May 4, 1943. F. P. STRAUCH 2,318,434

COMMERCIAL DISPLAY PACKAGE

Filed Dec. 1, 1939 2 Sheets-Sheet 1

Fig.1

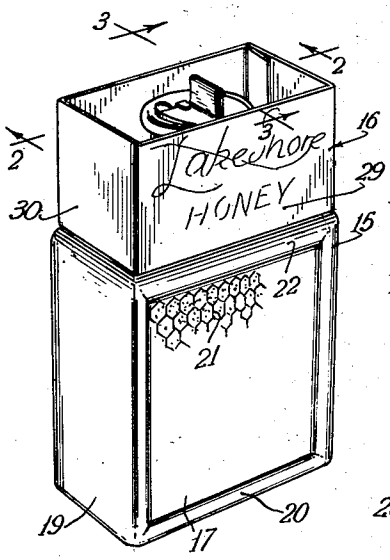

Fig.2

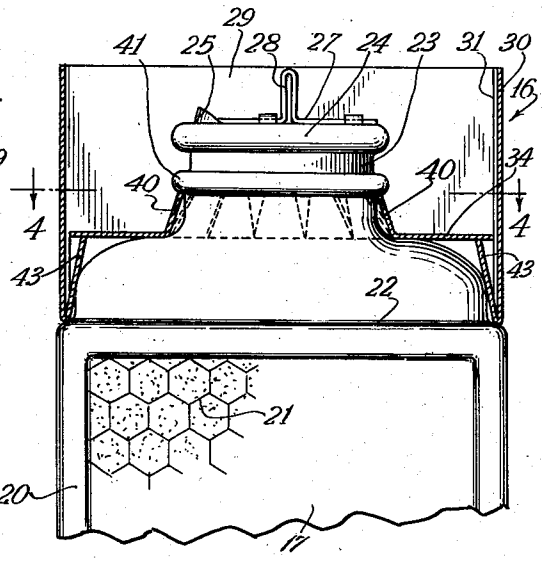

Fig.3

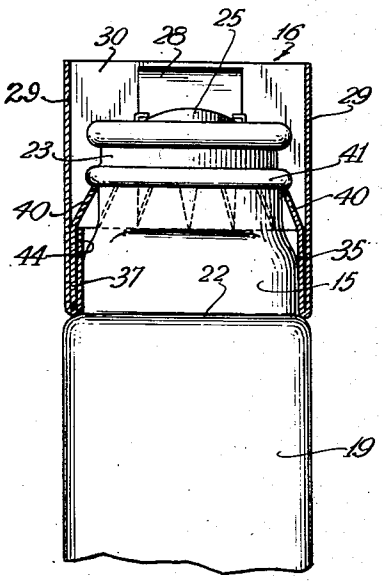

Fig.4

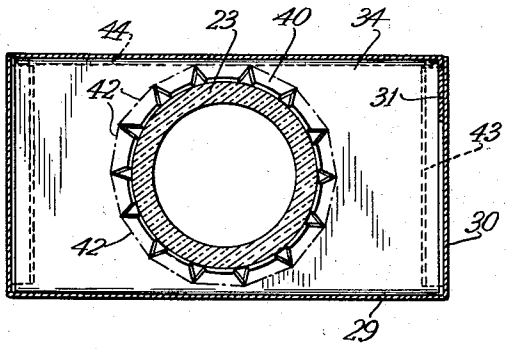

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Fig. 5

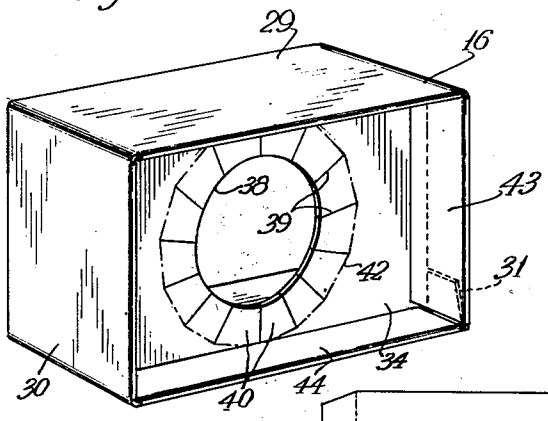


Fig. 6

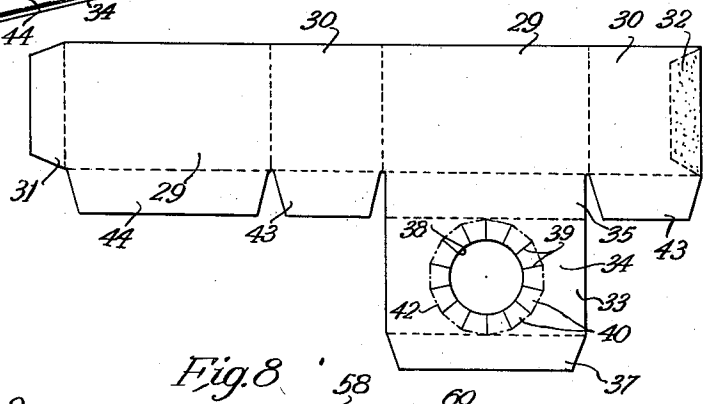


Fig. 7

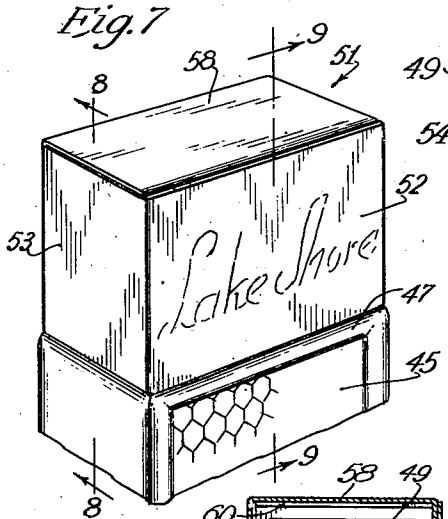


Fig. 8

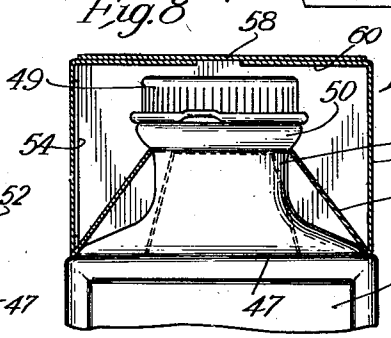


Fig. 9

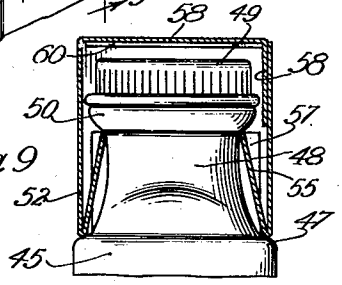
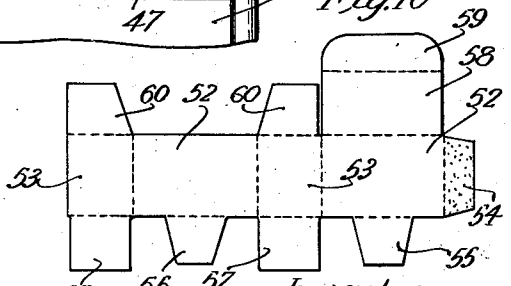


Fig. 10



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UNITED STATES PATENT OFFICE

2,318,434

COMMERCIAL DISPLAY PACKAGE

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Application December 1, 1939, Serial No. 307,072

2 Claims. (Cl. 206—44)

This invention relates to improvements in commercial display packages and more particularly concerns a package arrangement for creating a special merchandising display effect.

A general object of the invention is to provide a commercial display package including a container such as a glass bottle for honey including a suggestively designed portion which is exposed for sales appeal, and other portions concealed from view in a manner to emphasize the exposed portion and to increase the attractiveness and consumer-drawing power of the display.

More specifically stated, it is one of the objects of the invention to provide a transparent bottle for honey having the major body portion thereof shaped in approximate simulation of a honey-comb but enabling a clear view of the honey contents, while the pouring neck and adjacent portions of the bottle body are hidden from view by a contrasting enclosure removably attached to the bottle in such a way as to increase the suggestive and attention-arresting qualities of the honey-comb portion, in addition to affording a convenient medium for printed displays such as trade-marks, advertising material, directions and instructions and the like, usually applied to a label or the container itself.

Another object is to provide a commercial display package including a bottle having a pouring neck structure closed by a dispensing cap device and means enclosing only the upper part of the container and neck structure to generally conceal the same and protect the cap device.

Still another object is to provide an improved box-like member for use in a commercial package of this type which can be constructed of inexpensive material such as paper board, is easy to make and is simple to apply to the container without the use of special tools, adhesive or separate attachment aids.

