

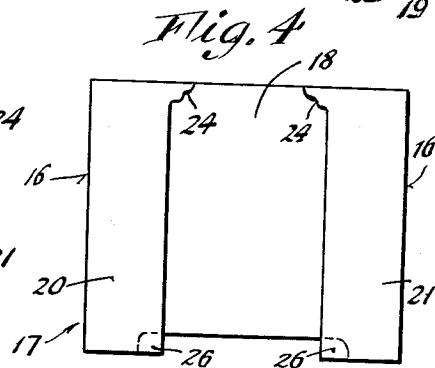
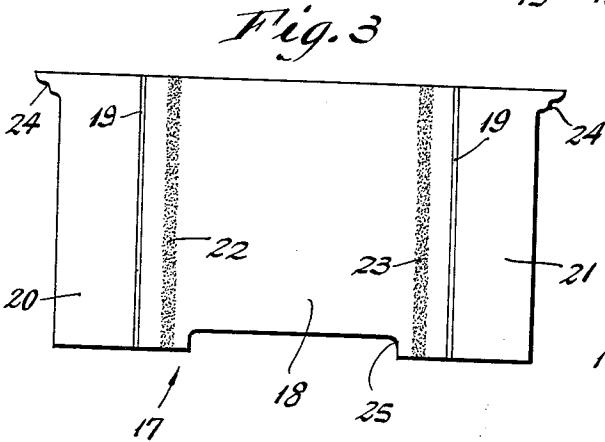
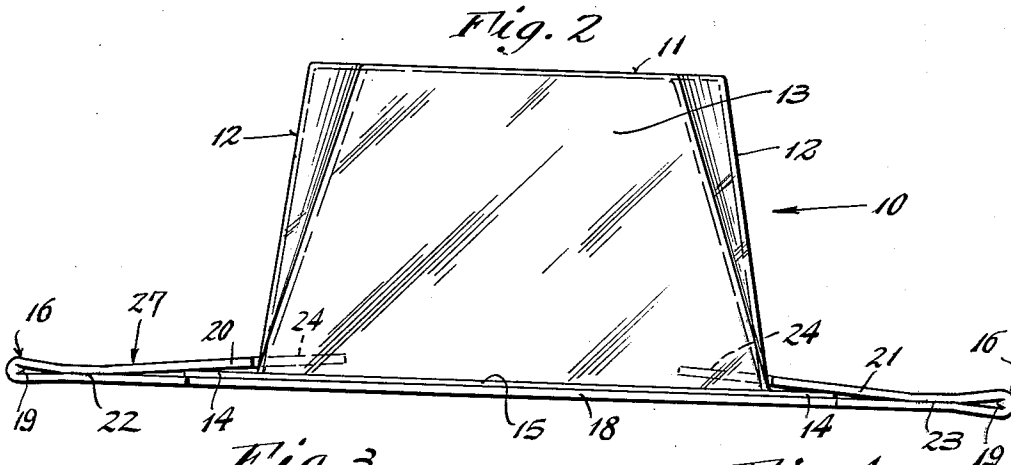
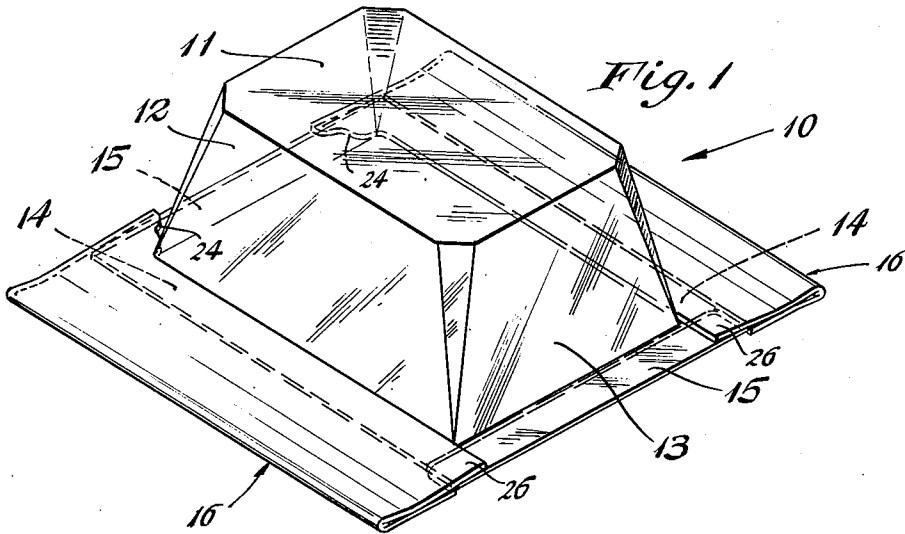
Sept. 24, 1963

H. G. HANSEN

3,104,759

DISPLAY PACKAGE

Filed Nov. 1, 1961



INVENTOR.
Harry G. Hansen

BY

Johnson and Kline
ATTORNEYS

1

3,104,759

DISPLAY PACKAGE

Harry G. Hansen, Stepney, Conn., assignor to The Warner Brothers Company, Bridgeport, Conn., a corporation of Connecticut

Filed Nov. 1, 1961, Ser. No. 149,380

4 Claims. (Cl. 206-78)

This invention relates to a display package or container and particularly to the type of container having a plastic housing, such as a bubble or blister, provided with an open underportion and a closure therefor.

It is an object of the present invention to provide a display container which is of simple construction, can be easily and readily assembled, and which can be manufactured on existing molding and box making equipment.

