March 3, 1970 L. J. LAFRENIERE 3,498,446

FRAME STYLE PACKAGE

Filed Dec. 11, 1968 2 Sheets-Sheet 1

FIG. 1

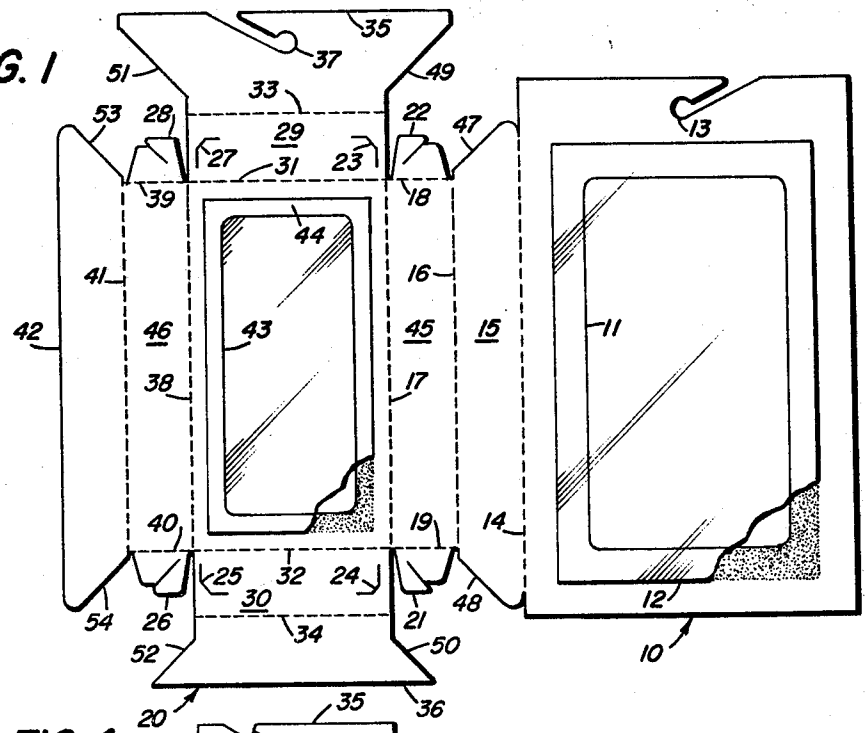
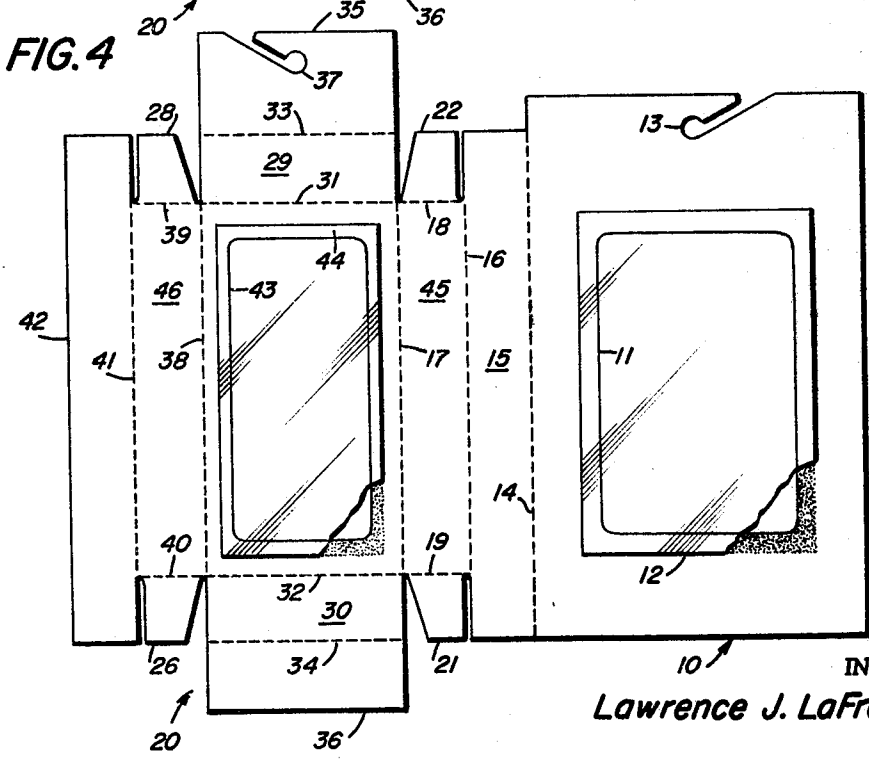


