Nov. 17, 1964 R. A. SAMSING 3,157,279

DISPLAY PACKAGE

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FIG. 1

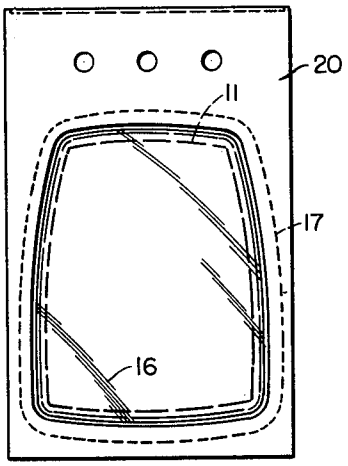


FIG. 2

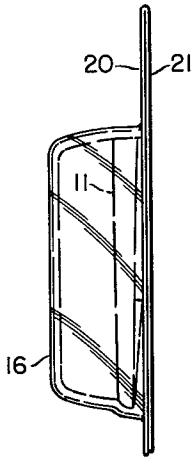


FIG. 3

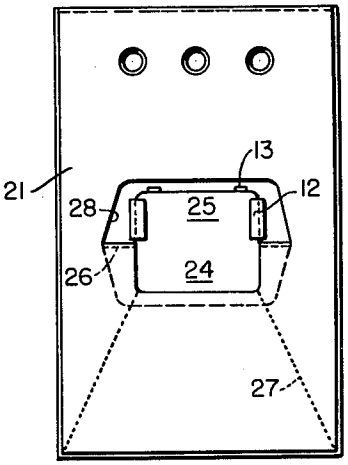


FIG. 4

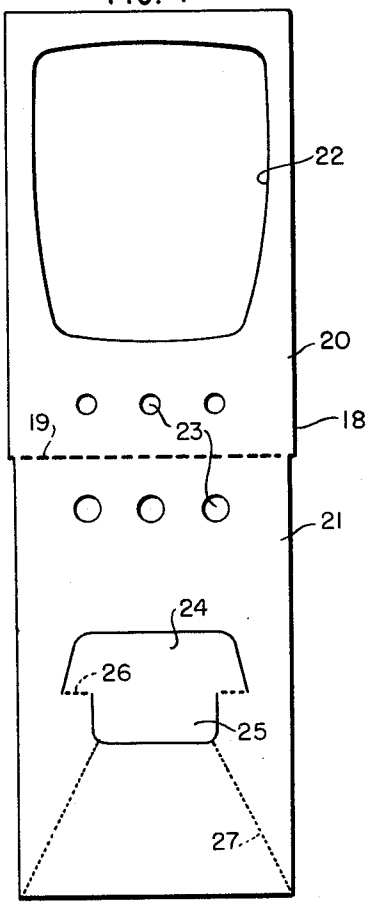
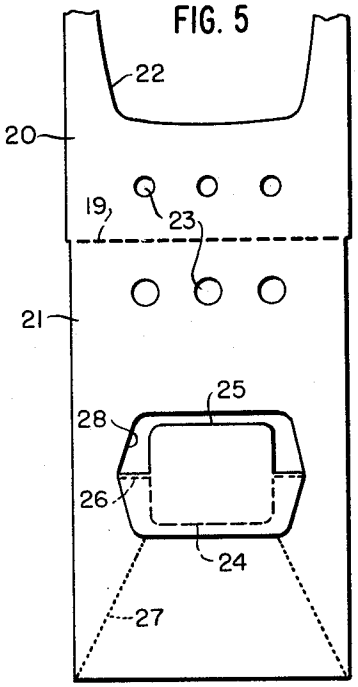


