April 28, 1959 L. E. NEARY 2,884,127

DISPLAY ARTICLE OF MERCHANDISE

Filed April 7, 1954 2 Sheets-Sheet 1

Fig. 1

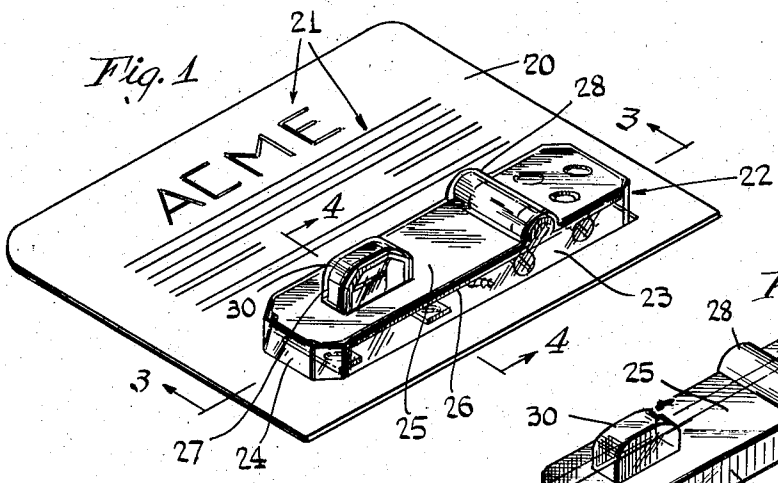


Fig. 2

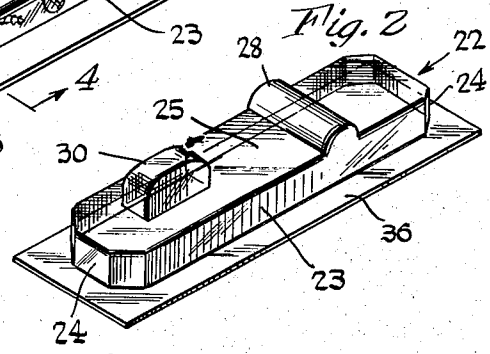


Fig. 3

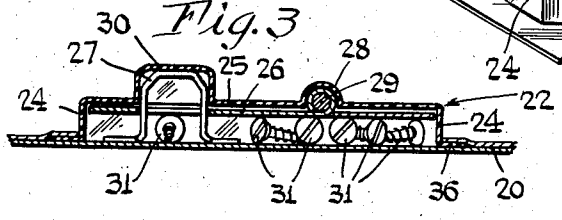


Fig. 4

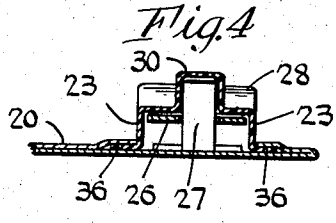


Fig. 5

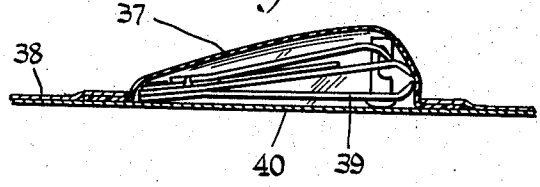


Fig. 6

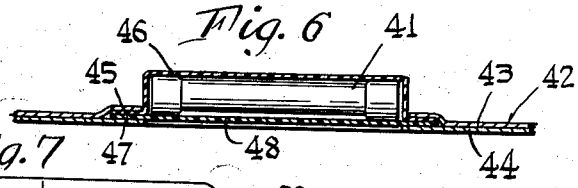
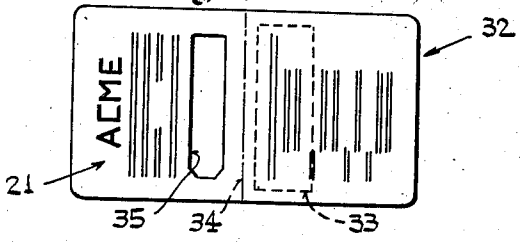


