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3,290,809

PACKAGING AND DISPENSING APPARATUS

Filed April 1, 1966

2 Sheets-Sheet 1

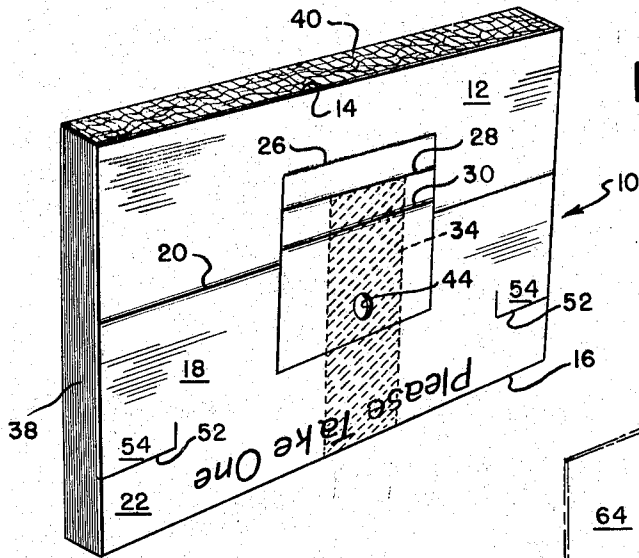


FIG. 1

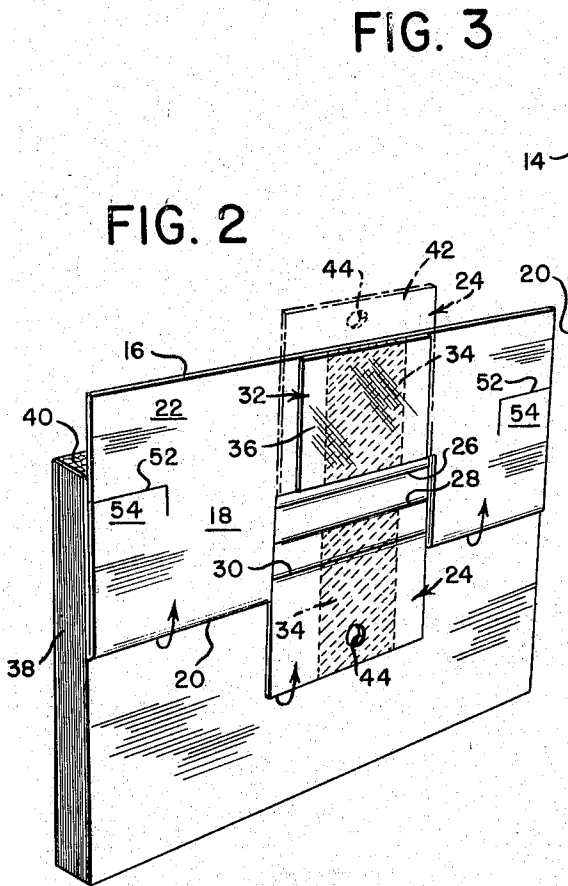


FIG. 2

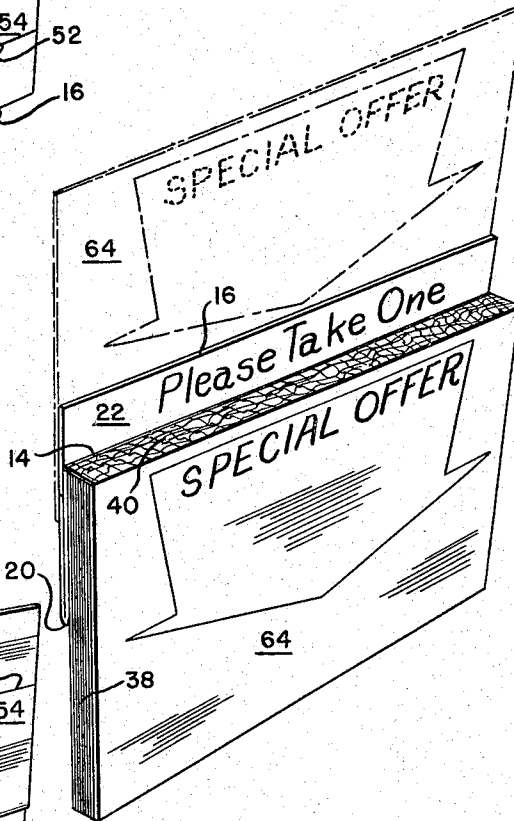


FIG. 3

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FIG. 4

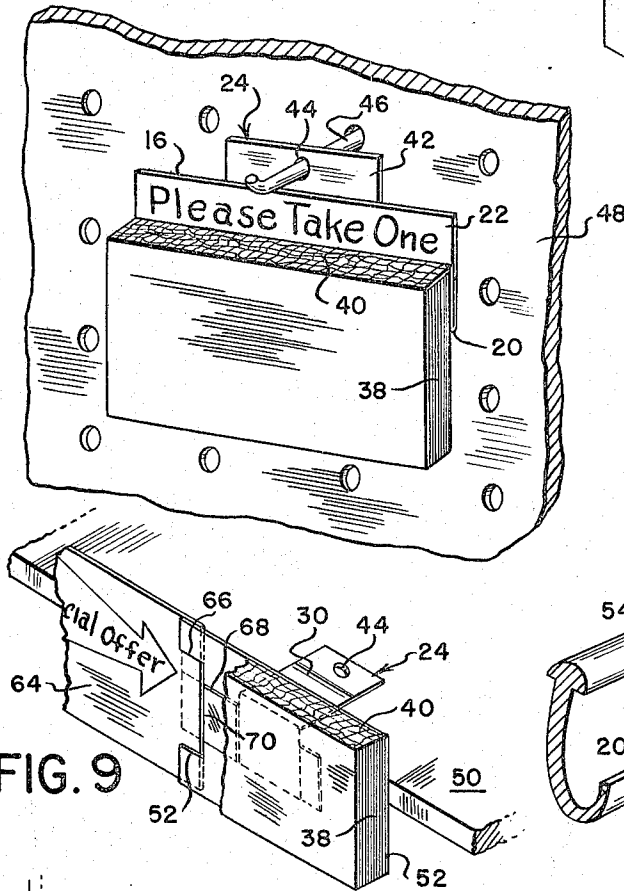


FIG. 5

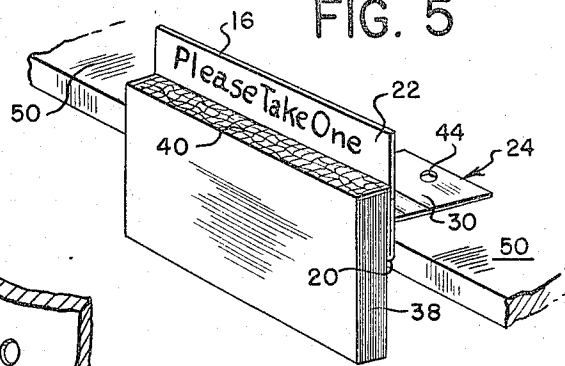


FIG. 6

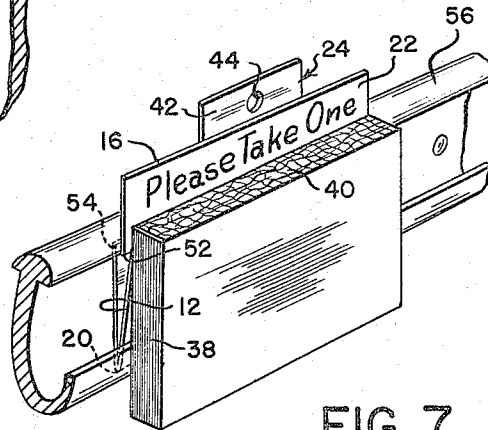


FIG. 7

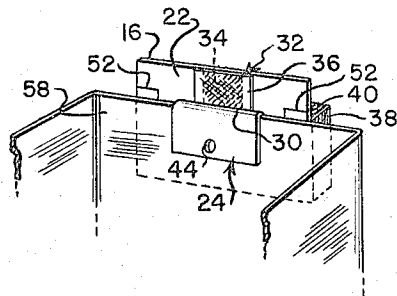
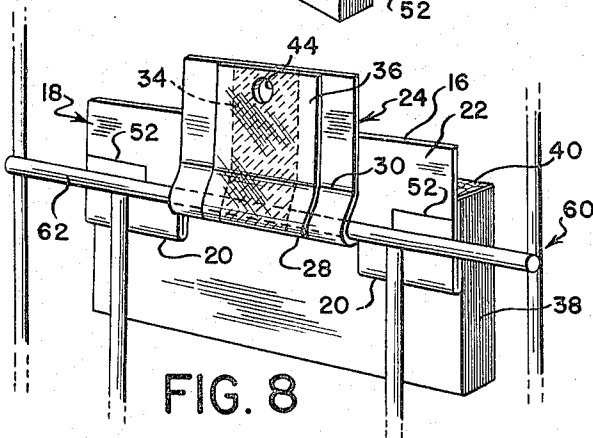


FIG. 8



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**PACKAGING AND DISPENSING APPARATUS**

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10 Claims. (Cl. 40-10)

This application is a continuation-in-part of application Serial No. 357,235, filed April 3, 1964, entitled Packaging and Dispensing Container and of application Serial No. 395,725, filed September 11, 1964, entitled Packaging and Dispensing Apparatus.

The present invention relates, generally, to packaging and dispensing apparatus.

More particularly, this invention pertains to an apparatus or device particularly adapted to the packaging of literature, such as, for example, coupons, redemptions, recipe and instruction slips, contest entries, product information, premium and literature offers, and the like, for shipping the same in bulk quantities to product sales and service agents, distributors, and the like, which apparatus or device additionally is so constructed and arranged as to be usable as a dispenser for such literature and positionable in a multiplicity of arrangements relative to any number of stationary as well as movable objects and especially for hanging attachment to units including shelves, bins, walls, peg-boards, racks, spindles, price channels, feature displays, and the like.