FIG. 4



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FIG. 5

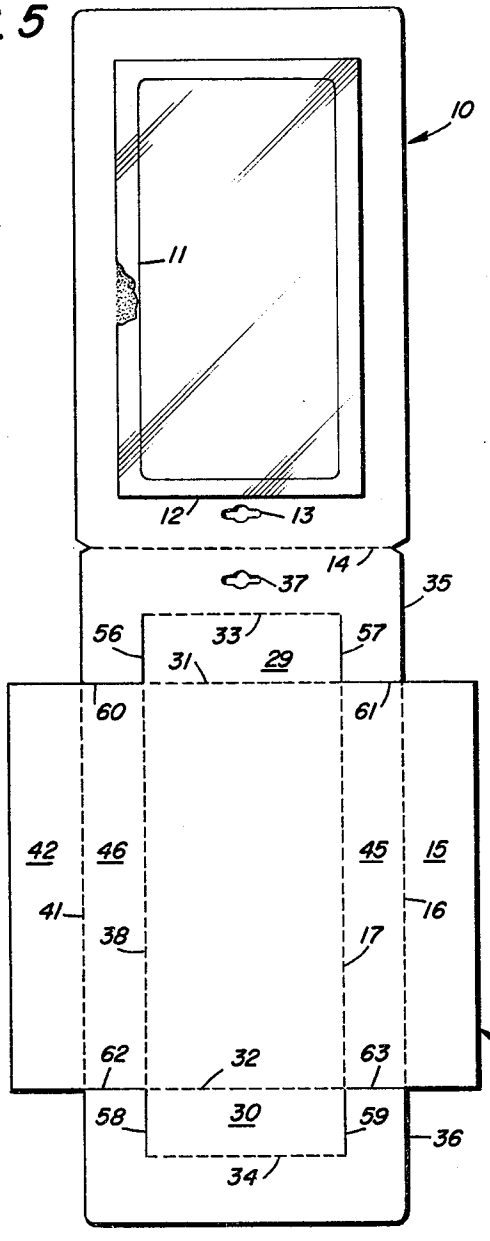


FIG. 3

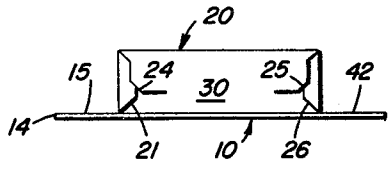
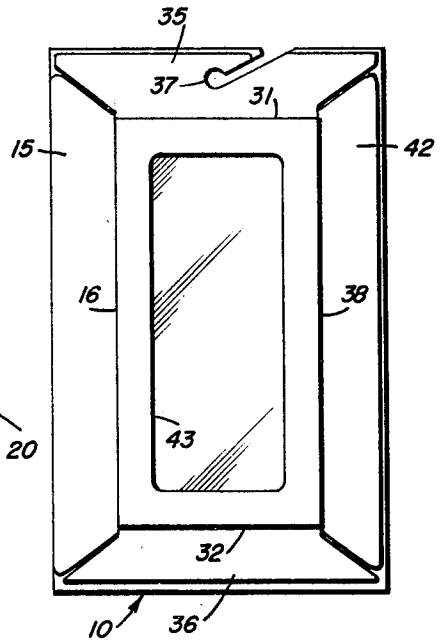


FIG. 2



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United States Patent Office 3,498,446
Patented Mar. 3, 1970

3,498,446

FRAME STYLE PACKAGE

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Filed Dec. 11, 1968, Ser. No. 782,978
Int. Cl. B65d 25/54
U.S. Cl. 206—45.34 9 Claims

ABSTRACT OF THE DISCLOSURE

A single or double windowed display container is presented which is formed from an integral blank of paperboard and which includes a tray-like portion and a backing portion secured together to form a product retaining package.

