

Jan. 15, 1963

A. FINK
DISPLAY BOX

3,073,434

Filed Nov. 1, 1960

2 Sheets-Sheet 1

Fig. 1.

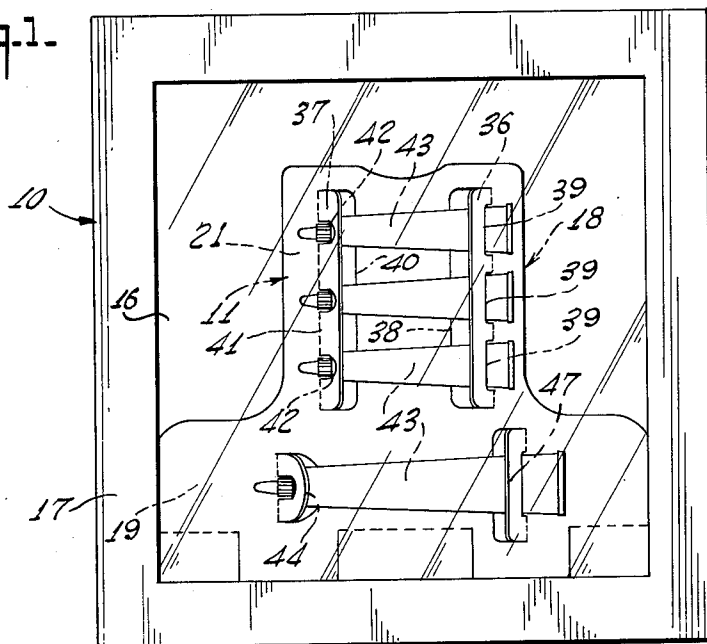
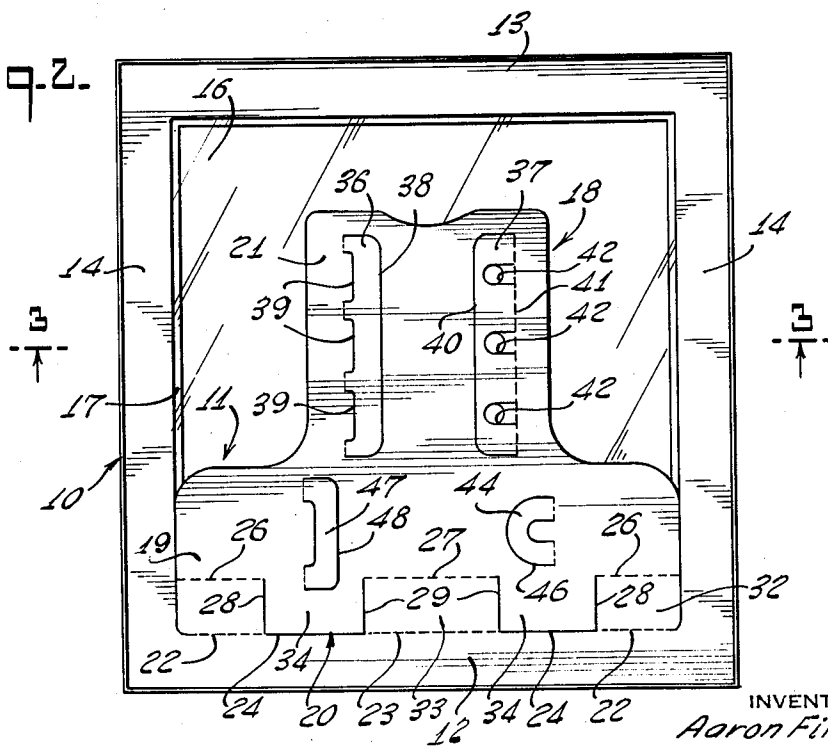


Fig. 2.



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2 Sheets-Sheet 2

Fig. 3.

