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N. T. EXTON
PREMIUM CONTAINER
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Fig. 1.

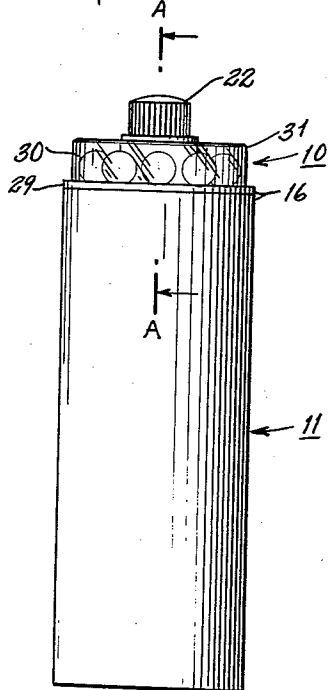


Fig. 2.

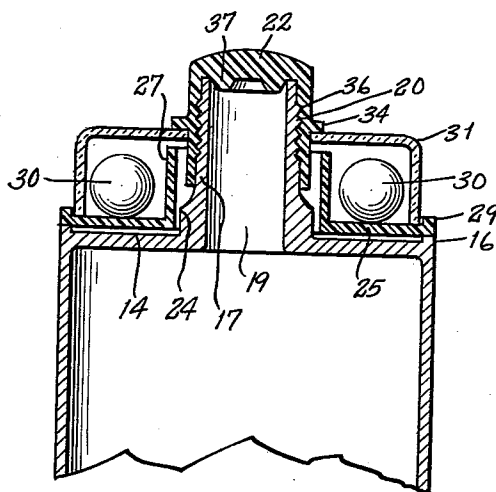


Fig. 3.

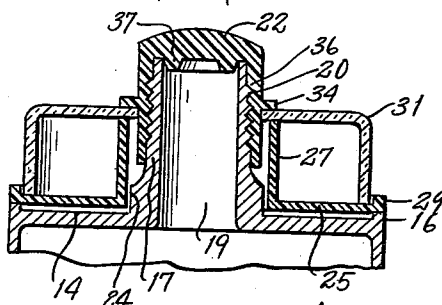


Fig. 4.

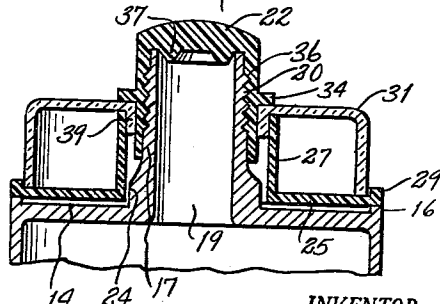
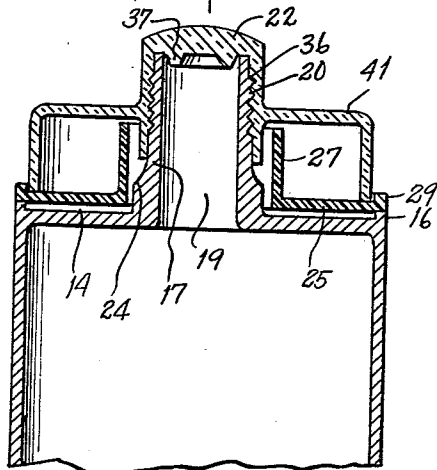


Fig. 5.



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PREMIUM CONTAINER

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7 Claims. (Cl. 220-23)

This invention relates to containers and more particularly to a container for holding a premium which is attached to an article which is to be sold by the closure member of the article.

In many types of retail merchandising activities it is desirable to offer a premium in order to induce a prospective customer to purchase a particular article. These premiums are in effect a gift to the prospective customer of some merchandise which is usually, but not necessarily, unrelated to the major article which it is to be sold.

In order to induce the customer to purchase the particular article, it is desirable to attach the premium to the article so that the two may be seen together and the presence of the premium will therefore create a favorable buying impression in the mind of the customer. It is also desirable that the article to be sold, and the premium be attractively displayed.

In general, there are many types of saleable articles to which premiums may be attached. These articles are packed in many different types of container's vessels. One such type of vessel is a can or bottle which holds liquid or powdered products, for example, cleaning products. These vessels are generally characterized in that they have a neck portion and a closure member such as a cap which is placed on the neck in order to effect a seal for the product within the vessel.

