Feb. 16, 1954 R. S. RAILTON 2,669,350

COMBINATION PACKAGING AND DISPLAY UNIT

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Fig 1

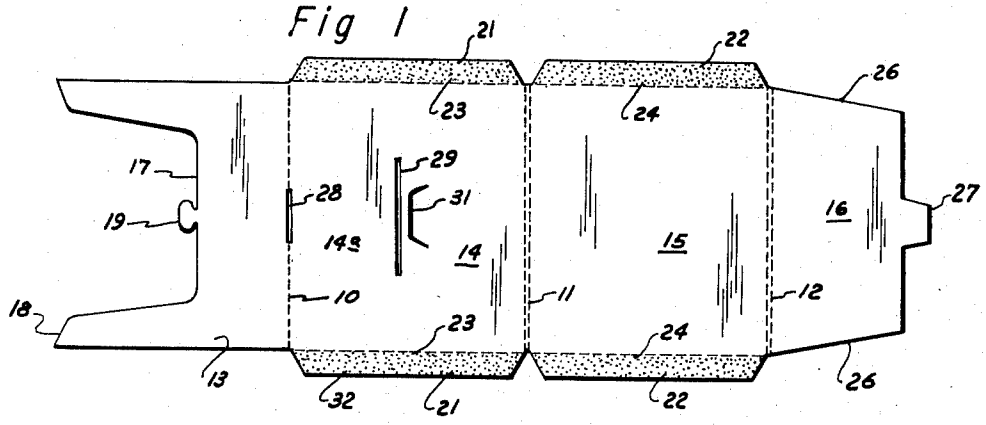


Fig 2

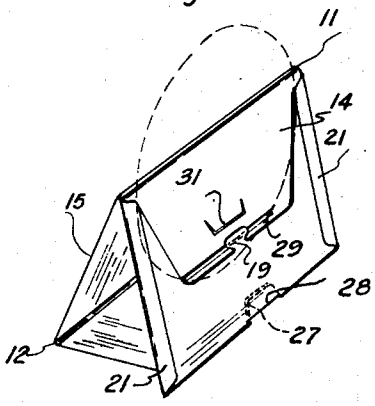
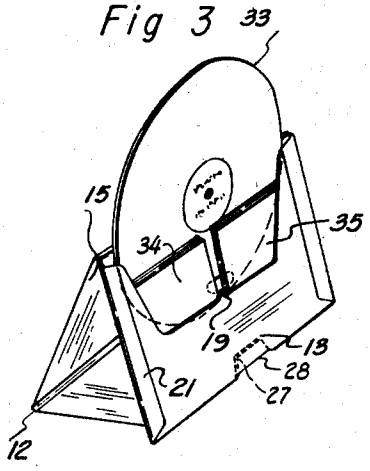


Fig 3



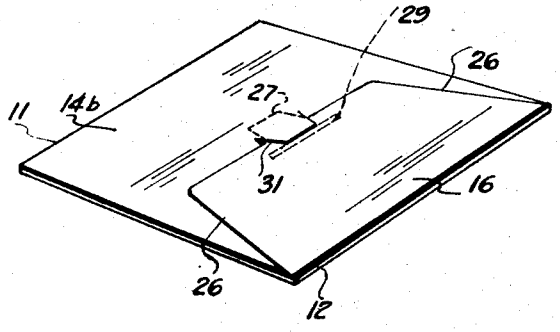


Fig 4

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COMBINATION PACKAGING AND DISPLAY UNIT

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1 Claim. (Cl. 206—45.21)

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This invention relates to a new and improved combination packaging and display unit.

The present invention has been found to have particular utility in providing a novel combination package and display device for relatively flat articles of merchandise, such as, for example, phonograph records. The package unit constructed according to the present invention may be arranged and utilized so as to provide a protective retainer or package for the article, in which form the package may be shipped or stacked in the usual manner in flat package form; or alternatively, the unit may be readily converted and arranged so as to provide a neat and attractive self-supporting display stand whereby the packaged article can be attractively exhibited as a counter display.

