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PACKAGE CONTAINER AND DISPLAY STAND

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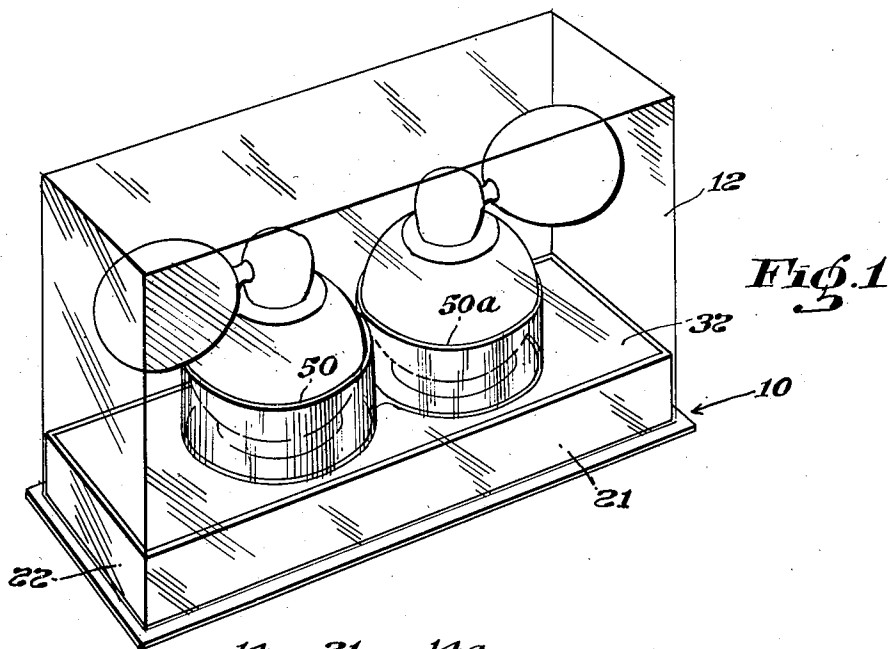


Fig. 1

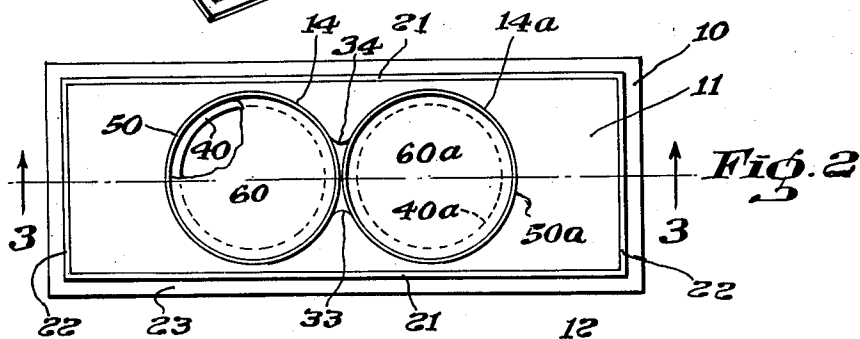


Fig. 2

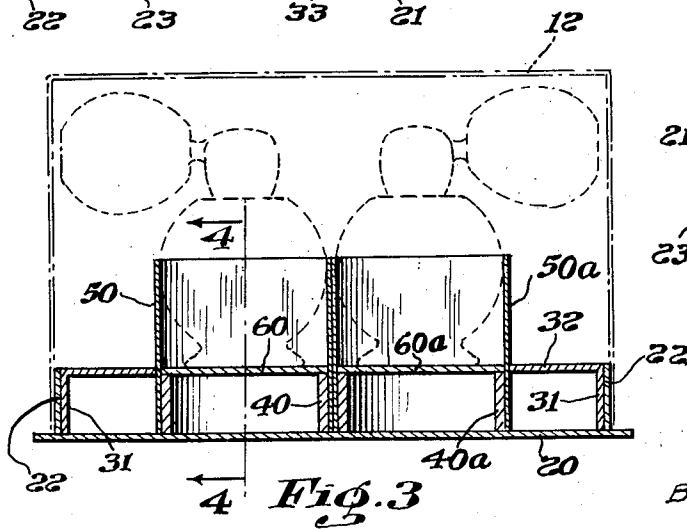


Fig. 3

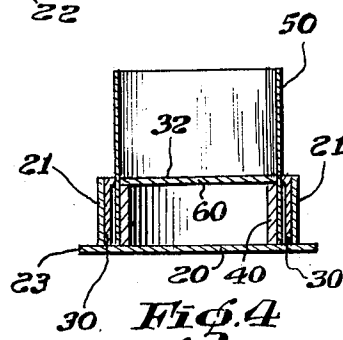


Fig. 4

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PACKAGE CONTAINER AND DISPLAY STAND

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8 Claims. (Cl. 206—45.19)

1

This invention relates to a combined packaging container and display stand, particularly useful in connection with the merchandising of personal items, such as bottles for cosmetics, which may be frangible.

