Dec. 12, 1961 H. STUMPF, JR 3,012,704

PAPERBOARD DISPLAY AND DISPENSING STAND

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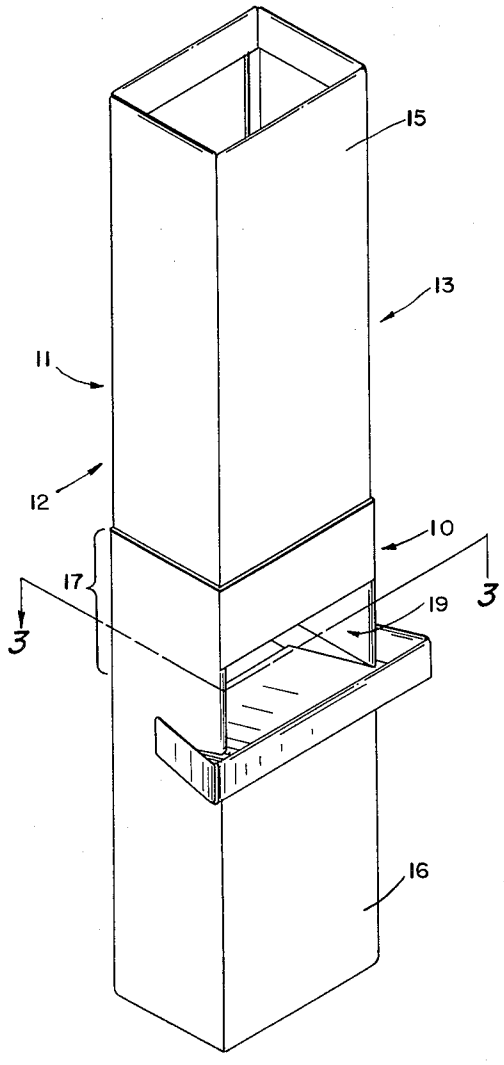


Fig. 1

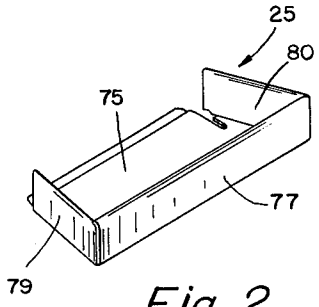


Fig. 2

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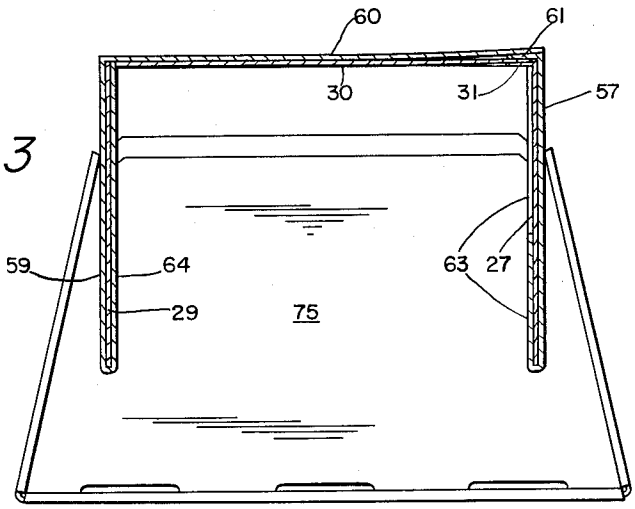
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PAPERBOARD DISPLAY AND DISPENSING STAND

