June 25, 1968 W. G. ROCKEFELLER 3,389,850

CARTON WITH UNITARY COUPON

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Fig. 1

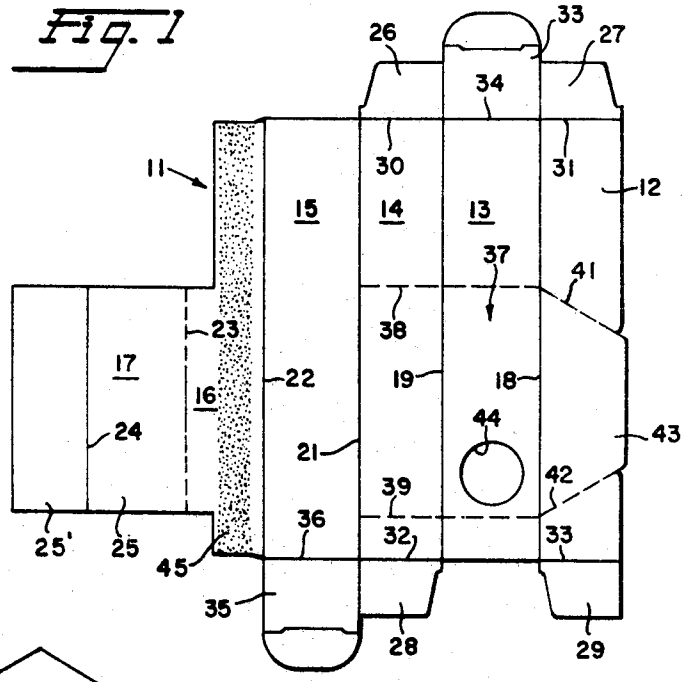


Fig. 2

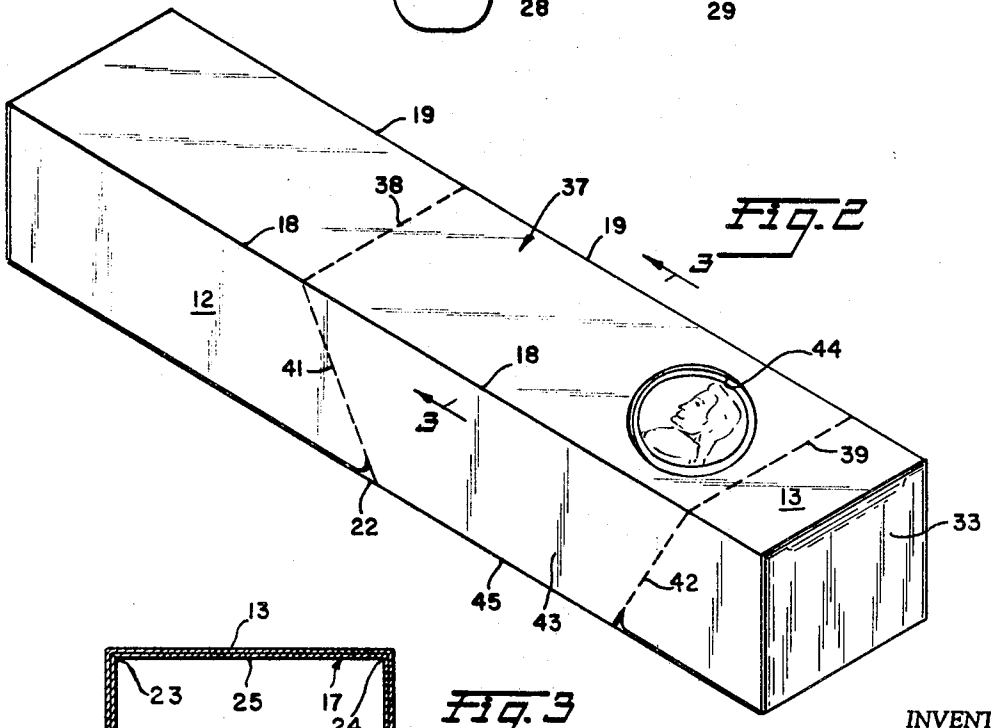
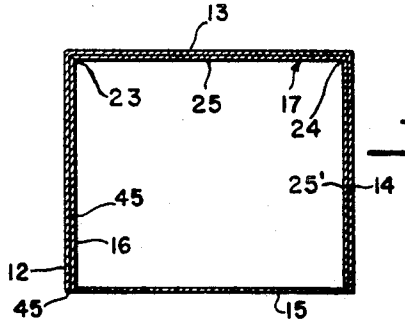