For purposes of illustration, the invention will be described in connection with a combined package container and display stand for atomizers.

Display in retail stores of such personal items as atomizers is rendered more effective and pleasing when they are contained in a dustproof transparent package. A neater appearance is provided by spacing the transparent package walls from the display item. In this event, however, there is a problem as to how to prevent the item from tipping over or otherwise becoming displaced from its proper position within the container. Some sort of support should be provided. When a plurality of the items are to be contained within the same package, support is additionally necessary to prevent breakage where the items are frangible, for example of glass.

One conventional manner of providing some degree of support is to utilize a package having a false bottom provided with cut-outs contoured to receive the lower portion of the article to be packaged. Such support, however, is not positive, particularly because of the limited thickness of the false bottom and because there is no precision dimension or unvarying stiffness in the false bottom material, which is usually formed of relatively thin cardboard. Displacement of an item thus supported is often encountered due to the loose arrangement. At best, the bottom portion of an article thus supported is concealed and thus the normal symmetry of the article is not presented in the display.

The package of the present invention provides a positive support for one or more upstanding articles contained within and spaced from transparent surrounding walls of the container, without concealing any portion of the article beneath a false bottom or otherwise. Additionally, the support is such that a plurality of items may be placed in apparent close proximity yet be held against direct contact with each other by an intervening wall or walls of a support or supports therefor to minimize breakage.

A combined packaging container and display stand for a plurality of glass atomizers, and embodying the invention hereof, is shown in the accompanying drawing wherein:

Fig. 1 is a perspective view thereof;

Fig. 2 is a plan view of the bottom portion of the container prior to assembly therewith of the

2

atomizers to be displayed or of the transparent top of the container;

Fig. 3 is a vertical cross-sectional view taken along the line 3—3 of Fig. 2 showing in dotted lines and dot-and-dash lines, respectively, the relative positions of the atomizers and transparent cover when assembled with the bottom portion of the container, and,

Fig. 4 is a cross-sectional view taken along the line 4—4 of Fig. 3 omitting the dotted and dot-and-dash line representations.

The container comprises a lower flanged box generally designated at 10, an inner false bottom 11, and outer stiff case-like transparent cover 12 together with two of the novel article supports of this invention, which are generally designated 14 and 14a.

As shown in Figs. 3 and 4, the lower box-like portion 10 includes a bottom 20 and upstanding side walls 21 and upstanding end walls 22, said upstanding walls 21 and 22 being set in from the edge of the bottom wall 20 so as to provide a flange 23 on all four sides of the box.

The transparent stiff case cover 12 is of such dimensions that it fits snugly over the bottom portion upstanding walls 21 and 22 and seats against the flange 23.

Nested within the bottom portion 10 is the false bottom 11 which includes upstanding side walls 30 and upstanding end walls 31 thus elevating the false bottom platform 32 above the bottom 20 of the box 10. The false bottom platform 32 is provided, for the purpose of containing the atomizers shown, with two cut-outs, shown as substantially circular, to accommodate the supports of this invention, the cut-outs overlapping each other, as indicated by the intervening space between the platform edge portions 33 and 34 (Fig. 2).

Since the supports of this invention are identical for each atomizer, a description of only one will be given though similar references with the addition of a small "a" are applied to the other support. The support of this invention includes a hollow band, shown as an annulus 40, adapted to rest with its axis in vertical relation on the bottom of the box. The band 40 has a height equal to the distance between the top surface of the bottom wall 20 of the box and the under-surface of the false bottom platform 32; and it has as an annulus, a diameter substantially equal to the maximum diameter of the atomizer to be packaged and of the circular cut-out provided in the false bottom platform 32.

A tube 50, shown as cylindrical, of transparent

non-fibrous material, such as relatively stiff regenerated cellulose, and having, as a cylinder, an inside diameter substantially equivalent to the outside diameter of the annulus 40 is fitted over the annulus and extends upwardly through the cut-out.

