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MERCHANDISING DISPLAY PACKAGE

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Fig. 1

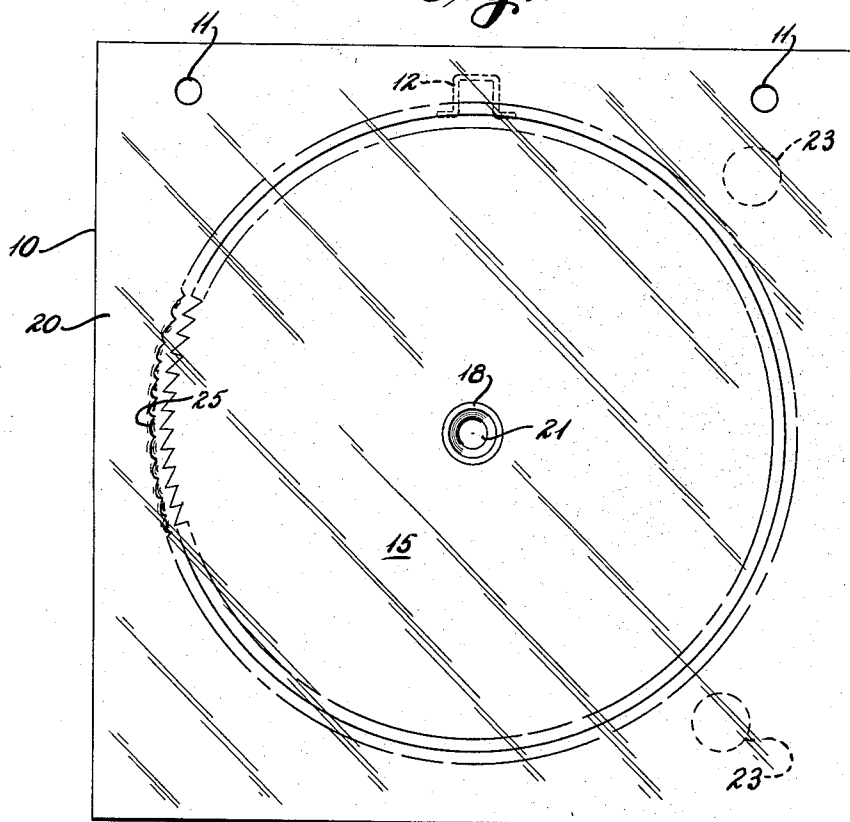
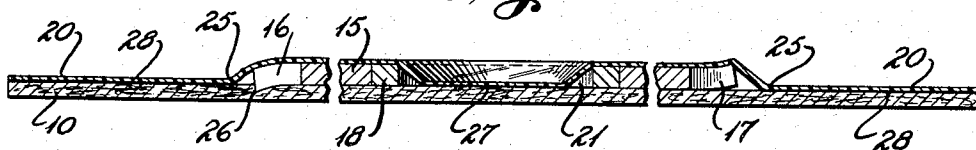


Fig. 2



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MERCHANDISING DISPLAY PACKAGE

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1 Claim. (Cl. 206—78)

This invention relates to merchandise display packaging and has for its principal object the provision of a display package for saw blades which will allow proper display and protection to the polished steel blade which, if handled unpackaged with bare hands, might injure the prospective purchaser and might be damaged by him if handled with moist fingers.

A further object of the invention is to provide a stiff backing sheet for any object that has a central hole. This object is accomplished by applying a suitable plastic of well-known type to the backing sheet in such a manner that a firm contact is made by the plastic with the backing sheet through the center opening of the object, usually but not necessarily circular. This positive adherence of the plastic to the backing firmly anchors the object to the backing when the plastic sheet is secured to the backing away from the object, preferably by complete coherence of the plastic to the backing. If desired, however, the plastic sheet may be secured to the backing in merely a plurality of places to hold the plastic in place.

A still further and specific object of the invention is to provide a display package in which the object anchored on the backing sheet is a circular saw having a central circular hole and having at its periphery a number of teeth which are alternately offset to the right and to the left. In packaging a saw blade of this type protection must be provided against rust and the covering material must be of a type that can be cleaned. The packages can be hung against a wall or on racks and when so hung the entire saw blade is available for inspection and the purchaser can readily inspect the set of the teeth by holding the backing sheet obliquely.

