United States Patent [19]

Taub

[11] **3,918,576**

[45] **Nov. 11, 1975**

[54] **COMBINATION SHIPPING CONTAINER AND DISPLAY SUPPORT**

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[73] Assignee: **Taub Family Trust u/a Sept. 1, 1967**, Chicago, Ill.

[22] Filed: **June 21, 1974**

[21] Appl. No.: **481,692**

[52] **U.S. Cl.** ..... **206/44;** 206/45.14; 211/149; 229/16 D; 229/23 BT

[51] **Int. Cl.**[2].. **B65D 5/50;** B65D 5/52; B65D 13/00

[58] **Field of Search** .... 206/44, 45.14, 45.15, 45.19, 206/45.2–45.22, 45.28–45.30; 211/148, 149, 177; 229/16 D, 23 BT, 41 B

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Assistant Examiner—Steven E. Lipman
Attorney, Agent, or Firm—Michael G. Berkman

[57] **ABSTRACT**

A bin-like display assembly in which a shipping container is used as a support platform for the articles after they have been removed from the carton. The carton is inserted into an upstanding tubular sleeve so that an upwardly presented wall element of the carton, in combination with the surrounding walls of the sleeve extending above the carton, forms a bin or hopper in which the articles are held for display. A header type display panel for art work and printed matter attaches to the upper edge of the tubular sleeve, completing the structure.