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Fig. 3



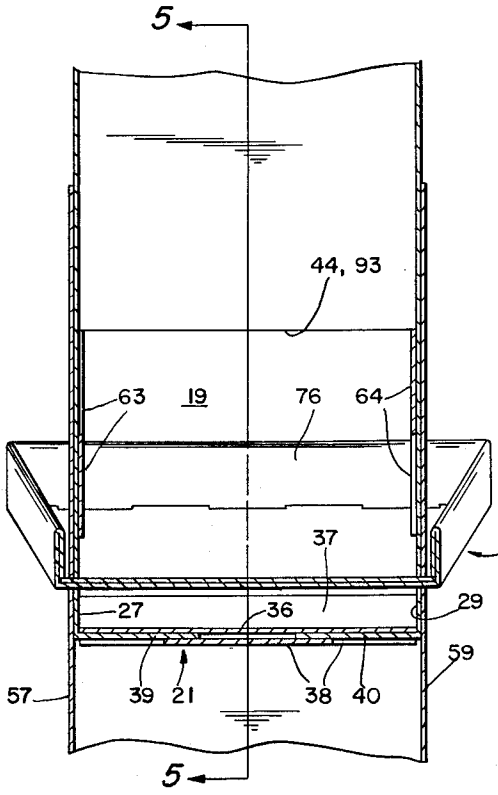


Fig. 4

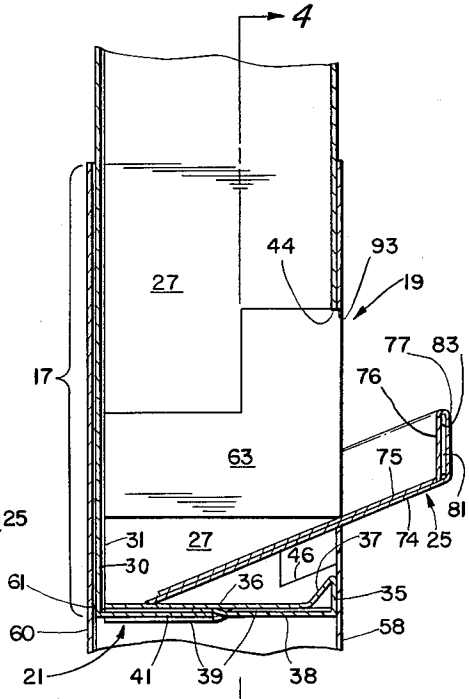


Fig. 5

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Fig. 6

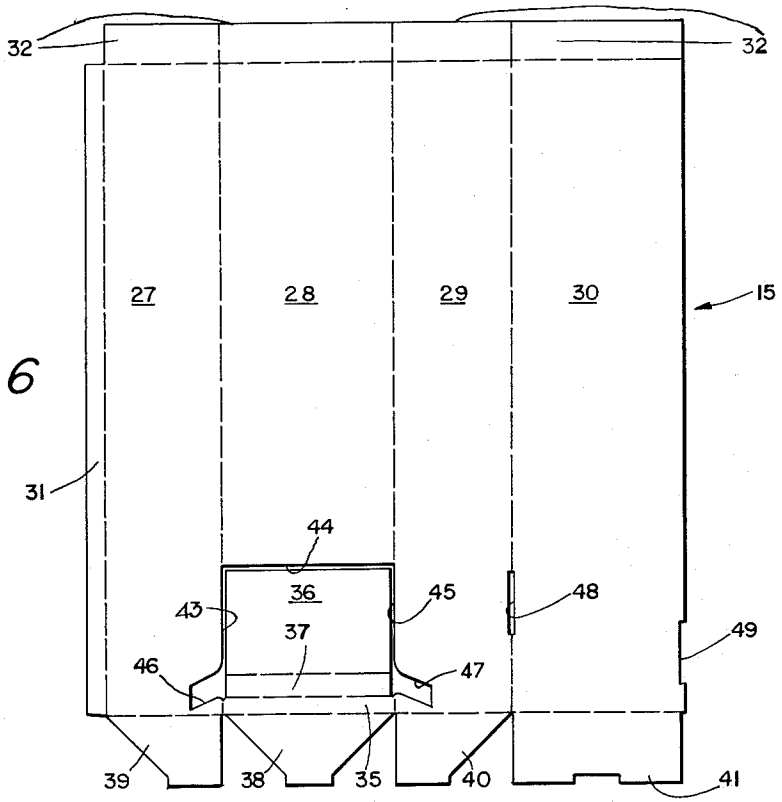
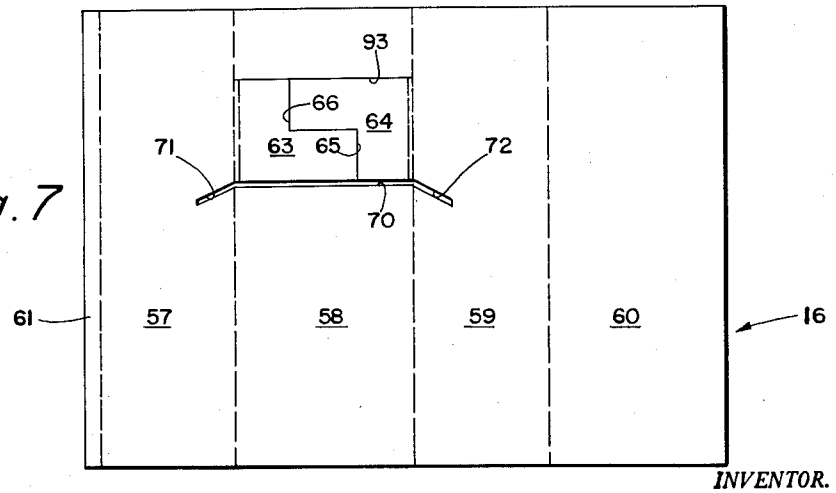


