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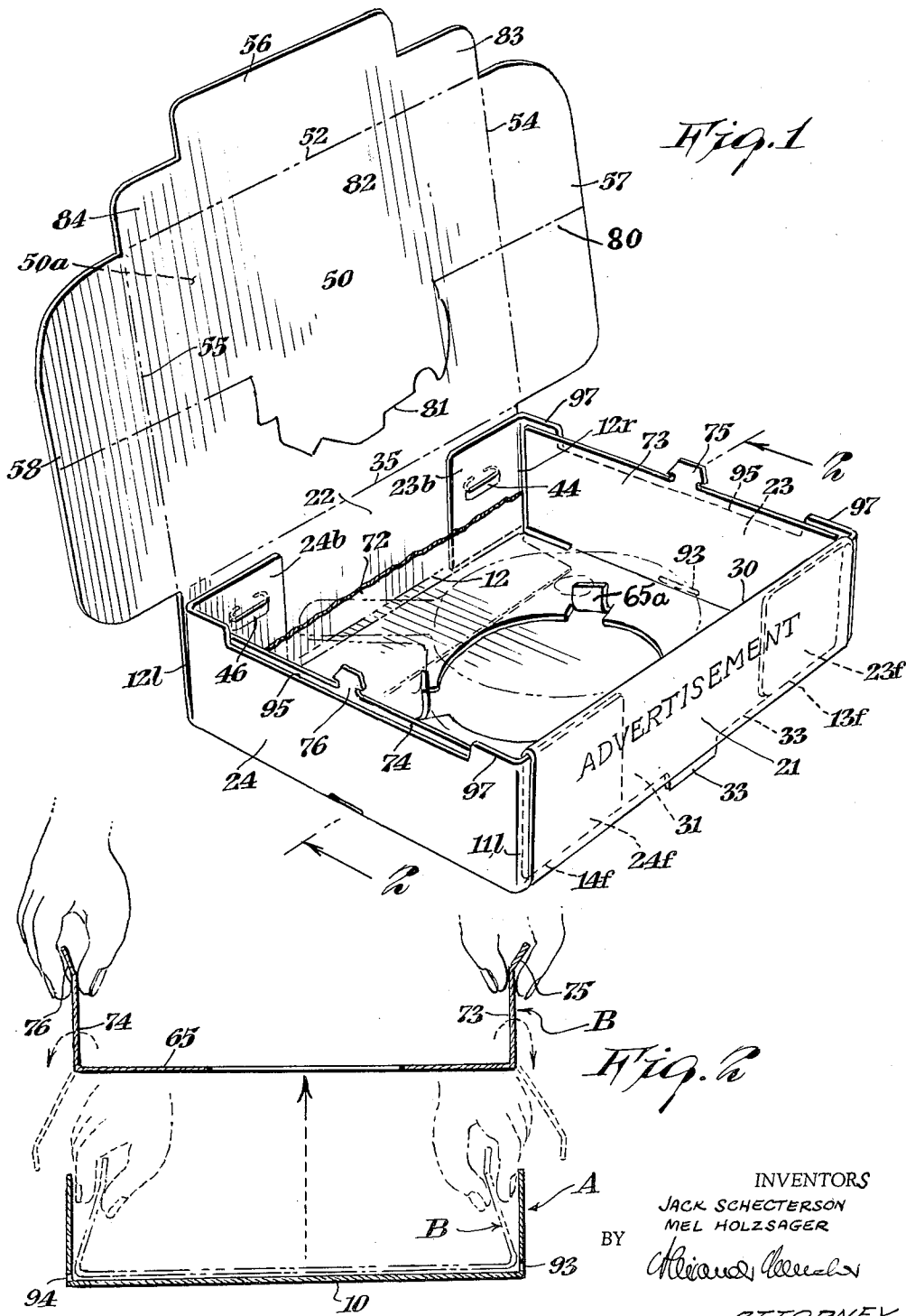
J. SCHECTERSON ETAL