6 Claims, 13 Drawing Figures

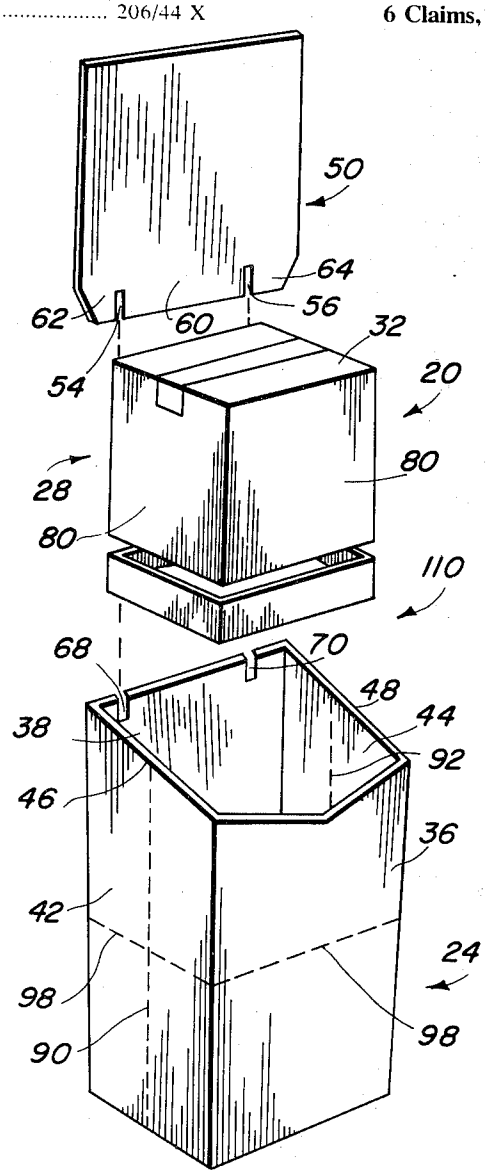


FIG - 1

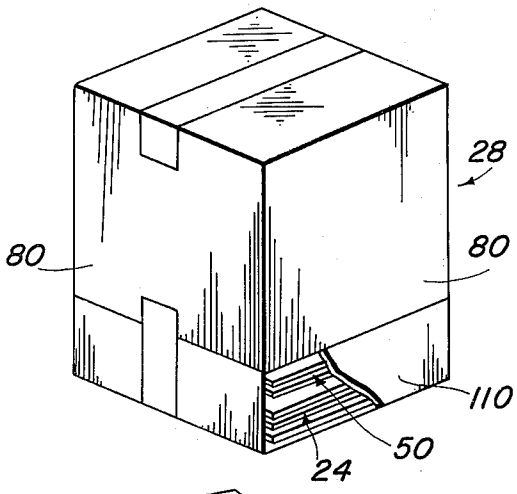


FIG - 2

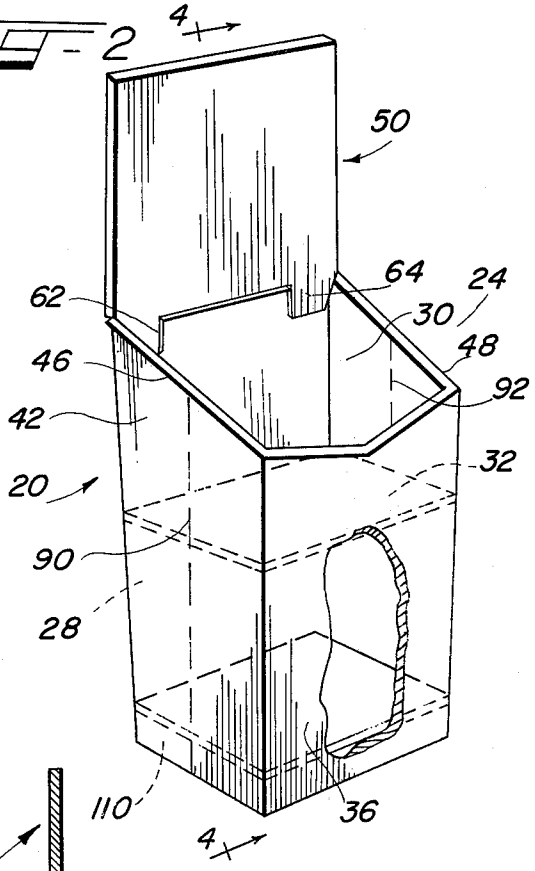