The particular embodiment of the invention which is illustrated in the drawings, and which will be hereinafter described in greater detail, is formed of an integral substantially rectangular length of foldable sheet material, such as cardboard, chipboard, or the like. The length of sheet material is formed with at least two spaced transverse fold lines delineating the sheet material into three sections, sometimes hereinafter called the "display section," "cover section," and "tab section," respectively. The construction of the device is such that the cover section may be folded into flat overlying position with respect to the display section and with the tab section folded around in back of the display section so as to form a relatively flat package unit. The length of sheet material can also be folded to form a self-supporting triangular-shaped stand with the display and cover sections defining the supporting sides or legs of the triangular stand, and with the tab portion forming a base support for said triangular stand.

It is a principal object of the present invention to provide a combination package unit which may be selectively converted to function either as a flat protective package for an article of merchandise or, alternatively, as an attractive self-supporting display stand for the packaged article.

A more specific object is to provide a device of the character briefly hereinabove mentioned and which incorporates means for protectively enclosing and retaining a packaged article when the device is employed as a flat package unit, and other means for supporting a packaged article in visible display position when the device is converted to function as a display stand.

Other advantages and objects of the invention

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are to provide a unit of the character mentioned above which may be manufactured out of relatively inexpensive material and with a minimum of waste in material.

Other objects and advantages of the present invention will become apparent upon reading the following specification and referring to the accompanying drawings in which similar characters of reference represent corresponding parts in each of the several views.

In the drawings:

Fig. 1 is a plan view of a blank of sheet material out of which the unit may be fabricated.

Fig. 2 is a perspective view of the device folded in the form of a triangular self-supporting stand.

Fig. 3 is the same as Fig. 2 showing the manner whereby articles of merchandise may be supported in display position.

Fig. 4 is a perspective view of the unit folded in the form of a flat package.

Referring now more particularly to Fig. 1, it is seen how the entire unit may be preferably formed out of a single integral blank of sheet material, such as cardboard, chipboard, or the like. In the embodiment shown, the length of material is formed with a plurality of transverse fold lines, indicated at 10, 11, and 12, respectively, delineating an envelope forming section 13, a display section 14, a cover section 15, and a tab section 16.

Section 13 is formed with an enlarged cutout 17 extending inwardly from its terminal edge 18. An integrally formed parting tab 19 may also be formed to project outwardly from cutout 17, for reasons to be explained hereinafter.

Display section 14 and cover section 15 are each preferably formed with laterally extending flap portions, indicated at 21 and 22, respectively, which are adapted to be folded inwardly along associated fold lines 23 and 24 in overlying position relative to their respectively associated sections 14 and 15. Moreover, sections 14 and 15 are of equal length—i. e., fold lines 10 and 12, respectively, are both spaced equidistantly to opposite sides of fold line 11. Tab section 16 is made preferably about one-half the length of sections 14 and 15. The sides of tab section 16 may be beveled or inclined inwardly, as at 26, and the terminal edge of section 16 is formed with an outwardly projecting integral tab or ear 27. The blank of sheet material is also incised to form a slit 28 extending along fold line 10, a transversely extending display article supporting slot 29 disposed adjacent the middle transverse axis of display section 14, and an ar-

cuate slit 31 located between slot 29 and fold line 11.

In assembling the device, section 13 is folded along fold line 10 into overlying position with respect to the obverse side 14a of display section 14. Section 13 may be permanently secured in overlying position with respect to section 14 by applying adhesive 32 to flaps 21, which, in turn, may be folded inwardly into overlying, permanently adhered engagement with the marginal side edges of section 13. It is seen that when the foregoing named elements are assembled in the above fashion, section 13 and 14 establish, in effect, an envelope type opening or pocket into which may be inserted a relatively flat article to be packaged, such as a phonograph record or the like, indicated at 33. An adhesive coating is also applied to flaps 22 of section 15 whereby said flaps 22 can be folded inwardly into adhesive engagement with the obverse side edges of section 15 and thereby provide marginal rigidity to, and reinforcement of, the marginal side edges of said cover section.