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COMBINED PACKAGING BOX AND DISPLAY CONTAINER

Filed June 22, 1962

3 Sheets-Sheet 1



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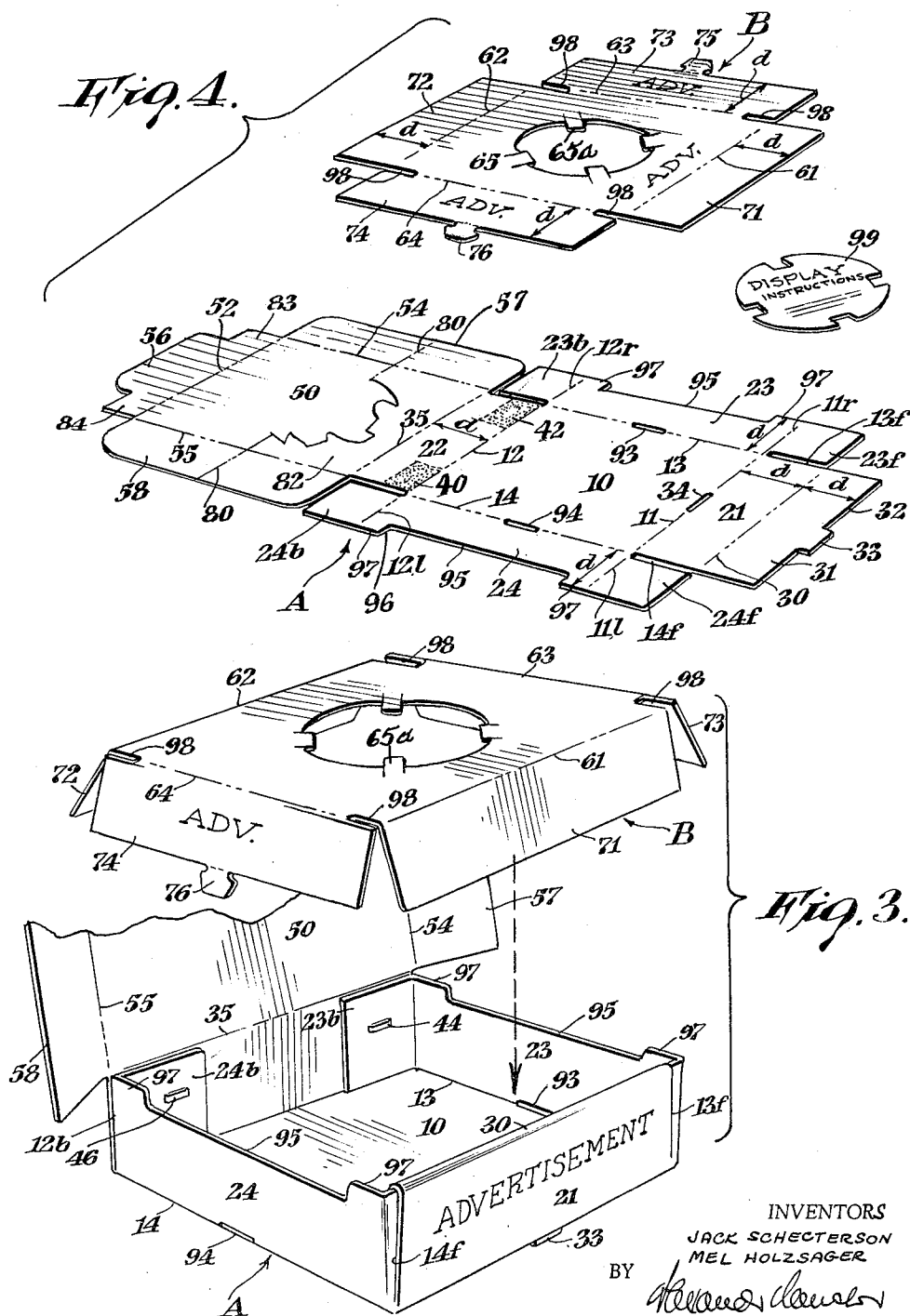
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COMBINED PACKAGING BOX AND DISPLAY CONTAINER