An inner floor support 60, shown in this case as circular, which may conveniently be the portion of the false bottom 32 which is removed to provide the cut-out, and thus having substantially the same diameter as the outside diameter of the annulus 40 is fitted within the tube 50 and seated around the top periphery of the annulus 40. It is to be understood that, for the purposes of illustration, the thickness of the tube wall 50 is necessarily exaggerated. In practice, the floor support 60 can well be formed in a single cut from the false bottom platform 32.

Since as above recited, the diameter of the tube 50 of stiff transparent material is substantially equivalent to the maximum diameter of the atomizer shown, the atomizer bottle can be jammed into the cylinder with a friction fit until the atomizer bottom rests on the floor 60. As thus positioned, the atomizer is held fast in the support and neither is permanently displaced, even though the container is accidentally tipped over.

Since the tube 50 is of transparent sheet material, it is inconspicuous and the contour of the lower part of the atomizer can be readily seen so that the original symmetrical design of the complete atomizer is revealed to the purchaser. As will be understood, the two atomizers shown are spaced from each other by the intervening contacting walls of tubes 50 and 50a and are therefore maintained against direct glass-to-glass contact to prevent chipping and/or breakage.

The band 40, when circular as shown, may be conveniently formed of spirally wound fiberboard (like a mailing tube) and use of the cut-out portion of platform 32 to form the floor 60 is of advantage where the false bottom platform 32 is provided with a decorative or colored surface, the floor 60 thus preserving uniformity in appearance at the level of the platform 32.

I claim:

1. A combined packaging container and display stand for an article of merchandise comprising a box, a false bottom in said box, a cut-out in said false bottom for receiving an article support, and an article support inserted in said cut-out, said article support comprising a hollow band having an outside contour approximating the contour of said cut-out and a height approximating the distance between the bottom of the box and the under-surface of said false bottom, said band being supported on the bottom of said box with its axis extending vertically, and a transparent tube having one end thereof fitted over said band and the other end thereof extending upwardly through said cut-out, said support being adapted to receive an article of merchandise having a dimension substantially equal to a cross-dimension of the transparent tube in a position within and frictionally contacting the walls of said tube.

2. A combined packaging container and display stand as claimed in claim 1, wherein the

hollow band is an annulus, the transparent tube is cylindrical and the support is adapted to receive an article of merchandise having a circular horizontal cross-section.

3. A combined packaging container and display stand as claimed in claim 2, having a transparent stiff case-like cover extending over said box and spaced from the wall of said support tube.

4. A combined packaging container and display stand for an article of merchandise comprising a box, a false bottom in said box, a cut-out in said false bottom for receiving an article support, and an article support inserted in said cut-out, said article support comprising an annulus having an outside diameter approximating the diameter of said cut-out and a height approximating the distance between the bottom of the box and the under-surface of said false bottom, said annulus being supported on the bottom of said box with its axis extending vertically, and a transparent tube having one end thereof fitted over said annulus and the other end thereof extending upwardly through said cut-out, said support being adapted to receive an article of merchandise having a diameter substantially equal to the diameter of the transparent tube in a position within and frictionally contacting the walls of said tube.

5. A combined packaging container and display stand for an article of merchandise comprising a box, a false bottom in said box, a cut-out in said false bottom for receiving an article support, and an article support inserted in said cut-out, said article support comprising an annulus having an outside diameter approximating the diameter of said cut-out and a height approximating the distance between the bottom of the box and the under-surface of said false bottom, said annulus being supported on the bottom of said box with its axis extending vertically, a transparent tube having one end thereof fitted over said annulus and the other end thereof extending upwardly through said cut-out, and a substantially circular floor portion contained within said tube and seated on and extending horizontally across said annulus, said article support being adapted to receive an article of merchandise having a diameter substantially equal to the diameter of the tube in a position within and contacting the tube walls and floor of said support.

6. A combined packaging container and display stand as claimed in claim 5, having a plurality of said cut-outs, and one of said supports inserted in each cut-out.

7. A combined packaging container and display stand as claimed in claim 6, wherein the walls of the tubes of the supports contact each other to separate articles of merchandise positioned within said supports.

8. A combined packaging container and display stand as claimed in claim 5, having a transparent stiff case-like cover extending over said box and spaced from the wall of said support tube.

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No references cited.