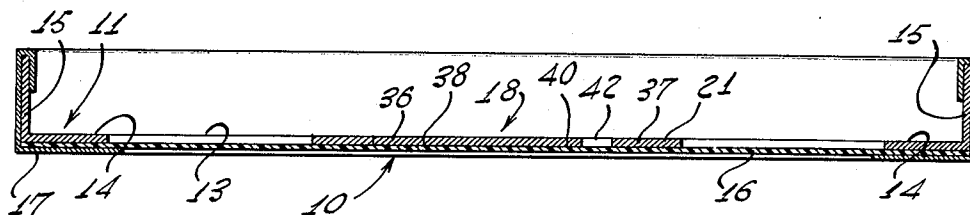
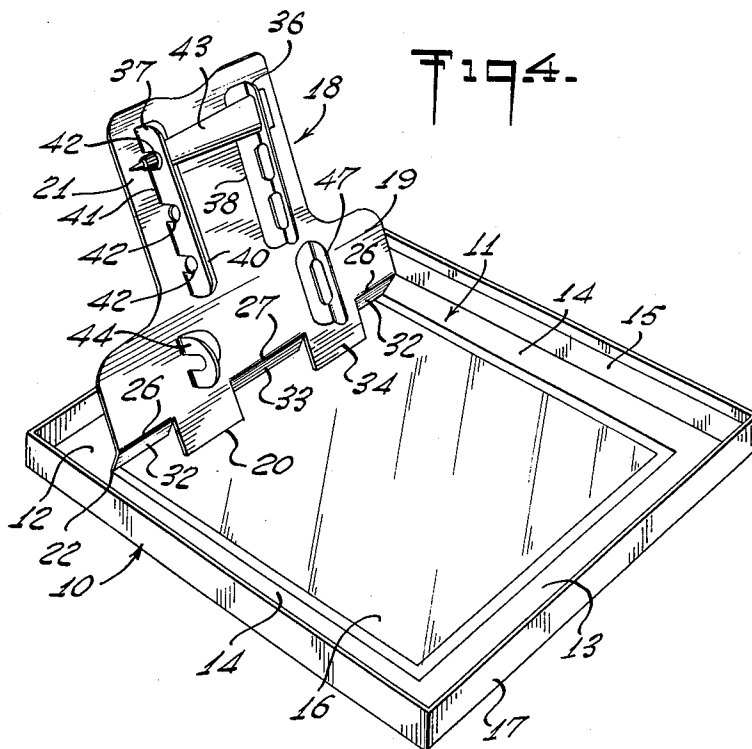


Fig. 4.



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3,073,434

DISPLAY BOX

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3 Claims. (Cl. 206—45.34)

The present invention relates generally to improvements in receptacles, boxes, cartons and the like and it relates particularly to an improved multipurpose display box.

Boxes and cartons frequently perform several functions. In addition to serving as a packaging means for the materials contained therein for storing, shipping and dispensing purposes, they are often used for display purposes and as a reusable receptacle which permits the repeated use and storing of the material therein. For example, in the case of games, hobby kits and handicraft kits, the materials forming the game or kit are generally housed in a box or carton and vended as such, the box or carton being repeatedly employed to store the kit materials between successive uses thereof. Where the game or kit includes plurality of loose articles, additional means are generally provided for holding and storing these articles and frequently for making them readily available for use. These additional means appreciably increase the cost of the game or kit. Further cost is encountered where it is desired to impart an attractive appearance to the package or to permit its use for display purposes and such cost does not contribute to improving the game or kit or such. It is apparent that the conventional arrangements for the packaging of games and kits possess many drawbacks and disadvantages and leave much to be desired.

It is therefore a principal object of the present invention to provide an improved receptacle, carton, box or the like.

Another object of the present invention is to provide an improved multipurpose display receptacle.

Still another object of the present invention is to provide an improved receptacle having article support means which form an integral part thereof.

A further object of the present invention is to provide an improved display carton provided with article support means and a window affording visual access into the interior thereof.

Still a further object of the present invention is to provide an improved carton of the above nature characterized by its simplicity, versatility, ruggedness, attractive appearance and low cost.

The above and other objects of the present invention will become apparent from a reading of the following description taken in conjunction with the accompanying drawing, wherein:

FIGURE 1 is a top plan view of a carton embodying the present invention and illustrated in a loaded condition;

FIGURE 2 is a bottom plan view of the cover member of the improved receptacle illustrated in unloaded collapsed condition;

FIGURE 3 is a sectional view taken along line 3—3 in FIGURE 2;

FIGURE 4 is a front perspective view of the cover member, the article support easel being illustrated in erect position.

