Oct. 19, 1965 N. M. SHIPPEE 3,212,637

DISPLAY PACKAGE

Filed July 9, 1963

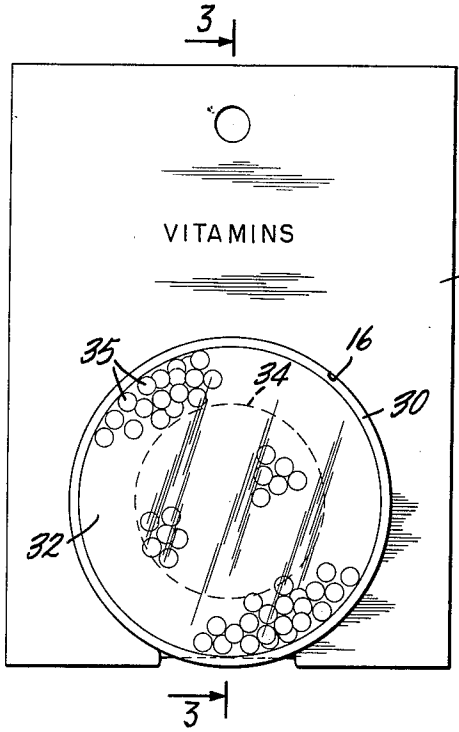


FIG. 1

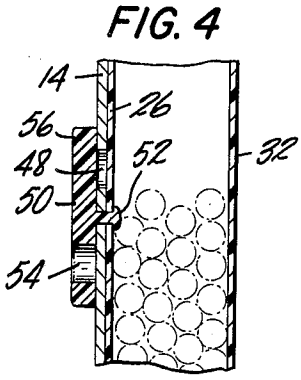


FIG. 4

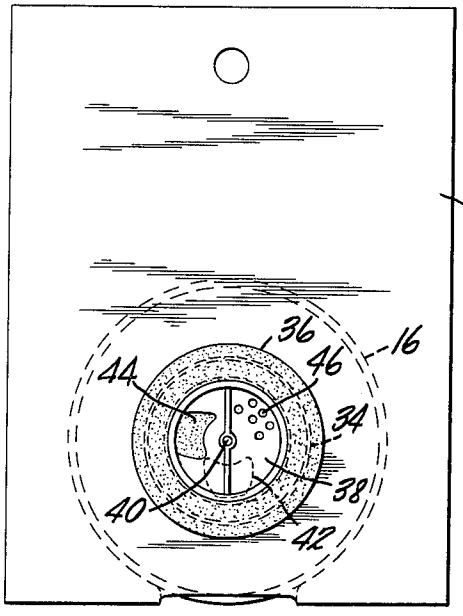


FIG. 2

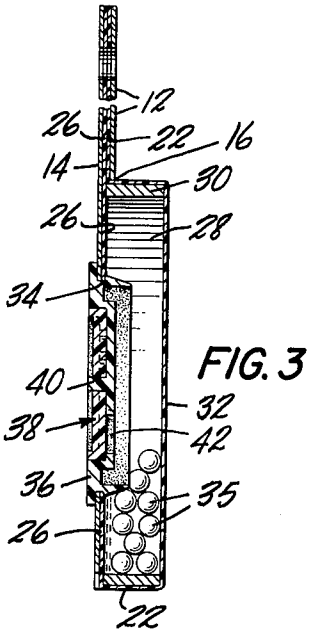


FIG. 3

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DISPLAY PACKAGE

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This invention relates to display packages, and more particularly to the type comprising a frame having a window of transparent film forming a pocket containing the product to be displayed.

Heretofore, when the product to be displayed has been a container of discrete particles, such as a bottle of pills or a box of powder, the container has first been filled with the particles, and the filled container packaged in the film pocket, involving two consecutive filling and packaging operations.

It is therefore the main object of the present invention to eliminate the container by filling the product directly into the pocket.

Another object is to provide a dispenser for the filled pocket in the package.

According to the present invention, the periphery of the pocket is lined with a reinforcing wall of fibrous stock, and the pocket is shrunk into contact with the outside of the reinforcing wall and to form a flat pane in front thereof and the material to be packaged is filled into the pocket inside of the reinforcing wall.

The package preferably comprises a front panel having an aperture through which the pocket is depressed, and also a back panel having a plastic film in front thereof and sealed thereto in back of said aperture. A dispenser opening is cut through said back panel, preferably smaller than and within the confines of said pocket, and preferably covered by said back panel film. The dispenser opening in the back panel is preferably closed by a movable reclosure, preferably pivoted to said back panel eccentrically to said dispenser opening and having a corresponding opening to register therewith in open position.

In the drawings:

FIGURE 1 is a front elevation of a display package according to the preferred embodiment of the present invention;

FIGURE 2 is a rear elevation of the same;

FIGURE 3 is a vertical cross section taken along the line 3—3 of FIGURE 1; and

FIGURE 4 is a similar view of a modification.

