United States Patent

Collura et al.

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[45] **May 2, 1972**

[54] **DISPLAY CARTON HAVING STRUCTURE FOR PRODUCT SUPPORT THEREIN**

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[52] **U.S. Cl.** .....**206/45.14,** 206/45.31, 206/46 AP, 206/DIG. 8

[51] **Int. Cl.** **B65d 5/50,** B65d 25/00

[58] **Field of Search**.....206/45.31, 45.14, 46 AP, 7 F, 206/78, 7 D, 79; 229/39 B, 16 D

[56] **References Cited**

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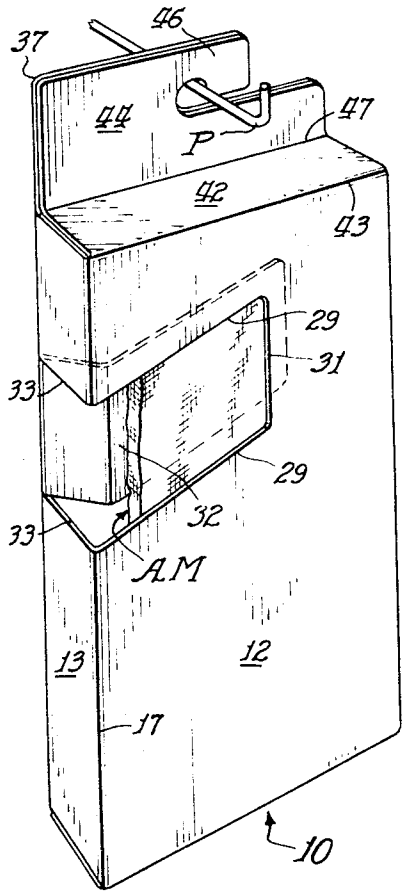
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[57] **ABSTRACT**

A carton for display of merchandise and having structure for support therein of soft goods such as hosiery or the like. The carton is formed from a cut and scored blank and a support arm is cut out from a front panel thereof, or from a front and side panel thereof, such support arm being folded inward to provide support for an article of merchandise. An aperture is thereby formed for viewing of such merchandise. The container blank is integrally formed with a hanger to suspend the completed carton for display.

