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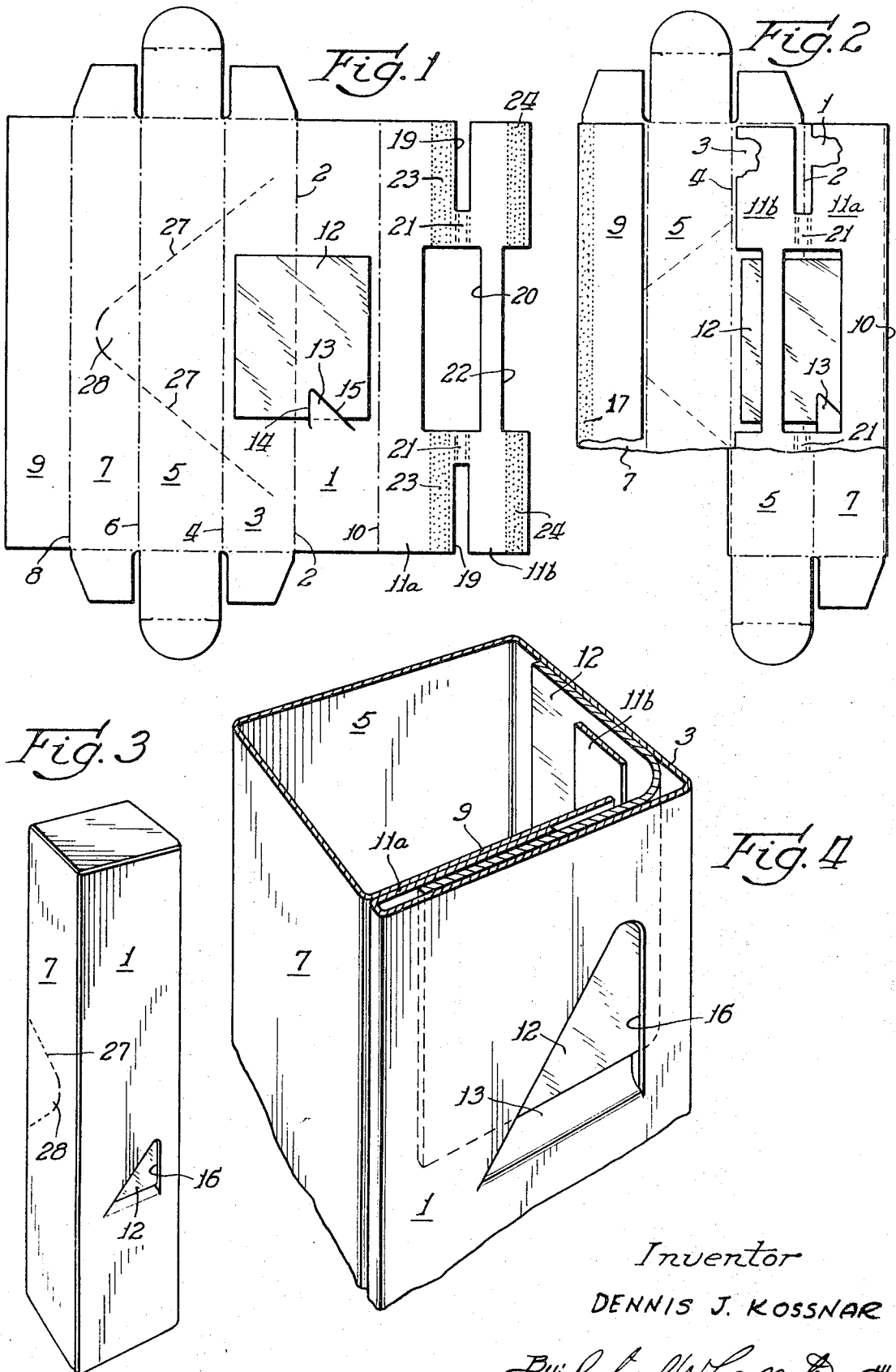
D. J. KOSSNAR