Fig. 7



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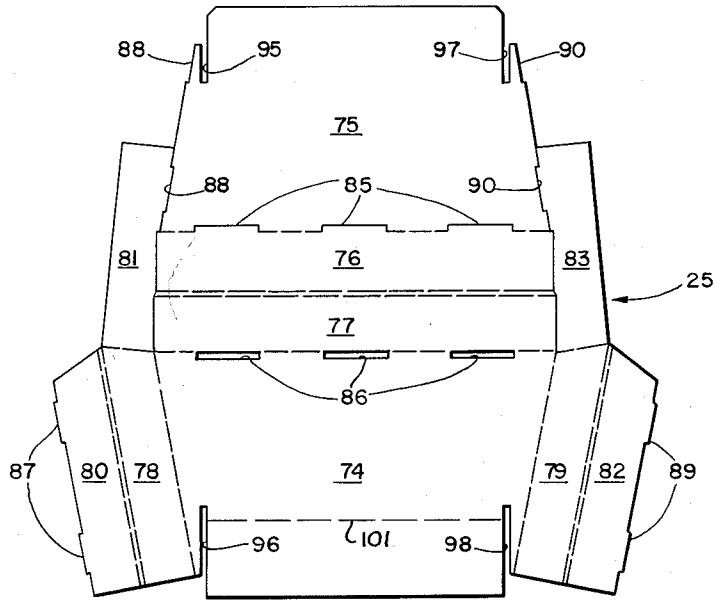


Fig. 8

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United States Patent Office 3,012,704
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3,012,704
PAPERBOARD DISPLAY AND DISPENSING STAND

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Filed Feb. 23, 1960, Ser. No. 10,138
2 Claims. (Cl. 229—17)

This invention relates to a paperboard display and dispensing stand which is adapted to be shipped collapsed and which is erected by a retailer of soap bars or other similar items adapted to point-of-sale display.

The invention is adapted to be supplied to local stores by manufacturers or distributors of soap or the like as an aid in promoting point-of-sale display of their products.

An object of the invention is to provide an attention-catching point-of-sale device which is adapted to enclose a relatively great quantity of the material being dispensed and which is adapted to use a very small proportion of floor space in relation to the quantity of material being dispensed, both of which factors are advantageous in the competition between various products for floor space and preferred point-of-sale treatment by the retailer.

The invention involves the provision of a tubular paperboard display and dispensing stand comprising first and second tubular members interengaged in partially telescoped relationship to provide a compound-tube portion having a mouth in the front face thereof opening into the hollow interior of the stand with means provided for closing the cross-section of the stand below said opening.

A particular advantage of the invention is that the product stored in the bottom portion thereof may vary somewhat in dimensions but may nevertheless function as a direct structural support for the weight of the entire contents, including those being dispensed from the upper portion of the display device. To accomplish this, provision is made for automatic variation, through a given range, of the overall height of the display and dispensing stand, according to the dimensions of the stored commodities, such as soap bars or cartons or boxes of soap or the like. Thus, the weight of the contents of the display and dispensing stand is adapted to bear directly on the floor or other surface on which the stand rests even though the contents in the upper portion of the display and dispensing stand are segregated from those in the lower portion thereof in order to constrain the upper contents for a dispensing presentation at the above-mentioned mouth. Thus, for example, bars of soap contained in small cartons might be stored in the bottom portion of the device and loose bars of soap (perhaps of a different brand) stored in the top portion of the device, the loose bars being dispensed out through the aforesaid mouth. The arrangement is such that the weight of all the soap may be borne directly on the floor even though the cartons may vary somewhat in height from one brand of soap to another, all this being accomplished while providing for interengagement of a dispensing tray with the display and dispensing stand at the bottom of said mouth.

These and other objects and advantages of the invention will become more clear from the following description.

In the drawings:

FIG. 1 is an isometric view of a display and dispensing stand embodying the invention.