Fig. 7



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Fig. 8

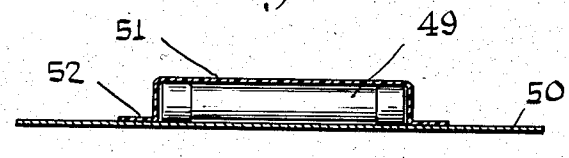


Fig. 9

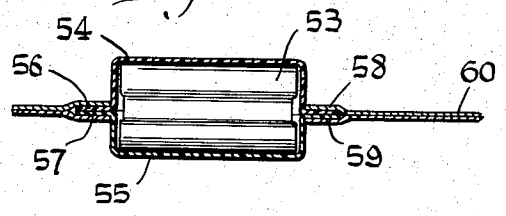


Fig. 10

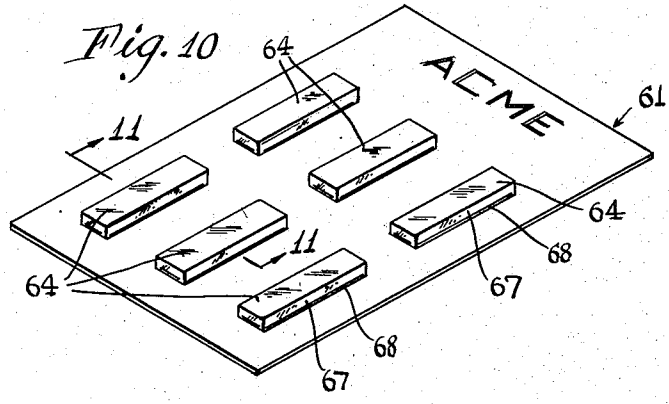


Fig. 11

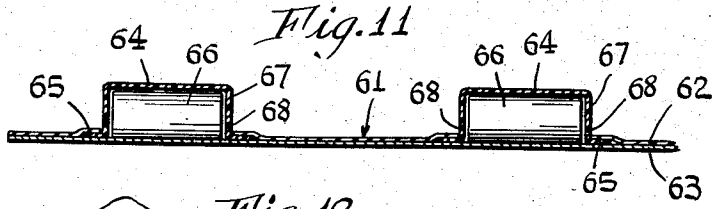
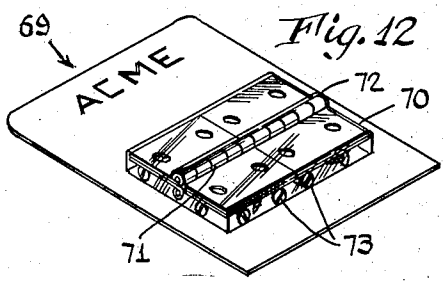


Fig. 12



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2,884,127

DISPLAY ARTICLE OF MERCHANDISE

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Application April 7, 1954, Serial No. 421,523

6 Claims. (Cl. 206—80)

This invention relates to display packaging.

An object of the invention is to provide a new and improved display package and article of merchandise utilizing said display package, which attractively presents in its true proportions and with a factory-fresh appearance the ultimate article of use which is to be purchased by the consumer.

Another object of the invention is to provide an improved article of merchandise as above set forth, in which the item of ultimate use is attractively presented in relief, is completely protected against becoming shopworn or damaged due to handling and display but instead retains its newness of appearance indefinitely, and which is clearly visible in both outline and detail from different angles of sight.

A still further object of the invention is to provide an improved display package or card for showing in relief an article of manufacture, which package is simple and economical in its construction, and durable and able to withstand rough handling and use while still utilizing relatively thin, paper-like or cardboard sheets.

Still another object of the invention is to provide an improved article of merchandise comprising a display card and assembled thereto an article of manufacture requiring installation fasteners, the assemblage being so arranged and organized that the article of manufacture is attractively displayed in relief at the front of the card and maintained in forwardly spaced relation thereto by the said installation fasteners, the latter although visible being relegated to the background behind the article of manufacture and in a non-prominent position wherein they do not detract from the appearance of said article.

A further object of the invention is to provide an improved display type article of merchandise having a plurality of manufactured items contained within raised, transparent plastic shells, wherein any desired article may be easily and quickly removed from the package without disturbing the other articles or destroying or materially detracting from the attractive appearance of the package.