It is substantially conventional practice to group various types of literature together, and form a pad. For example, coupons, redemption and recipe slips, contest entries, and the like, are made or fabricated into pads, and distributed to various outlets, such as retail establishments and stores, for dispensing to the consumer public. The construction of pads at present, however, limits the manner in which they can be presented to the public. For example, some are capable of being positioned into a price channel, but in no other position. Others can be suspended from an object, as by a pin, or the like, or adhered to a surface by an adhesive, or the like. Accordingly, not only are presently available pads limited as far as the number of positions in which they can be disposed is concerned, but also with respect to the number of objects with which they can be operatively associated.

Moreover, the packaging and dispensing apparatus to which this invention relates is desirably utilized to promote circulation of such literature at the point of sale of the related product, which may be a display unit such as a shelf, bin, dispensing apparatus, wire rack, any of which may include a price channel, or the like or for multiple spot placement throughout a store, as affixed on walls, cash registers, fixtures, counters, or the like. Utilizing present packaging and dispensing apparatus at such diverse locations requires substantial initiative and effort to secure the apparatus to the desired display unit and the use of separate attaching means which are not integral with the packaging apparatus. Furthermore, when present similar apparatus is used on a display shelf unit, it often obstructs and obscures the merchandise on the shelf below.

Accordingly, with each and every one of the above disadvantages and others in mind, it is a primary object of the present invention to provide a packaging and dispensing apparatus or device particularly adapted to the packaging of literature, such as, for example, coupons, redemption, recipe and instruction slips, contests entries, product information, premium and literature offers, and the like, for shipping the same in bulk quantities to sales and service agents, distributors, and the like, which apparatus or device additional is so constructed and arranged as to be usable as a dispenser for such literature

and positionable in a multiplicity of arrangements relative to any number of stationary as well as movable objects.

It is another primary object of this invention to provide a packaging and dispensing apparatus or device that is particularly adapted to any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, which packaging apparatus or device additionally is so constructed and arranged as to present a neat, self-contained dispenser of such literature that is immediately useful in the least amount of space and capable of a multiplicity of arrangements relative to stationary and movable objects, such as counters, shelves, walls, display units, and the like, quickly and with a minimum amount of involved time and difficulty.

A further primary object of this invention is to provide a packaging and dispensing apparatus or device that is particularly adapted to any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, which packaging apparatus or device additionally is so constructed and arranged as to present a neat self-contained dispenser of such literature that is substantially of the same dimensional extent thereof in each of a plurality of directions, whereby such apparatus or device does not exceed the measurements of the literature, and, in conjunction with the literature, therefore occupies a minimum amount of space.