The present invention is directed toward premium containers for use with vessels having such neck portions. However, its principles may also find application in the field of premium containers for use with other types of vessels having other types of structure. In accordance with the present invention, an annular shaped premium container is provided which fits over the neck of the vessel. The top portion of the premium container is made of transparent material so that the premium may be seen by the prospective customer. The cap of the vessel to which the container is to be attached is formed with a flanged portion. When the cap is fastened on the neck of the vessel, the flanged portion presses against the transparent container top and secures the premium container to the vessel. The cap flange is made wide enough to cover the opening between the neck of the vessel and the top of the container in order to prevent dust from accumulating between the neck and the container and ruining the sales appeal of the package combination. The flange on the cap also permits advertising messages to be printed thereon or for an advertising label to be fastened under the flange.

It is therefore an object of this invention to provide a premium container.

Another object of this invention is to provide a premium container for use with a vessel having a neck portion.

Still a further object of this invention is to provide an annular shaped premium container which fits around the neck portion of a vessel.

Yet another object of this invention is to provide a premium container which is used in conjunction with a vessel having a neck portion, the vessel also having a flanged cap which fastens on the neck, the cap securing the premium container to the vessel.

Other objects and advantages of the present invention

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will become more apparent upon reference to the following specification and annexed drawings in which:

FIGURE 1 is a perspective elevational view of the present invention;

FIGURES 2, 3 and 4 are partial sectional views of various embodiments of the invention taken along line A-A of FIGURE 1; and

FIGURE 5 is a partial cross-sectional view of another embodiment of the invention.

Referring to FIGURE 1 the premium container 10 is located on top of a vessel 11. The vessel 11 may be any type which is suitable for holding the product which is to be sold. While the vessel 11 is illustratively shown as a can it should be realized that other types of vessels may be used, for example, plastic containers, bottles, etc.

As shown in FIGURES 2-5 the vessel 11 is formed with a flat shoulder 14. A rim 16 is formed around the circumference of the shoulder 14 where it joins the wall of the vessel. Located in the center of the vessel shoulder 14 is a neck 17 having an opening 19 therein which communicates with the interior of the vessel. The material which is housed in the interior of the vessel 11 is placed into or poured out of the container through the opening 19.

The neck 17 may be made of any material which is suitable for the product which the vessel houses. For example, in the case of modern day detergents, the vessel 11 would be a metal can or plastic bottle and the neck 17 would be of plastic material which is suitably joined to the shoulder 14 of the vessel. It should be realized that other materials, such as metal or glass may also be used for the neck, the particular materials used for the neck and vessel not being critical for the present invention. The neck 17 is formed with threads 20 which accommodate a closure member such as a cap 22. The bottom portion of the neck also has an outwardly flared portion 24 around the circumference thereof which acts as a stop for the bottom of the cap 22.

The premium container of FIGURE 2 is formed in two sections. The first section is a flat base portion 25 which is integrally molded with an inner wall 27 and a rim 29 which extends around the base 25. The first section of the container, formed by the base 25, inner wall 27 and rim 29, is preferably made of an opaque plastic material. It should be realized however that transparent plastic as well as other types of materials, such as metal may be utilized, if desired. The inner wall 27 forms an opening which fits over the flared out portion 24 of the neck 14. It should be realized that the inner wall 27 may be constructed so that the opening formed thereby may be of any shape which is necessary to conform to the shape of the bottom of the neck 14. For example, the opening formed by the inner wall 27 may be circular, square, triangular, rectangular, polygonal, octagonal, etc.

While the base 25 is shown as circular and as resting on the rim 16 it should be realized that the base 25 may be made of another shape, for example triangular, rectangular, square, polygonal, etc. and also constructed to fit inside the rim 16, without departing from the scope of the invention. It should also be realized that while the shoulder 14 of the vessel is shown as being substantially flat, that the premium container of the present invention may be utilized with a vessel having sloping or other types of irregular shoulders merely by shaping the base 25 to conform to these various types of shoulders.

