Dec. 18, 1956 J. MICHIEL 2,774,467

DISPENSING DEVICE FOR PACKAGED MERCHANDISE

Original Filed Oct. 24, 1950

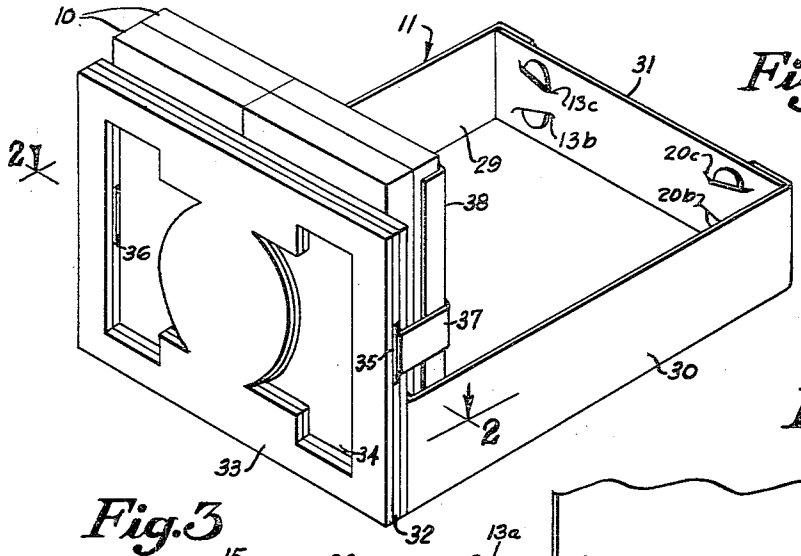


Fig. 1

Fig. 2

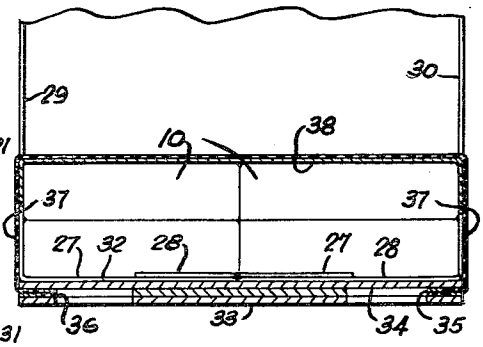
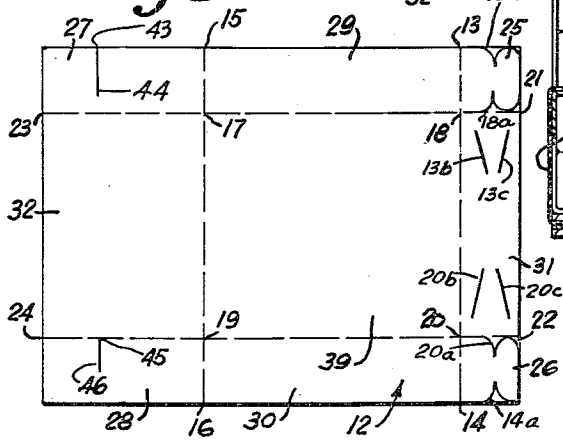


Fig. 3



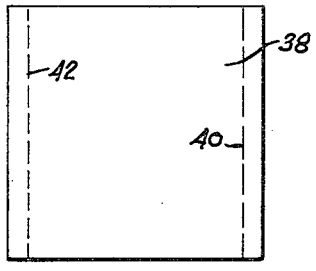


Fig. 4

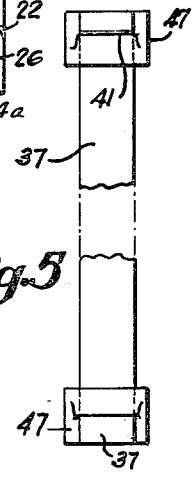


Fig. 5

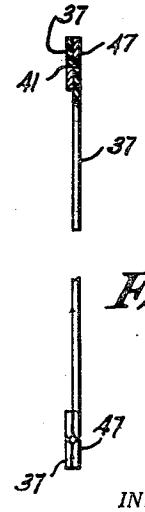


Fig. 6

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United States Patent Office 2,774,467 Patented Dec. 18, 1956

2,774,467

DISPENSING DEVICE FOR PACKAGED MERCHANDISE

Joseph Michiel, Long Beach, N. Y.