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COUPON CARTON

Filed April 10, 1968

2 Sheets-Sheet 1



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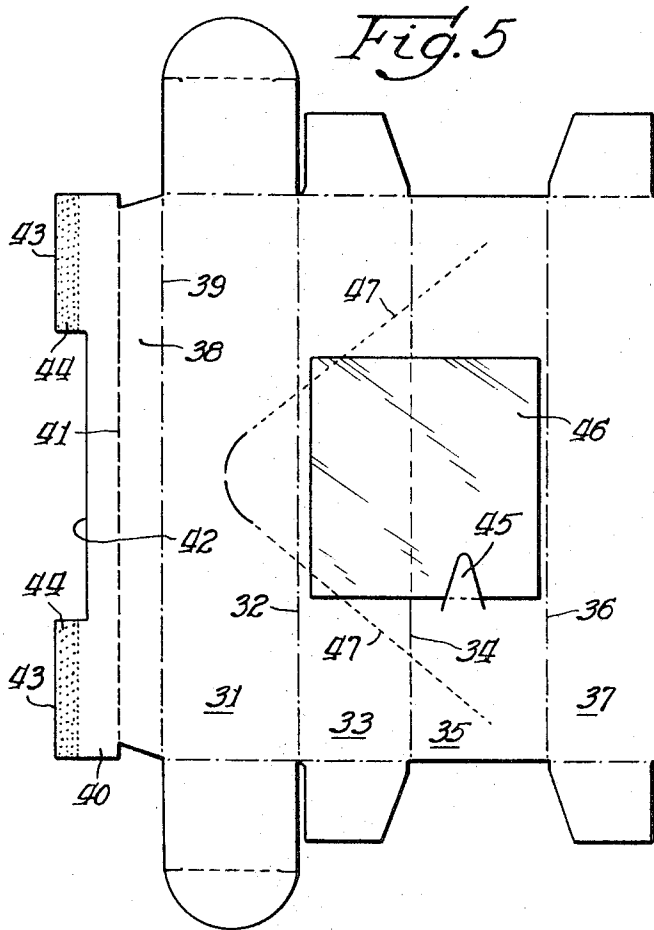
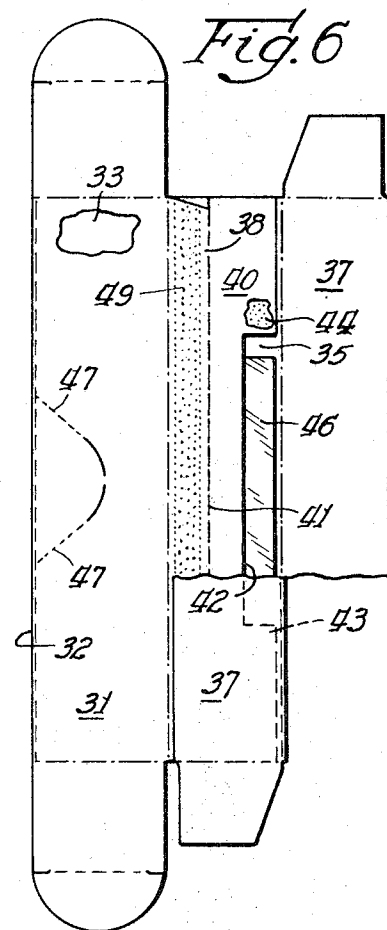
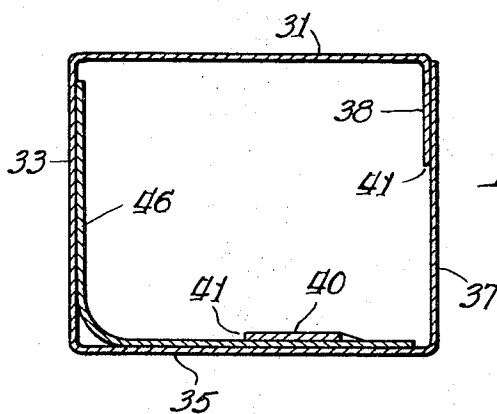
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2 Sheets-Sheet 2



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COUPON CARTON

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7 Claims

ABSTRACT OF THE DISCLOSURE

A tubular, four-wall carton formed from a single blank. One panel of the blank has a medial cut forming a retention tab to hold a coupon in position on the inside surface of the blank before assembly. This reveals a small portion of the coupon from outside the carton. A panel hinged on an edge of the blank is folded over the coupon and secured to the blank interior beyond the margins of the coupon. A weakened tear line is formed in adjacent panels of the carton to facilitate tearing of the walls for coupon removal.

The principal objects of the invention are to provide for the effective retention of a coupon within an elongated tubular carton, the coupon being retained initially on the inside surface of the blank while in flat condition; the blank being thereafter folded and secured to produce a carton in flat, collapsed form with the coupon held releasably by internal panels all contained within the basic dimensions of the carton when set up.