1 Claim, 7 Drawing Figures



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SHEET 1 OF 2

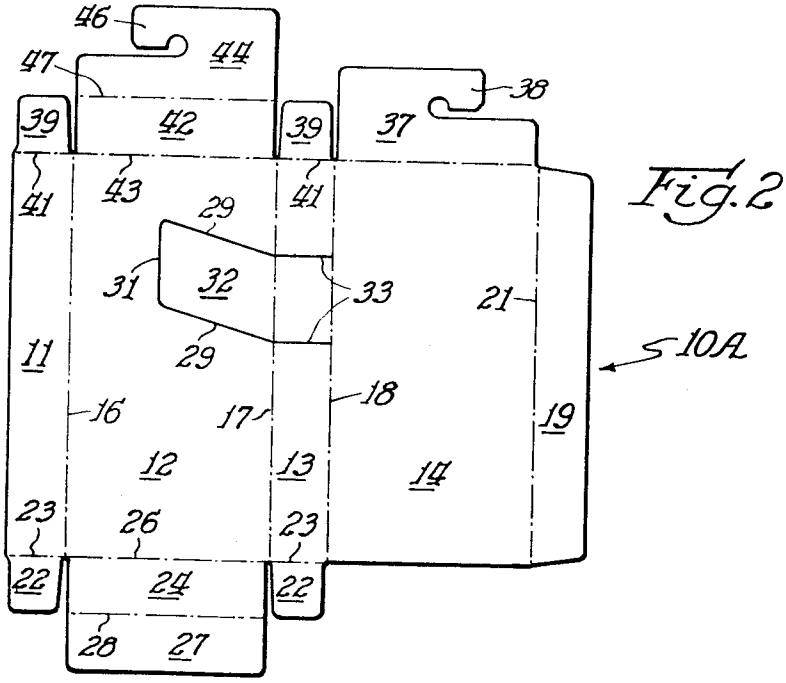


Fig. 2

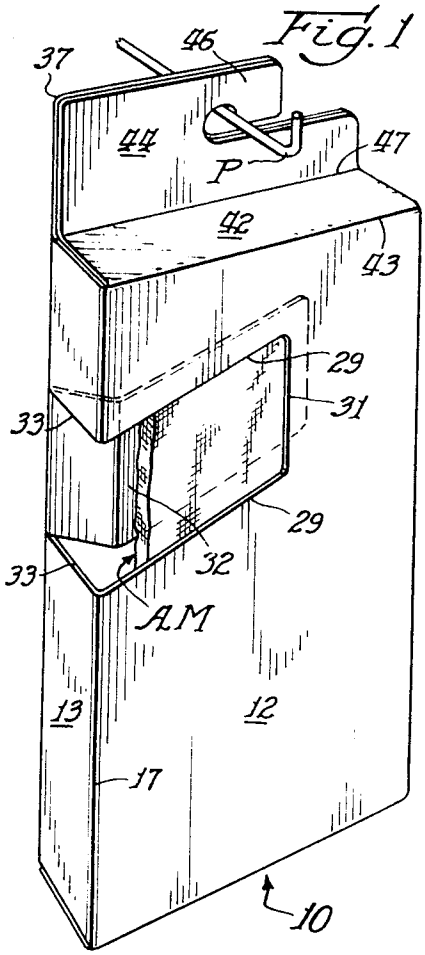


Fig. 1

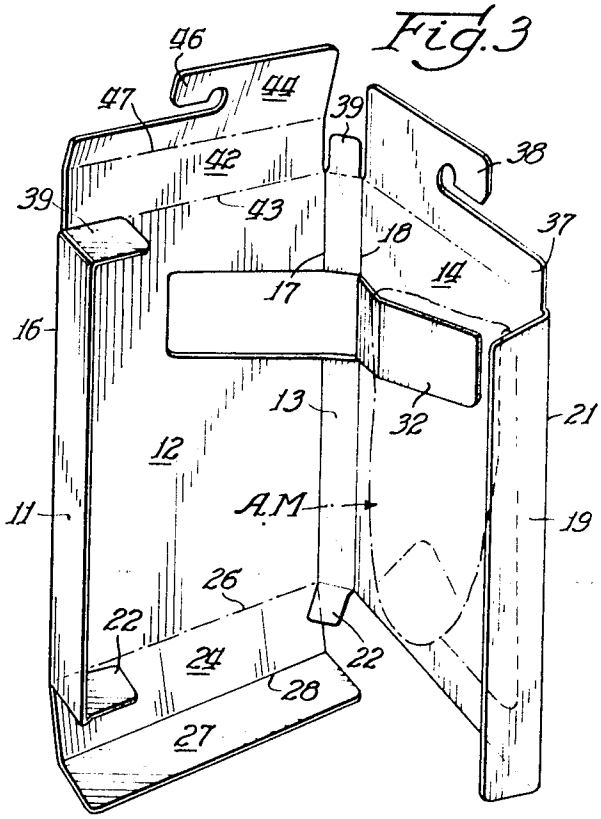


Fig. 3

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Fig. 4

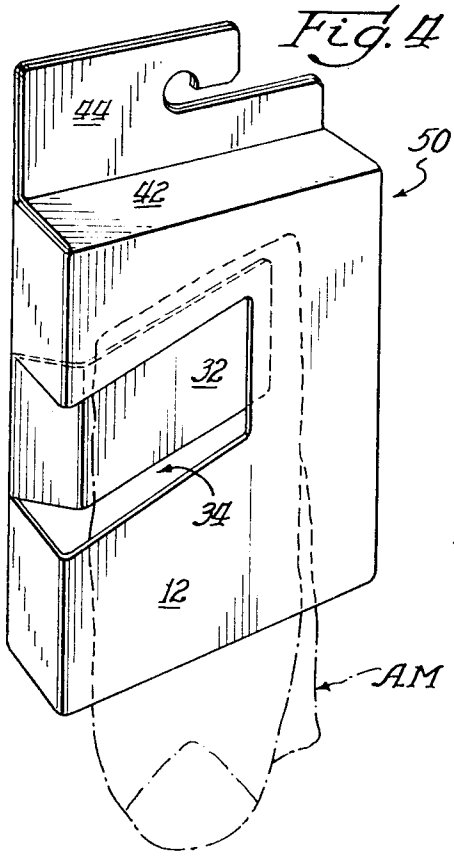


Fig. 5

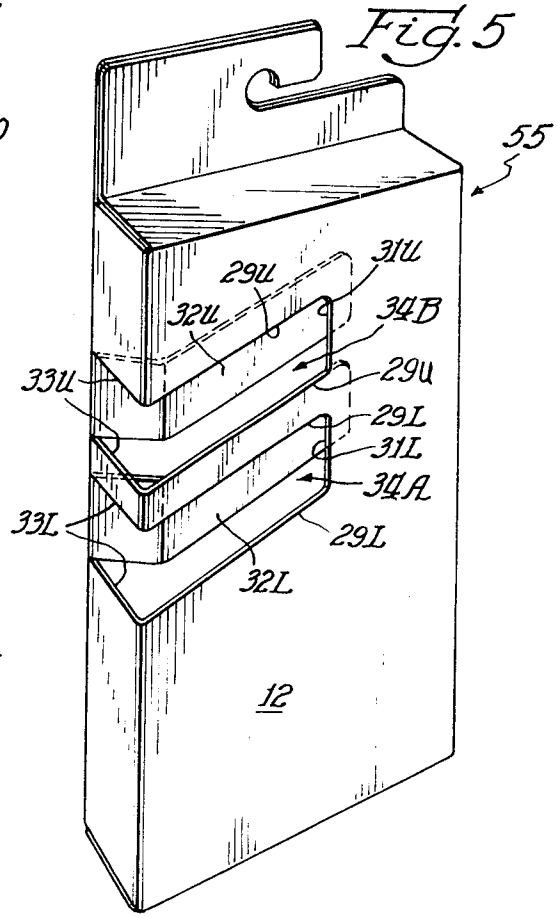


Fig. 6

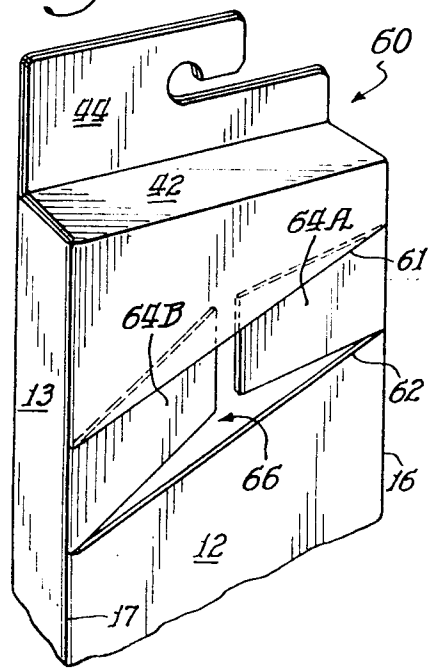
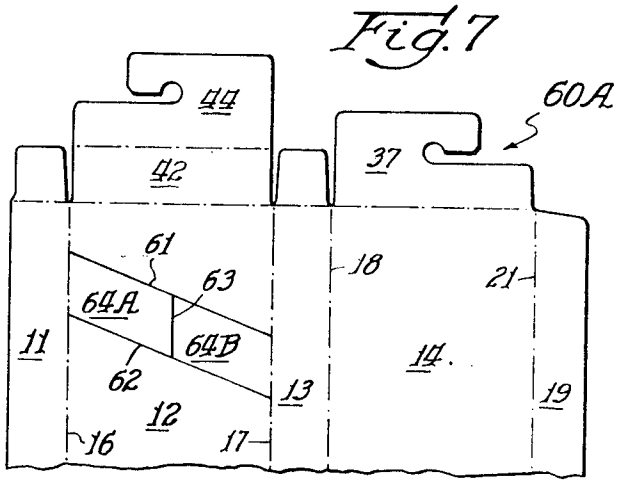


Fig. 7



DISPLAY CARTON HAVING STRUCTURE FOR PRODUCT SUPPORT THEREIN

BACKGROUND OF THE INVENTION

This invention relates to display containers for soft goods, such as hosiery, and particularly to a container formed from a cut and scored blank, which when set up displays the merchandise and supports the same therewithin for viewing.

THE PRIOR ART

Devices for the display of soft goods such as wearing apparel, men's hosiery being an example thereof are well known in the art. Patents to Phillips U.S. Pat. No. 2,968,393, Ramsay U.S. Pat. No. 3,003,624, Rosen U.S. Pat. No. 3,329,386 and Silver U.S. Pat. No. 193,256 show examples of structures for the merchandising and display of such a product. These patents illustrate structures where the hosiery product is not entirely protected from the adverse conditions incident to display, nor do they teach structures whereby the article may be supported for display within a carton having structure whereby the contents may be viewed.

SUMMARY OF THE INVENTION

The structure according to the present invention enables an article of merchandise, such as hosiery, to be substantially completely protected while at the same time the contents of the container in which the hosiery is supported may be viewed. The structures according to the present invention enable the hosiery to be supported for display in a container formed from a unitary cut and scored blank, the support of the hosiery article being achieved by one or more flaps cut from one of the panels forming the container.

With the foregoing considerations in mind, it is a principal object of this invention to provide an improved container for the merchandising of soft goods, such as a pair of hose or the like, the goods being enclosed within a container, yet being capable of being viewed through an aperture in the container formed by the creation of a support structure made from the blank forming the container.