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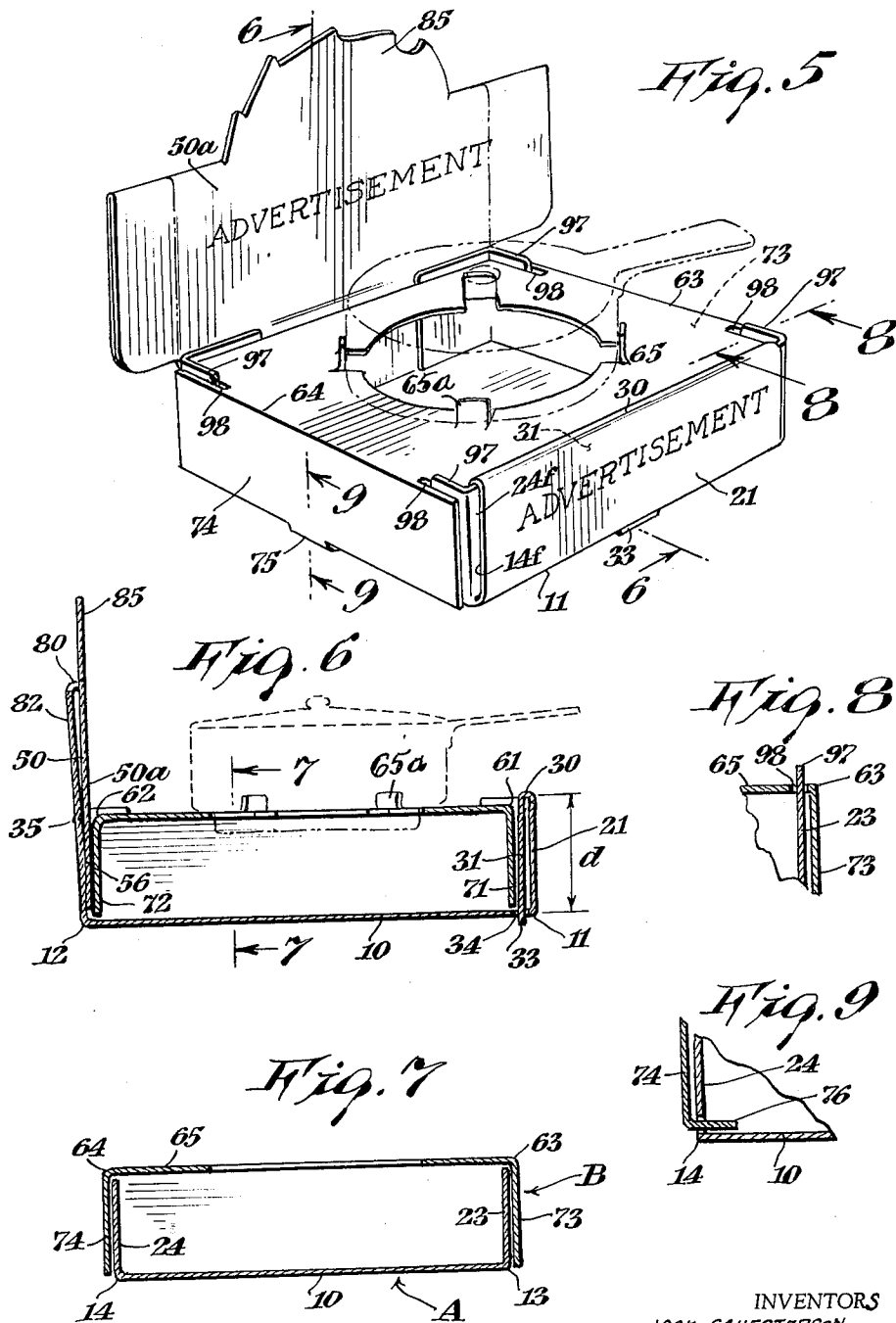
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COMBINED PACKAGING BOX AND DISPLAY CONTAINER

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3 Sheets-Sheet 3



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COMBINED PACKAGING BOX AND DISPLAY
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This invention relates to advertising display containers and more particularly to containers adapted for the physical display of containable items and for display of advertising matter upon integral parts of the container.

