Jan. 21, 1941. A. J. TANNER 2,229,427

DISPLAY DEVICE FOR MERCHANDISE

Filed March 25, 1933 3 Sheets-Sheet 1

Fig. 1.

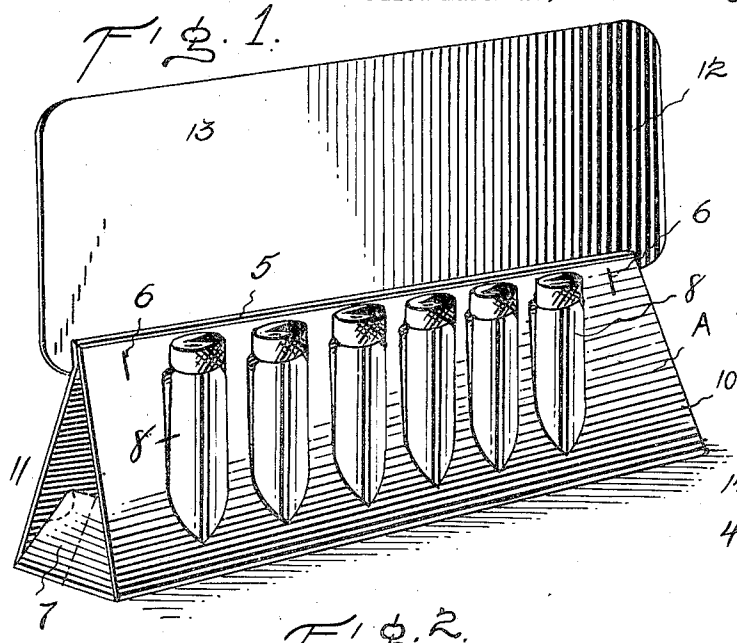


Fig. 3.

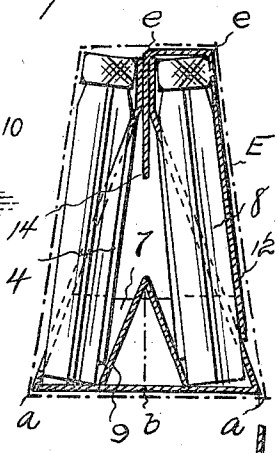


Fig. 2.

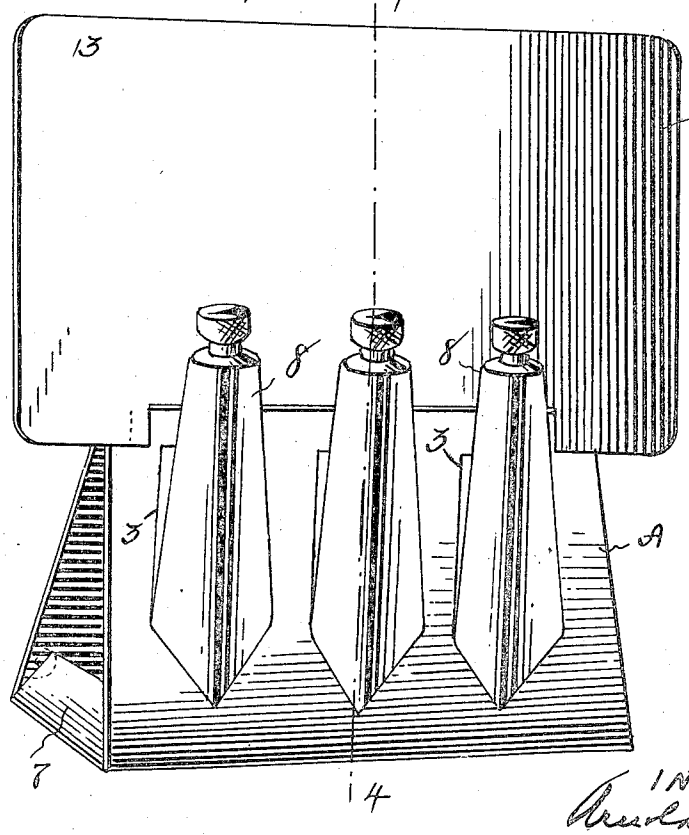
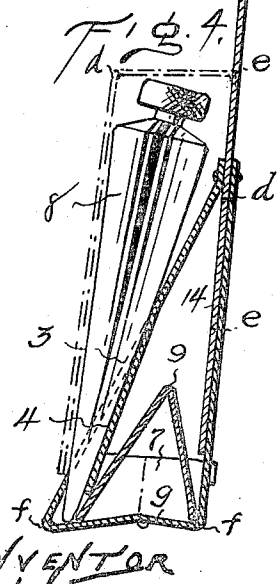


Fig. 4.