FIG. 5



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FIG. 6

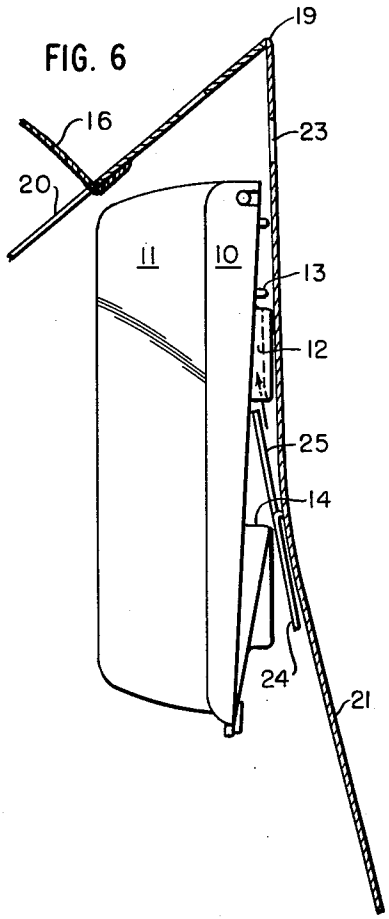
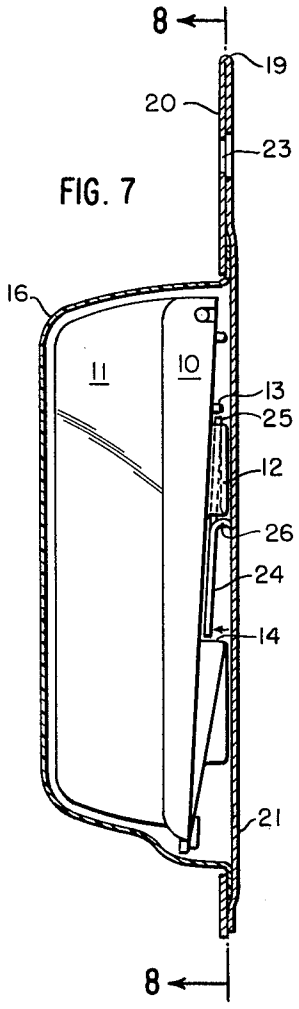


FIG. 7



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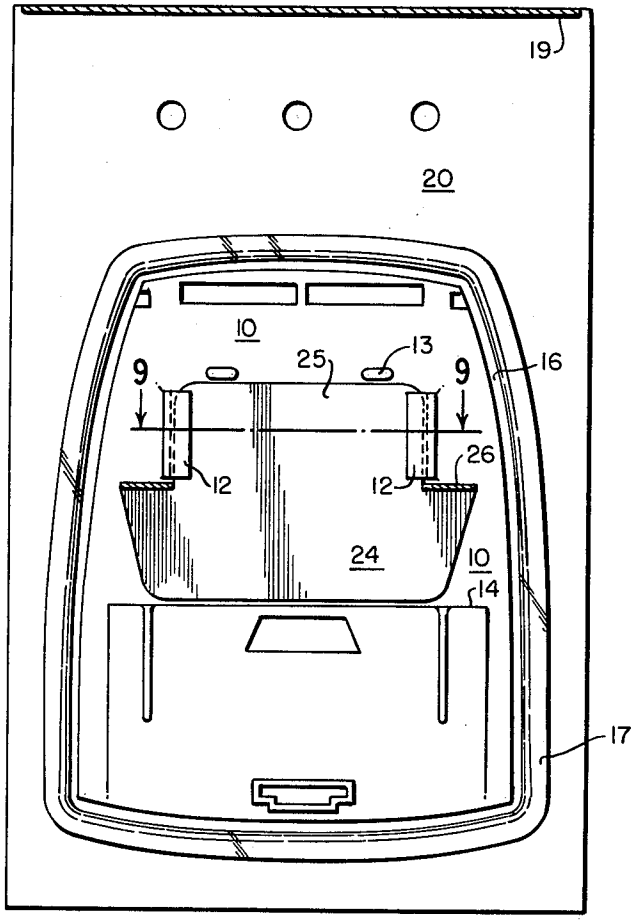
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FIG. 8



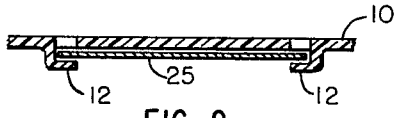


FIG. 9

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United States Patent Office 3,157,279 Patented Nov. 17, 1964

3,157,279

DISPLAY PACKAGE

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Filed Oct. 31, 1962, Ser. No. 234,370
11 Claims. (Cl. 206—78)

This invention comprises a new and improved display package for articles of merchandise in which it is desired to display the articles enclosed within a transparent cover or blister of limited strength and toughness. The invention is herein disclosed in its application to the packaging of a safety razor container or case having itself a transparent cover and enclosing a safety razor and blade magazine, although it will be apparent that the invention has a much more general application.