A still further primary object of the present invention is to provide a neat, self-contained packaging and dispensing apparatus or device that is particularly adapted to any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, which packaging apparatus or device additionally is so constructed and arranged so as to present dispenser apparatus for such literature that is easily and readily disposable and replaceable at minimal cost, while yet being sturdy, compact, attractive, and capable of manufacture in large quantities.

An additional primary object of this invention is to provide a neat substantially unitary or integral self-contained packaging and dispensing apparatus or device that is particularly adapted to substantially any method or procedure of packaging and the subsequent shipping of predetermined quantity controlled amounts of literature, said device comprising a backing and supporting panel, and a quantity controlled amount of advertising material or literature detachably connected thereto, said backing and supporting panel being adapted especially for hanging attachment to different display units such as shelves, bins, pegboards, racks, spindles, price channels, or the like without requiring any additional fastening or suspending means to effectively display and enable dispensing of said literature.

A yet still further primary object of this invention is to provide a neat substantially unitary or integral self-contained packaging and dispensing apparatus or device comprising a backing and supporting panel, and a quantity controlled amount of advertising material or literature detachably connected thereto, wherein the backing and supporting panel and the advertising material or literature are substantially the same dimensional extent in a plurality of directions and wherein a portion of the backing and supporting panel is adapted to be moved to a display position where at such portion extends beyond and outwardly of such literature so as to be readily visible.

Another and yet still further object of this invention is to provide a neat substantially unitary or integral self-contained packaging and dispensing apparatus or device comprising a backing and supporting panel and a quantity controlled amount of advertising material or literature

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detachably connected thereto, wherein the backing and supporting panel and the advertising material or literature are of substantially the same dimensional extent in plurality of directions and wherein at least one of the pieces of advertising material or literature comprises a display card, the backing and supporting panel being adapted to be inter-connected with the display card with the display card extending outwardly thereof so as to be readily visible.

Other objects and important features of the invention will be apparent from a study of the specification following taken with the drawing, which together show, illustrate, describe and disclose a preferred embodiment or modification of the invention and what is now considered to be the best mode of practicing the principles thereof. Other embodiments or modifications may be suggested to those having the benefit of the teachings herein, and each other embodiments or modifications are intended to be reserved especially as they fall within the scope and spirit of the subjoined claims.

In the drawings:

FIG. 1 is an isometric view of one embodiment of a packaging and dispensing apparatus or device constructed in accordance with the principles of the present invention, illustrating the apparatus substantially as it is received at a location of display;

FIG. 2 is a view similar to FIG. 1 illustrating one step in one sequence of preparing the apparatus or device for display and illustrating in phantom a second step in preparing the apparatus or device for display;

FIG. 3 is a view similar to FIG. 2 and illustrating the apparatus or device in one position of display and showing in phantom one arrangement for securing additional display copy to the apparatus or device;

FIG. 4 is a view similar to FIG. 3, but illustrating the apparatus or device in another position of display;

FIG. 5 is a view similar to FIGS. 3 and 4, but illustrating the apparatus or device in another position of display;

FIG. 5 is a view similar to FIGS. 3 and 4, but illustrating the apparatus or device in still another position of display;

FIG. 6 is a view similar to the preceding figures but illustrating the apparatus or device in yet another position of display;

FIG. 7 is a view similar to the preceding figures but illustrating the apparatus or device in a further position of display;

FIG. 8 is a view similar to the preceding figures but illustrating the apparatus or device in a yet still further position of display; and

FIG. 9 is an isometric view of another embodiment of the apparatus or device in another position of display and illustrating another arrangement for securing additional display copy to the apparatus or device.

Referring now to the drawings, and in particular to FIGS. 1 to 8, there is illustrated therein one embodiment of a packaging and dispensing apparatus or device, constructed in accordance with the principles of the present invention, and generally designated by the reference character 10.

The packaging and dispensing apparatus or device 10 comprises a backing and supporting panel or element 12 that may be fabricated of any suitable material, such as cardboard, and the like. The panel or element 12, which is of generally rectangular configuration and includes an upper edge 14 and a lower edge 16, comprises, in turn, an integral flap 18. The flap 18, which is of generally rectangular configuration, is particularly adapted to be pivotally movable outwardly of and away from the element 12. To this end, the panel is scored along a line spaced further from the edge 16 than the edge 14 to provide or present a fold line 20 to enable an indicator tab 22 to extend beyond the edge 14 when the flap 18 is folded as shown in FIGS. 2 through 8.