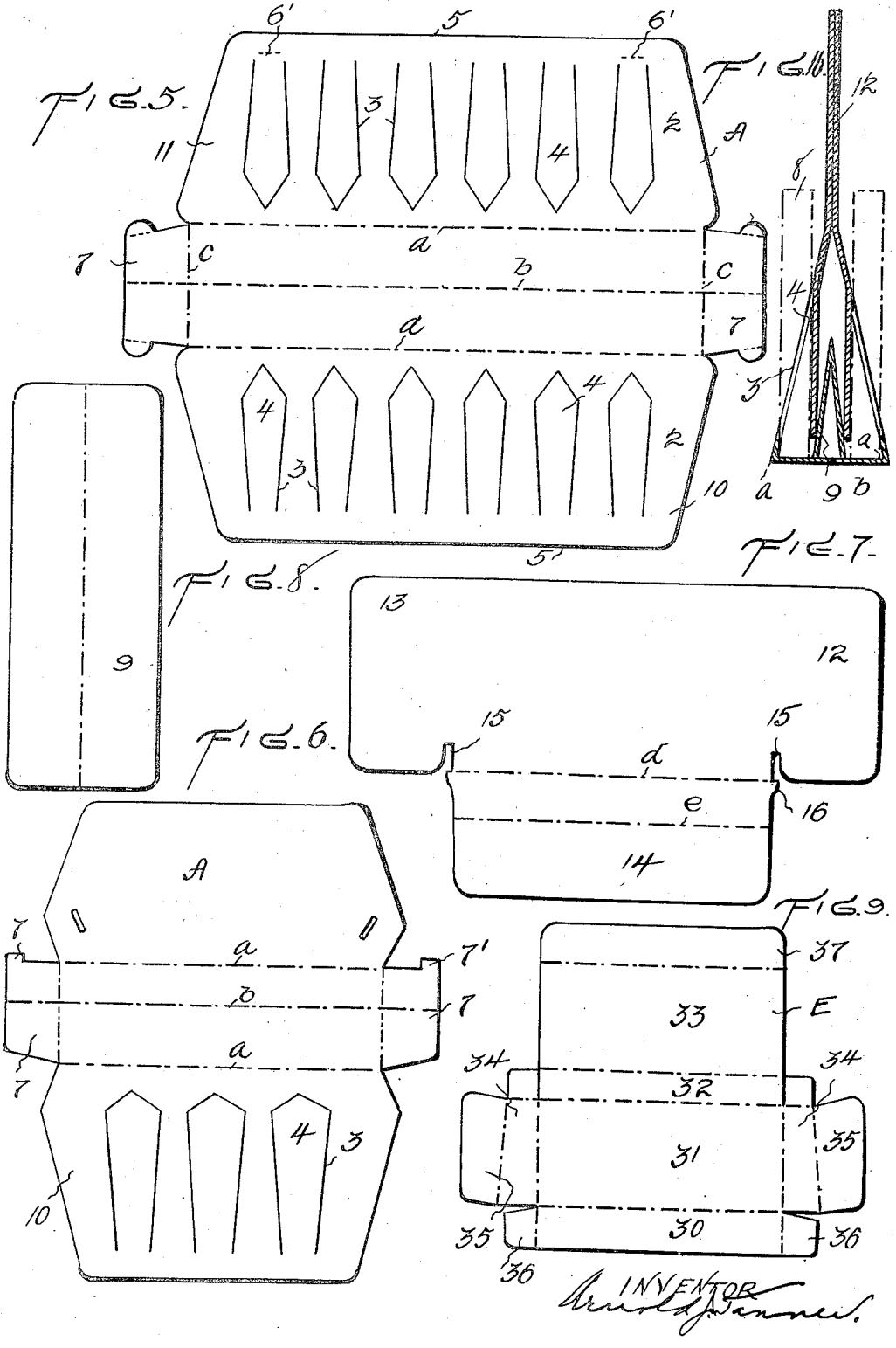


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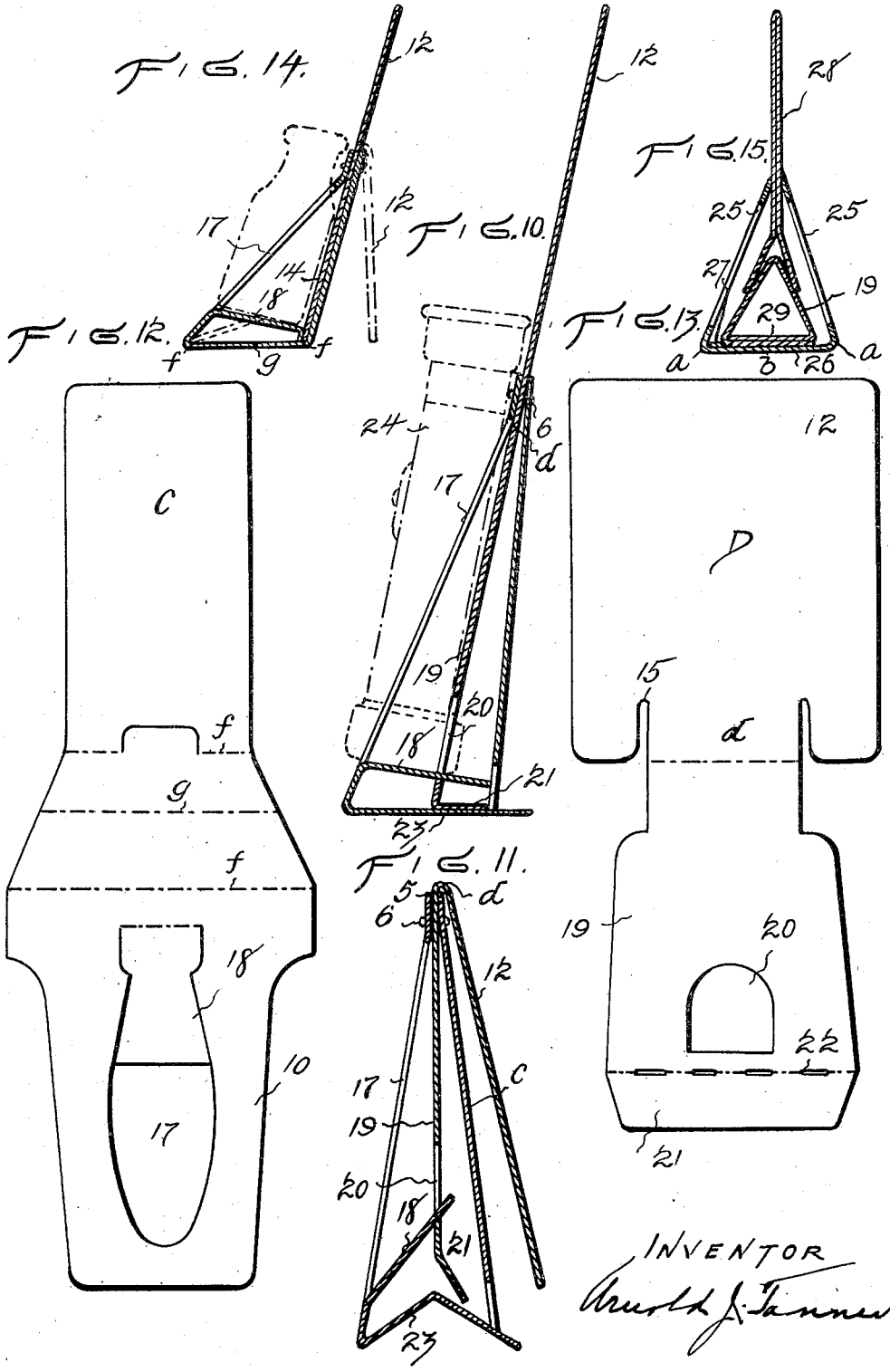
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DISPLAY DEVICE FOR MERCHANDISE

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2,229,427

UNITED STATES PATENT OFFICE

2,229,427

DISPLAY DEVICE FOR MERCHANDISE

Arnold J. Tanner, North Haven, Conn.

Application March 25, 1938, Serial No. 198,057

7 Claims. (Cl. 248—152)

The present invention has relation to improvements in means for packaging and displaying merchandise of various kinds, more particularly articles in the form of collapsible tubes, bottles, vials, flashlights, cartons, knives, or other articles of merchandise which are preferably displayed in an upright position.