It is important that the manufacturer should be in a position to pack and transport to retail outlets the complete package, ready for immediate display and with assurance that the contents of the package will not break loose in transit or damage itself or its enclosure. The problem is made more difficult where, as in the present instance, the preferred enclosure includes a transparent cover of synthetic resin or the like which is inherently fragile and likely to be ruptured by the chance impact of loose or unanchored contents.

In accordance with the present invention it is proposed to provide the enclosed article, herein shown as a case for a safety razor and blades, with projections arranged to be interlocked or engaged with a flap cut out in the rear panel of an enclosure having a front panel with a transparent face or cover, the flap being so shaped that it may be reversed in position by folding to provide clearance for the projections of the case and also points or edges of contact or engagement therewith.

These and other features of the invention will be best understood and appreciated from the following description of a preferred embodiment thereof selected for purposes of illustration and shown in the accompanying drawings in which:

FIGS. 1, 2 and 3 are respectively front, side and rear views of the complete package, the enclosed case being indicated in dash lines,

FIG. 4 is a plan view of the blank from which the package is formed,

FIG. 5 is a fragmentary view with the flap shown in reversed position, in the blank,

FIG. 6 is a view showing the case in side elevation with the package forming blank in section,

FIG. 7 is a similar view showing the completed package,

FIG. 8 is a view on the line 8—8 of FIG. 7 showing the back of the front panel with the case in place and the back panel removed except for the flap which is a portion thereof, and

FIG. 9 is a cross sectional view on the line 9—9 of FIG. 8.

The displayed article of merchandise herein shown comprises a case or container for a safety razor and a magazine of blades. The case comprises a solid opaque base **10** to which is hinged a transparent dome-shaped cover **11**. The rear or bottom face of the base **10** is provided with a pair of longitudinal undercut guideways **12**, a pair of projecting stop lugs **13**, located slightly above the guideways **12**, and a projecting transverse shoulder **14**. The lugs **13** and the shoulder **14** are designed to engage and interlock with a reversible flap cut out from a panel of sheet material such as cardboard, fiberboard, or the like formed from the blank **18** shown in FIG. 4 and including a front panel **20**, and a rear panel **21** defined by a transverse fold line **19**. The panels are rectangular in shape and in the

front panel **20** is formed a large approximately rectangular aperture **22**. A dome-shaped cover or blister **16** of transparent material projects outwardly through the aperture **22** and is provided with a marginal flange **17** which is sealed to the panel **20** about the margin of the aperture. The panels are provided with rows of registering holes **23** on opposite sides of the fold line **19** and by these the complete package may be suspended and its contents displayed in show windows or upon the retailers' counters.

The back panel **21** has a flap outlined and partially severed therein that includes an upper section **24** having converging side edges and a narrower lower section **25** having parallel side edges. The flap is severed from the panel **21** except along lines **26** which distinguish its sections **24** and **25**. Diverging perforated lines **27** run from the corners of the lower section **25** to the lower corners of the panel **21** and define an area that may be broken out of the package when it is desired to extract the enclosed case.

The flap **24–25** may be rotated 180° about an axis coinciding with the transverse connecting lines **26**. When this is done the upper section **24** of the flap leaves an upper clearance space **28** as shown in FIG. 5 and the narrow parallel wall section **25** projects into this clearance space. Meanwhile the wider section **24** of the flap extends downwardly and overlies the panel **21**. The clearance space **28** in addition to receiving the section **25** of the flap also affords clearance for the guideways **12** and the stop lugs **13** which project from the rear face of the base **10**. Accordingly in assembling the parts of the package the section **25** is slipped into the guideways **12** until its upper edge abuts against the stop lugs **13** as shown in FIGS. 3 and 8. Meanwhile the now downwardly extending section **24** of the flap passes above the shoulder **14** of the base **10** and interlocks with it as best shown in FIG. 7. It will be apparent therefore that in this position the flap **24, 25** positively locks the base **10** against downward movement by engaging the stop lugs **13** and against upward movement by engaging the shoulder **14**.