The second section of the premium container is a cover 31. The cover 31 is preferably made of a flexible transparent plastic so that the prospective purchaser may be able to see the premiums which are displayed in the container. The flexible cover 31 is shaped to conform to the shape of the base 25 so that its bottom edge fits inside of

the rim 29 and forms a tight seal therewith. The upper portion of the cover 31 is bent so as to overlay the inner wall 27 and be substantially perpendicular thereto. The top of the cover 31 is also provided with an opening to accommodate a cap. This arrangement provides a space between the base 25 and the cover 31 in which the premium merchandise is to be placed. In FIGURE 1, these premiums are shown as circular objects 30 which, for example, might be beads, marbles, or other similar articles. It should be realized that any type of merchandise may be placed within the premium container, also, if desired, the cover 31 may have placed thereon, by printing, embossing, or some other suitable process, an advertising message.

In order to secure the premium container to the vessel 11 a cap 22 is provided. The cap 22 has a flange 34 integrally formed therewith around its circumference. The flange 31 is made wide enough to cover the opening between the inner wall 27 and the neck 17, and the cover 31 lies under the flange. The cap 22 may be made of plastic, metal or any suitable material. The cap 22 is formed internally with threads 36 which are screwed down onto the threads 20 of the neck 14. In order to make a tight closure for the vessel 11 the inner top wall of the cap 22 is formed with a circular ridge 37 which engages the top of the neck 17 and makes a seal therewith. As the cap 22 is screwed down onto the threads 20, the flange 34 engages the outside of the top of the cover 31 and thereby secures the premium container assembly to the vessel 11.

As shown in FIGURE 2, the portion of the cap 22 below the flange 34 is located between the outer wall of the neck 17 and the inner wall 27. The cover 31 is formed so that when the cap 22 is screwed down to its proper position, usually by means of a suitable tool such as an automatic torque wrench, there is an opening left between the cover 31 and the top of the inner wall 27. This arrangement is suitable for holding in the premium container objects such as jewelry, marbles, beads and other types of solid objects which cannot escape through the aforesaid opening. In FIGURES 3 and 4 embodiments of the premium container are shown which are designed to hold solid objects as well as powdered substances, for example, soap powders.

In FIGURE 3, the inner wall 27 is extended upwardly to engage the inside of the cover 31. As the cap 22 is tightened, the flange 34 presses the cover 31 against the top of the inner wall, thereby forming a seal so that any merchandise located within the premium container cannot escape therefrom. In the embodiment of the invention shown in FIGURE 4, the cover 31 is formed with a lip 39 which extends over the inner wall 27 around its inner circumference. The inner wall 27 is also extended upwardly so that the top of the inner wall makes contact with the inside of the cover 31. In this embodiment of the invention, as the cap 22 is tightened, the flange 34 presses the cover 31 against the top of the inner wall 27 and the lip 39 forms a seal.

It is readily seen that the premium container assembly of the present invention has many advantages. One advantage is that the high inner wall 27 allows preloading of premium containers before a container is placed around the neck of the vessel to which it is to be attached. For example, suppose the merchandise which is to be placed in a premium container is a string of pearls or a bracelet. It is only necessary to place the merchandise around the inner wall 27. No matter how the premium container is tipped the object cannot fall out of it. This feature allows preloading of the premium containers so that they may be placed on the vessel for rapid final assembly before the cap 22 is tightened to the neck.

In addition to acting as the means for securing the premium container to the vessel, the flange 34 of the cap 22 also provides additional advantages. One of these advantages is that the flange 34 acts as a seal against dust

since it completely covers the open space between the neck 17 and the inner wall 27 of the premium container. This prevents the accumulation of dust or other particles in this space. If the flange were not provided the dust would get into the space and would be difficult for the storekeeper to clean. Such dust makes the merchandise unsightly and in many cases would make it difficult to sell.

Advertising messages may also be printed on the top of the flange 34 and advertising labels or circulars may also be placed under the flange 34 and thereby be secured against the top of the cover 31. These advertising labels and messages prove advantageous in merchandising the product as well as in advertising the premium which is offered with the product.

