May 14, 1963 J. R. MELL 3,089,590

DISPLAY PACKAGE

Filed Sept. 13, 1961

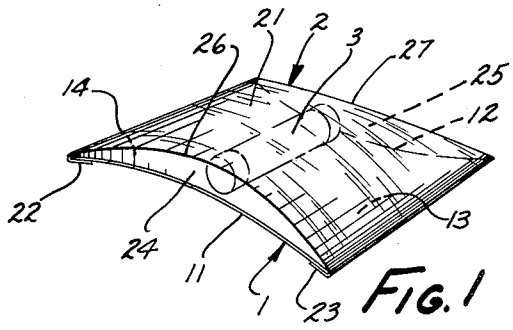


FIG. 1

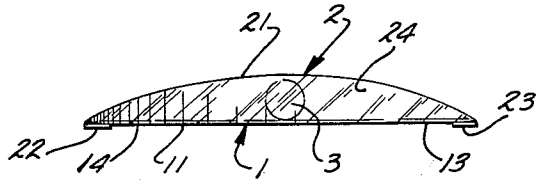


FIG. 2

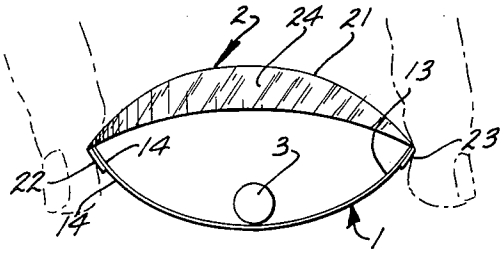


FIG. 3

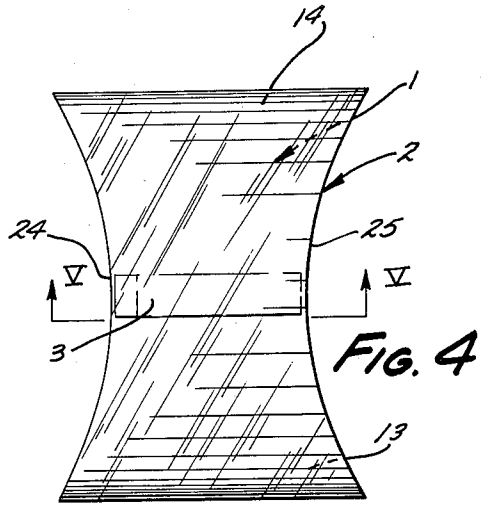


FIG. 4

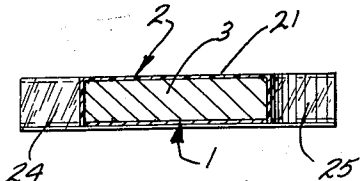


FIG. 5

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United States Patent Office 3,089,590 Patented May 14, 1963

3,089,590

DISPLAY PACKAGE

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Filed Sept. 13, 1961, Ser. No. 137,896
5 Claims. (Cl. 206—73)

This invention relates to a display package or so-called blister- or bubble-type display package in which articles are packaged for sale or give-a-way.

Blister or bubble-type display packages are not new. Such type packages generally comprise a cardboard or other type base on which the article or articles are held by transparent plastic containers secured to the cardboard by staples, a bonding agent, or other means. These type packages serve a very useful function of packaging the articles while at the same time displaying them, but they have the inherent disadvantage of making it difficult to remove the article. Further, the removal of the articles generally ruins the package. Also, heretofore, to my knowledge, no suitable package of the bubble-type has been designed with both aesthetic and functional qualities.

The present invention is designed to eliminate the disadvantages of other bubble-type packages and provide a package from which articles can be easily removed, particularly without ruining the package. Further, this invention provides a package constructed of the minimum number of components which can be easily assembled. The package of the present invention not only has these functional advantages, but the structure thereof inherently gives it an aesthetic appeal.

These and other advantages and objects of my invention will become evident from a reading of the following description in conjunction with the accompanying drawings wherein:

FIG. 1 is a perspective view of the package of this invention;

FIG. 2 is a side elevational view of the package of this invention;

FIG. 3 is a side elevational view of the package of this invention in its open position;

FIG. 4 is a plan view of the package of this invention; and

FIG. 5 is a cross-sectional view taken along the plane V—V of FIG. 4.

Briefly, this invention concerns a display package formed of two components, a base and a housing. The base is elongated and has two attachment portions to which the housing is attached. The housing in plan view is substantially the same shape as the base and it has attachment portions corresponding to the attachment portions of the base. As a result, the base and housing are attached only at these attachment areas between which they are free to separate one from the other. The base and housing are flexible along a dimension extending between the attachment portions permitting a person to bend or flex the components separating the free edges and thus open the package and expose the articles inside.