One object of the present invention is to produce a packaging and display device which is of simple construction so as to be economically produced, easily assembled by the packer and particularly simple in the operation of setting up so that a dealer may readily erect the device for display purposes.

The invention in one embodiment thereof comprises a collapsible structure which is set up by the packer and the contents packed in the position for display and when so packed the device is put into a protecting outer member of the same shape as the packed device. With such an outer protector a safe package and shipping medium may be obtained without use of fillers or padding.

In another embodiment of the invention the device is collapsed into a flat position and then packed in a container which holds the merchandise. With a device of this kind the dealer is required to set up the device into the display position and the merchandise is then placed therein.

The improved device with either embodiment is provided with a base member of a triangular shape when set up and which base member is provided with an opening or openings in one or both faces so that the display of merchandise can be obtained from one or both sides.

The invention will be hereinafter more fully described with reference to the accompanying drawings, wherein:

Fig. 1 is a perspective view showing the improved display device arranged to display merchandise on both faces,

Fig. 2 is a perspective view showing substantially the same construction but arranged to display merchandise only on one face,

Fig. 3 is a slightly enlarged cross-sectional view of the device such as shown in Fig. 1,

Fig. 4 is a cross-sectional view taken on line 4—4 of Fig. 2,

Fig. 5 is a plan view of the blank employed for a two faced construction such as shown in Fig. 1,

Fig. 6 is a reduced plan view of the blank used for the structure as shown in Fig. 2,

Fig. 7 is a plan view of a separate display card adapted for use with either form of the improved display as shown in Figures 1 and 2,

Fig. 8 is a plan view of a card or sheet member which is employed with either form of display as a spreader or pressure device,

Fig. 9 is a plan view of a blank used to produce an angular shaped protector cover to conform with the shape of the set up and packed display device,

Fig. 10 is a cross-sectional view showing an embodiment of the invention as developed for packing and displaying flashlights,

Fig. 11 is a cross-sectional view of the same device in the collapsed position,

Fig. 12 is a plan view of the blank used for the base of the structure shown in Figures 10 and 11,

Fig. 13 is a plan view of the blank which is used to form the display card and other parts of the device shown in Figures 10 and 11,

Fig. 14 is a sectional view showing the device as developed for displaying a bottle, cartons and other articles,

Fig. 15 shows a modification of the improved device in a form where the base blank is glued instead of being stitched as in the other examples illustrated, and

Fig. 16 is a cross-sectional view showing a modified form in which the display card is an integral part of the base member of the display.

Referring to Figures 1, 3 and 5 of the drawings, the base member A is constructed of the blank also designated as A. This blank is creased on lines *a*, *b* and *c* to define three sections namely the bottom 1, and sides 2—2, the latter having openings 3 therein which are of a size, shape and in number to accommodate the merchandise which is to be displayed. The openings 3 are preferably formed by partially cutting away the stock leaving the cut out pieces 4, so that the latter will remain to help stiffen the structure and also provide a printed surface which will appear when the displayed articles are removed.

In the manufacture of the device the blank A is folded on the centrally creased line *b* so as to bring the ends 5 of the blanks together. In this folded or flat position the ends of the blank 5 are united together by staples 6 and which staples should be accurately placed at the points 6^1 as shown in Fig. 5 by dotted lines or if necessary, depending upon the type of stapling machine employed, this staple may be placed vertically as shown in Figure 1.

Projecting pieces 7, folding on a line *c* extend laterally from the bottom portion 1, and these pieces 7 are arranged to fold inwardly so as to

open the folded blank and to serve as spreaders to maintain the structure in the set up position.

The improved device may be designed to hold one or more articles 8 in one or both faces thereof and to receive these articles and retain them in place the required number of openings 3 are provided and which articles preferably fit snugly in these openings so as to prevent tilting sideways and to prevent forward tilting of the articles an insert sheet 9 is used and this sheet is folded so as to form an inverted V. The sheet 9 is composed of fairly snappy box board so as to exert a spring pressure action against the bottom of the article thereby tending to press the lower ends of the articles forwardly and thus obtain the backward tilt.

With the example shown in Fig. 1 the front face 10 of the base A need only be decoratively printed and the other face 11 can be printed only with directions, etc.