Accordingly, the tab 22 may be pivotally moved or

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folded outwardly of the panel 12, by folding the flap 18 along the fold line 20, and thence generally upwardly of the panel 12, enabling the tab 22 to be seen from generally frontally or forwardly of the packaging and dispensing device 10, as particularly illustrated in FIG. 3. It will now be understood that any suitable indicia may be disposed upon the aforesaid tab 22, such as the phrase "Take One."

The backing and supporting panel 12 comprises, still further, a mounting or connecting flap 24 integral therewith. The flap 24 is of generally rectangular configuration and is severed along three sides thereof. The panel 12 is scored along the fourth side of the flap 24 to provide a fold line 26 facilitating pivotally moving or folding the flap 24 outwardly of and away from the panel 12. The flap 24 is additionally scored along a fold line 28 and a fold line 30 for a purpose described hereinafter.

The panel or element 12 comprises, still further, a connector or connecting means 32 extending transversely completely across the flaps 18 and 24, and substantially centrally thereof. The connector may be of any suitable construction, and, in the illustrated example, comprises a strip of pressure sensitive adhesive 34, having a suitable removable covering 36 to protect the adhesive until its use is required.

It will now be seen that the connector 32 extends across the connecting flap 24, the tab 22, as well, of course, as the remaining portions of the flap 18. Accordingly, portions of the connector extending across the connecting flap 24 are severed from those portions extending across the flap 18 and the tab 22. The connector 40 can therefore be used as a whole to perform its intended function, hereinafter to be described. In addition, portions of the connector can be used independently of the remaining portions thereof, enabling the flap 18 and the connecting flap 24 to perform their respective functions.

The packaging and dispensing device 10 comprises further a quantity controlled, predetermined or preselected amount of advertising material or literature 38. This material comprises pieces of literature that are particularly adapted to be individually detached. Accordingly, the pieces may be detachably operatively associated with one another by a padding means 40, such as glue, stitching, cheese cloth, and the like, to thereby define such quantity controlled amount of material. In effect, therefore, this material takes the form of a pad that is adapted to be operatively associated with the backing and support panel 12.

The apparatus or device 10 may, as set forth hereinbefore, be disposed in many operative positions and configurations and examples of such positions and configurations will now be described. The following examples are for the purpose of illustration only and are not intended to be taken by way of limitation.

With particular reference now to FIGS. 2 and 3, the packaging and dispensing apparatus 10 is illustrated as being disposed in one position of display, namely, a position for adhesive securement to a surface (not shown). To this end, the flap 18 is moved from the inoperative position thereof, as illustrated in FIG. 1 to the operative position thereof, as illustrated in FIGS. 2 and 3. This movement is facilitated by the scored fold line 20. The portion of the removable covering 36 overlying the adhesive 34 associated with the flap 18 is then removed. The connecting flap 24 is then moved from the inoperative position thereof, as illustrated in FIG. 1 to the operative position illustrated in phantom in FIG. 2 and adhered to the portion of the adhesive 34 associated with the flap 18. This movement is facilitated by the scored fold line 26. As clearly shown in the drawing, when the connecting flap 24 is adhered to the flap 18 in this manner, the flap 18 is secured tightly and flatly against the upper portion of the panel 12 and the portion of the connecting means 32 associated with the connecting flap 24 is exposed and positioned to enable the device 10 to be readily

secured to a surface. Furthermore, the tab 22 extends above and beyond the advertising literature 38 and clearly viewable therepast.

As clearly shown in FIGS. 2 and 4 of the drawing, an end portion 42 of the connecting flap 24 will now extend above, beyond and outwardly of the tab 22 and the end portion 42 is provided with an aperture 44 to enable the device 10 to be suspended thereby from any spindle-like device, such as a hook 46 inserted in a peg-board 48, or the like.

With particular reference now to FIG. 5 of the drawing, it is readily apparent that the device 10 may be secured to the edge portion of a shelf 50, or the like, by means of the portion of the adhesive 34 associated with the connecting flap 24. When utilized in this manner, it is readily apparent that the flap 18 will be firmly held in position with the tab 22 extending above the advertising material 38 by the edge of the shelf 50.