The package is formed from flat fibrous stock such as folding boxboard, and comprises a front panel **12** and a back panel **14**. The front panel **12** has an aperture **16** therethrough forming a window, leaving surrounding margins surrounding the aperture between the adjacent edges of the front panel, forming a frame for the window.

A transparent flexible plastic film **22** is applied to the back of the front panel **12** which has preferably been precoated with adhesive, and the film **22** is sealed to contacting registering portions of the front panel **12**. This film covered aperture blank is first heated and then subjected to a die forming operation with pressure or vocuum or both by which the transparent plastic film **22** is drawn through the aperture **16** to form a pocket **28** as a bay window framed by the margins of the front panel **12**.

The display package also preferably comprises a back panel **14** of fibrous stock such as folding boxboard. A flexible plastic film **26** preferably of greater area than the aperture **16**, is sealed to the portion of the back panel **14**, to register with the aperture **16**. A dispenser opening **34** is cut through the panel **14**, smaller than

and within the confines of the aperture **16** when superimposed thereover.

The periphery of the pocket is lined by a reinforcing wall **30** of fibrous stock such as folding boxboard. The lined pocket is subjected to heat, to shrink the pocket to contact the outside of the wall **30**, and to form a front pane **32** through which the material is visible. The pocket is then filled with the material to be packaged.

After the lined pocket is filled, the back panel **14** is applied thereover, and registering portions of the films are sealed to each other so that the reinforcing wall **30**, front pane **32** and back panel film **26** form a package containing the material which has been filled into the packet **28**.

Before such sealing, and preferably during the windowing operation, a reclosure is provided for the dispenser opening **34** in the back panel **14**.

In the form shown in FIGURE 3, the reclosure comprises a plug **36** and a shutter **38**, preferably of substantially rigid material such as plastic pivoted together as at **40**. The plug **36** has a grooved peripheral rim to snap into the opening **34**, and an eccentric dispenser hole **42** within the rim. The shutter **38** has an eccentric dispenser hole **44** to register with the dispenser hole **42** in the plug **36**. Also shown are a group of smaller holes **46** for dispensing smaller particles.

In the form shown in FIGURE 4, the dispenser opening **48** is smaller, and is preferably cut into the back panel **14** before the film **26** is applied thereto, so that the film **26** covers the opening **48** as a tamper-proof seal, to be broken by the consumer. In this form, the reclosure is a shutter **50** having a pivot pin extending through the back panel **14** and having an enlarged head **52** to be snapped therethrough. The shutter **50** has an eccentric opening **54** to register with the dispenser opening **48** for access to puncture the film **26** thereover. The shutter also has an eccentric imperforate portion **56** to register with the opening **48** for reclosure.

The product packaged is shown as discrete particles **36** such as vitamin pills but may be other pourable material such as a liquid or powder, or other forms such as a paste or cream, or solid article.

While the reclosure device has been described as a plastic device with a rotating pivoted closure any of a wide variety of devices can be used and they may be made of paperboard or other material. The reclosure device may be a screw cap or it may be a pouring spout such as is commonly used on boxes dispersing salt, etc.

The reinforcing wall may be of paperboard placed on any other material and it may be circular, triangular, square or any of a number of shapes.

The shrinking of the film is preferable on the reinforcing wall rather than the product. Although the sequence of shrinking the film and filling may be reversed. It is also possible that the package can be formed without a product contained therein and that the product can be inserted through a reclosure. While it has been stated that there will be a film over the back panel of the package this is not essential to some types of product which the package may contain. Also it is preferable since a hermetic seal may then enclose the entire product. It is also within the scope of the invention to utilize a separate back panel rather than a folded back panel. The sealing of the back panel may be by adhesive, film to film or other means. In the case of a film to film seal it is preferably accomplished by high frequency electric current.

What is claimed is:

1. A display package comprising a front panel of fibrous material, and having an opening therethrough, a transparent flexible film sealed to the back of the front panel and having a pocket extending forward through the front panel opening, a rigid reinforcing wall lining the

pocket, a back panel having a dispensing aperture extending therethrough and registered with the inner open side of the pocket when the back and front panels are superimposed, a flexible plastic film sealed to the front of the back panel and covering the inner side of said back panel and said dispensing aperture, said plastic film being rupturable through said aperture, said panels and the films being sealed together forming a sealed container having a front transparent wall extending across said reinforcing wall and a rear reclosable dispenser registering with said aperture through which articles in the container may be removed after breaking the film on the back panel.

2. A display package as claimed in claim 1 in which the film sealed to the back panel covers the open side of said pocket and is sealed with the margins of the front panel film around the open side of the pocket to form a hermetically sealed container.

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