The improved device includes a show card 12, which in the display position stands constantly erect above the base member and this card 12 can be printed on one side only for a single face display, but if desired the show card may be printed on both sides for a double face display to correspond with the decorations on both sides of the base member. This card 12, as shown in Fig. 7, comprises the display portion 13 having a depending flap 14 which is creased on lines *d* and *e*, and said member 12 has the notches 15 and lugs 16.

In the assembling of the device the base member blank is preferably folded on the crease lines *a* and *b* so that the folds between the creases *a* will lie upwardly and thereby provide a level base for the structure. When so folded the ends of the blank A are united together preferably by a single staple 6 at each side located as shown in Fig. 5. The show card member 12 is united with base member A by inserting the tongue 14 in the opening left between the staples 6. When the device is placed in position for packing the tongue 14 is pushed down into the base so that the crease *e* will be in line with the top edge of the base and the card is then folded at a 90° angle both on the lines *d* and *e* so that the portion between these crease lines will rest on top of the articles packed in the device.

When the device is set up for display the card is first raised and then pushed down as far as notches 15 will permit so that the lugs 16 will be engaged below the staples. In this position the card is firmly held in an upright position and the engagement of the lugs 16 tends to prevent the pulling out of the card.

The example shown in Fig. 2 is substantially the same as the structure previously described with the exception that provision is made for carrying and displaying articles on one face only. The display member 12 for this example is substantially the same as that shown in Fig. 2 and the operation of assembling and setting up is the same. This single face display device is most suitable for packing in a collapsed position preferably within the same container which holds the merchandise say twelve pieces all of a comparatively large size where it would not be practical to display all the contents in a counter display device. With this example the base member is collapsed into a flat position and the show card is folded down so that the device can be packed in a small compass.

The operation of setting up the last described example by the dealer must necessarily be made as simple as possible, therefore, all that the dealer is required to do is insert the spreaders 7 into the base member and due to the angular inclination of the walls of the base member the spreaders 7 may be held in position by friction alone. If a positive retention is required lugs 7¹ are provided on the spreaders 7 to be engaged in registering slots. When the base member is opened the card 12 need then only be raised from its folded position and pushed down into the base member. The display device is then ready to receive the articles which are placed in the openings where they are held in an upright position mainly by the pressure device 9.

Referring to Figs. 10, 11, 12 and 13 wherein an example of the improved device is shown as developed for displaying an article such as a flashlight having a base cap or bottom of larger diameter than the barrel portion which requires an opening or recess 17 of varying width to permit insertion and withdrawal of said base cap. In this example the portion of the base 18 cut out to provide the opening is retained and displaced to serve as a spreader and also as an elevator to raise the article so that it can be displayed in its entirety. For this example the two blanks C and D are employed and which are used respectively for the base member and the show card, the latter having as an integral part thereof the pressure sheet or device 19 therefrom. This device is provided with an opening or recess 20 to receive said displaced portion of the base 18 which, when folded down, bears against the back wall of said base wall and provides a support for the article resting thereon. Said device 19 has a folding end 21 which latter is arranged to readily bend on a weakened crease line 22 so that said device will also bear against the back wall of the base 18.

The blank C is creased to fold on lines *f*—*f* and *g*, the latter being off center so that a determined angular tilt is produced for the display device when set up. This structure of the device is collapsible so as to fold into a flat position, and is so arranged that the parts assume the set up position as shown in Fig. 10 by the simple operation of raising and pushing the display card downwardly.

When the card 12 is pushed down the pressure device 19 is forced down so that the folding bottom end 21 is pushed down and the spreader member 18 is then forced to contact under pressure with the back wall of the device and this contact helps to firmly hold the device in its set up position. When the article, a flashlight 24 for example, is placed in opening 17 the back of the base cap of the article is received in the opening 20 and held there under pressure exerted by the sheet 19, which is held against being forced backwardly by the folding end 21 contacting with the back wall of the device. It should be noted with this example only a single article is displayed, but in practice the device may be applied for use in displaying a number of articles and in such a case on opening would be added for each article. It should also be noted with this example the device may be packed in a collapsed position, or it may be packed with the articles therein.

Referring to Fig. 14, herein an embodiment of the invention is shown as developed to serve as a display stand for articles of practically any shape. With this example the structure is substantially the same as those previously described except that the portion 18, cut out to provide the opening 17, is employed to serve both as a spreader

device and a platform on which the displayed article rests otherwise this structure operates the same as the structures hereinbefore described.