FIG - 3

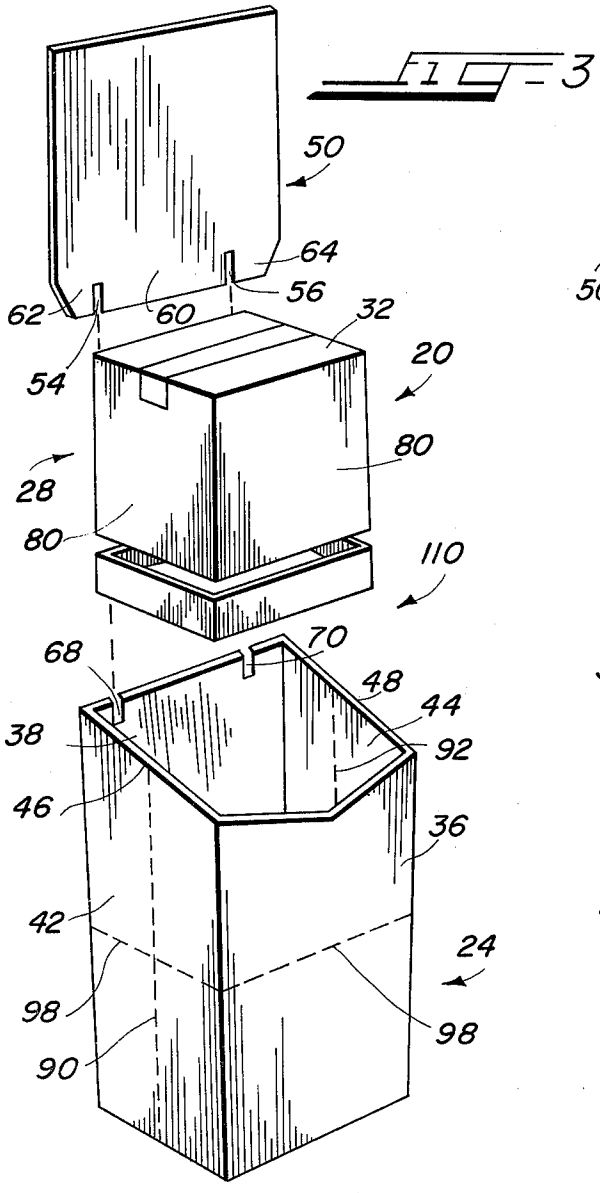


FIG - 4

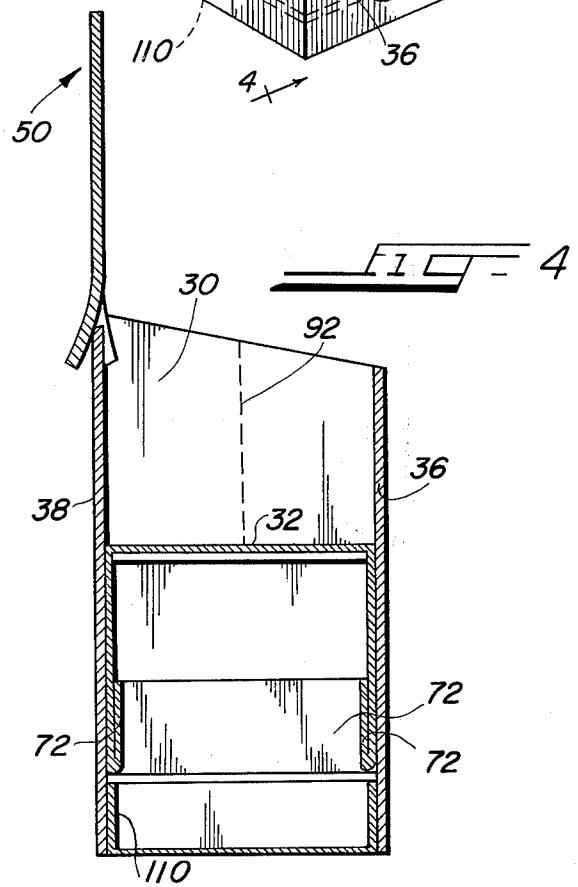


FIG - 5

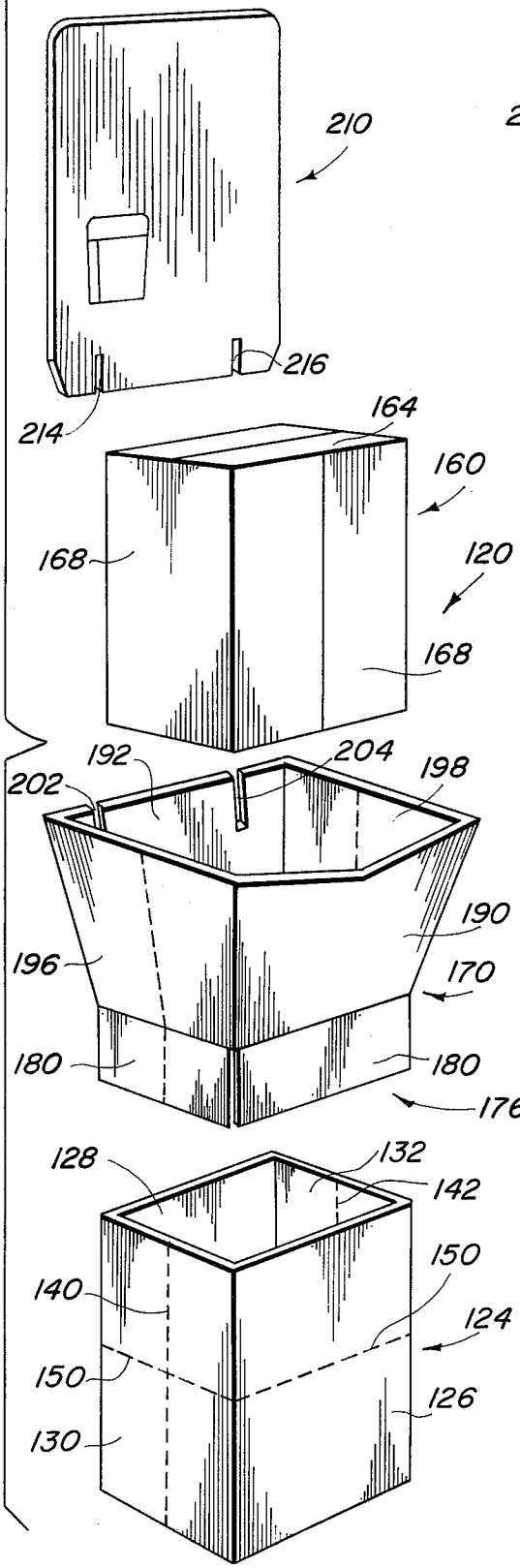


FIG - 6

