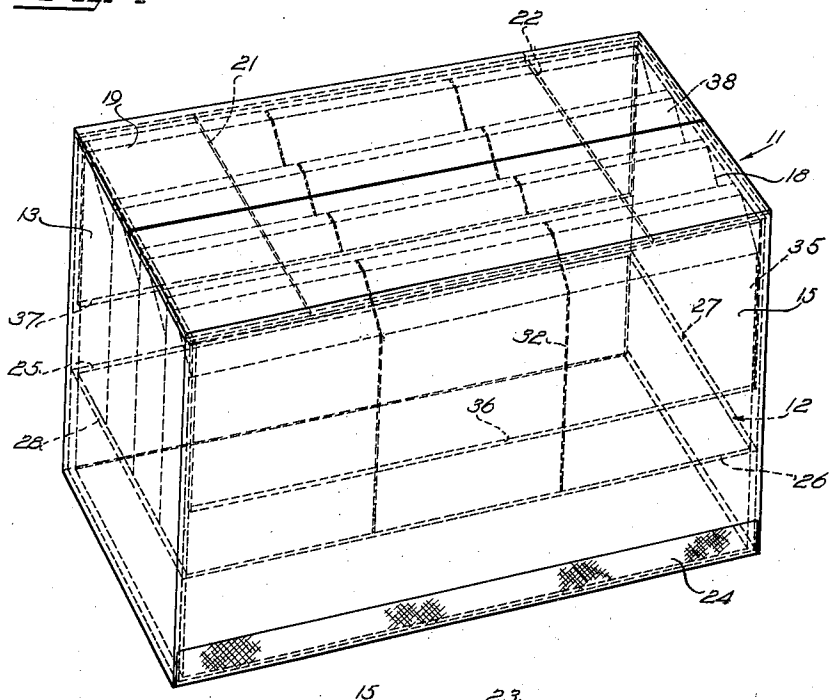
Nov. 18, 1941. C. H. STEINBISS 2,263,524