THE DRAWING

FIG. 1 is an isometric view showing a container constructed according to one embodiment of the present invention;

FIG. 2 is a plan view of a unitary cut and scored blank for forming the container seen in FIG. 1;

FIG. 3 is a perspective view showing the steps of forming the container seen in FIG. 1;

FIG. 4 is a perspective view showing an alternate form of container according to the present invention;

FIG. 5 is a perspective view showing still another form thereof;

FIG. 6 is a perspective view showing a yet further form thereof; and

FIG. 7 is partial plan view of a unitary cut and scored blank for forming a container according to the embodiment of FIG. 6.

A bottom closure for carton **10** consists of side tabs **22**, extending from correlative side panels **11** or **13** and foldably connected thereto along fold lines **23**. The bottom closure for the carton **10** also consists of a lower end closure flap **24** connected to front panel **12** by a hinge line **26**, lower end closure flap **24** having a tuck flap **27** connected thereto along a hinge line **28**. The bottom closure for the container **10** is closed in the conventional manner by folding of the tabs **22** as seen in FIG. **3**, and thereafter tucking the flap **27** inside the container against the rear panel **14**.

Structure is provided for supporting an article of merchandise AM, such as a pair of hose as seen in FIG. **3**. Such support structure consists of a support hanger **32** defined by a spaced cut line **29** in the front panel **12**, the ends of cut lines **29** being connected by a cut line **31** in front panel **12**. Cut lines **29** are coextensive with paired cut lines **33** extending across the side panel **13**, the support hanger **32** being movable interiorly of the article of merchandise AM.

Structure is provided for supporting the carton **10** from a pin or hook P as seen in FIG. **1**, such structure being also adapted to close the upper end of the carton **10**. A vertical flap accordingly extends from the upper end of the rear panel **14**, and has a hook **38** formed therein to cooperate with P. The support and closure structure for the upper end of the carton **10** is completed by upper closure tabs **39**, these being folded about fold lines **41** with respect to correlative side panels **11** and **13**. A top closure flap **42** is foldable about a fold line **43** as seen in FIG. **3**, and a vertical flap **44** is foldable to vertical position with respect to the top closure flap **42** about a fold line **47**, vertical flap **44** having a hook configuration **46** identical with the hook configuration **48** of vertical flap **37**. Vertical flaps **44** and **37** are brought into side by side relationship as seen in FIG. **1** to complete the support structure just described.

Referring now to FIG. **4**, there is shown a container **50** identical to the one shown in FIG. **1** except for the fact that no bottom closure is provided. The dimensions of the container **50** may be so selected that the article of merchandise AM protrudes or extends from the bottom thereof. Irrespective of the form seen in FIGS. **1** or **4**, there is provided in the front panel **12** thereof a viewing aperture **34** for the viewing of the contents AM of the container while such contents are supported upon the support hanger **32**.

In FIG. **5** there is shown another form of display carton characterized by the provision of a pair of viewing apertures **34A** and **34B** in the front panel **12** thereof. Upper aperture **34B** is defined by spaced upper cut lines **29U** and a vertical cut line **31U** intersecting cut lines **29U**. An upper support hanger **32U** is defined by cut lines **29U** and is movable to a position within the container **55**. In like fashion a lower support hanger **32L** is formed by spaced cut lines **29L** intersected by a cut line **31L**. If desired, this form of the invention lends itself to support of more than one article of merchandise therewithin.

Referring to FIGS. **6** and **7**, there is shown still further form of the invention similar to the forms previously described, but defined therefrom by inclined cut lines **61** and **62** intersected by a vertical cut line **63** to form supports **64A** and **64B** movable about respective score lines **16** and **17** to a position within the container **60** for support of an article of merchandise.

In the formation of the supports **64A** and **64B** an aperture **66** is formed in the front fold **12** of the container **60** for viewing of the contents supported by the supports **64A** and **64B**.

We claim:

1. A carton for display and support of merchandise such as hosiery or the like, said carton being formed from a cut and scored blank of paperboard or the like and comprising:

a. front, rear and side panels foldably connected along fold lines to define a carton sleeve;

b. closure means for closing the ends of said carton sleeve;

c. support structure for supporting pendently a flat article such as hosiery or the like within said carton sleeve, said support structure including:

i. a first flap defined by a pair of cut lines formed in one of said side panels and by one of said fold lines of said carton sleeve;

ii. a second flap defined by a second pair of cut lines forming extensions of said first pair of cut lines and by another of said fold lines adjacent said last named fold line, and extending part way into said front panel;

a. said second flap being also defined by a cut line extending transversely of said second pair of cut lines;

b. said second flap extending at an angle relative to said first flap and having a free distal end portion over which said article may be moved into supported position on said second flap;

d. said first and second flaps of said support structure being foldable into said carton sleeve along the fold line of said first flap with said second flap lying close

to said rear panel with said article supported pendently thereon.

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