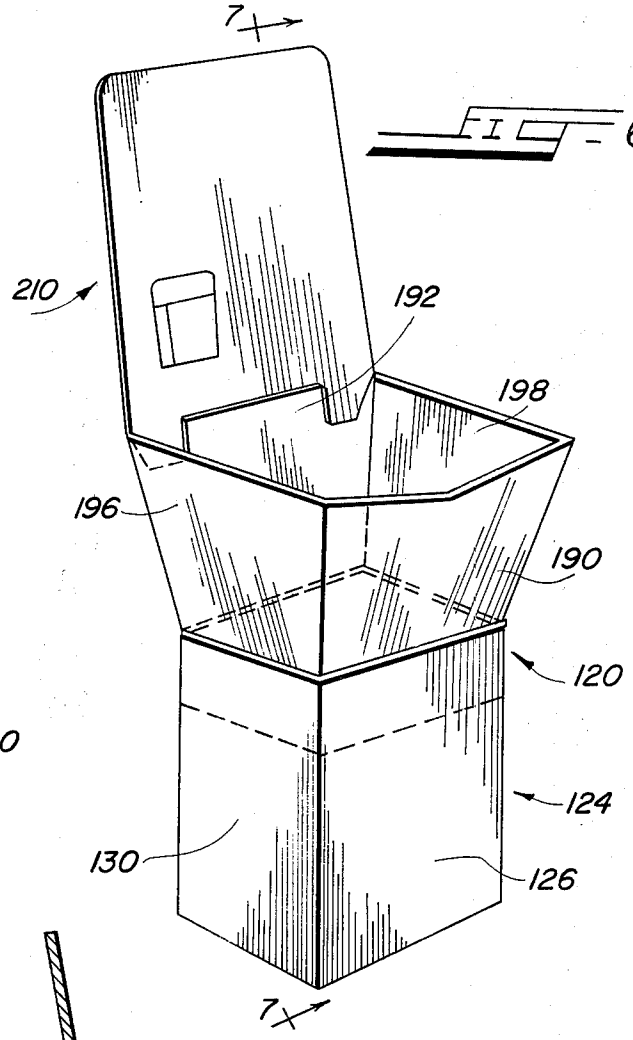


FIG - 7

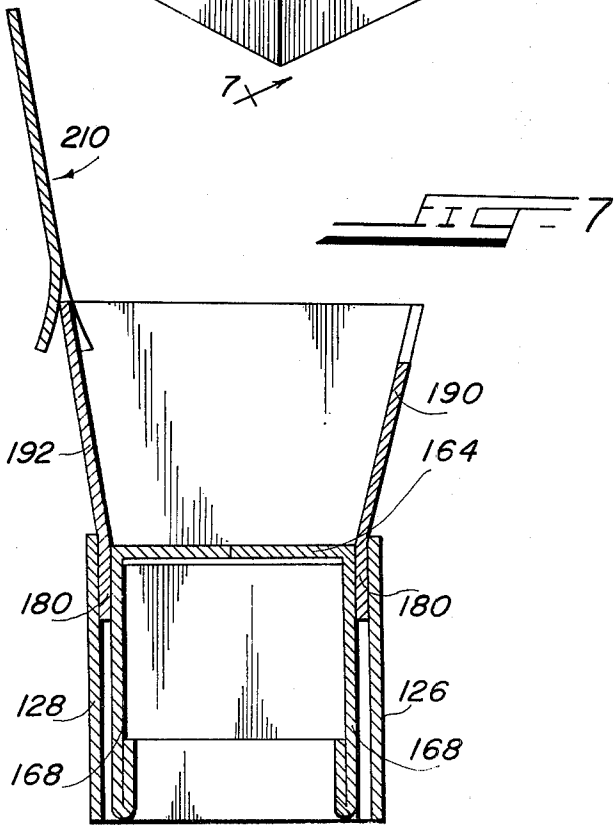


Fig. 8

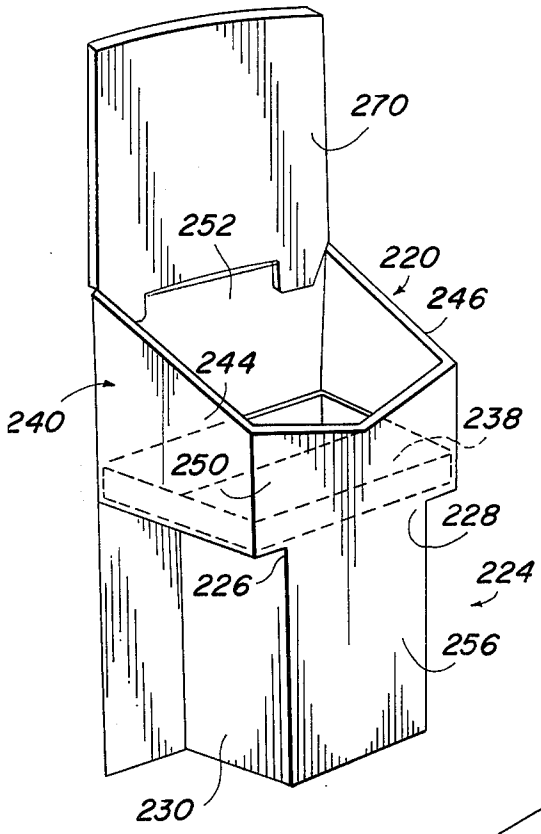
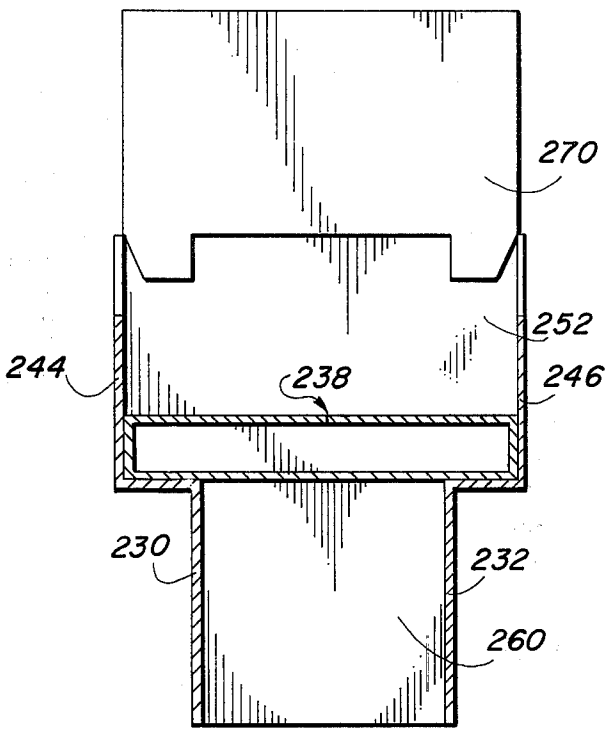