The use of the flange 34 also protects the top of the transparent cover 31 when the cap 22 is fastened by the torque tool since the tool cannot hit the cover 31 but only engages the flange 34. This prevents the cover 31 from being marred during assembly. Additionally, the flange 34 may be suitably shaped with indentations for the fingers to grasp. After the premium container has been removed, these indentations would make it easier for a person utilizing the product in the vessel 11 to remove the cap 22 therefrom.

In another embodiment of the invention shown in FIGURE 5 the cover and the flange are integrally formed as one piece 41. The first section of the container formed by the base 25, inner wall 27 and rim 29 is the same as that previously described. The remainder of the elements of the premium container are the same as those described in FIGURES 3-4. This embodiment of the invention is easier to assemble since there are only two pieces, the base 25 and the flange-cover 41. The flange-cover 41 may be scored at the juncture of the cap and the cover so that the flange-cover may be broken away from the cap 22 and discarded after the premium is removed from the premium container.

Therefore, it is seen that a novel premium container has been provided which is economical to construct and which is attractive for display purposes. The premium container is transparent so that the premium which is to be given away with the product may be readily seen. The container is secured to the vessel by a cap having a flange around its circumference. The flange serves to keep dust or other particles out of the space between the premium container and the neck of the vessel and also has other advantages from the standpoint of providing additional advertising space as well as preventing the transparent portion of the premium container from becoming marred or scratched while the cap is fastened to the neck.

While a preferred embodiment of the invention has been described above it will be understood that this embodiment is illustrative only and the invention is to be limited solely by the appended claims.

What is claimed is:

1. The combination of a unitized premium container for use with a vessel, said vessel having a shoulder and a neck portion extending above said shoulder, said neck having an opening communicating with the contents of the vessel and being formed with thread-like members thereon for holding a cap thereto to seal the said contents in the vessel, said premium container comprising a base member having an opening therein for fitting around said neck, said base member resting on the shoulder of said vessel, an inner wall extending upwardly from said base around said opening and surrounding at least a portion of said neck, said inner wall having an opening at the top thereof which is substantially coaxial with the opening in the base, a rim around the outer edge of said base, said rim being lower in height than said inner wall, a one-piece cover formed with a wall having a bottom portion which engages the rim to hold the cover to the base and a top portion which extends over said

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base and lies adjacent the top of said inner wall, said cover having an opening in the top thereof which is substantially coaxial with the opening in the inner wall, said base and cover forming a unitized container for holding a premium therein when separated from said vessel, and a cap member having means thereon for fastening said cap to the thread-like members on said neck, said cap sealing the contents of the vessel therewithin and having a flange portion adjacent said cover for securing the container to said vessel.

2. The unitized premium container of claim 1 wherein the top of said cover overlays the top of said inner wall and is spaced therefrom.

3. The unitized premium container of claim 1 wherein the top of said cover overlays and engages the top of said inner wall.

4. The unitized premium container of claim 1 wherein the top of said cover overlays the top of said inner wall and has a turned down portion which fits between the inner wall and the neck of the vessel.

5. The unitized premium container of claim 1 wherein said cover and said flange are of one-piece construction, said cover being separable from said flange.

6. The combination of a unitized premium container for use with a vessel, said vessel having a shoulder and a neck portion extending above said shoulder, said neck having an opening communicating with the contents of the vessel and being formed with thread-like members thereon for holding a cap thereto to seal the said contents in the vessel, said premium container comprising a base member having an opening therein for fitting around said neck, said base member resting on the shoulder of said vessel, an inner wall extending upwardly from said base around said opening and surrounding at

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least a portion of said neck, said inner wall being spaced from said neck and having an opening at the top thereof which is substantially coaxial with the opening in the base, a rim around the outer edge of said base, a one-piece cover formed with a wall having a bottom portion which engages the rim to hold the cover to the base and a top portion which extends over said base and lies adjacent the top of said inner wall, said cover having an opening in the top thereof which is substantially coaxial with the opening in the inner wall, said base and said cover forming a unitized container for holding a premium therein when separated from said vessel, and a cap member having means thereon for fastening said cap to the thread-like members on said neck for sealing the contents of the vessel therewithin, said cap having a skirt portion which extends downwardly into the space between the said neck and the inner wall and a flange portion engaging said cover and securing the container to said vessel.

7. The unitized premium container of claim 6 wherein the top of said neck extends above the top of said cover.

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