A further object of the invention is to provide a box-like slip-on device which is integrally equipped with means for interengagement with cooperative means on the pouring neck to hold the device in place for enclosing the neck and adjacent portions of the container.

A still further object of the invention is to provide an improved device of this kind having novel means for interlocking engagement with the enclosed part of the bottle with which the device is associated.

Other objects and advantages will become apparent from the following description taken in connection with the accompanying drawings, in which:

Figure 1 is a perspective view of a commercial package embodying the invention.

Fig. 2 is an enlarged fragmentary vertical sectional view taken substantially along line 2—2 of Fig. 1.

Fig. 3 is an enlarged fragmentary vertical sectional view taken substantially along line 3—3 of Fig. 1.

Fig. 4 is a horizontal sectional view taken substantially in the plane of line 4—4 of Fig. 2.

Fig. 5 is a bottom perspective view of the box-like enclosure device as it appears before application to the container.

Fig. 6 is a plan view on a reduced scale of a blank from which the enclosure device is set up.

Fig. 7 is a fragmentary perspective view of a modified form of the invention.

Fig. 8 is a vertical sectional view taken substantially along line 8—8 of Fig. 7.

Fig. 9 is a vertical sectional view taken substantially along line 9—9 of Fig. 7.

Fig. 10 is a plan view on a reduced scale of a blank from which the closure device of the modified form is made.

While the invention is susceptible of various modifications and alternative constructions, I have shown in the drawings and will herein describe in detail certain preferred embodiments, but it is to be understood that I do not thereby intend to limit the invention to the specific forms disclosed but intend to cover all modifications and alternative constructions falling within the spirit and scope of the invention as expressed in the appended claims.

In carrying out the invention, a container such as a glass bottle shaped in the major body portion thereof to suggest the product being merchandised, as by indicating the source from which the product is derived, has a box-like container or enclosure associated therewith in such a manner that a prospective purchaser whose attention is directed to the package will unequivocally identify the product. For example, where the body of the container is characterized by features incident to a honey-comb, the result will be instant recognition of the merchandise as honey by the large majority of persons. The enclosure device, which conceals such possibly distracting features of the container as the pouring neck structure, may be decorated and colored in such a way as to improve the visual attraction of the package by emphasizing the suggestive design of the container as well as by displaying trade-marks and advertising designed to further impel purchase of the article. In addition to its sales purposes, the enclosure device may also function as a protective medium for the cap structure which closes the discharge opening of the bottle neck.

Referring to the drawings, Fig. 1 shows, by way of example, a commercial display package including a container 15 such as a clear glass bottle and an enclosure device 16 supported by and concealing the upper part of the bottle. The major body portion of the bottle 15, is in

the present instance, shaped to suggest a honeycomb and for this purpose is of generally upright, flattened form, substantially rectangular in shape with parallel relatively broad, vertical main wall faces 17 and narrow connecting or side wall faces 19. The broad wall faces 17 may be formed identically to represent in a general way the opposite faces of a honey-comb including a frame represented by a bead 20 framing each of said faces. The honey-comb surface within the frame may be represented by a system of narrow beads 21 in characteristic honey-comb cell design. Preferably also the cell areas defined by the beads 21 may be stippled to improve the honey-comb effect. On the other hand, the side walls 19 of the bottle may be transparent so as to permit unhampered inspection of the contents.

Above the horizontal section of the frame bead 20 the bottle may be of somewhat reduced dimensions so as to provide a shoulder 22 thereabout from which the upper portion of the bottle generally converges toward a pouring neck 23. Closing the usual discharge opening from the neck 23 may be any suitable form of closure device shown herein as comprising a dispensing cap 24 including a pouring lip 25, a discharge opening (not shown) and a sliding cover 27 for the opening having an upstanding handle 28.

The enclosure device 16 is constructed as a box-like member adapted to conceal the upper portion of the container 15 and the neck 23 and may be so dimensioned that it will seat upon the shoulder 22 and in effect form an upward continuation of the vertical walls 17 and 19 of the container. To this end the enclosure device 16 may be made of suitable paper board and is designed to be cut out in the form of a single blank (Fig. 6) comprising, in the present instance, a plurality of connected panels including side walls 29 and end walls 30 adapted when set up to form a generally tubular, rectangular box-like body. To secure the wall panels in the set up relation a connecting flap 31 at one end of the blank is secured as by means of adhesive 32 to the other end of the blank.