Fig. 9



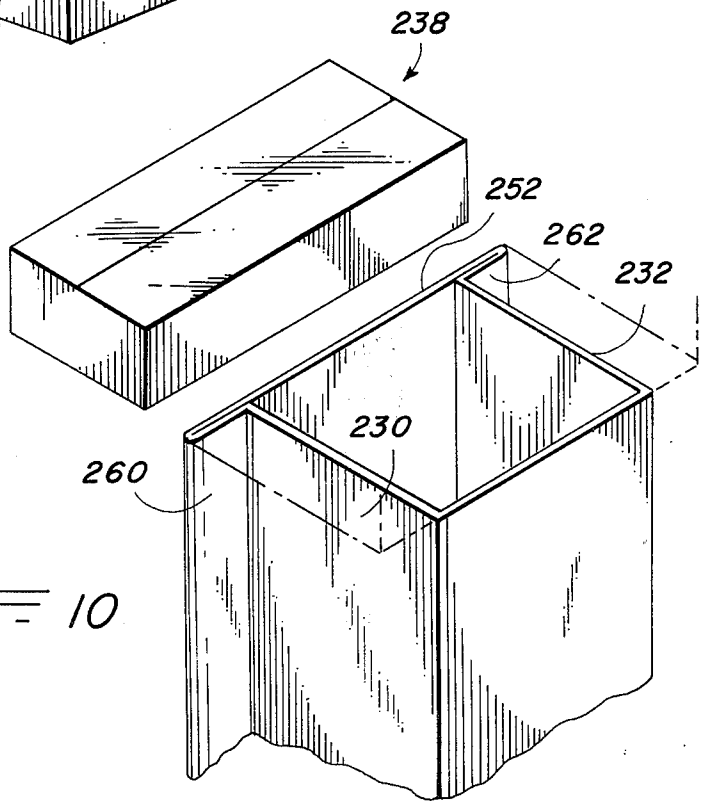


Fig. 10

Fig. 11

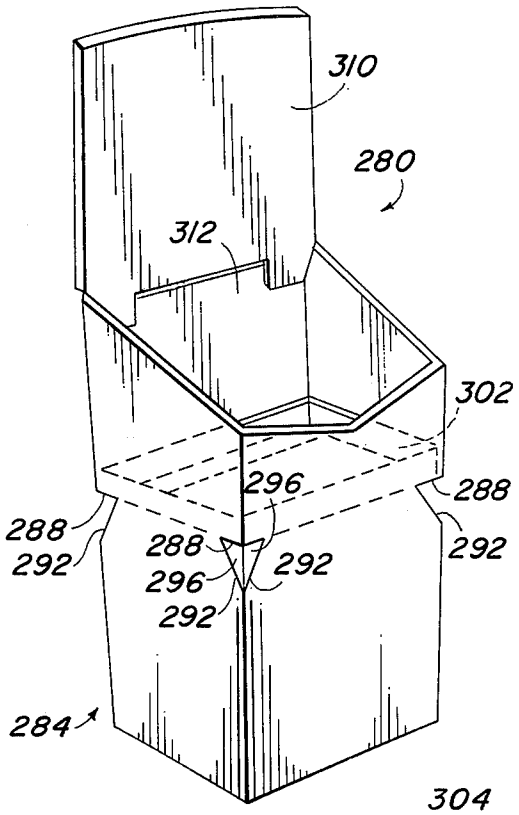


Fig. 12

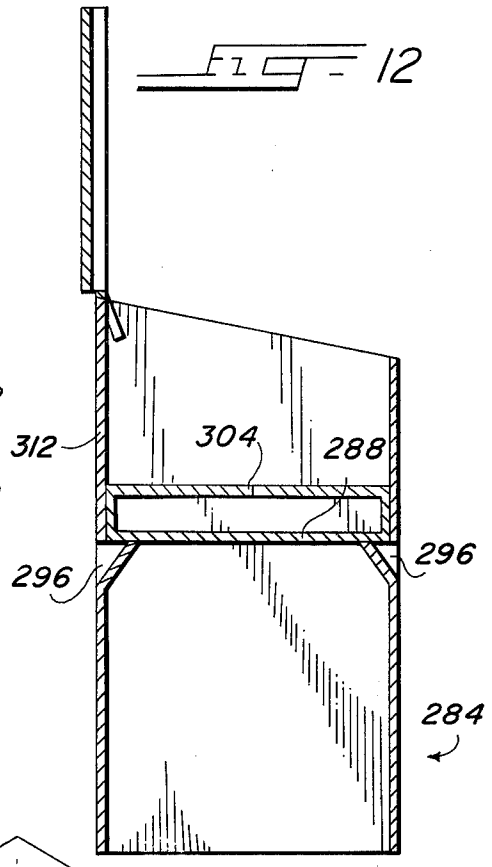
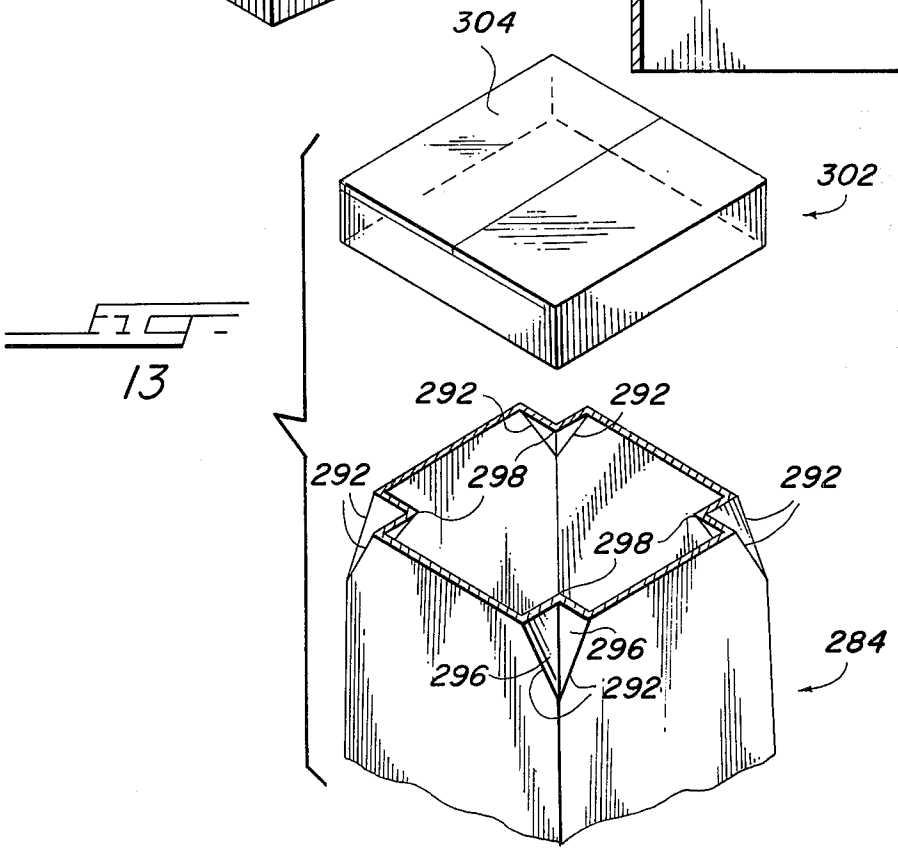


Fig. 13



COMBINATION SHIPPING CONTAINER AND DISPLAY SUPPORT

This invention relates to merchandise display stands. More particularly, the invention is directed to a novel display stand which utilizes, as a principal structural element, a carton in which articles were originally shipped.

It is an important feature of the invention that there is packed, together with the article-filled carton containing the articles to be displayed, a sleeve-like tubular base into which the carton, when emptied, is inserted so that the carton serves as the supporting platform and the sleeve as the confining peripheral walls of the hopper-like display bin.

A related feature of the invention is that the sleeve-like tubular base is collapsible and foldable for shipment with the packed case so that the base does not significantly affect the overall size of the shipped package.

Another feature of the invention is that the packing box or carton may be supported within the base in any of several structural arrangements.

Yet another feature of the invention is that there is provided a very useful and aesthetically pleasing display in which a principal component constitutes the packaging carton in which the articles to be displayed were shipped, whereby the overall expense associated with the display is minimized.

Still another feature of the invention is that there is provided a display placard readily mountable to extend upwardly from the display base.