PACKAGE

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Fig. 1



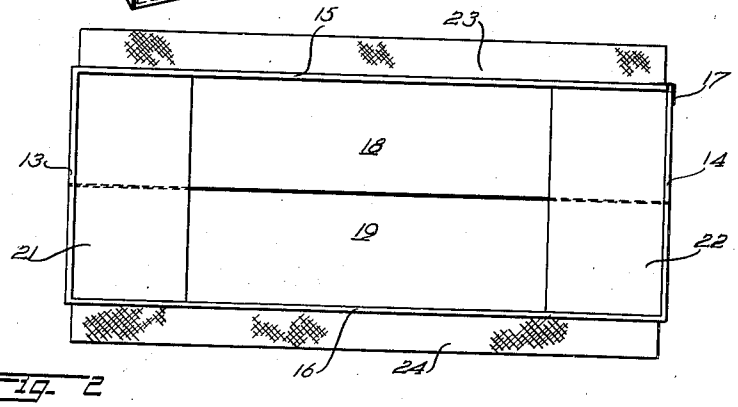


Fig. 2

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Fig. 3

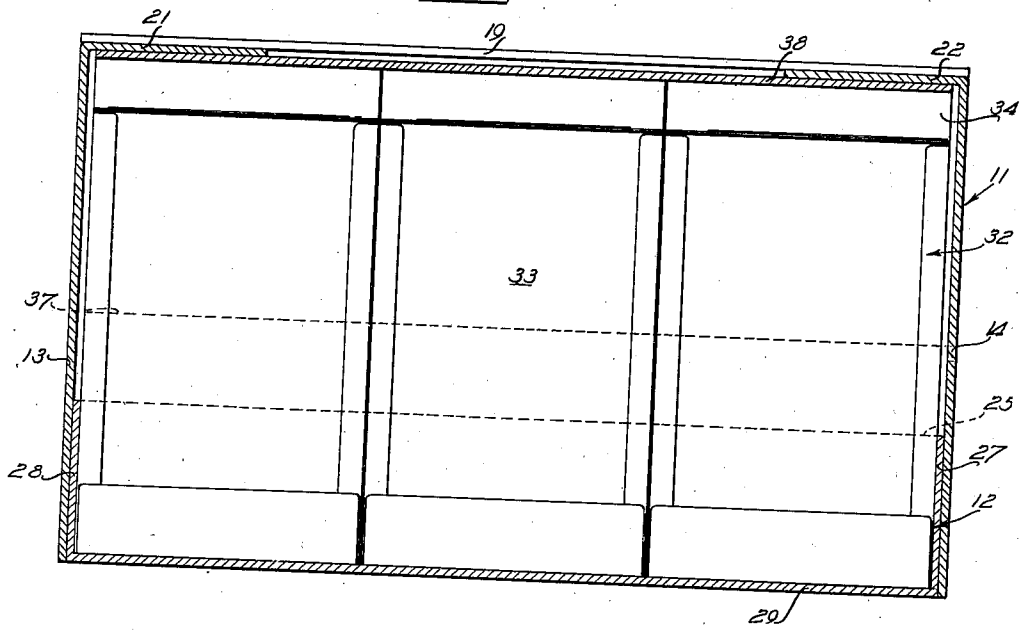
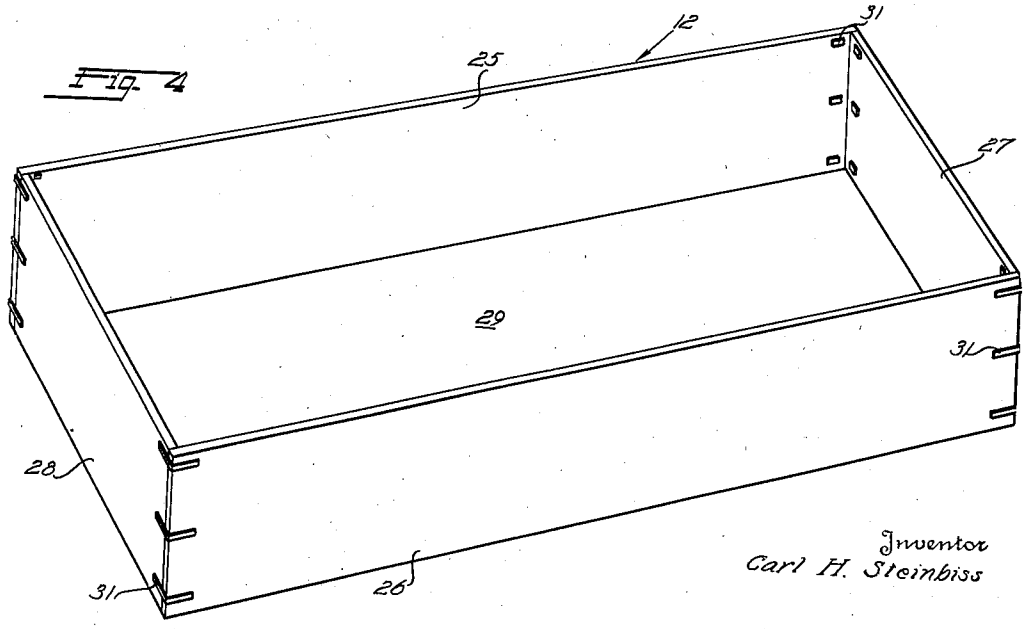


