June 29, 1965 E. H. SCHRODER 3,191,769

SHIPPING AND DISPLAY CONTAINER FOR CARTONED GOODS

Filed May 2, 1963

FIG. 1

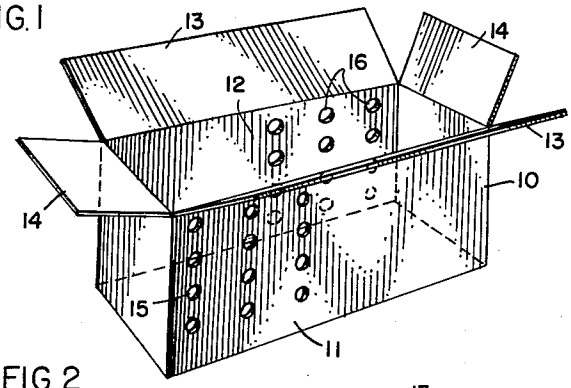


FIG. 2

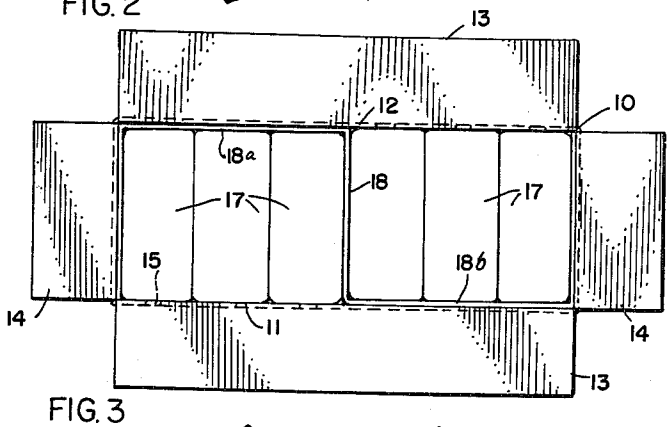


FIG. 3

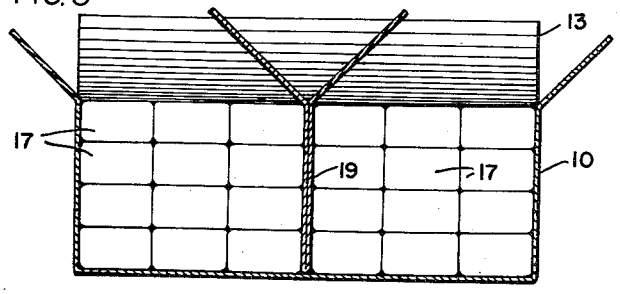
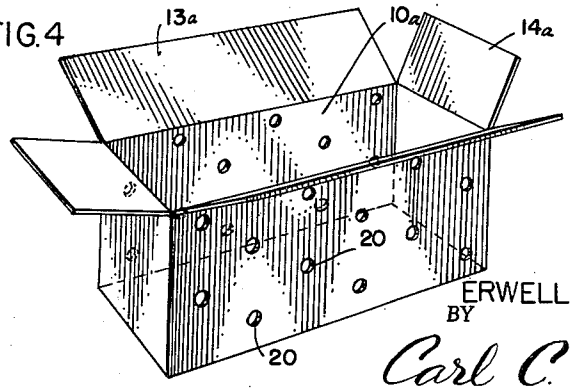


FIG. 4



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SHIPPING AND DISPLAY CONTAINER FOR CARTONED GOODS

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6 Claims. (Cl. 206—65)

This invention relates to a shipping container and display container for cartoned goods, and more particularly to a shipping and display package especially useful in the shipping of cartoned eggs and like fragile products.

In the shipping and selling of cartoned eggs, it was been the practice to employ rectangular fiber shipping cases in which the cartoned eggs are placed, and upon the arrival of the case at the place of sale, the cartons of eggs have to be removed and stamped with the price prevailing at the time of stamping and then the cartons are set on display. This is a very slow and laborious procedure and unfortunately eggs are broken in the handling operation. More recently, a metal basket container has been employed, and while such a container has the advantage of strength, nevertheless the labor costs remain high and it is necessary to return the baskets from the store to the source of supply. Further, questions of sanitation have been raised with respect to such open-type containers, and the problem of removal and stamping with price indicia remains as the main problem.

A object of the present invention is to provide a package which permits rapid pricing as of the date of sale and the display of the cartons to the consumer without requiring handling of the cartons by the store personnel. A still further object is to provide a method and means for impressing price indicia or other indicia upon the egg carton or other carton without requiring removal of the carton from its shipping container. A still further object is to provide means for anchoring the cartons in rigid position during stamping while also releasing such anchoring means to permit ready removal of the cartons by the customer. Other specific objects and advantages will appear as the specification proceeds.

The invention is shown, in illustrative embodiments, by the accompanying drawings, in which—

FIG. 1 is a perspective view of a case showing one embodiment of the invention; FIG. 2, a top plan view of a case filled with egg cartons; FIG. 3, a longitudinal sectional view showing a modified form of tensioning or anchoring liner; and FIG. 4, a perspective view of a modified form of shipping and display container.