FIGURE 2 is an isometric view of the tray shown in FIGURE 1 removed from the remainder of the display and dispensing stand.

FIGURE 3 is a sectional view taken from the plane of line 3—3 in FIGURE 1.

FIGURE 4 is a sectional view taken from the plane of line 4—4 in FIGURE 5.

FIGURE 5 is a sectional view taken from the plane of line 5—5 in FIGURE 4.

FIGURE 6 is a view of the blank from which the top tubular member in the illustrated embodiment is assembled, the blank being shown from what is to become its inner side.

FIGURE 7 is a view of the blank from which the bottom tubular member in the illustrated embodiment is assembled, the blank being shown from what is to become its inner side.

FIGURE 8 is a view of the blank from which the tray in the illustrated embodiment is formed.

The display and dispensing stand shown in the figures has a front face generally indicated by the reference numeral **10**, a back face generally indicated by the reference numeral **11**, and side faces generally indicated by the reference numerals **12** and **13**. The illustrated stand has a hollow interior and comprises a first tubular member **15** of rectangular cross-section and a second tubular member **16** of rectangular cross-section. The tubular members **15** and **16** are interengaged in partially telescoped relationship with the first tubular member **15** uppermost to provide a compound-tube portion **17** which is intermediate the top and bottom ends of the assembly when it is vertically disposed in its normal position as illustrated in FIGURE 1.

A mouth, generally indicated by the reference numeral **19**, is formed in the front face of the stand at the compound-tube portion **17**. The mouth **19** opens into the hollow interior of the display and dispensing stand. The first tubular member **15** has a closed lower end generally indicated by the reference numeral **21** (FIGURES 4 and 5) disposed below the mouth **19** and substantially above the lower end of the second tubular member **16**.

Tray means is provided extending through the front face **10** at the lower edge of the mouth **19** from the exterior to the hollow interior of the stand in supported relationship with the stand. This tray means is indicated generally by the reference numeral **25**. The tray **25** is supported by the remainder of the stand structure in a manner to be more fully described below.

In the particular embodiment illustrated, the first tubular member **15** comprises panels **27—30** which are joined in a rectangular tubular conformation by suitable fastening means as by glue or tape or by staples as at the seam tab **31**. End tabs **32** may be infolded to provide a finished top end on the tubular member **15**. Hinged to the panels **27** and **29** is a short panel **35** to which is connected a bottom wall panel **36** to an intermediate panel **37**. Also hinged to the panel **35** is a bottom tab flap **38**. Hinged to the panel **27** is a bottom sideflap **39**. Hinged to the panel **29** is a bottom sideflap **40**. Hinged to the panel **30** is a bottom notched flap **41**.

The mouth **19** is defined in part by an opening in the panel **28**, such opening being defined by the edges **43**, **44** and **45**. Formed in the edges **43** and **45**, respectively, are notches **46** and **47**. Also formed at opposite sides of the panel **30** are a relatively wide slot **48** and a notch **49**.

The bottom tubular member **16** comprises panels **57—60** which are joined in a rectangular tubular conformation by suitable fastening means as by glue or tape or by staples as at the seam tab **61**. Formed as cut-outs in the panel **58** are inwardly folding irregular panels **63** and **64**. The edge **65** of the panel **63** is adapted to be received in the notch **49**, and the edge **66** of the panel **64** is adapted to be received in the relatively wide slot **48**. Extending across the panel **58** just below the cut-out panels **63** and **64** is a slot **70** which extends at an oblique angle at one end into the panel **57** to provide a slot **71** and which extends at the opposite end at an oblique angle into the panel **59** to provide a slot **72**.

The tray 25 may be made up from the blank shown in FIGURE 8 and may comprise the panels 74 and 75 which are hingedly joined through intermediate panels 76 and 77. Directly hinged to the other sides of the panel 74 are panels 78 and 79. Hinged to the panel 78 are the panels 80 and 81, respectively. Hinged to the panel 79 are the panels 82 and 83, respectively. Tab cut-outs are provided on the hinge line between the panels 75 and 76 to define tabs 85. Coresponding notches or slots 86 are formed in the panel 74. Tabs 87 are formed on the panel 80 and are adapted to be received in notches 88 formed in the sides of the panel 75. Tabs 89 are formed in the panel 82 and are adapted to be received in notches 90 formed in the corresponding side of the panel 75.