In a sense the present invention contemplates in a display receptacle a box cover formed of a single main blank and comprising a top frame delineating a window and including front and rear arms and side arms, a mounting easel formed of said blank and substantially registering with said window, said easel being hinge con-

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nected to and formed integral with an inner edge of one of said arms, and a transparent sheet overlying said window and secured to said frame and affording visual access through said window.

According to a preferred form of the present invention the frame and window are of rectangular configuration and a skirt depends from the outer periphery of the frame to permit its application to a mating carton or receptacle base. The easel is connected to the frame arm by means of a plurality of laterally spaced rectangular tabs the opposite parallel edges of which are integrally joined to the confronting respective easel and frame arm edges by colinear parallel score lines. Leg members are disposed between the hinge tabs and are delineated by cut lines common with the sides of the hinge tabs and extending along the frame arm edge at the leg bottoms. A plurality of apertured article support bracket tabs are formed by cut lines in the easel and are bent forwardly from the plane of the easel.

In employing the improved carton the various desired articles are mounted on the bracket tabs and the remaining articles are placed in the carton base. The carton is then closed and the various articles are visible through the window. When using the carton contents, the easel carrying cover is removed and inverted. The easel is then erected by swinging it upwardly to a rearwardly inclined position. It is apparent from the above that there has been provided a carton or box construction which presents an attractive display and is provided with an article support easel arrangement, the subject construction being inexpensive, requiring no additional material over that normally employed and being formed of a single blank.

Referring now to the drawing which illustrates a preferred embodiment of the present invention the reference numeral 10 generally designates the improved box cover which comprises a body or core member 11 formed of a single blank of cardboard or any other suitable box or carton material. The body member 11 includes a top frame section of rectangular configuration and defined by coplanar front and rear arms 12 and 13 and side arms 14 respectively, the inner edges of the arms 12, 13 and 14 delineating a frame window. Depending from the outer edges of the arms 12, 13 and 14 are the usual peripheral skirt strips 15 the adjacent ends of which are joined.

A transparent sheet 16 of cellophane, Mylar or the like overlies the frame window and is suitably secured to the top faces of the frame arms 12, 13 and 14. The sheet 16 completes the top face of the cover 10 and permits visual access into the box carrying the cover 10. Superimposed upon the cover frame section is a facing layer 17 formed of decorated paper or the like and including a top frame section which coincides with the cover frame section with the inner edges thereof being spaced inwardly of the cover frame section inner edges. The facing layer 17 is folded downwardly about the upper edges of the cover 10, along the skirt strips 15 and about the lower edges thereof, the confronting faces of the facing layer 17 and the core member 11 and sheet 16 being suitably adhered to each other to complete the cover per se.

The support easel member is designated by the numeral 18 and is formed integral with and of the same blank as the core or body member 11. The easel member 18 in its initial state is coplanar, with the cover frame and includes a bottom section 19 having side edges abutting the inner edges of the frame arms 14, and a bottom edge 20 which is common with the inner edge of the frame arm 12. Projecting upwardly from the top of the easel bottom section 19 is an easel top section 21 which is medially located and spaced from the top and side

frame arms 13 and 14. The free edges of the easel 21 are curved or otherwise formed to present an attractive appearance.

In order to permit and facilitate the erection and support of the easel member 21, the easel and cover frame common edge 20 are scored along their side extremities 22 and along an intermediate length 23, the confronting ends of the score lines 22 and 23 being connected by through cut lines 24. Also formed in the easel bottom section 19 along a line above and parallel to the common edge 20 are side score lines 26 and intermediate score lines 27 which are coextensive with the score lines 22 and 23 respectively. Cut lines 28 extend between the inner ends of corresponding score lines 22 and 26 joining the outer ends of respective lines 24 and cut lines 29 extend between the outer ends of score lines 23 and 27 and join the inner ends of cut lines 24. Score lines 22 and 26, cut lines 28 and the side edges of the easel lower section 19 delineate side hinge tabs 32 and score lines 23 and 27 and cut lines 29 delineate an intermediate hinge tab 33 which permits and facilitates the swinging of the easel member 18 about the common edge 20. The cut lines 24, 28 and 29 delineate easel legs 34 which with the hinge tabs, support the easel member 18 in an erect position.