An important feature of the display assembly of the invention is its great mechanical strength.

A general feature of the improved display assembly of the invention is that it is readily fabricated of foldable corrugated sheet material or the like, is of simple construction, has a minimum of component parts, is rugged and durable, is attractive in appearance though low in cost, and is easily assembled.

Other and further features, objects, and advantages of the invention will be apparent from a consideration of the following description taken with the accompanying drawing in which:

FIG. **1** is a perspective view of one embodiment of a combination shipping container and display support, as shipped, and including the features of the present invention, a portion being cut away to show the storage of component elements;

FIG. **2** is a perspective view of an erected display formed from the components contained in the package of FIG. **1**;

FIG. **3** is an expoloded view of the display assembly of FIG. **2** indicating, schematically, the manner of assembly;

FIG. **4** is a vertical cross sectional view taken substantially on the lines **4—4** of FIG. **2**;

FIG. **5** is an exploded view of a second embodiment of a combination shipping container and display support according to the invention;

FIG. **6** is a perspective view of the display bin of FIG. **5**, erected for use;

FIG. **7** is a vertical cross sectional view taken substantially on the lines **7—7** of FIG. **6**;

FIG. **8** is a perspective view of a second embodiment of a combination shipping container and display assembly, according to the invention;

FIG. **9** is a vertical cross sectional view taken substantially on the lines **9—9** of FIG. **8**;

FIG. **10** is a fragmentary, exploded view in which the packing box or carton and the box-supporting base are shown in solid lines and the hopper-like superstructure is indicated schematically in broken lines;

FIG. **11** is a perspective view of a third embodiment of the invention showing an alternative method of supporting the packing box as a floor within the base of the assembly;

FIG. **12** is a vertical cross sectional view taken substantially on the lines **12—12** of FIG. **11**; and

FIG. **13** is a fragmentary, exploded, schematic view showing the base truncated, so as more clearly to indicate the manner in which the packing box is supported within the base.

Referring more particularly to the drawing, there is shown in FIGS. **1–4**, for the purpose of illustrative disclosure, one preferred embodiment of the invention including a combination shipping container and display support. In the specific example depicted, the display bin **20** illustrated comprises, as best seen in FIGS. **2** and **3**, an upstanding open-ended tubular sleeve **24** of corrugated board or similar material, a carton-like base or case **28** disposed within and spanning the sleeve **24** and constituting a support for the articles to be displayed in the bin-like cavity **30** delineated by a sealed support surface **32** of the case **28** and the front and rear walls **36** and **38** and the connecting side walls **42** and **44** of the tubular sleeve **24**. Preferably, the upper marginal edges **46** and **48** of the opposed side walls **42** and **44** are inclined upwardly from front to rear so that the rear wall **38** extends to a height above the front wall **36**.

In the preferred embodiment of the invention shown in FIGS. **1–4**, a header type display panel **50** is fastened to and extends upwardly of a marginal upper edge of the rear wall **38** of the tubular sleeve **24**. While any preferred technique may be used for securing the display panel **50** to the wall **38** of the sleeve **24**, in the specific embodiment of the invention shown the lower marginal edge of the header panel **50** is provided with a pair of laterally spaced slots **54** and **56** extending upwardly from a lower marginal edge of the panel **50** to form a central web **60** and two side tabs **62** and **64**. A pair of correspondingly spaced slots **68** and **70** extends downwardly from a top marginal edge of the rear wall **38**. The header panel **50** and the rear wall **38** of the base are intercoupled at their respective slots **54, 56** and **68, 70**, preferably with the web **60** outside the tubular sleeve **24** and the tabs **62** and **64** within the sleeve, all as indicated in FIG. **2**.

It is an important feature of the invention that the case or carton **28** which constitutes the support for the articles displayed in the bin is the same container in which the articles themselves were packaged and shipped. It will be appreciated that the particular shape or conformation of the carton **28** does not constitute an element of the invention. In setting up the display, it is necessary merely to remove the articles from the case **28** and, thereafter, turn the closure flaps **72** inward into the body of the case and then to slide the case, open-end facing down, into the tubular sleeve or base **24** so that the bottom **32** of the empty case **28** becomes the floor or platform upon which the display articles are carried. Alternatively, the case **28** may be rotated or shifted **90** whereupon a side wall **80** of the case **28** becomes the article supporting platform. Irrespective of the particular relative spatial orientation preferred, the dimensions of the case are such that the case **28** slides telescopingly into the sleeve **24**.

In the preferred example shown in FIG. 1-4, the sleeve **24** is scored at opposed side walls **42** and **44** to provide fold lines **90** and **92** so that the side walls **42** and **44** may be displaced inwardly accordianwise. Additionally, the sleeve is provided with horizontal score lines **98** formed in the walls so that the sleeve or base may be folded over upon itself after it has been collapsed radially inwardly. When so folded, the final height of the base for shipment will not exceed the maximum dimension of the carton or shipping container **28.**

To enable one selectively to position the support platform **32** at various heights including heights greater than the height of the carton **28,** there is provided an auxiliary box or collar **110** sized for ease of insertion into the sleeve **24** to serve as a carton-supporting element. The on-site use of the collar **110** may be dispensed with where a deeper upper hopper is desired. As indicated in FIG. **1,** the box or collar **110** serves as a receptacle to hold the folded sleeve **24** and the placard **50** during shipping.