In carrying out the present invention the housing for the article to be displayed is molded of thin plastic, preferably transparent plastic, and is provided with opposed side and end walls, with the walls having lateral flanges adapted to cooperate with a closure member of cardboard or the like stiff material. The closure member can be readily formed on box making equipment and includes a base adapted to close the bottom of the housing and is provided with portions folded over the base and adhered thereto by a continuous glue line forming channels to receive the flanges and slidably connect the housing to the closure. By providing a continuous glue line, it has been found that a continuous channel is formed which permits a smoother assembly of the elements than heretofore where spaced fastening such as spot adhesive or staples, were used to secure the parts together to form side channels.

Preferably, the side and end walls have the laterally projecting flanges, which flanges are joined at the corners and serve to stabilize and reinforce the thin plastic housing, with the end flanges engaging the closure to form a seal therewith and to stabilize the contact of the thin end wall with the closure.

If desired, stop means may be provided in connection with the channel portions to limit and position the housing on the closure base. Also, if desired, the base may be provided with guide means to assist in guiding the housing into assembled relation.

Other features and advantages of the invention will be apparent from the specification and claims when considered in connection with the accompanying drawings in which:

FIGURE 1 shows a perspective of the package.

FIG. 2 is an end view of the package.

FIG. 3 is a view showing the blank forming the closure.

FIG. 4 is a blank in folded relation to form the closure member.

As shown in the drawings, the display package of the present invention comprises a housing 10 which is molded from plastic material. Preferably, the material is extremely thin and transparent so that the article (not shown) may be readily displayed therethrough. Such housings are known in the trade as bubbles or blisters.

The housing comprises a top 11 and opposed side walls 12 and end walls 13 defining an open underportion. In the herein illustrated form of the invention the side walls 12 and end walls 13 are provided with laterally projecting flanges 14, 15 integrally formed with the side walls and projecting outwardly therefrom adjacent the open underportion.

Preferably the flanges 14, 15 are connected at their corners so as to form a continuous flange member as shown in FIG. 1. This effectively reinforces and stabilizes the housing and facilitates the mounting and sealing of the same on a closure 16 for the open underportion.

2

The closure for the housing comprises a blank 17 of fibrous material, i.e., cardboard, chip board or the like material, such as shown in FIG. 3, having a center portion or base 18 adapted to overlie and close the open bottom portion of the housing. The blank is provided with score lines 19 on either side of the base establishing edge extensions 20, 21 which, when folded about the score line, overlie the base as shown in FIG. 4.

A feature of the invention resides in the fact that the edge extensions are secured in place by continuous strips of glue, or the like adhesive 22, 23, the glue lines being located between the fold line of the blank and the edge of the edge extension, as shown in FIG. 3, so that when the edge extensions are secured to the base there is provided, at the free edge of the edge extensions, a channel for slidably receiving the side flanges 14 of the housing to connect the housing to the closure. The insertion of the flanges 14 into the channels is facilitated by the fact that the ends of the flanges are connected by the end flanges 15 thus stabilizing them in predetermined position. It will be seen that the end flanges 15 which extend across the housing also engage the surface of the base forming the closure for the housing to stabilize the end walls and reinforce them against unintentional deflecting and also form a dustproof seal for the package.

If desired, the edges of the edge extensions can be cut as shown at 24 so that, in folded position, they will extend into the path of movement of the housing and properly locate it in position as shown in FIG. 1. Also, the base can be cut out at 25 between the glue lines so as to form guide portions or means 26 for guiding the flanges into the channels.

A further advantage of the present invention having the laterally projecting flange extending completely around the opening resides in the fact that the single plastic housing can be used to make display packages in which the major axis of the bubble is in the horizontal or vertical position with respect to the package, thus simplifying the formation of various styles of packages.

Not only does the package have advantages in displaying merchandise but the closure can be the display card since it provides wide surfaces 27 on either side of the housing as well as exposed surfaces on the base which may be used for printing or other indicia as required. The printing operation, of course, can be performed during the blank forming operation in the usual box making equipment.

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 display container comprising a plastic housing having a top and pairs of opposed end walls and side walls, defining an open underportion; flanges laterally projecting from at least one pair of opposed walls, and a display card forming a closure for the open underportion and comprising a base adapted to cover the opening and having opposed edge extensions folded into overlying relation with the base and secured in said position by a continuous glue line spaced inwardly from the free edges of the extension to provide continuous open ended channels extending from end to end of the base and having a length at least equal to the length of the housing to slidably receive the flanges on the housing to connect the base to the housing, said continuous channels providing unimpeded relative sliding movement of the base and flanges as the housing is moved through one end of the channel into and out of closed relation.

2. The invention as defined in claim 1 wherein there is means adjacent one end of the channel forming a stop for locating the housing and base with the base in closed relation.

3

3. The invention as defined in claim 1 wherein the base is provided with a cutaway portion at one end between said channels to aid in guiding the side flanges into said channels.

4. A display container comprising a housing of thin transparent plastic material having a top, opposed end walls and side walls and having an open underportion; a flange connected to each of said side and end walls and projecting laterally therefrom adjacent the open underportion; and a closure for the open underportion comprising a base adapted to cover the opening and having opposed edge extensions folded into overlying relation with the base and secured in said position by a continuous glue line spaced inwardly from the free edges of the extension to provide continuous open ended channels extending from end to end of the base to slidably receive

4

opposed side flanges on the housing to connect the base to the housing and having a length at least equal to the length of the housing and the end flanges, and said end flanges engaging the surface of the base to seal the housing and stabilize and reinforce the end walls of the housing, said continuous channels providing unimpeded sliding movement of the side flanges relative to the base to facilitate moving the closure and housing into and out of closed relation.

References Cited in the file of this patent

UNITED STATES PATENTS

2,796,985	Gorton	June 25, 1957
2,813,624	Phipps	Nov. 19, 1957
2,993,590	Denton	July 25, 1961