More particularly this invention relates to containers of the above mentioned character made substantially entirely of flat paper-fibre pasteboard and adapted for conversion into a variety of two and three dimensional forms for subsequent applications as selectively required in the course of handling and selling the containable item.

Still more particularly this invention relates to such containers adapted for "bulk shipping" or individually packaged "item shipping" from factory to places of display and adapted in either case for conversion into "item-display" or "advertising-display" use or condition at the places of display.

One of the principal objects of the invention is the production of such pasteboard flats as are readily, quickly and easily set-up, or converted into a particular form for a chosen application.

Another object of the invention is to provide such above mentioned containers, using a minimum of pasteboard material with a minimum of cut-out waste.

Still another object is the provision of an item container that is simple in construction, easy and inexpensive to manufacture, adaptable for selective use for factory shipment, easily and simply set-up for retail display, and attractive and sturdy in use including retail packaging. Wherever the expression paper-fibre pasteboard is used herein, any substitute as of composition, plastic or other material is equally applicable.

Accordingly, the invention contemplates the use of the component parts in "bulk-shipping" application where the "flats" are shipped in the flat condition, separate from their containable items, to the place of manufacture and thereafter to the retailer where the flats can then be set-up for "item-display" or "advertising-display" or both.

In contemplated use of component parts of the invention in "item-shipping" application, the flats are set-up in the form of a covered box with the items contained therein and shipped from the factory in this manner to the place of display, whereupon, the component parts of the container can be converted to "advertisement-display" use, "item-display" use, or both, as desired. In any event the box, after serving its display uses is convertibly adapted as a container for wrapping of retail sales of the containable item.

The invention contemplates the display of a containable item upon a pedestal in the foreground of an advertising background, the level of item display being substantially above and outside the cavity of the container, and the extent of the background advertising is beyond the projected scope of the pedestal.

Other obtainable objects, advantages and contemplations will be pointed out in the following description, and still others will appear as the details of construction and use are explained in connection with a preferred embodiment of the invention illustrated in the drawings in which:

FIG. 1 is a perspective view of the container showing composite parts thereof in condition ready for closing, in the course of "item shipment" use.

FIG. 2 is a sectional view substantially along the line 2—2 of FIG. 1 showing one of the composite parts of the

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container being separated from the other in the course of converting same from the use shown in FIG. 1 to "item-display" use.

FIG. 3 is a fragmentary perspective view showing the composite parts separated, but furthered, in the course of conversion to "item-display" use.

FIG. 4 is a group of isometric views of the component parts of the container shown in the previous views.

FIG. 5 is a perspective view of the container in "item display" use.

FIG. 6 is a section taken along the line 6—6 of FIG. 5.

FIG. 7 is a section on line 7—7 of FIG. 6.

FIG. 8 is a section on line 8—8 of FIG. 5.

FIG. 9 is a section on line 9—9 of FIG. 5.

Referring to FIG. 4, the segment A is the flat from which the box body and cover is made and comprises a substantially rectangular bottom portion 10 bounded by parallel front and rear scores 11 and 12, respectively, and by parallel right and left scores 13 and 14, respectively. Coextensive with said scores are portions constituting sides of the box when folded along the said scores into vertical disposition, as seen in FIG. 1.

In the box part and contiguous with the score 11 is the front side portion 21, and contiguous with the score 12 is the back side portion 22. Contiguous with the right and left scores 13 and 14 are the right and left side portions of the box 23 and 24, respectively. The scores 11 and 12 extend beyond the confines of the bottom and into the left and right side flaps as at 11 r and 11 l and 12 r and 12 l to define their respective boundaries, the suffixes r and l signifying right and left, respectively.

Contiguous with these " r " and " l " scores, at the front, are flaps 23 f and 24 f , and contiguous with the scores 12 r and 12 l at the back, are flaps 23 b and 24 b .

The front side portion 21 is separated from the flaps 23 f and 24 f by slots 13 f and 14 f . These slots and the score 30 define the front side portions and contiguous with this score 30 is the front inner-flap portion 31. On the edge 32 of the portion, parallel to the score 30 is a projecting latch tab 33 located substantially midway of and along the edge 32. Adapted to receive this latch tab is a slot 34 in the bottom portion 10 of the box and along the score 11.