A somewhat modified form of the invention is shown in FIGS. **5** through **7.** As illustrated, the merchandising assembly **120** includes a tubular sleeve or base **124** rectangular in horizontal cross section and formed by front and rear walls **126** and **128** connected by side walls **130** and **132.** Also, as in the first embodiment of the invention, the opposed side walls **130** and **132** are scored vertically to provide fold lines **140** and **142,** and all four walls are provided with horizontally extending score lines **150** so that the sleeve **124** may be collapsed and folded, all as previously described.

The interior platform on which the articles to be displayed are supported within the sleeve **124** is provided by the same carton **160** in which the articles themselves were shipped, the bottom **164** (or one of the side walls **168**) of the carton becoming the support.

The display assembly of the second embodiment **120** includes a bin-forming hopper-like superstructure **170** adapted partially to penetrate into and to nest within the upper portion of the tubular sleeve **124** and to flare upwardly and outwardly therefrom. As shown in FIG. **5,** the superstructure **170** includes a neck band or flange **176** consisting of wall-like panels **180** which are telescopingly received within the base or sleeve **124.** Alternatively, the neck band **176** at the lower edge of the superstructure **170** may be an endless flange and the base **24** may include upwardly directed tongue portions slidably received within the flange. Flaring upwardly and outwardly from the neck bank **176** are front and rear walls **190** and **192** and side walls **196** and **198.**

The rear wall **192** of the superstructure **170** is conveniently formed with a pair of laterally spaced slots **202** and **204** extending downwardly from the top of the wall **192,** for intercoupling with a display panel or header panel **210** which is formed at its lower edge with a pair of correspondingly spaced downwardly opening slots **214** and **216,** whereby the panel **210** may be intercoupled with and supported on the rear wall **192** of the display assembly, all as previously described.

To erect the display at the use site the hopper **170** is mounted on the base **124** with the neck band **176** located within the open top of the base **124** so that the neck panels **180** abut the sleeve walls, as shown in FIG. **7.** The carton **160,** emptied of its contents, is then inserted open end down into the sleeve **124** to rest on the same surface which supports the sleeve. As shown in FIG. **7,** the "bottom" **164** of the carton **160** becomes

the support platform for articles to be displayed. The walls **168** of the carton also serve to press against and to secure the neck band **176** in place to stabilize the hopper **170.** The display placard **210** is then attached to the rear wall **192** of the base **124.**

A third embodiment of the display assembly of the invention is illustrated in FIGS. **8-10.** As shown, the assembly **220** includes an upstanding base **224** folded inwardly at opposed sides along enabling slits **226** and **228** to provide inwardly inset opposed side walls **230** and **232** constituting a mechanical, vertical support for a box or carton **238.** The carton **238** constitutes a raised floor serving as a support member for articles to be displayed in a surmounting hopper-like superstructure **240,** the latter being integrally formed with and extending upwardly from the lower portion of the base **224** of the assembly **220.**

Whereas the side walls **244** and **246** of the bin-like hopper **240** are offset laterally outwardly from the support walls **230** and **232,** the front and rear walls **250** and **252** of the hopper **240** are coplanar with and constitute upwardly projecting extensions of the corresponding front and rear walls **256** and **260** of the lower portion of the base **224.** The manner of folding the side walls of the base to provide the offset arrangement is clearly illustrated in FIG. **10** which also shows the technique by which the rearward portions of the principal side walls **230** and **232** define flanges **260** and **262** folded upon and contiguously overlying the rear wall **252** of the base **224.**

It will be appreciated that the box **238** which constitutes the support for the articles to be displayed is preferably and conveniently the same box in which the articles are shipped, or the box in which the display assembly itself was packaged. In accordance with the practice of the invention, it is necessary merely to close the box **238** and drop it in place as indicated by the broken lines of FIG. **8.** The completed assembly includes a display panel **270** attached to the hopper **240** by means of cooperating slits and tabs, all as previously described.

In the embodiment of the invention shown in FIGS. **11-13,** the display assembly **280** includes a base **284** which is slit **288** and scored **292** at each corner at corresponding positions intermediate the lower extremity and the upper limit of the base **284** so that there is formed, at each corner, a pair of triangular webs **296** which are conveniently pushed inwardly to form inside corners **298.** The upper edges of the corners **298** serve as stops and as mechanical supports for a box or carton **302** which is slidably inserted into the base **284** to form a floor **304** on which articles to be displayed are supported within the assembly **280.** The manner in which the support corners are formed is clearly shown in the truncated base pictured in FIG. **13,** and the box in its supported position on the corners is illustrated in FIG. **11.** It is an important feature of the invention, as previously indicated, that the box **302** is preferably the box in which the articles to be displayed are packaged or the box in which the display assembly itself was shipped. Also, as previously described, the assembly may include a surmounting display panel **310** secured to the back wall **312** of the hopper-like portion of the base **284** by means of cooperating slits and tabs.

For the purpose of illustrative disclosure, and not by way of limitation, the combination shipping container and display support used in the display assembly of the invention has been described with reference to a preferred geometric shape, that is, one generally rectangu-

lar in horizontal cross section. It is obvious, however, that the inventive concept and the principles of the invention are applicable as well as structures taking many different physical forms. It is also contemplated that any preferred structural material may be used. Irrespective of the shape and irrespective of the structural material used, it will be possible in all cases to insert the shipping container or case into the circumambient sleeve so that the container itself becomes a support platform for the very articles which are originally contained in the carton. The substantive concept of the present invention includes the effective utilization of the shipping carton as a principal functional component in a bin-like display assembly erected at the sale site.

While disclosures of preferred embodiments of the display assembly and of preferred methods for assembling and erecting the bin of the invention have been provided, it will be apparent that numerous modifications and variations thereof may be made without departing from underlying principles of the invention. It is, therefore, desired by the following claims to include within the scope of the invention all such variations and modifications by which substantially the results of this invention may be obtained through the use of substantially the same or equivalent means.