Fig. 3



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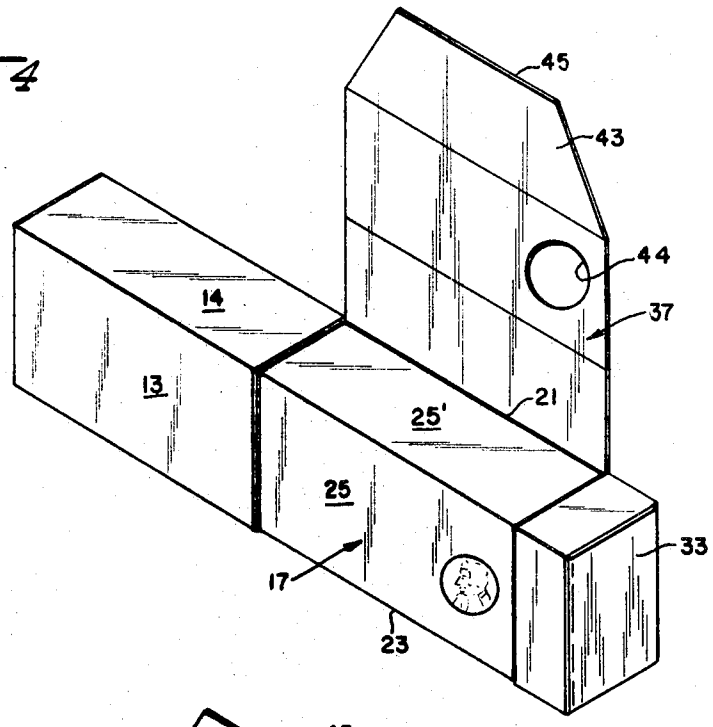
ATTORNEYS

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Fig. 4



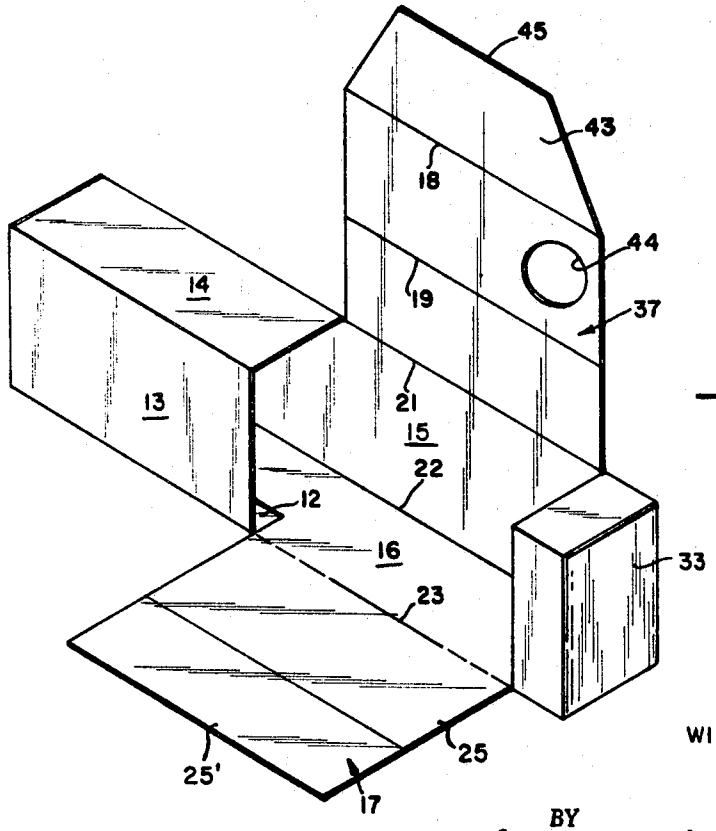


Fig. 5

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CARTON WITH UNITARY COUPON

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5 Claims. (Cl. 229—16)

This invention relates to tubular carton structure and particularly to such cartons wherein a discount, advertising or like coupon is unitary with the blank from which the carton is formed and inaccessible and non-removable once the carton is completed about the article unless the carton is effectively destroyed.