BRIEF SUMMARY OF INVENTION

This invention relates generally to a display container for the packaging of soft good products for sale.

More specifically, the invention relates to a paperboard container which is suitable for packaging soft good products or food products where the sales appeal is promoted due to the visual advantages attendant with the windowed nature of the container. The invention also affords a hang-up feature for rack merchandising of the packaged products.

Paperboard containers having windows of transparent synthetic plastic sheet material are employed widely for displaying their contents to the prospective purchaser and for achieving attractive package styling. However, most window containers presently on the marketplace use thin, highly flexible film as a cover for the window sheet material, and accordingly the window apertures in the paperboard sheet material have generally been small when it was desired to obtain a relatively high-strength and durable container. There is a need therefore, for a strong and attractive display container with large see-through windows to attract maximum customer attention. Further, because soft goods in particular are generally sold as singular items, the container must also be inexpensive and relatively easy to fill and close. By using a container which is relatively easy to close, the need for complicated packaging machinery or high labor costs is avoided. In addition, the container must be capable of being shipped in a flattened and sometimes partially assembled condition to minimize costs of handling and shipping a supply of containers to the packager. Finally, in order to provide the most esthetically attractive package, it is desirable to form the container with extended areas at one or more sides for graphic display material.

Applicant, with the container of this invention satisfies the above stated requirements and presents a novel container for displaying for sale soft goods or the like in a tamper proof package. The sort of soft goods for which this invention was developed relates particularly to items of womens apparel or lingerie, although it should be obvious that many different kinds of goods including foodstuffs and hardware could be conveniently packaged in the novel container. The container takes the form of a flat, cut and scored integral blank of paperboard which is readily assembled either by hand or on machinery to provide an attractive compact display. At least three specific embodiments of the container are disclosed herein including one embodiment showing a single window configuration.

It is well known that the exterior appearance of a display container plays an important role in the marketability of the packaged product. With applicant's container, the completely sealed product retains its clean and pre-arranged condition when displayed for sale. In addition, with the novel window construction on each face of the double windowed container, the prospective purchaser can easily determine exactly what is offered for sale with no hidden areas. In the double windowed configuration, the window on the back face of the container is preferably full sized, i.e., it occupies the entire rear wall of the product area. Whereas the front window preferably is formed slightly smaller with a small area surrounding or framing the window for graphic display. Since only one side of the paperboard is in view when the container is assembled, the blank requires only one pass through the printing press obviating the need for printing both sides. The single window configuration retains its window in the front wall only, but still has the same amount of graphic display space as the double windowed embodiment.

A unique glue flap arrangement on all four sides of the package provides the graphic display areas and plays an important role in forming the tray-like outer front panel which houses the product. The package further includes more or less conventional tabs and slots or glued flaps at the four corners of the tray-like front portion to complete the closure. The total effect of the raised and reduced in size front tray-like portion, when glued to the flat, enlarged back portion, is to achieve the framed appearance of the product which certainly helps promote the saleability of the packaged item.

The cost of the display container of this invention is quite competitive with presently available packages for soft goods and it can readily be closed and sealed without the need for expensive machinery. The outer flaps are preferably glued and the corner closure tabs are preferably designed so that the package may be closed and filled on lock forming equipment such as Kliklok machinery, Memco equipment, and Packaging Machinery Traylock. In addition other machinery may be used to fill and seal the package including Forming equipment made by Brightwood, Head Seal, Palmer and Peters. However, as pointed out hereinbefore the package could just as readily be closed by hand. In addition to the advantages and features discussed above, numerous other advantages and features will be apparent with reference to the drawing which forms a part of this specification.

BRIEF DESCRIPTION OF DRAWING

FIGURE 1 is a plan view of one form of a flat paperboard blank from which the display container of this invention may be constructed;

FIGURE 2 is a plan view of a completely assembled display container formed from the blank of FIGURE 1;

FIGURE 3 is an end view of the FIGURE 2 container;

FIGURE 4 is a plan view of a modified blank from which the display container may be formed; and

FIGURE 5 is a plan view of a second modified blank.