What is claimed is:

1. A display stand for retention of articles after their removal from their shipping carton,

said stand comprising, in combination,

an upstanding open-ended tubular sleeve of corrugated board, paperboard, fiberboard, plastic, and the like, said sleeve consisting essentially of wall means defining an endless perimetric wall of said stand,

a box-like body nesting within said sleeve and defining a load supporting insert including a platform extending across said tubular sleeve,

said platform constituting a support for articles confined within said sleeve,

said perimetric wall of said sleeve extending upwardly beyond said platform to define therewith a bin-like display, and said load-supporting insert constituting the carton in which the display stand was shipped.

2. A display stand for retention of articles after their removal from their shipping carton, said stand comprising, in combination,

an upstanding open-ended tubular sleeve of corrugated board, paperboard, fiberboard, plastic, and the like, said sleeve consisting essentially of wall means defining an endless perimetric wall of said stand,

a box-like body nesting within said sleeve and defining a load supporting insert including a platform extending across said tubular sleeve,

said perimetric wall of said sleeve extending upwardly beyond said platform to define therewith a bin-like display,

a hopper-like structure surmounting said sleeve and extending upwardly and outwardly therefrom,

said structure including a neck band defining an upstanding wall telescopingly inserted into said sleeve, and

side wall means flared upwardly and outwardly and joined to said neck band therearound to form a funnel-like mouth for the display.

3. The structure as set forth in claim **2** wherein said tubular sleeve and siad hopper-like superstructure are each substantially rectangular in horizontal cross section.

4. A display stand for retention of articles after their removal from their shipping carton, said stand comprising, in combination,

an upstanding open-ended tubular sleeve of corrugated board, paperboard, fiberboard, plastic, and the like, said sleeve consisting essentially of wall means defining an endless perimetric wall of said stand,

a box-like body nesting within said sleeve and defining a load supporting insert including a platform extending across said tubular sleeve,

said platform constituting a support for articles confined within said sleeve,

said perimetric wall of said sleeve extending upwardly beyond said platform to define therewith a bin-like display,

said sleeve including integrally formed insert supporting means comprising circumambient spaced wall segments of said tubular sleeve, said wall segments being displaced radially inwardly of said perimetric wall of said sleeve,

whereby upper edges of said wall segments constitute weight carrying supports for said insert bearing thereupon,

said wall segments comprising a pair of opposed inwardly displaced side wall portions of said sleeve, and said side wall portions including panels overlying a rear wall of said sleeve.

5. A display stand for retention of articles after their removal from their shipping carton,

said stand comprising, in combination,

an upstanding open-ended tubular sleeve of corrugated board, paperboard, fiberboard, plastic, and the like, said sleeve consisting essentially of wall means defining an endless perimetric wall of said stand,

a box-like body nesting within said sleeve and defining a load supporting insert including a platform extending across said tubular sleeve,

said platform constituting a support for articles confined within said sleeve,

said perimetric wall of said sleeve extending upwardly beyond said platform to define therewith a bin-like display,

said sleeve including integrally formed insert supporting means comprising circumambient spaced wall segments of said tubular sleeve, said wall segments being displaced radially inwardly of said perimetric wall of said sleeve,

whereby upper edges of said wall segments constitute weight carrying supports for said insert bearing thereupon,

said sleeve being generally rectangular in cross section and being formed, at each corner thereof with a horizontal slit and a pair of cooperating upwardly and outwardly diverging fold lines,

each said pair of fold lines converging at their lower terminals at each respective corner edge of said sleeve, and each said pair of fold lines intersecting said horizontal slit laterally spaced upper limits of said fold lines,

whereby a pair of generally triangular webs is delineated by each said slit, said pair of fold lines, and said corner edge,

said pair of webs being displaceable radially inwardly of each respective said corner of said sleeve and providing supports for said box-like body within said sleeve.

6. A display stand for retention of articles after their removal from their shipping carton, said stand comprising, in combination,

an upstanding open-ended tubular sleeve of corrugated board, paperboard, fiberboard, plastic, and the like, said sleeve consisting essentially of wall means defining an endless perimetric wall of said stand,

a box-like body nesting within said sleeve and defining a load supporting insert including a platform extending across said tubular sleeve,

said platform constituting a support for articles confined within said sleeve,

said perimetric wall of said sleeve extending upwardly beyond said platform to define therewith a bin-like display,

a header type display panel, and fastening means for attachment of said panel to said sleeve to project upwardly therefrom,

said fastening means comprising, in combination, a pair of laterally spaced slots extending upwardly from a lower marginal edge of said display panel and a pair of correspondingly spaced slots extending downwardly from a top marginal edge of a wall of said sleeve,

said slots in said panel and in the wall of said sleeve facilitating intercoupling insertion of said panel and said sleeve each into the other along lines extending in a direction of and beyond the respective said slots to establish a positive mechanical interlock securing said panel on said sleeve.

* * * * *

UNITED STATES PATENT OFFICE

CERTIFICATE OF CORRECTION

Patent No. 3,918,576 Dated November 11, 1975

Inventor(s) Ronald H. Taub

It is certified that error appears in the above-identified patent and that said Letters Patent are hereby corrected as shown below:

Column 6, line 64, after the word "slit" the word -- at -- should be inserted.

Signed and Sealed this

ninth Day of *March 1976*

[SEAL]

Attest:

RUTH C. MASON
Attesting Officer

C. MARSHALL DANN
Commissioner of Patents and Trademarks