In its preferred embodiment the invention will be described as incorporated in a carton for packaging a toothpaste tube. The major object of the invention is to provide a novel carton construction of this type wherein a coupon is unitarily included in the package in such fashion that unauthorized or dishonest persons cannot extract the coupon from the carton while it is on the store shelf for example without so opening the carton that it becomes obvious to a prospective purchaser that tampering has occurred.

It is a further object to provide a novel combined carton and coupon assembly made from a single blank of suitably stiff cardboard or the like.

Another object of the invention is to provide a novel carton formed by folding a preformed blank upon established fold lines wherein an integral coupon is detachably provided on an edge of the blank and wholly enclosed within the carton when the blank is folded, preferably with a window to exhibit the coupon to a prospective purchaser.

A further object of the invention is to provide a novel tubular carton enclosing an integral coupon and having a circumferentially extending tear portion in its side walls that is openable to provide the only access to remove the coupon.

Further objects of the invention will appear as the description proceeds in connection with the appended claims and the annexed drawings wherein:

FIGURE 1 is a plan view of a preformed integral carton and coupon blank according to a preferred embodiment of the invention;

FIGURE 2 is a generally perspective view showing the folded closed carton assembly;

FIGURE 3 is a transverse cross-section taken in the general area of line 3—3 of FIGURE 2;

FIGURE 4 is a generally perspective view showing the carton of FIGURE 2 with the tear portion opened and hinged back to expose the coupon; and

FIGURE 5 is a generally perspective view of the carton illustrating extraction of the coupon.

The blank **11** of FIGURE 1 is preferably made of some suitable stiff sheet material such as cardboard having the usual glossy surface and printed exterior as the conventional toothpaste tube carton.

This blank, from right to left in FIGURE 1, comprises a series of longitudinal panels, namely side panel **12**, top panel **13**, opposite side panel **14**, bottom panel **15** and internal glue panel **16**, and tab means providing a coupon **17**. Fold line **18** is provided between panels **12** and **13**, fold line **19** is provided between panels **13** and **14**, fold line **21** is provided between panels **14** and **15**, fold line **22** is provided between panels **15** and **16**, and a fold line **23** which is also a score line for detachment of the coupon tab **17** at the proper time is provided between panel **16** and coupon **17**. In the illustrated embodiment, coupon **17** has a width greater than top panel **13** which it underlies in the carton and so it is provided with a fold line **24** separating it into sections **25** and **25'**. All of these fold lines are longitudinal and parallel.

End closure tabs **26–29** are mounted on the ends of panels **12** and **14** on fold lines **30–32** respectively. One end closure tuck tab **33** is mounted between tabs **26** and **27** on a fold line **34** at the adjacent end of panel **13**, and an opposite end closure tuck tab **35** is mounted on a fold line **36** on the other end of panel **15**. All of these fold lines **30–32**, **34** and **36** are parallel and perpendicular to the longitudinal fold lines.

A transverse tear portion **37** is provided in the blank by score lines **38** and **39** extending from longitudinal fold line **21** across panels **14**, **13** and **12** in succession. Preferably these score lines are perpendicular to line **21** as they cross panels **14** and **13**, and they diverge at **41** and **42** respectively to form a tapered finger grip section **43** in panel **12**.

It will be noted that fold lines **18** and **19** extend along the tear portion. Panel **13** is also preferably provided with a cut out view opening **44** for viewing coupon **17** from outside the closed carton as will appear.