In order to secure the enclosure device 16 in place upon the container, means is provided, in the present instance associated with the lower portion of the device, for interengagement with the neck of the container. Accordingly, the lower edge of one of the side wall panels 29 is provided with an integrally formed retainer extension or flap 33 including a main section 34 of substantially the same dimensions as the interior of the tubular enclosure device and a connecting section 35. The free edge portion of the main retainer section 34 may be formed as a stiffening flange 37 of substantially the same width as the connecting section 35. In the set up relationship, the main retainer section 34 extends as a partition between the walls of and inwardly spaced from the lower edge of the device (Figs. 2, 4 and 5) and the connecting section 35 and the stiffening flange 37 lie in parallel relation against the respective opposite walls 29 (Fig. 3). Preferably, the width of the connecting section 35 and the stiffening flange 37 is calculated to afford a spacing between the lower edge of the enclosure device and the main retainer section 34 that will fully accommodatee the reduced upper portion of the container 15.

To assemble the enclosure device 16 with the container, the bottle neck 23 is, by a relative axial movement between the container and the enclosure device, projected through an axial opening 38 in the main retainer section 34. This opening is preferably of smaller diameter than the bottle neck 23 and a series of equidistant radial slits 39 extend into the section 34 from the opening to sever a predetermined area surrounding the opening into a series of resilient, radial tongues 40. Reception of the bottle neck 23 within the opening 38 therefore requires yielding and spreading of the tongues 40 to enlarge the opening sufficiently and this is accomplished simply by the force of the neck thereagainst in the assembly operation. The spread tongues, of course, tend to return to their flat-plane relationship and as a result bear against the neck 23 (Fig. 4).

The resilient bearing reaction of the tongues 40 against the bottle neck 23 is utilized to effect a self-locking interengagement between the tongues and means such as an annular circumferential bead 41 upon the neck (Figs. 2 and 3). The relationship between the tongues 40 and the bead 41 is such that in the assembly operation the tongues will pass the bead and automatically snap into place against the neck 23 under the shoulder provided by the bead. As a result, the enclosure device 16 becomes securely locked against separation from the container 15 and can be removed only with considerable difficulty without destroying the device. This affords a measure of tamperproof protection. If desired the base of each tongue 40 may be defined by a suitable crease 42 which will facilitate yielding of the tongues without breaking. Moreover, the length of the tongues may be such that when the main retainer section 34 rests upon the shoulders formed by the convergence of the reduced upper portion of the bottle body (Fig. 2) the ends of the tongues will engage the bead 41 more or less closely, thus avoiding looseness of the enclosure device 16 longitudinally of the bottle. In fact, the resulting interconnection between the device 16 and the bottle neck 23 may be strong enough to enable the entire package to be safely lifted by grasping the device 16.

Reenforcing means may be provided to brace the main retainer section 34 for withstanding the pressures to which it may be subjected as when the enclosure device 16 is pulled or pushed upwardly relative to the bottle after the tongues 40 are interlocked with the bead 41, the end walls 30 being herein equipped along their lower edges with suitably dimensioned hinged tongues 43 and the free side wall 29 may have a similar tongue 44 along its lower edge (Fig. 6). In assembly the tongues 43 and 44 are bent inwardly into edgewise engagement with the adjacent undersurface of the section 34 where they are held by facewise abutment with the reduced upper portion of the bottle 15 (Figs. 2 to 5). The tongue 44 (Fig. 3), in effect, forms a socket for interlocking engagement with the stiffening flange 37, thereby avoiding tilting of the walls of the device relative to the section 34. By the doubling over of the tongues 43 and 44 and the connecting section 35, moreover, all of the lower edges of the side and end walls 29 and 30 are stiffened and reenforced against tearing and are adapted to positively hold shape and firmly retain their seating relation with the bottle shoulder 22.

The top of the device 16 may be left open so as to expose the cap 24 to view, but the upper edges of the side walls 29 and the end walls 30 preferably extend upwardly at least beyond the

top edge of the pouring lip 35 and in the present instance are even with or above the handle 28 so as to afford protection therefor in packing and shipping the package. This relationship also facilitates stacking of a number of packages because the top edges of the enclosure walls 29 and 30 provide support for the bottom of one or more superimposed packages, the weight thereof being transmitted through the walls to the shoulder 22 and when necessary, through the main retainer section 34 to the underlying shoulders of the converging reduced upper portion of the bottle.

The outer faces of the side and end walls 29 and 30 may be colored in any preferred shade to contrast with the honey colored main body of the filled bottle, and may also bear any preferred inscription as to trade-marks, advertising matter, directions and instructions, and the like. By appropriate contrast the result can be such as to draw to and practically focus consumer attention upon the product-revealing main body of the bottle. Moreover, the special characteristics of the package may serve to identify the origin of the package.