A feature of the invention is the provision of an improved article of merchandise as above characterized, wherein the item of manufacture and any small associated parts such as fasteners and the like, may be very easily and quickly applied to and incorporated in the card or package.

Other features and advantages will hereinafter appear.

In the accompanying drawings:

Figure 1 is a perspective view of an article of merchandise as provided by the present invention.

Fig. 2 is a perspective view of a transparent plastic shell constituting a part of the article of merchandise of Fig. 1.

Fig. 3 is a vertical fragmentary section taken on line 3—3 of Fig. 1.

Fig. 4 is a vertical fragmentary section taken on line 4—4 of Fig. 1.

Fig. 5 is a vertical fragmentary section of a display package illustrating another embodiment of the invention.

Fig. 6 is a fragmentary vertical section of another display package, illustrating yet another embodiment of the invention.

Fig. 7 is a plan view of a punched-out cardboard blank utilized in the display package shown in Fig. 1.

Fig. 8 is a fragmentary vertical sectional view of still another article of merchandise, illustrating yet another embodiment of the invention.

Fig. 9 is a fragmentary vertical sectional view of an article of merchandise showing still another embodiment of the invention.

Fig. 10 is a perspective view of a new article of merchandise made in accordance with the invention, having a plurality of articles of manufacture.

Fig. 11 is a fragmentary vertical section taken on the line 11—11 of Fig. 10.

Fig. 12 is a perspective view of a new article of merchandise illustrating still another embodiment of the invention.

The novel and improved, new article of merchandise of the present invention shown in Figs. 1–4 and 7 comprises a display card 20 which may be imprinted on its upper surface with suitable display or advertising indicia 21 relating to the article of manufacture being displayed. Mounted on the card 20 and projecting upward from the top thereof is a transparent plastic shell 22 formed to constitute an enclosure, having side walls 23, end walls 24 and a top wall 25.

In accordance with the present invention the walls 23, 24 and 25 of the shell 22 are so shaped, formed and arranged as to conform as closely as possible, without requiring undercut side walls, to the exposed surfaces and contours of the article of manufacture which is to be displayed. In the present instance, the article of manufacture comprises a hasp 26 and staple 27, and the top wall 25 of the shell has an outline or periphery closely conforming to that of the hasp 26. The top wall also has a raised, transversely extended rib 28 which accommodates the hinge portion 29 of the hasp, and has a raised enclosure 30 which accommodates the upper portion of the staple 27. By this arrangement a desirable display of the hasp and staple is provided for, which is characterized by absence of all high lights or reflections which might be foreign to the articles themselves. The exposed surfaces of the shell 22 are virtually invisible except where they provide for reflection of light, and as a consequence the overall effect which is obtained is that of a polished or factory-fresh article presented in true proportion and in relief on the card 20.

Also, in accordance with the invention, the hasp 26 is maintained in spaced relation to the card 20 by the interposition of the fastening screws 31 between the undersurface of the hasp and the card, as clearly shown in Figs. 1 and 3. I have found that the screws 31 effectively maintain the hasp 26 in its raised or elevated position with respect to the card 20, and that the hasp when so positioned in conjunction with the staple 27 is displayed in an extremely attractive manner which has considerable eye appeal. The hasp and staple retain indefinitely the original luster and polish imparted to them in their manufacture, and this is enhanced by the light-reflecting properties of the plastic shell 22. At the same time, the shell adequately protects its contents from becoming shopworn or damaged during handling or display. By virtue of the fact that the shell is made to closely conform to the shape and contours of the hasp and staple, the shell does not show any reflections or high lights which, for all practical purposes, would not be possessed by the articles themselves. Therefore a user sees the articles in their true shapes and proportions,

and this is an extremely important feature of the invention since it contributes greatly to the eye appeal and saleability of the entire article.

