible through the said transparent walls, as shown clearly at 23 in Figs. 1 and 4.

It should be here noted that the printed instructions 22 on the side which is disposed adjacent to the merchandise, begin at the normally closed or bottom end 12 of the container or bag body but do not extend below the line which marks the top of the uppermost piece of merchandise, as clearly shown in Fig. 1, while the continuation of the said instructions printed on the other side of the card begin at the fold 20 and extend to a line just above the lap-over portion of the fold 14. With the printing of the instructions, as pointed out above, it is evident that they are clearly visible through the forward and rear wall members 15 and 16 of the package.

It is to be understood that the card 17 need not carry the printed instructions 22 in order to obtain the benefits of the improved package nor is it necessary that both sides of said card be printed but that the card may be printed only on one side or printed on said card in any way desired.

The merchandise 18 is easily examined through the walls of the package as shown in phantom lines at 24 in Fig. 1. This construction will allow the user to closely view the package contents and examine said merchandise thoroughly without, in any way, harming said package.

The user upon desiring to use the merchandise in the package, merely pulls the open end 12 of the container from under the staples 21, unfolds

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the fold 20, and draws the merchandise out through the open end 12 of the container body, or he may cut or tear the said package at the fold 20 and pull the said merchandise through the cut or tear which he has made.

From the foregoing it is now believed that there has been provided a transparent merchandise container which overcomes all the objections of those heretofore and accomplishes the objects initially set forth.

What is claimed is:

1. In a merchandise package the combination of a flexible bag of suitable length and breadth having a front and back of substantially equal length, a closed end and an open end, a stiff insert within the bag between the front and back thereof of a width substantially equal to the width of the bag and having one end of the insert against the closed end of the bag, said insert being of less length than the bag front and back, said bag receiving merchandise through its open end for disposition between the insert and the bag front, said bag having the portions of its front and back, in excess of the insert, folded onto the exterior of the said bag front which is in contact with the merchandise and substantially entirely covering the merchandise contained therein, and means securing said folded portions of the bag front and back in said folded positions.

2. In a merchandise package the combination of a flexible bag of suitable length and breadth having a front and back of substantially equal length, a closed end and an open end, a stiff insert within the bag between the front and back thereof of a width substantially equal to the width of the bag and having one end of the insert against the closed end of the bag, said insert being of less length than the bag front and back, said bag receiving merchandise through its open end for disposition between the insert and the bag front, said bag having the portions of its front and back, in excess of the insert, folded onto the exterior of the said bag front which is in contact with the merchandise and substantially entirely covering the merchandise contained therein with the ends of the bag front and back, when so folded, at a point between the said merchandise and the closed end of the bag so that said merchandise will have on one side thereof the insert and bag back and on the other side thereof the bag front and folded portions of the bag front and back, and means securing said folded portions of the bag front and back in said folded positions, said insert being in the form of card or paper board.

3. In a merchandise package the combination of a transparent, flexible bag of suitable length and breadth having a front and back of substantially equal length, a closed end and an open end, a stiff insert within the bag between the front and back thereof of a width substantially equal to the width of the bag and having one end of the insert against the closed end of the bag, said insert being of less length than the bag front and back, said insert having printing on each side thereof with the printing on the side of the insert immediately below the bag front extending from the end of the insert against the bag closed end to a point intermediate the ends of the insert and with said insert devoid of printing from its said intermediate point to its other end, merchandise within the bag disposed on said unprinted portion of the insert and beneath the bag front thereover, said bag front and back portions in excess of the insert being of a length substantially equal to

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the unprinted portion of the insert and folded into superimposed positions on the bag front overlying the insert, and means passing, at least, through the superimposed folded portions of the bag back and front and insert at the aforementioned intermediate point of the insert for securing, at least, said folded superimposed bag front and back portions and insert to one another, whereby a pocket is formed at one end of the bag for confining the merchandise therein and with said pocket having one wall formed of portions of the insert and bag back and the other wall formed of two layers of the bag front and one layer of the bag back.

4. In a merchandise package the combination of a transparent, flexible bag of suitable length and breadth having a front and back of substantially equal length, a closed end and an open end, a stiff insert within the bag between the front and back thereof of a width substantially equal to the width of the bag and having one end of the insert against the closed end of the bag, said insert being of less length than the bag front and back, said insert having printing on each side thereof with the printing on the side of the insert immediately below the bag front extending from the end of the insert against the bag closed end to a point intermediate the ends of the insert and with said insert devoid of printing from its said intermediate point to its other end, merchandise within the bag disposed on said unprinted portion of the insert and beneath the bag front thereover, said bag front and back portions in excess of the insert being of a length substantially equal to the unprinted portion of the insert and folded into superimposed positions on the bag front overlying the insert, a staple passing, at least, through the superimposed folded portions of the bag back and front and insert at the aforementioned intermediate point of the insert for securing, at least, said folded superimposed bag front and back portions and insert to one another, whereby a pocket is formed at one end of the bag for confining the merchandise therein and with said pocket having one wall formed of portions of the insert and bag back and the other wall formed of two layers of the bag front and one layer of the bag back.

5. In a merchandise package the combination of a transparent, flexible bag of suitable length

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and breadth having a front and back of substantially equal length, a closed end and an open end, a stiff insert within the bag between the front and back thereof of a width substantially equal to the width of the bag and having one end of the insert against the closed end of the bag, said insert being of less length than the bag front and back, said insert having printing on each side thereof with the printing on the side of the insert immediately below the bag front extending from the end of the insert against the bag closed end to a point intermediate the ends of the insert and with said insert devoid of printing from its said intermediate point to its other end, merchandise within the bag disposed on said unprinted portion of the insert and beneath the bag front thereover, said bag front and back portions in excess of the insert being of a length substantially equal to the unprinted portion of the insert and folded into superimposed positions on the bag front overlying the insert, and a staple passing entirely through the superimposed folded portions of the bag front and back, insert and bag back at the aforementioned intermediate point of the insert for securing the parts to one another with the bag front and back in intimate contact with the insert, except where the merchandise is disposed between the insert and bag front, so that the insert printing is readably legible through the bag front and back, and whereby a pocket is formed at one end of the bag for confining the merchandise therein and with said pocket having one wall formed of the insert and bag back and the other wall formed of two layers of the bag front and one layer of the bag back.

RALPH C. ZIMMERMAN.

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