In a modified form of the package (Figs. 7 to 10, inclusive), a bottle 45, which may also be formed with any preferred suggestive shape such as that representing a honey-comb, has the upper portion thereof of reduced dimensions and converging relatively sharply from a shoulder 47 toward a pouring neck 48. The latter is closed at its upper or discharge end by suitable means such as a screw cap 49. However, other forms of caps such as the cap shown in Fig. 2 could be used. On the pouring neck 48 adjacent to the cap 49 is formed an annular bead 50.

A box-like closure device 51 for concealing the upper reduced portion of the container 45 and the neck 48 may be formed of a single paper board blank (Fig. 10) consisting of side wall panels 52 and end wall panels 53 to be secured in tubular relationship by means of a connecting flange 54. When set up the closure device 51 may be so dimensioned that the lower edges thereof will rest upon the shoulder 47. To hold the enclosure device 51 in place upon the container, resiliently connected inturned tongues 55 and 57 formed integral with the lower edges of the side wall panels 52 and end wall panels 53, respectively, are adapted to engage endwise against the neck 48 under the shoulder provided by the bead 50 (Figs. 8 and 9). As best seen in Fig. 10, the tongues 55 may be narrower than the adjoining side walls 52 and are generally tapered in order to fit between the edges of the tongues 57 when the closure device is assembled upon the bottle (Figs. 8 and 9).

Herein, the top of the closure device 51 is closed by means of a tuck-in flap 58 which may be hingedly connected to the upper edge of one of the side wall panels 52 and a tongue or flange 59 thereon is engageable between the opposite side wall panel 52 and the adjoining edges of short closure flaps 60 which are hingedly connected to the upper edges of the end wall panels 53.

In placing the enclosure device 51 upon the bottle 45 it is entirely set up with the flaps 58 and 60 closed and is then placed upon the bottle by a relative axial movement to seat the lower edges of the device upon the shoulder 47 and permit the self-locking tongues 55 and 57 to snap into place under the bead 50 for holding the device against displacement.

From the foregoing it will be apparent that the present invention provides a novel commercial display package having sales attractions designed to create of the package a complete self-selling unit. The major body portion of the container is attractively formed to suggest the exact nature of the merchandise at a glance, and those portions of the container which are unnecessary to create the suggestive visual effect are concealed by means of such contrast as to emphasize and actually direct attention to the suggestive portions of the container as well as to exert additional sales appeal through exterior color designs, trade-marks, advertising matter, etc. This effective package arrangement is easy and inexpensive to manufacture and assembly and because of the novel interconnection between the enclosure device and the container, which may be a clear glass bottle, the parts of the package are held firmly together while leaving all parts of the major body portion of the container entirely free and unobstructed for inspection of the contents through any wall portion thereof. Furthermore, the enclosure device serves as a protection for the neck and the closure cap thereon, permits superimposition or stacking of one package upon another, and even permits the package to be lifted thereby because of the firm interlock and interengagement with the container.

I claim as my invention:

1. A closure device for a container having a reduced neck providing an upwardly facing shoulder and having a bead on the neck spaced above said shoulder, said device comprising a rectangular box-like structure having the lower edge of its side walls resting on said shoulder to limit downward movement of the device relative to the container, means integrally attached to the lower edge of one of said side walls and extending upwardly and thence transversely within the box, said means having an aperture for the neck of the container with the marginal portion around the aperture provided with tongues bent at an upward angle by-passing over the neck and angularly and edgewise engaging the bottom face of said bead to resist upward movement of the box relative to the container, and means integrally attached to the lower edge of the other side wall to hold the first-mentioned means in place within the box.

2. A closure device for a container having a reduced neck providing an upwardly facing shoulder and having a bead on the neck spaced above said shoulder, said device comprising a rectangular box-like structure having the lower edge of its side walls resting on said shoulder to limit downward movement of the device relative to the container, a flap integrally attached to the lower edge of one of said side walls and having a section extending upwardly and a main section extending therefrom transversely within the box, said main section having an aperture for the neck of the container with the marginal portion around said aperture provided with tongues bent under at an upward angle by passing over the neck of the container and angularly and edgewise engaging the bottom face of said bead to resist upward movement of the box relative to the container, and flaps integrally attached to the lower edge of the other side walls to hold said main section with its tongues in engagement with said bead whereby the device is rigidly held in place on the container.

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