Fig. 4



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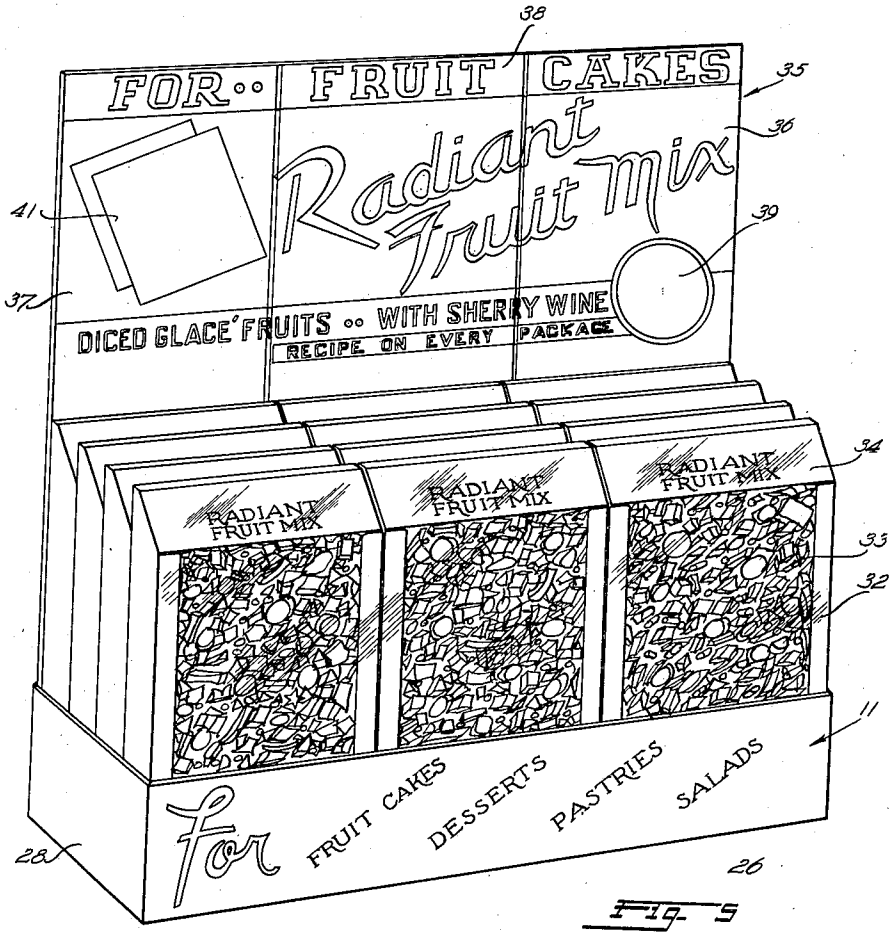


Fig. 5

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UNITED STATES PATENT OFFICE

2,263,524

PACKAGE

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Application September 17, 1938, Serial No. 230,473

2 Claims. (Cl. 206—44)

This invention relates to packages, and more particularly to packages of the type used for both shipping and displaying a plurality of relatively small objects or containers, such as boxes of food products or the like, which are to be displayed for sale upon counters at retail stores.

It has long been recognized by wholesalers and manufacturers that goods attractively and neatly displayed within the range of vision of customers are usually easily and quickly sold. Unfortunately, many storekeepers, upon removing goods from the ordinary type of shipping carton, often do not take the time to arrange these goods in an attractive sales display and sometimes merely stack the goods upon shelves and in drawers where the customers cannot even see them.

It has become necessary, therefore, to encourage such storekeepers to provide attractive sales displays and many manufacturers now supply display set-ups and racks for this purpose. Many of these racks are usually designed to receive the packages of goods after they have been unpacked one by one from the shipping carton and, in most cases, these display structures involve considerable expense in addition to the cost of the shipping container.

With the above problem in mind, it is a major object of my invention to provide a novel inexpensive package or carton for shipping a plurality of relatively small objects, such as boxes of food products or the like, wherein the objects are grouped in a predetermined manner within the package so that, immediately upon unpacking, the objects will be attractively and neatly supported and arranged, and ready to be placed upon the counter for display and sale.

A further object of my invention is to provide a novel combined shipping and display carton wherein a group of the objects or individual packages contained therein are arranged within a removable supporting tray unit which serves as the bottom of the package during shipping and which supports the objects in an attractive display assembly when removed from the shipping carton.

A further object of the invention is to provide a novel package comprising a blank cut and folded to form end, side and top walls for a carton and a separable object supporting tray secured to said carton to serve as a temporary bottom wall therefor.

It is a further object of the present invention to provide a novel package comprising a blank cut and folded to form end, side and top walls for a carton wherein the bottom wall of the carton is in the form of a display tray temporarily secured to the carton and wherein a second blank, which is folded within the carton to reenforce the same during shipping, is adapted to be removed from the carton along with the display tray to serve as a backing member and an advertising card in a display assembly which includes the tray and the objects supported therein.