The score 35, parallel to the score 12, together with the L-shaped slits bordering the flaps 23 b and 24 b , constitute the definition of the back-side portion 22 of the box.

It will be seen that upon bending the flat A along the scores 11, 12, 13 and 14, and suitably "folding-in" the flaps 23 f and 24 f along the inside surface of the front side 21, and by folding down the inner flap-portion 31, the latch tab 33 is caused to engage the slot 34 and become locked therein in boxed form.

This locking condition is obtained because the distances d are substantially equal thus causing the tab 33 to project thru the slot 34, as clearly shown in FIG. 6. In boxed condition, the flaps 23 f and 24 f are of course sandwiched between the front side-portion 21 and the inner-flap portion 31.

The back-side portion 22 is provided with two pressure adhesive areas 40 and 42, along the ends of this portion and underlying the lower half of the flaps 23 b and 24 b to which the adhesive becomes permanently attached when the flaps and the back-side portion 22 are folded into contact in the upright box formed condition.

The attachment of the flaps 23 b and 24 b can be made more permanent by the application of staples 44 and 46 about half way up the flaps 23 b and 24 b as seen in FIG. 4.

The top portion 50 of the cover is bounded by two spaced and perpendicular pairs of parallel scores 35, 52, and 54, 55 forming a rectangle substantially the size and outline of the bottom portion 10 and adapted in closed position of the cover to overlie same.

Contiguous with and extending from the scores 52, 54 and 55 in their respective directions, flaps 56, referred to as the cover front-flap, and the flaps 57 and 58, referred to as the cover end-flap, respectively, are foldable at right angles to the area 50. In the closed condition of the box, the cover front-flap 56 is adapted to lie either adjacent the inner flap-portion 31, on the inside of the box or adjacent the front side 21 on the outside of the box. The cover end-flaps 54 and 55 are adapted to lie either inside or outside and adjacent the sides 23 and 24 of the box, respectively. This matter of the inside or outside disposition of the cover flaps is at the option of the user. The relative thinness of the material of which the blanks or flats are made, permits this choice, since relatively thin walls are yieldably accommodative to such choice.

Referring to FIG. 4, the flat B is provided with parallel scores 61 and 62, and at right angles thereto with parallel scores 63 and 64 to form a platform portion 65 of dimensional size and shape of the area of the bottom portion 10.

Contiguous with said scores in the platform flat B are platform flaps 71, 72, 73, and 74, respectively associated with the front, back, right and left sides of the box, where, upon folding these flaps upwardly, at right angles to the portion 65, the entire element forms an open top cavity and is positionable within the box cavity as seen in FIG. 1. Scored tabs 75 and 76 are bent outward and down to fit inside the box and are thus sandwiched between the adjacent walls as is seen in FIG. 1. These walls also being relatively thin allows for such required accommodations and provides for a relatively yieldable fit between dimensionally nestable parts.

In the condition shown in FIG. 1 the box-shaped container with said platform part disposed therein provides a cavity for containing an item or items of merchandise such as for example, a pot or pan, as shown in dot and dash lines. The cover is closeable over this cavity with its flaps disposed on the outside of the box or the flaps may be tucked inside, either within the platform walls or sandwiched between the platform walls and the walls of the box. With the item inside, factory "item-shipping" can be carried out.

Parallel with the score 35 and midway between the scores 35 and the score 52 is an interrupted score 80 which extends from the outer ends of the flaps 57 and 58 inwardly towards and to the ends of a contoured slit 81. The outline of this slit is disposed in an advertising zone 82 located between the scores 35 and 80 of the top portion 50. Upon folding along the score 80 the cover flap 56 can be brought within the box cavity and adjacent to the box flaps 23b and 24b to be held there by the platform member when disposed in the cavity as seen in FIG. 1 or FIG. 5.

Another alternative is to slip the abbreviated end portions 83 and 84 of the cover flap 56 behind the portions of the flaps extending above the staples or adhesive, as the case may be. In any event, a portion 50a on back of the zone 50, together with the portion 85 embraced by the contoured slit and coplanar with the zone 50, are brought into view as a backboard for advertising display of any message carried in these viewable zones as seen in FIG. 5.

