

[54] **DISPLAY CARTON**

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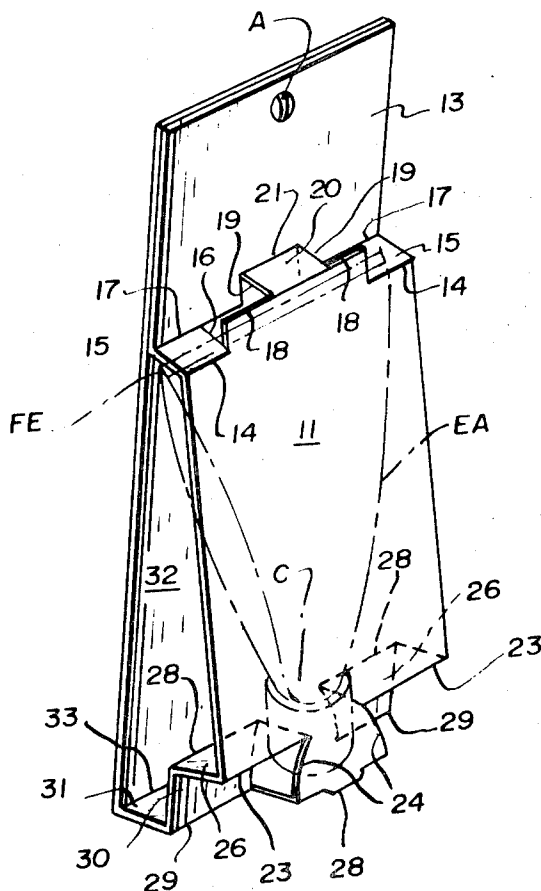
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[57]

**ABSTRACT**

An open end display carton for an elongated article of merchandise such as a collapsible tube or the like is formed from a cut and scored blank and comprises a generally rectangular base panel having a first end structure foldably connected at one end thereof for supporting an end of said tube. The other end of the base panel has a second end structure foldably connected thereto and supporting the opposite end of the tube, both of the structures having abutments located at fold lines thereof for location and support of the ends of the tube. A first closing panel is foldably connected to the first end structure and a second closing panel is foldably connected to the second end structure, the second closing panel extending over the base panel in spaced relationship thereto and is secured to the first closing panel.

**1 Claim, 5 Drawing Figures**







## DISPLAY CARTON

## THE DRAWING

FIG. 1 is a plan view of a cut and scored blank for forming the carton according to the present invention;

FIG. 2 is an isometric view showing the blank of FIG. 1 in a partly erected position;

FIG. 3 is an isometric view showing the carton blank of FIG. 1 folded to final position to define the carton structure;

FIG. 4 is an isometric view showing the structure of FIG. 3 in another position thereof; and

FIG. 5 is a view similar to FIG. 4, but looking at an opposite side thereof.

The display carton according to the present invention is referred to generally by the reference numeral 10 and is formed from a cut and scored blank 10A seen in FIG. 1. Blank 10A includes a generally rectangular base panel 11 and a first end structure indicated generally by the reference numeral 12 is disposed at one end of base panel 11 for supporting the flattened end of a collapsible tube EA seen in phantom outline in FIGS. 3, 4 and 5, the flattened end of the tube EA being denoted by characters FE.

The first end structure 12 has a first closing panel denoted by the reference numeral 13 foldably connected thereto. First end structure 12 is formed by a pair of collinear spaced fold lines 17 spaced from each other by cut lines 18.

Spaced cut lines 19 extend perpendicularly to the collinear score lines 17 and the cut lines 18 to a fold line 21 connecting the ends of the cut lines 19.

Fold lines 14 and 17 define an abutment area 15, and the central one of fold lines 17 and fold line 21 define an area 20 forming part of the first end structure 12. As seen in FIG. 3, first end structure 12 is folded to position as seen to provide an abutment for the flattened end FE of the collapsible tube EA seen in phantom outline in FIG. 3.

A second end structure is denoted generally by the reference numeral 22 and is foldably connected at the other end of base panel 11 for supporting the closure end C of the tube EA. End structure 22 is formed by a pair of spaced collinear fold lines 23 and by cut lines 24 extending in laterally spaced relationship from the inner ends of the fold lines 23, collinear fold lines 28 intersecting the laterally spaced cut lines 24 and ex-

tending toward the edges of the blank 10A to define with fold lines 23 a pair of abutment areas 26. In like fashion, a pair of collinear fold lines 29 extend from the cut lines 24 at the inner ends thereof and toward the edges of the blank 10A to define a pair of laterally spaced abutment areas 30. A fold line 33 spaced from fold lines 29 define with the laterally spaced cut lines 24 and fold lines 28 an area 31 for retention of the closure C of the elongated article EA.

A closing panel 32 is foldably connected at the fold line 33 and is adapted to be folded into position over the first closing panel 13, a glue patch GP being placed on the panel 13 to adhere closing panel 32 in position, both of the panels 13 and 32 having aligned apertures A for suspending the completed carton 10.

Referring again to FIG. 2, second end structure 22 is folded as seen therein to provide the spaced abutments comprised of elements 26 and 30 for holding closure C in position. The closing flap 32 is folded about the fold line 33 into the closing position seen in FIGS. 3, 4 and 5. Closing panel 32 has a pair of spaced viewing apertures VA therein for viewing of the article EA held within the carton 10.

We claim:

1. An open end display carton for an elongated article of merchandise such as a collapsible tube or the like having a closure end and an opposite flattened end, said carton being formed from a cut and scored blank of paperboard or the like comprising:

- a. a generally rectangular base panel;
- b. a first end structure foldably connected at one end of said base panel for supporting an end of said tube;
- c. a second end structure foldably connected at the other end of said base panel for supporting the opposite end of said tube;
- d. both of said structures having laterally spaced abutments defined by spaced substantially parallel fold lines to said fold line for having spaced cut lines substantially perpendicular thereto support of the ends of said tube;
- e. a first closing panel foldably connected to said first end structure;
- f. a second closing panel foldably connected to said second end structure;
- g. said second closing panel extending over said base panel in spaced relationship thereto and being secured to said first closing panel.

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