As the well-known plastics suitable for this purpose are quite tough, the outwardly directed teeth are protected by the skin backing but the saw blade does not adhere either to the backing sheet or to the plastic although firmly secured to the backing sheet by the central adhering portion and if desired by imbedding the inwardly directed teeth into the cardboard backing sheet.

At the present time circular saws up to a foot in diameter have been inserted in heavy envelopes or cardboard folders. In either case the blade is completely hidden and a customer naturally desires to see the actual shape of the teeth even though the printed matter on the envelopes states this. Consequently when a customer wishes to purchase a blade he first removes it from an envelope or folder and of course handles it normally with moist fingers. After this has been done by several customers the envelopes become crumpled and the blades become soiled and rusty, all of which poses a problem for the store owner, who likewise is subject to suit if the customer should cut his finger on the saw.

An improvement over the simple envelopes or cardboard folders has very recently come on the market but this improvement consists merely in cutting a slot or window radially in the envelope. This is better but still has many disadvantages as most customers first look

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through the slot and then take the blade out of the envelope. Blades packed in either of the ways mentioned are placed in racks in the store or in a drawer and hence are never visually displayed.

With the present invention while the main supply of blades would be stored in appropriate size drawers, samples of different types of them would be hung on the wall, stood on the counter, or displayed on racks which hold a considerable number of blades somewhat in the nature of the way dresses are hung on horizontal rods so that any dress can be examined by pushing some forward and others back.

In the drawings:

Figure 1 is an elevation of the display package as mounted on a wall or supported nearly erect by a stand.

Figure 2 is a diagrammatic cross section, the thickness of the parts being exaggerated.

In the drawings, 10 represents the backing sheet which preferably consists of an attractive relatively stiff piece of cardboard having perhaps a clear white embossed face and provided with some means at one edge for holding the device against a wall or a nearly vertical support, for example the holes 11 or a hook such as 12 in the back of the sheet. The saw blade 15 is of a size not greater than a foot in diameter and preferably from 6" to 10". As is usual, the teeth of the blade, 16 and 17, are alternately set in opposite directions so that the thickness of the periphery of the saw blade is greater than the thickness of the blade between the teeth and the central bushing 18 which is optional and when used is of brass, whereas the rest of the blade is made of a high quality steel.

A sheet of plastic 20 of suitable type and readily available on the market is applied through the central hole 21 of the saw blade so that it is in firm permanent contact with the backing sheet. This anchors the blade to the backing sheet provided the outer areas of the plastic are likewise attached to the backing sheet in some way. This may be accomplished by fastening in spaced areas such as 23 around the periphery of the saw blade but I much prefer to have the plastic sheet 20 secured to the backing from a circular sinuous margin 25 to all four edges of the backing sheet and that this contact be uniform and permanent. The radial distance from the margin 25 to the points of the teeth is as small as is consistent with insurance against the outwardly directed teeth 17 tearing the quite tough film. In a 6" cross cut saw blade the teeth are about $\frac{3}{16}$ " apart and the distance from the margin 25 to the tooth 17 is about $\frac{1}{16}$ " but might be $\frac{1}{8}$ ".

Fig. 2 is a central section showing an inwardly directed tooth 16 at the left and an outwardly directed tooth 17 at the right. The former may indent the cardboard backing sheet 10 as at 26 as this aids the central adhesion 27 between the plastic 21 and the backing sheet in firmly anchoring the saw blade in place. I prefer that the contact of the plastic and the backing sheet outside of the margin 25 as at 28 shall be a permanent one. This may be accomplished in any desired manner as for example cementing the plastic to the backing. A better and normal way of making the contact is by applying heat to the plastic, usually with pressure, this making a very satisfactory bond.

What I claim is:

A merchandising package comprising a square cardboard backing sheet having means for suspending the sheet in a vertical position for display, a circular saw blade having a central opening and a series of peripheral teeth alternately offset in opposite direction whereby the thickness at the periphery is greater than the thickness of the major portion of the saw blade, the inwardly directed teeth indented firmly in the backing sheet with

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the alternate (outwardly directed) teeth out of contact with the backing sheet, and a skin of transparent plastic cohering to the backing sheet inside of the central opening of the saw blade to anchor the saw blade to the backing sheet at the center of each and cohering to the backing sheet from each of the four edges to a margin around the periphery of the saw blade which margin is nearer to the periphery of the saw blade than the distance circumferentially between adjacent saw teeth to hold the skin in contact with the outwardly directed teeth and the major outer surface of the saw blade, whereby

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the center of gravity of the package is within the central opening of the blade, with consequent ease of handling.

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