Upon receipt at the place of display of a container in the "item-shipping" condition as shown in FIG. 1, and it is desired to display the contents, the item is removed from the box cavity, then the platform part B is grasped at its sides 73 and 74 by or near the tabs 75 and 76 as seen in FIG. 2, and is raised out of the box cavity as indicated by the dotted arrow. The flaps 71-74 of the platform member are then inverted as seen in FIG. 3 and placed over the mouth of the box cavity as seen in FIG. 5, preferably with the front and rear flaps 71 and 72 inside the box walls and the side flaps 73 and 74 outside the box walls. However, in the preferred manner of such item-display use, as seen in FIG. 5, certain advantages

are obtained, as will be described. Slots 93 and 94 are provided along the scores 13 and 14 at the right and left box sides 23 and 24. These slots are adapted to receive the tabs 75 and 76 of the platform part B, as seen in FIGS. 5 and 9.

This arrangement secures the item platform in intended "item-display" condition and prevents inadvertent uplift or displacement and creates a pedestal upon which the item is placed for display.

To strengthen the box and platform member walls against lateral collapse, the upper edges of the box sides are interlocked with the platform member in the following manner. Shallow notches 95 are provided along the upper edges of the box end-sides. These notches extend nearly the entire length of the said edges except near the ends to produce shallow projecting portions 96 at the corners of the box as at 97. These projecting portions are adapted to be engaged by juxtaposable slots 98 in the platform member B. These slots are at the ends of the scores 63 and 64. The relative distance d of the mating parts are modified to an extent to cause projection of the projecting portions 97 through the walls of the slots 98, as seen in FIG. 8. This provides a rabbet-like interlocking structure held securely in position by the effect of the application tabs 75 and 76, see FIG. 5 and FIG. 9.

Where the containable item in "item-display" condition covers a substantial portion of the platform 65 upon which it rests, a piece somewhat smaller than such covered area, such as the piece 99, may be cut out for providing engaging tabs 65a to maintain position of the encloseable and displayable item against shifting and also used for carrying instructions or for any other useful purpose in connection with the use and manipulation of the container or with the sale of the item. For example, the back of the piece 99 may carry a suggested retail price.

The container having the described versatility and selectivity in the course of its mercantile use including the factory shipping, the display, advertising for sale and including the use of the container as a final wrapper case is provided in the described form. It is to be understood however that this form is not restrictive except to equivalents coming within the scope of the appended claims.

We claim:

1. An item-display container of the character described comprising the combination of an integral panel-board box member, and an integral pasteboard platform member, said box member having a bottom, sides including front, rear and end sides of a given height, said platform member having a platform portion and flap portions co-extensive at right angles to said platform portion and of height slightly smaller than the said height of said box sides, notches in the top edges of said end sides in the box sides providing projections along said edges at the ends thereof and projecting upwardly, slots in said platform member substantially at the juncture of its platform and its flap portions, said projections being disposed in said slots, and means comprising a tab on said platform member and a slot engaged by said tab in said box member for holding said projections and slots in engagement, said box member having a cover secured to the rear side, said cover having an intermediate slitted line and aligned horizontal score lines each extending from opposite ends of said slitted line whereby said box member cover when folded along said score lines presents a vertically extending panel for advertising purposes.

2. An item-display container of the character described comprising the combination of an integral panel-board box member, and an integral pasteboard platform member, said box member having a bottom, sides including front, rear and end sides of a given height, said platform member having a platform portion and flap portions co-extensive at right angles to said platform portion and of height slightly smaller than the said height of said box sides, notches in the top edges of said end sides of the box sides providing projections along said edges at the

ends thereof and projecting upwardly, slots in said platform member substantially at the juncture of its platform and its flap portions, said projections being disposed in said slots, and means comprising a tab on said platform member and a slot engaged by said tab in said box member for holding said projections and slots in engagement, said platform member at the platform portion having a central aperture and spacing tabs for maintaining an item of merchandise against shifting.

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