With particular reference now to FIGS. 1 and 6 of the drawing, the flap 18 is preferably provided, at each side thereof with L-shaped slits 52 defining ears 54 to enable the device 10 to be simply, easily and readily attached to a price channel 56. With the connecting flap 24 adhered to the adjoining portion of panel 12 and the tab 22, in the manner described above, the fold 20 of the panel 12 may be readily inserted into the bottom groove of the price channel 56 and the ears 54 in the top groove of the price channel 56, all as clearly shown in FIG. 6.

The connecting flap 24 may also be used, as clearly shown in FIG. 7 to secure the device 10 to a bin or trough 58, or the like by positioning the device 10 adjacent thereto with the connecting flap 24 extending behind or into the bin 58 and securing the connecting flap 24 thereto by means of the adhesive 34, with the bin 58 between the connecting flap 24 and the flap 18, thereby securely holding the flap 18 in position against the upper portion of the panel 12. This movement is facilitated by the scored fold lines 28 and 30.

Referring now particularly to FIG. 8, the device 10 may also be readily secured to wire structures such as a rack 60 by folding the connecting flap 24 around a wire member 62 prior to adhering the flap 24 to the panel 12. This movement is facilitated by the scored fold lines 28 and 30.

If it is not desired to expose the tab 22, the connecting flap 24 may be bent outwardly of the panel 12 along the scored fold line 26 while the panel 12 and the flap 18 are left flat and the flap 24 then secured to the shelf 50, or the like as clearly shown in FIG. 9, hung on a hook, secured to a bin, etc.

The topmost sheet of the pad of advertising material 38 may comprise a substantially rigid display panel 64, fabricated of cardboard, or the like. The display panel 66 may be secured to the tab 22 by means of the adhesive 34 associated with the tab 22 as clearly shown in FIG. 3, or by providing a slot 66 in the panel 12 spaced from the slot 52, may be secured in end-to-end relationship with the panel 12. Connection means 68, such as a strip of adhesive similar to the connection means 32 may be provided extending generally laterally of the panel 12 to secure the display panel 64 to the panel 12. The adhesive strip 68 may further be severed along a cut 70 aligned with the ends of slits 52 and 66 to enable utilization of only the desired portion of the adhesive strip 68 for securing the display panel 64.

As clearly illustrated in the drawings, the proper indicia or legend upon the tab 22 and display panel 64 will tend to attract the consumer public, further enhancing the neat and attractive appearance of the device. At this point, it is noted that the material 38 preferably is of the same dimensional extent as the panel 12 to maintain as well as further enhance the appearance of the device. In addition, this particular relationship between the material and the panel facilitates manufacturing, packaging and shipping, by substantially any method. Still

further, it will now be understood that each device 10 will arrive at its destination in the same condition in which packed, thus facilitating the desire to display them, the readiness with which they can be displayed, and substantially, if not completely, eliminating waste. The device 10 may thus be suspended from a shelf or other display unit enabling it to function as, in effect, a "shelf-talker," and that further the device 10 may be disposed in many other and additional display positions, only a few of which are illustrated for exemplary purposes and to facilitate an understanding of the present invention. For example, the device 10 can simply be laid or positioned flat upon a counter, table or the like. In any of such display positions, only a few of which are illustrated for exemplary purposes and to facilitate an understanding of the present invention. For example, the device 10 can simply be laid or positioned flat upon a counter, table or the like. In any of such display positions, it will further be understood that the tab 22 can be retained in its inoperative position, as particularly illustrated in FIG. 1. When so retained, the portion of the connector flap 24 can be used to fixedly attach the device 10 to an object, the same being accomplished simply by removing the covering 36 from the flaps 24 and 18.