In the illustration given in FIGS. 1 and 2, **10** designates a case, which may be formed of fiber, corrugated board, plastic, or any other suitable material, the carton having longitudinal sides **11** and **12** and having side flaps **13** and end flaps **14**. The exterior of the shipping container is preferably oyster white, and the interior is preferably bleached white, thus providing a container which is adapted for display as well as shipment, presenting an attractive appearance at the point of sale.

The side **11** is provided with aperture **15** on one-half of the side, and the side **12** is provided with similar apertures **16** on one-half of the side **12**, the apertured portions of the two sides being not in alignment.

The apertures **15** and **16** are preferably of about one inch diameter and are adapted to receive the usual cylindrical price stamping instrument. As shown, the apertures are arranged in vertically spaced relation.

As shown best in FIGS. 2 and 3, the egg cartons **17** or other types of cartons are stacked one upon the other in the manner illustrated, and each carton is aligned with one of the apertures **15** or **16** so that the end of the carton can be stamped with price indicia or other indicia.

In order to anchor the cartons in true alignment with the apertures **15** or **16**, there is provided a liner member **18** which may be in the form of the letter Z (or S), as shown in FIG. 2, or a liner **19** which may be in the form of the letter T, as illustrated in FIG. 3. The liners not only provide a vertical support for strengthening the case, but also press the cartons into true alignment with the apertures and maintain them rigidly in position so that they may be stamped with the price indicia, etc.

After the packaged products reach the store or merchandising center, the personnel can readily stamp the prevailing price upon the individual cartons through the apertures **15** and **16** and the case, after being opened, can be set within a refrigerated display area. The anchoring liners **18** or **19** can then be removed, leaving the cartons in position for ready removal by the customer.

In the structure shown in FIG. 2, the liner **18** has a vertical portion **18***a* extending opposite opposite the apertures **15** of side **11** and a vertical portion **18***b* extending opposite the apertures **16** of side **12**. Thus the legs **18***a* and **18***b* replace the strength of the apertured container sides, providing rigid supports opposite such sides, while at the same time the central transverse leg of liner **18** presses the carton **17** laterally, and the cartons are held firmly in position for receiving the pressure of the stamping tool or instrument, enabling the store personnel to rapidly price the individual cartons within the case. Thereafter, when the case is on exhibit in the refrigerated area, removal of the liner **18** provides loose and readily accessible cartons for removal by the customer.

In the modification illustrated in FIG. 4, the carton **10***a* has both longitudinal sides provided with apertures **20** which are uniformly distributed over the two sides and at levels so that each of the stacked cartons will have an end adjacent an aperture for receiving the stamped indica. With such a case, the T-type liner **19** may be effectively used for reinforcing the case and without interfering with the spaced apertures **20**.

With the foregoing case and carton arrangements, relatively cheap fiber, etc. cases may be employed and which may be thrown away after use, while at the same time requiring no handling of the individual cartons during the rapid pricing and display of the case and its contents. The liners **18** and **19** are useful during shipment in giving the necessary support to the cartons, while also at the store destination serving to anchor the individual cartons in aligned position with the apertures and with sufficient rigid support to enable the cartons to be effectively stamped, while, upon the removal of the liners, the individual cartons can be readily lifted from the case. Breakage of fragile products such as eggs and other like products is avoided to a large extent because no longer is it necessary to remove the cartons for stamping with the day's price or other indicia, and there is a substantial saving in labor and time. The shipping and display container can be moved directly from the refrigerated truck to a refrigerated display area, the cartons stamped in situ, and the case opened for removal of the liners and display to customers.

While in the foregoing specification I have set forth specific embodiments of the invention to considerable detail for the purpose of illustrating the invention, it will be understood that such detail or details may be varied widely by those skilled in the art without departing from the spirit of my invention.

I claim:

1. A shipping and display package, comprising a generally rectangular case having longitudinal sides provided with small spaced openings adapted to receive indicia-stamping instruments, cartons stacked upon each other in said case with their ends adjacent said aper-

tured sides and with an end of each carton adjacent one of said openings, and a removable pressure line extending centrally and transversely of said case between said vertically-stacked cartons and anchoring the same in rigid alignment with said openings, said liner being removable to free said cartons for removal.

2. The structure of claim **1** in which about one-half of said openings are in one of said case sides and the remaining openings are in the other side of said case.

3. The structure of claim **2** in which the pressure liner is generally Z-shaped, having one wing portion extending longitudinally along one side portion of the case and another wing portion extending along the opposite side of the case in non-transverse alignment with said first-mentioned wing portion.

4. The structure of claim **3** in which the spaced openings in one side of the case are restricted to an area opposite a wing portion of said liner and the spaced openings in the other side of said case are restricted to an area opposite the other wing of said liner.

5. The apparatus of claim **1** in which the spaced openings on one side of said case are vertically disposed on one-half of said side, and the openings on the other side of said case are similarly arranged on one side thereof which is not transversely aligned with the openings of said first-mentioned side

6. The structure of claim **1** in which said pressure liner is a T-shaped liner.

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