FIGURE 2 shows the folded closed carton, as it contains the toothpaste tube or other packaged article. With reference to FIGURE 3 it will be seen that panels **12**, **13**, **14** and **15** form the outer longitudinal side panels of the carton, and that glue panel **16** folded on line **22** lies internally flush with panel **12**. A glue area interface indicated at **45** in FIGURE 3, and originally provided in the blank either along panel **16** as shown in FIGURE 1 or on the matching inner surface of panel **12**, adhesively secures panels **12** and **16** together and permanently holds the carton in longitudinally folded condition.

In the folded carton, see FIGURE 3, the coupon **17** is folded at **23** to underlie top panel **13** and at **24** to extend along the inner side of panel **14**. If desired coupon **17** could merely be of the width of section **25** underlying panel **13**, or it could include another folded section extending along panel **15**, without departing from the spirit of the invention. In any event coupon **17** is essentially free floating, being attached to the carton only along score line **23**, and while it is not relied upon to form part of the carton closure it does not interfere with the packaged product and it contributes in the complete package to reenforce the carton against collapse.

The coupon **17**, while viewable through opening **44** to detect its presence, is safely inaccessible within the closed carton, and cannot be withdrawn even should the tuck flaps **33** and **35** be opened.

FIGURE 4 illustrates the carton as it must be opened to extract coupon **17**. The customer applies his finger along the exposed lip edge **45** and lifts upwardly with sufficient pull force to break the adhesive bond and tear along score lines **41**, **42** and **38**, **39** until the tear portion **37** is swung about fold line **21** to the open condition illustrated in FIGURE 4. Once the glue area region is separated the tear portion **37** readily swings out. Now the coupon **17**, the longitudinal dimension of which is about equal or less than that of tear portion **37**, is exposed and the customer merely reaches in, hinges it out on score line **23** to the condition of FIGURE 5 and tears it off on that score line.

The foregoing operation so destroys the carton that it would be obvious to anyone that it had been tampered with.

The invention may be embodied in other specific forms without departing from the spirit or essential characteristics thereof. The present embodiment is therefore to be considered in all respects as illustrative and not restrictive, the scope of the invention being indicated by the appended claims rather than by the foregoing description, and all changes which come within the meaning and range of

equivalency of the claims are therefore intended to be embraced therein.

What is claimed and desired to be secured by Letters Patent is:

1. A unitary carton and coupon assembly comprising a preformed blank of sheet material having a series of parallel longitudinally extending fold lines whereby the blank may be folded to form a tube, an integral coupon tab detachably connected along one edge to a side edge of said blank, said coupon tab freely underlying at least one side of said tube so as to be completely protectively enclosed within said tube, and means in the blank defining a tear portion in the tube side which when opened fully exposes said coupon tab for detachment from the assembly.

2. A carton assembly formed from a single blank of relatively stiff sheet material comprising a plurality of side edge fold connected longitudinal panels which when erected with the terminal panels overlying and secured together form a four sided tube, internal floating tab means integrally detachably hinged along one edge to the inner terminal side panel and extending freely along the adjacent side panel within the carton, and an integral tear strip extending laterally around said carton across at least the outer terminal side panel and the adjacent side panel overlying said tab means, whereby when said tear strip is opened said tab means is available for extraction through the carton side opening thus formed, said tab means comprising a coupon extractable from the carton only when said tear strip is opened.

3. The carton assembly defined in claim 2, wherein said tab means comprises two edge fold connected tabs one of which is connected directly to said inner terminal side panel and corresponds in lateral extent to the side panel overlying it, with the second tab extending freely along the inner side of the next adjacent carton side panel.

4. The carton assembly defined in claim 2, wherein said adjacent side panel has a view opening for observing the coupon.

5. A unitary carton and coupon assembly comprising a preformed blank of stiff sheet material having a series of parallel longitudinal fold lines defining panels and adapted to be folded along said lines to form a tube, an integral coupon comprising a side extension of said blank having a detachable edge connection to the outer longitudinal edge of an outer one of said panels, said coupon underlying at least one panel of said tube so as to be completely protectively enclosed within said tube, and means in the blank defining a tear portion extending through at least said one of said tube panels which when removed fully exposes said coupon for detachment from the assembly.

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