Substitute for abandoned application Serial No. 191,863, October 24, 1950. This application August 31, 1956, Serial No. 608,177

1 Claim. (Cl. 206—44.12)

This invention relates to a dispensing box or tray for merchandise packaged in containers and this application is a substitute for abandoned application Serial No. 191,863, filed October 24, 1950.

It is an object of the instant invention to provide an inexpensive dispensing tray or box for the display of packaged merchandise on store shelves or counters.

Another object is to aid in the marketing of packaged goods without materially increasing the costs of distribution.

A further object is to provide trays or boxes requiring very little storage space when collapsed and inexpensive enough to be disposable when worn.

Other objects of the instant invention will become apparent in the course of the following specification.

In the attainment of these objectives, the dispensing tray is designed for mass production from a roll of flexible material such as cardboard. Rectangular blanks are cut from the material and scored and cut in such a manner that the sides and back of the tray may be turned upwardly around a bottom member while a front member also turned upwardly on the bottom member serves as a front stop for the containers arranged in rows in the tray. By making the side and back members substantially lower than the containers and the front member, an elastic member under tension around the innermost containers and attached to opposite sides of the front member maintains the latter upright and the containers under tension toward the front member so that as soon as one of the outermost containers is removed from the tray, another will move forwardly to take the place thereof.

The invention will appear more clearly fromthe following detailed description when taken in conjunction with the accompanying drawings showing by way of illustration a preferred embodiment of the inventive concept.

In the drawings:

Figure 1 is a view in perspective of the dispensing tray constructed in accordance with the principles of this invention;

Figure 2 is a sectional view along 2—2 of Figure 1;

Figure 3 is a plan view of the blank from which the tray shown in Figure 1 is formed;

Figure 4 is a plan view of the support for the innermost containers shown in the tray of Figure 1;

Figure 5 is a plan view of the elastic member maintaining the containers in the tray of Figure 1 under forwardly directed tension; and

Figure 6 is a side view of the elastic member shown in Figure 5.

Referring now in greater detail to the drawings where like reference numerals indicate like parts, reference numeral **10** indicates the merchandise containers, and **11** the dispensing tray.

The merchandise containers **10** may be of any known material and of any shape or size but perferably of uniform shape and size.

The dispensing tray **11** shown in Figure 1 is formed from the blank **12** shown in Figure 3 and may be cardboard cut into rectangular blanks from a continuous roll of the material. The blank **12** is scored between the points **17—18, 19—20 15—16,** and **13—14.** The blank is also slit between the points **17—23, 19—24, 18—21, 20—22, 43—44,** and **45—46.** The corner members **25** and **26,** formed by the scored and slit lines, are cut out along the arcuate lines **13***a* and **18***a* and **14***a* and **20***a,* respectively, to form ears coacting with slit **13***b* and **13***c* and slits **20***b* and **20***c* made in the back member **31** as most clearly shown in Figure 1. The corner member **27** is turned upwardly along the scored line **15—17** at 90° to the plane of the blank while the opposite corner member **28** is similarly turned along the scored line **16—19.** The side member **29** together with the previously turned and integrally formed corner segment **27** and integrally formed corner member **25** is then turned upwardly along the scored line **17—18** while the side member **30** is similarly turned, the angle made by the turned side member being around 90° to the plane of the blank or bottom member **39.** The back member **31** is also turned upwardly along the scored line **18—20** and at 90° to the plane of the bottom member. The corner members **25** and **26** integrally formed with the corresponding side members at the back are bent along the scored lines **13—18** and **20—14,** respectively, to be superposed over the adjacent outer surface of the back member **31** and the previously mentioned ears of the corner members inserted in the slits formed in the back member as shown in Figure 1. The front corner members **27** and **28,** previously turned relative to the side members, will be perpendicular to the plane of the bottom member **39** with the turning of the side members and are attached together to form a two-piece front member by the coacting slits **43—44** and **45—46.** The one-piece front member **32** is also turned upwardly along the scored line **17—19** forwardly of the two-piece front member to complete the tray. As illustrated, the side and back and two-piece front members have substantially the same uniform height with the height of the one-piece front member greater than the height of the other members but less than the height of the containers.