As hereinabove explained, a unit constructed in accordance with the invention may be converted to function either as a relatively flat protective package, such as shown in Fig. 4, or, alternatively, as a self-supporting display stand, such as indicated in Figs. 2 and 3.

More specifically, the unit may be folded into its flat package form with cover section 15 folded along fold line 11 into flat overlying position with respect to the obverse side 14a of display section 14; and with tab section 16 folded around the terminal edge of section 14 into overlying engagement with respect to the reverse side 14b of section 14. The unit may be releasably interlocked in its package form by inserting ear 27 of tab section 16 into engagement with arcuate slit 31 formed through section 14. It is understood, of course, that prior to folding the unit into its package form, the article to be packaged, such as phonograph record 33, would be inserted within the envelope opening or pocket defined by sections 13 and 14.

Figs. 2 and 3 illustrate how the unit may be folded and arranged into a self-supporting display stand generally triangular in end elevation with the display and cover sections 14 and 15 defining the supporting sides or legs of the triangle, and the tab section 16 defining the supporting base piece for the stand. More specifically, in this latter embodiment the cover section 15 is folded backwardly along fold line 11 toward the reverse side of display section 14, and with the tab section 16 folded along fold line 12 toward display section 14. Ear 27 of section 16 may be inserted upwardly in slit 28 to releasably lock the unit in its display stand form.

Fig. 3 shows how the display stand may be employed to attractively support and exhibit packaged articles as a store counter display, or the like. More specifically, it is seen how a phonograph record or similar item may be supported in display position simply by inserting the lower extremities of the record within slot 29 formed through display section 14. Fig. 3 also discloses how descriptive literature or pamphlets, as indicated at 34 and 35, respectively, relating to the packaged merchandise article may be supported within the pocket opening. In the embodiment of the invention shown, parting tab 19 may be pinched inwardly toward and into contact with the obverse side of display section 14 to form a parting member or strip between the two groups of display sheets 34 and 35.

Although the present unit has been found to have particular utility in the packaging and display of phonograph records such as hereinabove indicated at 33, it is contemplated that the unit might also be employed advantageously in the packaging and display of other relatively flat articles of merchandise.

Although the present invention has been described in some detail by way of illustration and example for purposes of clarity of understanding, it is understood that certain changes and modifications may be made within the spirit of the invention as limited only by the scope of the claim appended hereto.

I claim:

A combination package and display unit formed of foldable sheet material comprising: an integral, generally rectangular length of sheet material formed with first, second and third spaced parallel transverse fold lines defining said sheet into contiguous first, second, third, and fourth transversely delineated sections; the respective lengths of said second and third sections being substantially equal and the length of said fourth section being substantially less than the length of either said second or third sections; said first section folded along said first fold line into overlying position with respect to the obverse side of said second section; the marginal side edges of said first section secured to the obverse side edges of said second section; said first and second overlying sections defining a pocket opening; said length of sheet material foldable along said second and third fold lines into a relatively flat package unit with said third section flatly overlying the obverse side of said second section and with said fourth section extending around the terminal edge of said second section into flat overlying position against the reverse side of said second section; said length of sheet material also foldable along said second and third fold lines into a display stand generally triangular in end elevation, and with said third section folded back over toward the reverse side of said second section at an acute angle with respect thereto, whereby said second and third sections define supporting legs of the triangular stand, and with said fourth section folded toward the terminal edge of said second section defining a supporting base for said triangular stand; means for releasably locking said folded sheet material in its package form; and means for releasably locking said folded sheet material in its display stand form.

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