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

Figure 1 is a perspective of a complete package or carton of the invention with the boxes of food products or the like packed therein and the carton sealed for shipping;

Figure 2 is a plan looking upwardly from the bottom of the package, of the outer carton element which encloses the boxes supported in the display tray during shipping;

Figure 3 is a side elevation in section of the complete shipping package illustrating the packed boxes therein and the arrangement of the supporting tray and the carton reenforcing blank;

Figure 4 is a perspective of the separable display tray of the invention; and

Figure 5 is a perspective illustrating the complete display assembly afer removal from the shipping carton.

Referring to Figures 1 and 2 the shipping package of the invention therein illustrated preferably comprises an upper carton member 11 and a lower tray member 12 which are secured to each other for shipping but are separable for display purposes as will later be described.

Carton member 11 comprises opposite end walls 13 and 14 and opposite side walls 15 and 16. Preferably, carton member 11 is formed from a single blank of corrugated cardboard or similar material and adjacent edges of walls 14 and 15 are secured together by a strip of flexible adhesive material 17 or some equivalent fastening means to provide a carton member of generally rectangular shape. At one end, the carton member is formed to provide opposed flaps 18, 19 and 21, 22, which are preferably integral with the side and end walls, respectively, and which may be folded into cooperative relation to form the top wall of carton member 11 as shown in Figure 2.

At the bottom end of carton member 11, side walls 15 and 16 are provided with flexible ad-

hesive bearing strips **23** and **24**, respectively, which are secured to the side walls and have adhesive bearing portions which extend downwardly therefrom for a purpose to be described.

The bottom wall of the package is formed by the separable tray member **12** best shown in Figure 4. Preferably, tray **12** is made from a single piece of cardboard or the like and comprises a generally rectangular container having opposed side walls **25** and **26**, opposed end walls **27** and **28** and a bottom wall **29**. Adjacent corners of the tray are secured together by suitable staples **31**, flexible adhesive strips or any other similar fastening means.

Tray **12** is dimensioned to fit telescopingly within the lower end of carton member **11** with its bottom wall **29** disposed substantially in the plane containing the lower edges of walls **13–16**, inclusive, of the carton member so that wall **29** of the tray serves as the bottom wall of the carton or package. Tray **12** is secured to carton member **11** by means of adhesive strips **23** and **24** which are bent over and secured to the bottom surface of wall **29** after tray **12** has been fitted into the bottom of the carton member. Any suitable fastening means may be substituted for strips **23** and **24** and it is necessary only that such be strong enough to withstand rough handling during shipping and yet be easily and quickly removable or releasable when it is desired to open the package.

In making up the shipping package, the carton member **12** illustrated in Figure 2 is preferably made up from a single blank held in shape by strip **17**, with the flaps **18**, **19**, **21** and **22** open. Tray **12**, which, as described above, is preferably made from a single blank, is then secured in place at the bottom of carton member **12** by strips **23** and **24**. This provides a carton which is open at the top to receive the articles to be shipped.

These articles, as illustrated in Figures 1, 3 and 5, may be generally rectangular cardboard boxes **32** containing food products or the like which are visible through transparent window portions **33**. Each box is also provided with an inclined wall **34** adjacent one end for receiving advertising matter and suitable labels designating the flavor and other qualities of the products in the box. These boxes are preferably formed from a single blank of cardboard or the like and are preferably of the type fully described in my copending application Serial No. 220,760, filed July 22, 1938, although it will be understood that the invention is broad enough to embrace the use of any desired shape of box in any desired shape of package.

As shown in Figures 1 and 3, boxes **32** are packed in the carton by inserting them through the open flapped top wall so that they stand on a flat end in tray **12** with the inclined surfaces **34** at the top and all substantially parallel. Any suitable desired arrangement may be used and preferably the arrangement is that which is desired for the display assembly. In the specific package illustrating the invention in the drawings, twelve boxes are packed in three rows, each row containing four boxes to provide a package of convenient size for display.