Referring now to Fig. 15, herein an obvious modification is shown wherein the ends of the blank, particularly one used for a double face display, has the ends glued in the customary manner by means of an automatic machine gluing. The blank for the glued base is creased to provide the sides **25**, double folding bottom portion **26** extending from one side portion and the other portion having the glue lap **27**. With this example as shown the display card **28** is a single sheet folded double so that the card may be decorated to show matter on both sides without the necessity of printing both sides of the stock. In this example the pressure device **19**, is reinforced by inwardly folding flaps **29**, which come together to form a rigid triangular shaped structure, which is particularly suitable when collapsible tubes are packed and displayed.

Referring now to Fig. 16, herein a modification is shown wherein the structure includes the spreader or pressure device **9** and otherwise this example is substantially the same as those hereinbefore described with the exception that instead of a separate folding display card the side walls of the device are extended upwardly so as to provide a double display surface.

Referring now to Fig. 9, in such instances where the top of the package with the contents therein is of less dimension than the bottom, the package is then of a subtantially angular shape and particularly so with collapsible tubes. Many of the other examples referred to may be packed in a conventional carton of rectangular shape, but to provide for the angular shaped package and to eliminate the necessity of a lot of insertions and padding, the outer or protecting container is preferably composed of a blank such as E. This blank is creased to define the portions **30**, **31**, **32**, **33**, portion **31** carrying end walls **34**, which carry tuck-in flaps **35**. Inwardly folding wings **36** extend from the portion **30**. In setting up this protecting device the blank E is folded around the package and the flaps **36** are folded inwardly against portion **30** to provide pockets to receive the tuck-in end **37**. To close the sides of the protecting container the flaps **35** are inserted.

Various modifications may be made in carrying out the details of the invention hereinbefore described, and it is to be understood that any modification coming fairly within the terms of the appended claims shall be covered thereby.

I claim:

1. A double faced device of the class described comprising a base member having recesses in both faces thereof arranged to receive and hold articles of merchandise, and a separate folded sheet within said base member operating to impart stabilizing pressure against the walls of said base member and directly against said articles whereby the latter are maintained in an upright position.

2. A display device comprising front and back sheets connected by a bottom piece, said sheets being folded and united to form a substantially triangular shaped base member, a sliding and folding display card carried by said base member between said sheets, said display card folding on a crease line which in the set up position of the device is located below the top edge of the base member whereby said display card is maintained in a rigid upright position.

3. A display device for articles of merchandise comprising front and back sheets united by a bottom portion to form a substantially triangular shaped base, one of said sheets having portions thereof cut out to provide receiving recesses for said articles, a separate display card arranged to have a restricted sliding movement within an opening in the apex of said base member, means for limiting the sliding movement of said card, and said card when raised to bring the folding line thereof above the apex of said base member being then foldable downwardly so as to lie over said articles.

4. A display device for articles of merchandise comprising front and back sheets united by a bottom portion to form a substantially triangular shaped base, one of said sheets having portions thereof cut out to provide receiving recesses for said articles, a separate display card arranged to have a restricted sliding movement within an opening in the apex of said base member, means for limiting the sliding movement of said card, and said card when raised to bring the folding line thereof above the apex of said base member being foldable downwardly so as to lie over said articles, and means co-operating with said display card and said cut out portions whereby pressure is imparted to maintain said base member and said articles of merchandise in an erect upright position.

5. A display device comprising front and back sheets united by a bottom portion to form a body of substantially triangular shape, a separate insert member mounted so as to slide between said sheets, means for limiting upward movement of said member, said body being arranged to collapse into a flat position and means co-operating with said insert member for spreading and retaining said body in a set up position.

6. A collapsible display device of the class described comprising a body member composed of a single blank having front and back sheets united by a bottom portion, one of said sheets having cut out portions providing open recesses to receive and hold merchandise, an insert member interposed between said sheets and said insert member being arranged to impart stabilizing pressure against said sheets and said merchandise.

7. A collapsible display device of the class described comprising a body member composed of a single blank having front and back sheets united by a bottom portion, a display card extending upwardly from said body member, one of said sheets having a partly cut out portion forming an open recess to receive and hold merchandise, folding means integral with said blank interposed between said sheets, said means being arranged to impart pressure against said sheets to maintain said device in the set up position and an insert member located within said body arranged to impart outward stabilizing pressure against said merchandise.

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