Preferably, the base is elongated and has two opposite sides forming a narrow intermediate portion fanning outwardly to wider end portions. The housing in plan view has the same shape and includes side walls depending downwardly from a top which is tapered from its central intermediate portion to the ends of the base where it is attached.

For specific deails of this invention reference is made to the drawings which disclose the base **1** and housing **2** containing an article **3**.

The base **1** is a sheet of material such as metal, plastic, or cardboard, it being essential that such material is flexible. As best shown in FIGS. 1 and 4, the base preferably has two arcuate sides **11** and **12** forming a narrow intermediate portion fanning outwardly to wider end portions **13** and **14** which, as will be described, are attachment portions for the housing **2**.

The housing **2** is a cover of plastic, paper, aluminum foil or any other material capable of being formed so as to retain its shape. The cover may be vacuum-formed from a blank, or by folding a blank as desired. I prefer a transparent plastic material because it is capable of displaying the article contained therein. In plan view (FIG. 4) the housing **2** is identical in configuration to the base **1**. The top **21** of housing **2** is arcuate in shape thus having a taller intermediate portion tapering downwardly to the ends where are provided the tabs **22** and **23** for attaching the housing to the base. The housing **2** also has side walls **24** and **25** depending from the edges **26** and **27** of the top **21**. These walls **24** and **25** by virtue of shape of top **21** bow inwardly from the ends of the housing. The lower edges thereof terminate at the sides **11** and **12** of the base but are perfectly free therefrom, which as will be explained under "Assembly and Operation," is essential to proper operation.

The article inside the package can take any variety of shapes and forms. I show a cylindrical article such as a vial or tube of lipstick. Although not necessary, I prefer that an article of this type be secured to the base.

Assembly and Operation

The assembly and operation of this invention should be obvious from the above description. The two components of the package are simply assembled together by placing the tabs **22** and **23** over the end portions **13** and **14**. It should be understood however that within the broader aspects of this invention any attachment means can be provided between the end portions of the housing **2** and the base **1**. In fact, the base **1** and housing **2** could be integral parts without departing from the broad aspects of this invention.

The article to be packaged can be inserted into the package after assembly or secured to the base or within the housing before the assembly. Insertion into the housing after assembly would involve the same step of opening the package to remove the article or articles, which operation will now be explained.

To open the package one merely applies force to the ends of the package causing base **1** to bow downwardly and housing **2** to bow upwardly (FIG. 3). This can be accomplished by squeezing between the thumb and fingers. In so doing, the article **3** is exposed for easy removal or can be inserted for packaging. During this operation it is important within the narrower aspects of this invention to realize the important function of the shapes of the base and housing. The narrow intermediate section facilitates the ease in flexing and also locates the bend thereat. More important, however, is the manner in which the side walls, already bowed inwardly by virtue of the shape of the top, are easily flexed inwardly permitting the entire housing to bow inwardly. Normally, it would be expected that side walls arranged perpendicular to a surface would resist and prevent bending or flexing of that surface. However, with the unique shape and arrangement of the present invention this resistance is almost nil.

From the above description of the structure, assembly, and operation it can be seen that I have invented a unique package which is composed of the least number of parts, is easy to assemble, and functions differently than any prior package of its type. Further, its novel structure not only contributes to its function but has an aesthetic appeal heretofore unmatched by conventional bubble-type packages.

Having described my invention, it should be equally obvious that although I have shown preferred forms and embodiments, many other modifications thereof are prob-

able and should be included as falling within the spirit and scope of this invention unless the appended claims state otherwise.

I claim:

1. A display package comprising an elongated base having opposite end portions; said base being flexible along a dimension extending between said end portions; a flexible housing located over said base and having a top extending between the ends of said base and tapered downwardly from its intermediate portion to the ends of the base where it is attached thereto; said housing top in plan view having marginal side edges forming a narrow intermediate portion fanning outwardly to wider end portions corresponding in shape to said base; and side walls depending from the marginal side edges of said top to said base and being free from said base permitting flexing of said base and said housing along said dimension in a direction away from each other thereby providing access to articles in said housing.

2. The device of claim 1 in which the housing is transparent.

3. The device of claim 1 in which the housing and base in plan view are congruent.

4. A display package comprising an elongated base having opposite end portions; said base being flexible along a dimension extending between said end portions; a flexible housing located over said base and having a top extending between the ends of said base and tapered downwardly from its intermediate portion to the ends of the base where it is attached thereto; said housing top in plan view having marginal arcuate side edges forming a narrow intermediate portion fanning outwardly to wider end portions corresponding in shape to said base; and side walls depending from the marginal side edges of said top to said base and being free from said base permitting flexing of said base and said housing along said dimension in a direction away from each other thereby providing access to articles in said housing.

5. The device of claim 4 in which the housing and base in plan view are congruent.

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