Preferably, in accordance with the invention, I form the card 20 from a blank 32 of relatively thin cardboard or relatively heavy paper. The blank 32 may be readily printed with the desired indicia, including a colored block 33 on its underside. A fold line 34 is provided in the blank 32 and a die-cut opening 35 having the shape of the side walls 23 and end walls 24 of the shell 22. Preferably the shell 22 has a flange 36 connected to the side and end walls, whereby the shell may be inserted in the opening 35 from the bottom of the blank 32 and the blank thereafter folded along the line 34 to constitute the display card 20, which will therefore be laminated and of double thickness. The colored blocks 33 printed on the blank 32 will be positioned in registration with the opening 35, and tends to enhance the appearance of the article since it may be viewed through the transparent side and end walls 23 and 24.

The folded portions of the blank 32 may be secured together by any suitable means such as adhesive, staples or the like. The folded underportion of the card will function as a closure for the open bottom of the shell 22, thereby retaining in place the hasp 26, the staple 27 and the fastening screws 31. It will be understood that with the display card 20 unfolded, as shown in Fig. 7, the shell 22 may be readily inserted in place, as well as the hasp, staples and fastening screws, whereupon the card may be folded along the fold line 34 to retain the parts in the desired positions. This makes for a very quick and economical assembly or packaging procedure.

By the above construction the shell 22 will be securely retained on the card 20, and invisibly so, thereby not detracting from the appearance of the display.

Another embodiment of the invention is shown in Fig. 5. In this figure a transparent shell 37 of plastic material is mounted on a display card 38 in the manner already described above. Within the shell 37 an article of manufacture comprising a nail clipper 39 is provided, said article being retained in place by the folded-under portion 40 of the card 38 and being attractively displayed in relief and protected against becoming shopworn and damaged.

The display package of this invention may be readily adapted for displaying other articles also, such as an electrical fuse 41 shown in Fig. 6, and for enabling said articles to be viewed from the rear of the card as well as from the front. In Fig. 6 a display card 42 has an upper portion 43 and a bent-under portion 44, both portions having aligned apertures and clamping between them a flange portion 45 of a transparent shell 46 and a peripheral portion 47 of a flat transparent strip 48. As shown, the strip 48 is disposed under the shell 46 and in engagement with the flange portion 45 thereof, and the fuse 41 is disposed within the shell 46 and held in position by the strip 48.

The fuse 41 is therefore very attractively displayed by the above arrangement, appearing to have a desirable polish or sheen, and retaining a clean, factor-fresh appearance. The fuse may be viewed either from the front or the rear of the card 42 if the strip 48 is made of transparent material. If desired, the strip 48 may be colored to provide a background effect by which display of the fuse 41 is further enhanced, or the strip 48 may be dispensed with and the bent-under portion 44 of the card extended below the fuse and colored.

Another embodiment of the invention is shown in Fig. 8. In this figure a cartridge fuse 49 is mounted on a display card 50 of single thickness, the fuse being contained in a transparent plastic shell 51 which closely fits and conforms to the outline and contours of the fuse 49. The shell 51 has a flange portion 52 which may be secured to the card 50 in any suitable manner as by cementing. By virtue of the close conformity of the shell 51 with the fuse 49 the latter will have an extremely attractive appearance, being seen in true proportion and in relief on the card 50.

Still another embodiment of the invention is shown in Fig. 9, wherein an article of manufacture 53 is contained in a transparent plastic enclosure comprising a pair of shells 54 and 55 disposed with their open ends together, the shells having flange portions 56 and 57 respectively which are brought into engagement and which are held between upper and lower portions 58 and 59 of a display card 60. The article 53 may be viewed from either the top or underside of the display card 60, and the shells 54 and 55 are made to closely conform to the shapes and contours of the article 53 whereby the latter is seen in true proportion and in relief regardless of whether it is viewed from the front or from the rear of the display card 60.

Still another embodiment of the invention is shown in Figs. 10 and 11. In these figures a display card 61 having a top portion 62 and a folded-under portion 63 mounts a plurality of transparent enclosures or shells 64, the latter having flange portions 65 interposed between the card portions 62 and 63. Within the shells 64 articles of manufacture 66 are disposed, being held in place by the folded-under portions 63 of the card 61.