Having secured the case to the back panel as above described the enclosure is completed by folding the front panel **20** with its transparent cover **16** from the position shown in FIG. 6 to the position shown in FIG. 7 and adhesively securing the panels together in their areas of contact with the flange **17** of the cover securely clamped therebetween and with the holes **23** registering as shown in FIG. 7. The complete package is now ready for shipment with assurance that its contents will be held securely in place and that the package will arrive in condition to be immediately hung up in any position suitable for display purposes.

Having thus disclosed my invention and described in detail an illustrative embodiment thereof, I claim as new and desire to secure by Letters Patent:

1. A display package comprising a safety razor case having a substantially rectangular base with undercut longitudinal guideways and projecting stop lugs adjacent thereto, in combination with an enclosure of sheet material having a rear panel with a partially severed flap fitting into said guideways and abutting said stop lugs, and a front panel carrying a transparent cover portion.

2. A display package comprising a case having a base of solid material with vertical guideways therein and a stop lug adjacent the upper ends of the guideways, in combination with an enclosure of sheet material having a rear panel with a cut-out clearance space for said guideways and a flap fitting into said guideways and abutting the stop lug.

3. A display package comprising a container having a base with vertical guideways, in combination with an enclosure of sheet material having a rear panel with a cut-out clearance space for said guideways, and a partially severed flap including in its contour a parallel-wall sec-

tion fitting in said guideways and a wider tapering-wall section overlying the inner face of the panel below said guideways.

4. A display package as defined in claim 3, further characterized in that the flap is connected to the rear panel to swing about a transverse axis coinciding with a dividing line between the two sections of the flap.

5. A display package comprising a container having a base with a pair of guideways thereon, in combination with an enclosure of sheet material having a rear panel with a two-part flap cut therein in outline, the flap having a wide upper section and a narrow lower section and being folded so that its narrow section extends into the clearance space originally occupied by the wider section and the wider section overlies the face of the panel while the said narrow section fits into the guideways of the container base.

6. A display package as defined in claim 5, further characterized in that the container base has projecting means interlocked with the top edge of the narrow section of the flap and with the bottom edge of the overlying wider section.

7. A display package as defined in claim 5, further characterized in that the enclosure includes an apertured front panel containing a projecting transparent cover surrounding said container.

8. A display package comprising a safety razor case having a guideway and projecting stops on its rear face, in combination with an enclosure of sheet material having a rear panel with a partially severed and folded flap engaged with said guideway and stops, and a front panel containing a transparent window therein.

9. A display folder for an article of merchandise having rearwardly projecting undercut guideways, comprising front and rear panels hinged together and secured in superposed relation, one of said panels having a two-part flap cut in outline therein and partially severed so that it may be reversed in position while maintaining its connection with the panel, the said flap having sections of unequal size whereby reversal of the flap provides a wide clearance space in the panel for said guideways and also a narrow tongue within said clearance space adapted to fit within the said guideways.

10. A display card for a container having a base with a pair of guideways thereon having a two part flap cut therein in outline, the flap having a wide upper section and a narrow lower section and being adapted to be folded so that its narrow section extends into the clearance space originally occupied by the wider section and the wider section overlies the face of the panel, said narrow section being adapted to fit within the guideways of the container.

11. A display package comprising a container having a base with a pair of guideways thereon in combination with a supporting panel with a two-part flap cut therein in outline, the flap having a wide upper section and a narrow lower section and being folded so that its narrow section extends into the clearance space originally occupied by the wider section and the wider section overlies the face of the panel while the said narrow section fits into the guideways of the container base.

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