The easel member 18 is provided with means for releasably engaging and carrying a plurality of articles and includes a pair of cooperating upper support bracket tabs 36 and 37 which are integrally formed from the easel member 18 and are inwardly tilted relative thereto. The bracket tab 36 is delineated by an elongated U-shaped cut line 38 having an outwardly directed opening and a plurality of transversely spaced smaller U-shaped cut lines 39 spaced from the cut line 38 and having outwardly directed legs terminating along a base line extending between the free ends of the cut line 38. Thus, by tilting the tab 36 outwardly from the base line a multi-apertured bracket is provided. The cooperating bracket 37 is delineated by an elongated U-shaped cut line 40 which defines the outer edge of the bracket tab 37, a hinge or score line 41 extending between the ends of the score line 40. A plurality of apertures 42 are formed in the tab 37 which cooperate with the openings defined by cut lines 39. When the bracket tab 37 is tilted forwardly it cooperates with the bracket tab 36 to releasably engage and support a plurality of articles 43, such as small collapsible tubes.

A second pair of cooperating bracket tabs are formed integral with and from the easel member 18 and are disposed below the bracket tabs 36 and 37. The second pair of bracket tabs includes a U-shaped tab 44 delineated by concentric U-shaped cut lines 46 and an elongated U-shaped tab 47 delineated by correspondingly shaped concentric cut lines 48. The tabs 44 and 47 are employed in the manner of the bracket tabs 36 and 37.

Considering now the operation of the improved receptacle described above, when in packaged form for shipping, dispensing and storing purposes various individual articles are separably engaged and supported by the bracket tabs 36 and 37 and 44 and 47 in registry with the cover window and visible through the transparent sheet 16. The remaining articles are contained in the receptacle base and are at least partly visible through the cover window. In employing the easel member, the cover 10 is removed from the receptacle inverted and laid top down, on a suitable support such as a table top. The

easel member is then erected by swinging it about the common edge 20 by way of the hinge tabs 32 and 33 to a rearwardly upwardly inclined position as illustrated in FIGURES 4 and 5 of the drawing. In the erect position of the easel 18 the hinge tabs 34 extend from the easel 18 to the frame arm 12 at a downward rearward inclination, the legs 34 being coplanar with the easel 18 and having its lower edges resting in the inner face of the sheet 16. It is interesting to note that the inverted cover member not only functions as a support for the easel member 18 but also serves as a tray. The easel member 18 may be simply collapsed to permit reclosing the associated receptacle.

It is apparent from the above that there has been provided a highly improved multipurpose display box wherein the article support and display member is formed directly from the cover blank with a minimum of waste and additional cost.

While there has been described and illustrated a preferred embodiment of the present invention, it is apparent that numerous alterations, omissions and additions may be made without departing from the spirit thereof.

What is claimed is:

1. In a receptacle, a box cover formed of a unitary main blank and comprising a top frame member delineating a window and including front and rear and side frame elements, a mounting easel formed of said blank and hinged to and integral with one of said frame elements and substantially registering with said window, a plurality of article supporting bracket tabs formed integrally with said easel and projecting from the plane thereof, and a sheet completely overlying said easel and said window and secured to said frame member.

2. In a receptacle, a box cover formed of a unitary main blank and comprising a top frame member delineating a window and including front and rear and side frame elements and a skirt depending from the peripheral edge of said frame member, a mounting easel formed of said blank, and hinged to and integral with one of said frame elements and substantially registering with said window, a plurality of article supporting bracket tabs formed integrally with said easel and projecting from the plane thereof, and a transparent sheet completely overlying said easel and said window and secured to said frame member and affording visual access to said easel.

3. The box cover of claim 2 wherein said bracket tabs are upwardly directed and have apertures formed therein whereby articles to be supported by said bracket tabs are engaged in said apertures and supported between said easel and said sheet.

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