Further, in accordance with the invention, the side walls 67 of the shells 64 are provided with cuts or slits 68, and the shells are formed of a plastic which is readily frangible. Thus, when it is desired to remove one of the articles 66 it is merely necessary to grasp a shell 64 and twist the same, whereupon the walls of the shell will readily tear, enabling the shell and the article to be removed from the card 61 without damaging or materially impairing the appearance of the card.

Still another embodiment of the invention is shown in Fig. 12 wherein a display card 69 has mounted on it a transparent plastic shell 70 in which four butt hinges 71 are placed. The hinges 71 are positioned in aligned pairs placed back-to-back, and the shell 70 has a transverse rib 72 accommodating the aligned barrel or pin-carrying portions of the two uppermost hinges. Fastening screws 73 are disposed between the hinges 71 and the card 69, thereby to maintain the hinges in their initial upwardly spaced positions with respect to the card 69.

It will be seen that by the above structures I have provided novel and improved new articles of merchandise, each comprising a novel display package and an article of manufacture carried thereby. The article of manufacture is presented in relief at the front of the display card and is high-lighted and accurately outlined by a transparent plastic shell in such a manner that it is clearly seen in true proportion, is protected from becoming shopworn or damaged during handling or display, and retains its new, factory-fresh finish indefinitely. The packaging means is relatively inexpensive and economical to fabricate, facilitates packaging of a wide variety of shapes and styles and different articles of manufacture including loose members such as fastening elements and the like, and contributes greatly to the eye appeal and saleability of the manufactured items.

Variations and modifications may be made within the scope of the claims and portions of the improvements may be used without others.

I claim:

1. A new article of merchandise comprising a display card; an article of manufacture positioned on said card; and a thin, formed, transparent, frangible, plastic shell extending over and enclosing the exposed portions of said article of manufacture, said shell having mounting portions fastened to the display card and having portions of lesser strength adjacent said mounting portions whereby the upper part of the shell may be readily torn away from said mounting portions and card to permit removal of the article of manufacture without damage to the card.

2. The invention as defined in claim 1 in which the portions of lesser strength of the shell comprise walls having slits in them.

3. The invention as defined in claim 1 in which the portions of lesser strength of the shell comprise oppositely located walls having perforations through them.

4. A new article of merchandise comprising a display card; a plurality of articles of manufacture positioned on said card in spaced relation to each other; and a plurality of thin, formed, transparent, frangible, plastic shells extending over and enclosing the exposed portions of the respective articles of manufacture, said shells having mounting portions fastened to the display card and having portions of lesser strength adjacent said mounting portions whereby the upper parts of the shells may be readily torn away from said mounting portions and card to permit removal of the articles of manufacture without damage to the card.

5. A new article of merchandise comprising a display card having an upper and a lower portion; a pair of cooperable articles of manufacture disposed in mutually cooperating positions on said card and projecting through an aperture in said upper portion and above the surface thereof, said articles of manufacture comprising a hasp and a staple with the hasp spaced from the card with screws for said articles disposed between the card and hasp to maintain the spacing therebetween; and a transparent, plastic form-fitting shell extending over and enclosing the exposed portions of the said cooperating articles of manufacture and having a flange extending between said upper and lower portions and thereby secured to the said display card, said shell conforming as closely as possible without requiring undercut side walls to the elevated exposed surfaces and contours of said articles and being virtually invisible and characterized by an absence of high lights foreign to the articles themselves whereby the overall effect is that of the polished articles in true proportion and in relief on a card.

6. A new article of merchandise comprising a display card having an upper and a lower portion; a pair of cooperable articles of manufacture disposed in mutually cooperating positions on said card and projecting through an aperture in said upper portion and above the surface thereof, said articles of manufacture comprising aligned pairs of butt hinges in back-to-back relation and spaced from the card with screws for said hinges disposed between the hinges and card to maintain the spacing therebetween; and a transparent, plastic form-fitting shell extending over and enclosing the exposed portions of the said cooperating articles of manufacture and having a flange extending between said upper and lower portions and thereby secured to the said display card, said shell conforming as closely as possible without requiring undercut side walls to the elevated exposed surfaces and contours of said articles and being virtually invisible and characterized by an absence of high lights foreign to the articles themselves whereby the overall effect is that of the polished articles in true proportion and in relief on a card.

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