DETAILED DESCRIPTION

Referring now to the drawing in detail and particularly to FIGURE 1, there is illustrated a flat blank of paperboard preferably coated on one side from which the display container of this invention may be folded. As shown in FIGURE 1, the blank includes a rectangular back panel **10** and a rectangular front panel **20**. The back panel **10** includes a full sized cut-out **11** which forms the rear window of the preferred double window container. A single rectangular sheet of transparent plastic film designated **12** is placed against and secured to the back panel **10** so as to overlap the sides of the window **11**. The surface of the blank to which the adhesive is applied for securing the plastic film **12** to the back panel **10** is the inner surface of the package in its finished state. The plastic film **12** is secured on all four sides so as to completely seal the inside of the package from dust and provide a tamper proof con-

tainer. A glue flap **15** is hingedly attached along a cut-scored fold line **14** to one of the side edges of the back panel **10**. Fold line **14** is formed by a die which does more than simply score the board. One of the face surfaces of the board is actually cut so that the glue flap **15** can more readily fold through an angle of **180** degrees and be secured to the inner face of the blank. In addition, back panel **10** also has a rod engaging slot **13** in the upper portion thereof which is cut out of the blank for use in suspending the completed package over a rod projecting horizontally from a wall, as in point of purchase retail display and merchandising operations. The cut out **13** cooperates with a similar cut out **37** in front panel **20** when the package is filled and closed to complete the display.

As shown in FIGURE 1, glue panel **15** is joined at its free edge along cut-score line **16** to one of the side walls **45** of the front panel **20**. Glue panel **15** is shaped as illustrated so that in the closed condition its outer free ends **47**, **48** will cooperate with the outer free ends **49**, **50** of the end glue flaps **35** and **36** respectively. This shape is choosen for example only, because other shapes have been found to work equally well in other embodiments. The side wall **45** has slotted closure tabs **21**, **22** at each end thereof which are hingedly connected to the side wall **45** along scored lines **19** and **18**. The main panel portion of the front panel **20** is shown attached to the side wall **45** along the cut-score line **17**. A second window **43** is cut out of the blank in the main portion of front panel **20** and covered with a film of plastic **44** in the same manner as described hereinbefore for the back panel window **11**. As will be noted from the drawing, the front window **43** is nearly as large as the back window **11**, but is not quite full size. The front window is made slightly smaller for both structural considerations, and, also, a desire to leave some space around the second window for graphic display. The finished package is also rendered a great deal stronger by not making the window **43** full sized.

Attached to the ends of the main portion of front panel **20** along scored lines **31**, **32** respectively are a pair of end walls **29**, **30**. At the opposite side edge of the main portion of front panel **20**, a second side wall **46** is hingedly attached along cut-score line **38**. The side wall **46**, like the opposite side wall **45** has a second pair of closure flaps **26**, **28** attached at each end thereof along scored lines **40**, **39**.

In the assembled condition of front wall panel **20**, the respective closure tabs **21**, **22** and **26**, **28** are arranged to intercept and become engaged with cooperating slits **24**, **23**, **25** and **27**. The slits are strategically located in the end walls **29**, **30** of the main portion of front wall panel **20** so that the closure flaps **21**, **22**, **26** and **28** may be inserted therein either by hand or on packaging machinery. With the front wall panel **20** so assembled it takes on the appearance of an inverted tray having a peripheral lip. The remaining portions of the front wall panel **20** are the glue flaps **42**, **35** and **36**. Glue flap **42** is joined along cut-score line **41** to the side wall **46** and the glue flaps **35**, **36** are attached along cut-score lines **33**, **34** to the end walls **29**, **30**. The free end edges **53**, **54** of glue flap **42** are shaped in such a manner that they cooperate in the assembled and secured condition with the free end edges **51**, **52** of the end glue flaps **35**, **36** respectively.