Superposed on the outer surface of the one-piece front member **32** is the decorative member **33** which is separately formed and affixed to the outer surface of that front member in any known manner. The decorative member **33** may have a cut out portion **34** formed as desired and which may be symbolic of the packaged merchandise. Openings **35** and **36** (Figs. 1 and 2) are made in the side edges of the decorative member **33** for the removable attachment of the ends of the later described elastic member **37.**

Longitudinally slidable in the dispensing tray **11** is the back support **38** which may also be made from any suitably flexible material, the back support being scored along the spaced longitudinal lines **40** and **42** in order that the marginal edges may be turned around the ends of the containers as illustrated. The support **38** extends upwardly to a point below the tops of the containers as further illustrated.

Maintaining the support **38** upright against the backs of the innermost containers and the support and containers under tension toward the front members is the rectangular elastic member **37** having a length sufficient to be stretched from one side of the decorative or one-piece front member **33** rearwardly around the support **38** and thence forwardly to the opposite side of the decorative member. Each end of the elastic member **37** is inserted through a slit **41** formed in a flexible retaining member **47.** The coacting edges of the slit may be serrated but in any event when the retaining members **47** are inserted in the openings **35** and **36** (Fig. 1), the elastic member will be squeezed between each side of the retaining member and the corresponding side of the

opening while the slit will be forced to the closed position further gripping the elastic member to provide suitable anchors at the ends thereof. Of course, the one-piece front member or the two-piece member or the two together must have sufficient rigidity to prevent bending under the force of the elastic member, and the force of the elastic member must be sufficient to close any gap left by the removal of any container in the row or in maintaining all of the containers under tension against the front member when any container is removed.

In operation:

After the dispensing tray **11** has been formed from the blank **12** in the manner previously described, the merchandise containers are inserted on the tray in parallel rows as shown in Figure 1, and the combined one-piece front member **32** and decorative member **33** turned upwardly against the fronts of the outermost containers except for the intervening two-piece front member. The support **38** is placed upright in the tray against the backs of the innermost containers with the marginal edges of the support turned along the scored lines **40** and **42** around the sides of the containers as shown in Figure 1. Each end of the rectangular elastic member **37** is then inserted through the slit **41** of the flexible retainer **47** one of which is in turn inserted in either of the openings **35** or **36** and the band under tension, passed around the back of the support **38** with the free end of the elastic member fastened in the remaining opening, either **35** or **36** as the case may be. With the tray filled and outwardly directed on a store shelf or counter, the purchaser lifting one of the foremost containers upwardly out of the tray will cause all the containers in that row to move forwardly by the action of the elastic member **37** to fill the unoccupied space.

It will be understood that the invention is not limited to the exact disclosure herein described but may lend itself to a variety of expressions within the scope of the appended claim.

Wherefore, I claim:

A dispensing tray in combination with containers for merchandise, the tray comprising a substantially rigid bottom member to accommodate the containers arranged upright in at least one row; the tray further comprising side members in opposed relationship and a back member, said members being integrally formed with the bottom member and in planes substantially perpendicular thereto, a two-piece front member integrally formed with the side members and in opposed relationship with the back member, said side and back and two-piece front member being substantially of the same uniform height, means for securing together the corresponding ends of the side and back members and the corresponding ends of the two-piece front member; the tray further comprising a one-piece front member integrally formed with the bottom member and in juxtaposition with the outer surface of the two-piece front member, the one-piece front member having a height less than the height of the containers and greater than the height of the other members, a decorative member superposed on the outer surface of said one-piece front member, said decorative member having an opening made in each side thereof, a rectangular elastic member extending from each opening and around the containers, and a slit retaining member for each end of said rectangular elastic member coacting with the openings in the side of said decorative member.

No references cited.