The cut-out of the panel 58 which is defined by the infolding of the panels 63 and 64 cooperates with the cut-out defined by the edges 43, 44 and 45 to provide the mouth 19. Such cut-out defined by infolding of the flaps 63 and 64 has a top edge 93.

In the assembled position of the stand, the upper edges of the flaps 63 and 64 may support the edge 44 of the upper tube 15. This edge 44 is, of course, just inside the edge 93 of the panel 58 of the lower tube 16.

The tray 25 is received in the slots 71 and 72 formed in the panels or sidewalls 57 and 59 of the lower tube 16 and it is also received in the wide slots 46 and 47 formed in the sidewalls or panels 27 and 29 of the upper tube 15. However, the tray 25 is not necessarily supported by the bottoms of the slots 46 and 47, as will become more evident below. The tray 25 is in all cases supported by the bottom of the slots 71 and 72 and furthermore by inter-engagement of the registering slots 95 and 96, formed on the tray 25 with the bottom of the slot 72, and by inter-engagement of the registering slots 97 and 98, formed on the tray 25 with the bottom of the slot 71.

The edge 44 does not necessarily rest on the top of the flaps 63 and 64 in all cases. It is frequently highly desirable for storage purposes and stability purposes to pack some of the packaged or cased products or products within the pedestal formed by the portion of the tube 16 which is below the tray 25 and the bottom 21 of the first tubular member 15. The tops of these stacked articles may desirably support the bottom wall 21 of the upper tube 15. Depending on the particular dimensions of such concealed articles, the vertical position of the first tubular member 15 relative to the second tubular member 16 may vary slightly. For this reason the slots 46 and 47 are considerably wider than the thickness of the asesmbled tray bottom, whereby such variations in positions are accommodated. Only in the most compact or telescoped of these relative positions will the edge 44 ride on the top edges of the flaps 63 and 64. This would be the case where there are not articles located in the bottom portion of the second tubular member 16 or where such articles are not stacked high enough to support the bottom wall 21 of the first tubular member 15 at a height greater than that of the most compact relative position of the tubular members 15 and 16.

The invention as described above may be advantageously modified by providing a score line 101 extending through the panel 74 of the tray 25. The lower portion of the panel 74 as it is viewed in FIGURE 5 could then be underfolded backwardly from such score line prior to insertion in the mouth 19, whereby the tray would be locked in assembled position once it was inserted sufficiently far within the mouth 19 to allow such backwardly underfolded portion of the panel 74 to swing slightly downwardly behind (i.e., on the inner side of) the panel 58.

The possibility of this and other alternatives and modifications will make it apparent that the scope of the invention is not limited to all the precise details of the specifically described example.

What is claimed is:

1. A vertically disposable tubular paperboard display and dispensing stand having front, back and side faces and a hollow interior and comprising a first tubular member of rectangular cross-section, a second tubular member of rectangular cross-section, said first and second tubular members being interengaged in partially telescoped relationship with said first tubular member uppermost to provide a compound-tube portion which is intermediate the top and bottom ends of said stand when it is vertically disposed, a mouth in the front face of said stand at said compound-tube portion, said mouth opening into said hollow interior of said stand, said first tubular member having a closed lower end disposed below said mouth and substantially above the lower end of said second tubular member, and tray means extending through said front face at the lower edge of said mouth from the exterior to the hollow interior of said stand in supported relationship therewith, panel means hinged to the outermost of said first and second tubular members at said compound-tube portion and extending therefrom around each of the said edges of said mouth and thence transversely through said stand from the front to the rear thereof and adjacent each inner side thereof.

2. A vertically disposable tubular paperboard display and dispensing stand having front, back and side faces and a hollow interior and comprising a first tubular member of rectangular cross-section, a second tubular member of rectangular cross-section, said first and second tubular members being interengaged in partially telescoped relationship with said first tubular member uppermost to provide a compound-tube portion which is intermediate the top and bottom ends of said stand when it is vertically disposed, a mouth in the front face of said stand at said compound-tube portion, said mouth opening into said hollow interior of said stand, said first tubular member having a closed lower end disposed below said mouth and substantially above the lower end of said second tubular member, and tray means extending through said front face at the lower edge of said mouth from the exterior to the hollow interior of said stand in supported relationship therewith, panel means hinged to the outermost of said first and second tubular members at said compound-tube portion and extending therefrom around each of the said edges of said mouth and thence transversely through said stand from the front to the rear thereof and adjacent each inner side thereof, said first tubular member being the innermost of said interengaged first and second tubular members.

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