It is apparent from FIGURE 3 that the back panel **10** must be large enough to accommodate the glue flaps **15**, **35**, **36** and **42** of the front panel **20**. When the display container is assembled, the inner surfaces of back panel **10** are ultimately secured to the inner surfaces of front panel **20** so that only the outer surfaces of the display container come into view. This same requirement also applies for the container blank modifications of FIGURES 4 and 5.

The manner in which the foregoing blank structure is folded and glued to complete the fabrication of a package will now be described. The blank may be shipped folded flat along hinge line **14** in either a completely disassembled or partially glued condition. If partially glued, the glue flaps **15** and **42** would be positioned as shown in FIGURE 2 with end glue flaps **35**, **36** and end walls **29**, **30** unassembled. If not preglued, the glue **15**, **42** would be first glued then the product would be placed between the window portions **11**, **43** of back panel **10** and front panel **20**. After this step, the closure flaps **21**, **22**, **26**, **28** would be manipulated mechanically or by hand to complete the assembly of the front panel **20**. Subsequently the end glue flaps **35**, **36** would be glued to the inner face of back panel **10** to complete the package.

Alternatively, the front portion **20** of the blank could be formed first with the closure flaps **21**, **22**, **26**, **28** being inserted in slits **24**, **23**, **27**, **25**. Next the product would be inserted in the tray-like portion and finally the glue flaps **15**, **35**, **36** and **42** would be sealed to complete the package.

Turning now to the FIGURE 4 modification, there is disclosed a container blank having the same general configuration as that of FIGURE 1. Accordingly, for the sake of clarity, like reference numerals have been applied to like parts of the two Figures.

The FIGURE 4 embodiment includes a back panel **10** of the same shape as that of FIGURE 1 except for the shape of the glue **15**. It was found that the specific shape of the flap **15** of FIGURE 1 was not necessary to the proper functioning of the inventive container except for esthetic considerations. The blank of FIGURE 4 is accordingly easier to fabricate and uses less paperboard.

The only other distinguishing feature of the FIGURE 4 embodiment when compared with the FIGURE 1 disclosure is in the use of glued flaps **21**, **22** and **26**, **28** as the closure flaps of the front tray-like portion of the container. This versatility, wherein either tabs and slots (FIGURE 1) or glued flaps FIGURE 4), could be used, permits the container to be adaptable to the different kinds of form-fill-seal machines.

Another characteristic shared by the FIGURE 1 and FIGURE 4 embodiments is that each shows the front and back panels **10**, **20** as being joined to one another along a fold line at their respective sides. This particular arrangement is not absolutely required as will be noted with reference now to FIGURE 5.

The FIGURE 5 embodiment shows the back panel **10** as being joined to the front panel **20** along a fold line **14** located at the respective ends of the two panels. FIGURE 5 shows the fold line jointure as being at the top ends of the two panels where the hanging slots **13** and **37** are located, however, the jointure could just as readily be made at the lower end. This embodiment also shows one example of a single window configuration wherein the window **11** is only located in the bottom panel **10**. The top panel, or tray-like portion **20** of the container is formed from a series of panels and flaps which correspond closely with similar panels and flaps used in the FIGURE 1 embodiment.

Referring particularly to FIGURE 5, the top panel **10** includes a pair of glue flaps **35**, **36** attached respectively to the end walls **29**, **30** along fold lines **33**, **34**. The glue flaps **35**, **36** are of a U-shaped configuration which oppose one another and are formed by cut-lines **56**, **57** and **58**, **59** located at the ends of end walls **29** and **30**, and by cut-lines **60**, **62** and **61**, **73** located at the ends of the tray side walls **46** and **45** respectively. This arrangement is substantially different from that used in the FIGURES 1 and 4 embodiments, however, the inventive concept is retained in that a tray-like panel **20** is ultimately secured to a back panel **10** to form the container.

The tray-like panel **20** is completed with the addition of side glue flaps **15** and **42** which are joined by fold

lines **16** and **41** to the side panels **45** and **46**. Each of the glue flaps **15**, **35**, **36** and **42** are sized so as to fit within the confines of the back panel **10** when the two panels are secured together.