At this point, it is noted that, irrespective of whether the longitudinal dimensional extent or length of the advertising material 38 extends in a horizontal or vertical direction, this dimension, as well as the transverse dimensional extent or width thereof is substantially the same as the same dimensions of the panel 12. Accordingly, as hereinbefore pointed out, the packaging and dispensing device 10 can be packaged and shipped by substantially any method, will arrive at their destinations in substantially the same condition as shipped, and will present a neat and attractive appearance, thus increasing the desire to have them displayed. This is especially true in view of the facility and ease with which the device can be displayed in so many different display positions relative to so many different objects, whether they be movable or not. Still further, the present invention is enhanced by the fact that the individual pieces of literature can easily be detached singly with little or no mutilation. Moreover, since the flap 42 is substantially centrally located of the panel 12 and is hingedly associated therewith along the scored fold line 26 which is positioned generally above center, the device 10 will extend only a short distance below the shelf 50, or the like, to which it is secured and will thereby only minimally obscure the goods, or the like, displayed on the subjacent shelf, or the like. Likewise, when the device 10 is secured from the price channel 56, the configuration of the folded panel 12 is such that the device 10 will, again, extend only a short distance below the price channel 56 to which it is secured and will therefore only minimally obscure goods displayed subjacent to the price channel 56.

It will be understood that the term "literature," as used in the foregoing description, and if and when used in the ensuing claims, is intended in its broadest possible sense, and, for example, is intended to include all of the material set forth at the outset of this specification, such as coupons, redemptions and recipe slips, contest entries, and the like. Accordingly, this term is to be attributed with the broadest possible construction.

While the invention has been shown, illustrated, described and disclosed in terms of the embodiments or modifications it has assumed in practice, the scope of the invention should not be deemed to be limited by the precise embodiments or modifications herein shown, illustrated, described or disclosed, such other embodiments or modifications intended to be reserved especially as they fall within the scope of the claims here appended.

What is claimed is:

1. A packaging and dispensing device comprising, in combination: a quantity-controlled amount of advertising

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material defined by a plurality of pieces of literature; means individually detachably connecting said pieces with respect to one another; a backing and supporting panel for positioning said advertising material in any one of a multiplicity of arrangements relative to any one of a plurality of stationary and even movable objects, said panel comprising first score line means extending transversely across said panel defining a first flap; second score line means extending transversely across said panel defining a connecting flap; said second score line means being spaced apart from said first score line means; said flaps being capable of pivotal movement with respect to the remaining portion of said panel; and a connector extending across said panel substantially medially thereof.

2. A packaging and dispensing device as defined in claim 1, wherein: said connector comprises portions extending across said first and connecting flaps, said portions being severed relative to one another to enable said panel to be connectable with any one of said objects through the medium of the portions of said connector extending thereacross.

3. A packaging and dispensing device as defined in claim 1, wherein: said first score line is positioned closer to one edge of said panel than to the opposite edge thereof, and said panel further comprises an indicating tab; said tab being defined by a portion of said first flap, enabling said tab to be movable to a position extending beyond said one edge of said panel and visually observable herepast.

4. A packaging and dispensing device as defined in claim 1, wherein: said connector comprises a pressure sensitive adhesive; and a removable covering strip superimposed with respect thereto.

5. A packaging and dispensing device as defined in claim 1, wherein: said first flap is provided with a pair of generally L-shaped channel slits parallel to and equally spaced from said first score line means; each of said channel slits extending from an opposite edge of said first flap inwardly thereof whereby pivotal movement of said first flap at said first score line means defines a

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folded edge adapted to be engaged with one groove of a price channel and said channel slits define ears adapted to be engaged with a parallel groove of such price channel enabling said device to be readily secured with such price channel.

6. A packaging and dispensing device as defined in claim 1, wherein: one of said pieces of literature comprises a display card adapted to be secured to said first flap by said connector.

7. A packaging and dispensing device as defined in claim 1, wherein: one of said pieces of literature comprises a display card, and said panel is further provided with a plurality of spaced apart generally parallel slits extending inwardly from one edge thereof enabling said display card to be inserted in said slits and thereby secured adjacent said panel.

8. A packaging and dispensing device as defined in claim 1, wherein: said connecting flap is provided with an aperture to enable said device to be suspended from a support.

9. A packaging and dispensing device as defined in claim 1, wherein: said connecting flap is provided with a plurality of spaced apart generally parallel transversely extending score lines to enable said connecting flap to be formed about, support and to be secured thereto by said connector.

10. A packaging and dispensing device as defined in claim 1, wherein: said connecting flap comprises a generally rectangular substantially central portion of said panel severed from said panel along three side edges.

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