After the boxes have been packed in the carton, a generally square blank **35** of cardboard or similar material is folded into substantially channel shape and inserted into the top of the carton with its opposite depending legs **36** and **37** extending between side walls **15** and **16**, respectively, and the adjacent boxes, and with its intermediate portion **38** extending over the tops of the boxes in a plane substantially parallel to but slightly below the top edges of walls **13–16**, inclusive.

The side of square blank **35** is preferably dimensioned equal to the distance between the inside surfaces of walls **27** and **28**, and when in the position indicated in Figures 1 and 3, blank **35** serves as a reenforcing inner wall for carton member **11**. Furthermore, legs **36** and **37** are preferably made of the same thickness and lie substantially in the same plane as walls **25** and **26**, respectively, of tray **12** so that the carton member walls will not be bulged or strained when blank **35** is pushed into place.

After blank **35** has been inserted in the carton, the package is made complete for shipping by folding over flaps **21** and **22** toward each other and then folding flaps **18** and **19** over flaps **21** and **22** toward each other. Since flaps **18** and **19** are so dimensioned that their free edges are contiguous when folded as above, this arrangement provides a closed top wall for the carton which may be sealed in any suitable manner such as by layers of adhesive between the adjacent contacting surfaces of flaps **18**, **19**, **21** and **22**. The sealed package is then ready for shipping.

Upon arrival at its destination, the package may be quickly and easily freed of its contents by slitting adhesive strips **23** and **24** to release tray **12** from carton member **11**. Carton member **11** may then be pulled upwardly from the tray which remains and supports the boxes in display position. To complete the display assembly, it is necessary only to remove blank **35** through the bottom of the now empty carton member, unfold ti to the shape shown in Figure 5 and insert it on edge inside tray **12** behind the boxes as shown in Figure 5. Blank **35** thus serves as a reenforcing or backing member and an advertising chart for the display assembly. Suitable blank space **39** is provided on blank **35** for marking the price of the boxes of food products and the trade- name or mark of the manufacturer may be placed in space provided at **41**.

From the above it will be seen that the invention provides a novel, inexpensive shipping carton from which the goods may be quickly extracted in position for display supported by a tray forming a base for the display assembly. No additional racks or charts beyond those contained in the shipping package are necessary to set-up the display assembly and the operations necessary for setting up the display assembly are simple and free of complicated steps. The sides of the tray **12** and the face of blank **35** which extends above boxes **32** provide sufficient space for printed matter describing the product.

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 United States Letters Patent is:

1. A combined shipping and display package comprising a blank folded to provide end and side walls of a generally rectangular carton; a tray telescopingly received within the lower end of

said carton providing a bottom closure for said carton and a plurality of boxes containing food products or the like seated upright in said tray; means for securing said tray to said carton walls, said means being easily and quickly releasable to separate said tray from the remainder of the carton during unpacking; a second substantially rectangular blank folded to generally channel-shaped form disposed within said carton with its central portion overlying the tops of said boxes and its opposite depending legs embracing said boxes, said legs lying along the inner surfaces of opposite side walls of said carton and said folded second blank being adapted to reenforce said carton against distortion to protect said boxes; and integral flaps along said upper carton wall edges adapted to be folded over the upper surface of the central portion of said folded second blank, said flaps being secured together to provide a top closure wall for said package, and said second blank being removable after the package has been opened and being insertible with its fold lines vertical between one of the tray side walls and the boxes in the tray to provide a backing member and advertising display retained in unfolded condition by said boxes and said one tray side wall with said second blank extending substantially the full length of said one tray side wall.

2. A combined shipping and display package comprising a blank folded to form side walls of a carton, flaps integral with said walls foldable to form a top wall of said carton; a removable object supporting tray forming the bottom wall of said carton and having article retaining side walls lining the lower portion of said carton side walls; and a second substantially rectangular blank within said carton folded into inverted U-shape overlying the upper and side portions of objects supported by the tray and serving to partially line and reinforce the upper portion of said carton during shipping, said second blank being removable after the package has been opened and being insertible with its fold lines vertical between one of said tray side walls and the objects in the tray to provide a backing member and advertising display retained in unfolded condition by the objects and said one tray side wall with said second blank extending substantially the full length of the tray side wall.

CARL H. STEINBISS.