In the preferred manner for sealing the package, glue is applied to the inside face of the back panel **10** in the form of a hot melt adhesive and a similar glue is applied to the inside surface of the panels formed in glue flaps **35**, **36** by cut-lines **56** through **63**. The glue on the last mentioned panels allows the tray portion to be set-up before filling by breaking the panel along fold lines **16–17**, **38–41** and **31–33** and **32–34**, and then securing the glue panels to the outer face of the glue flaps **15** and **42**. Alternatively, other steps could be used to set-up the container of FIGURE 5 without departing from the scope of the invention.

It may thus be seen that applicant has invented a novel display container for point of purchase use wherein the components of the invention consist of two panels one flat and the other resembling an inverted tray which are secured together to present a tamper proof package. The different embodiments of the invention include containers with one and two windows and include containers which are hinged at their sides or at their ends.

Further, various interchangeable means have been disclosed for securing the container together either on locking machinery or forming machinery.

The versatility of the inventive display container should be obvious from the above description, and one skilled in the art could easily derive additional uses and configurations without departing from the scope of the invention. Only the preferred embodiments have been shown and described in detail.

I claim:

1. An article carrying display container formed from an integral blank of paperboard comprising:

(a) a flat back panel which is longer and wider than the article to be packaged;

(b) a first fastening flap foldably attached along one edge of said back panel;

(c) a first front panel wall foldably attached along the opposite edge of said fastening flap;

(d) a front panel main portion foldably attached along the opposite edge of said first front panel wall;

(e) a second front panel wall foldably attached along the opposite edge of said front panel main portion;

(f) a second fastening flap foldably attached along the opposite edge of said second front panel wall;

(g) a pair of third and fourth front panel walls foldably attached to the remaining opposed free edges of said front panel main portion; and,

(h) a pair of third and fourth fastening flaps foldably attached to the opposed free edges of said third and fourth front panel walls.

2. The display container of claim **1** wherein the back panel of paragraph (a) has a display opening therein the same size as the article to be packaged.

3. The display container of claim **2** wherein the front panel main portion of paragraph (d) has a display opening therein which is smaller than the article to be packaged but through which at least a portion of the article is visible.

4. The display container of claim **3** wherein said display openings are each covered by a transparent film adhesively secured to the inside of said container blank.

5. The display container of claim **1** wherein the back panel of paragraph (a) and the front panel main portion of paragraph (d) each has a display opening therein covered by a transparent film.

6. The display container of claim **5** wherein the first and second front panel walls of paragraphs (c) and (e) each have closure flaps foldably attached to their remaining opposed free edges.

7. The display container of claim **6** wherein the closure flaps are slotted to cooperate with slits in the third and fourth panel walls of paragraph (g).

8. The display container of claim **7** wherein one of said third or fourth fastening flaps of paragraph (h) has an opening therein which cooperates with an opening in the said back panel when the container is assembled for displaying the packaged article.

9. A display container formed from a one-piece blank of paperboard comprising:

(a) a flat back panel having a display opening therein covered by a transparent film;

(b) a first fastening flap foldably attached to a free edge of said back panel and adapted to be folded over and secured to said back panel;

(c) a first side wall foldably attached along the opposite edge of said first fastening flap and extending perpendicular to said first fastening flap;

(d) a front panel main portion having a display opening therein covered by a transparent film, foldably attached along the opposite edge of said first side wall and extending parallel to but spaced from the back panel by a distance equal to the width of said first side wall;

(e) a second side wall foldably atached along the opposite edge of said front panel main portion and extending perpendicular to said front panel main portion;

(f) a second fastening flap foldably attached along the opposite edge of said second side wall and secured to said back panel;

(g) a pair of end wall panels foldably attached along the remaining opposed free edges of said front panel main portion and extending perpendicular to said front panel main portion;

(h) a pair of third and fourth fastening flaps foldably attached to the opposed free edges of said end wall panels and secured to said back panel; and,

(i) a plurality of end closure flaps foldably attached to the remaining free edges of said first and second side walls and secured to said pair of end wall panels.

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U.S. Cl. X.R.

206—78