Further objects are to provide an improved, coupon-retaining carton in which the coupon is held securely in place in such manner as to avoid interference with the insertion of the product within the expanded tubular carton, and in which removal of the coupon by pilferage or otherwise is effectively prevented so long as the package remains intact.

Other and more specific objects and advantages of the present invention will become apparent as the description proceeds.

In the drawings:

FIG. 1 is a plan view of a suitable form of blank that may be employed in forming the carton;

FIG. 2 is a fragmentary plan view of the blank in an intermediate stage of assembly and showing the coupon holding panels in their secured position against two of the primary carton wall panels;

FIG. 3 is a perspective view of the carton as it appears when set up and closed;

FIG. 4 is an enlarged, fragmentary, sectional view of the expanded carton with a coupon in place;

FIG. 5 is a plan view of a modified form of blank showing a coupon-retaining panel detachably carried by the glue flap on one of the carton main panels;

FIG. 6 is a plan view showing one end portion of the carton in flat, collapsed condition, and showing one wall panel as it would appear if severed transversely and with a portion folded to open position to show the relation of the glue flap and the detachable panel which overlies and retains the coupon; and

FIG. 7 is a transverse sectional view, taken centrally of the expanded carton, showing the mid portion of the coupon-retaining panel after being broken away from the attaching panel and remaining in its position overlying the coupon.

As herein disclosed, the carton of the present invention is preferably formed from a single blank of foldable paperboard, cut and crease-scored to provide four wall panels connected in series to form a rectangular, collapsible tube. The wall panel at one end of the series carries

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a hinged glue flap or attaching flap and the wall panel at the other end of the series carries a hinged panel arranged to be folded against the inside surface of the blank to retain a coupon or similar article.

While all four of the primary wall panels of the tubular carton can be considered to be side walls, for convenience of description two opposite walls will be referred to as side walls and the other two walls will be referred to as top and bottom walls. It is also desired that reference made herein to a coupon shall be understood to include any similar article of sheet material that may be retained within the carton.

Referring to FIGS. 1 to 4 of the drawings, the blank illustrated includes a top wall panel 1 hinged along fold line 2 to a side wall panel 3. Panel 3 is hinged along fold line 4 to a bottom wall panel 5, which, in turn, is hinged along fold line 6 to a second side wall panel 7. This side wall panel 7 is hinged along fold line 8 to a panel 9 which serves as a glue flap or attaching flap.

At the other side of the blank, hinged along fold line 10 is a coupon-retaining panel, herein shown as formed from two connected sections 11a and 11b which are arranged to be folded to overlie a coupon 12 placed upon the inside surface of panels 1 and 3.

For the purpose of preliminary retention of coupon 12, the top wall panel 1 is preferably provided with a holding tab 13. This tab may conveniently be formed by cutting angularly related slits 14 and 15. When the free end of the tab is raised slightly, the edge of the coupon may be slipped beneath the tab to hold the coupon in place during the process of machine gluing and folding of the blank to complete the carton in collapsed tubular form. By cutting the tab as shown, an opening or window 16 is formed through which the coupon may be seen and the purchaser of the commodity, which is contained within the carton, may be assured that the coupon is inside.

The adjacent end portions of the retaining panel sections 11a and 11b are separated by slots 19, 19 and their median portions are cut away to form a rectangular opening 20. At the ends of the opening 20 the panel sections 11a and 11b are connected by short strips 21, 21 which are scored or partially slit to make the strips readily bendable. These strips thus form hinge connections between the panel sections.

As herein shown, the opening 20 extends inwardly of the blank approximately half way across the width of section 11a. By cutting away the panel section in this manner there are provided laterally offset end portions which are to be adhesively secured to the inside surface of the top wall 1 when section 11a is folded over against the top wall.

Panel section 11b is formed with a medial cut-away area indicated at 22 creating a side opening approximately the length of the opening 20. The lengths of the openings 20 and 22 are somewhat greater than the corresponding dimension of the coupon to be used, whereby, when the panel sections are folded over against wall panels 1 and 3, the laterally offset portions of the panel sections at the ends of openings 20 and 22 will remain clear of the edges of the coupon.

The provision of the openings 20 and 22 have the added advantage that adhesive may be applied to the laterally offset end portions of the sections 11a and 11b by a narrow glue roll which applies the glue on contact as the blank is advanced by conveying means. It is thus unnecessary to provide for spot gluing and synchronized travel of the blank.

The width of panel section 11a is made less than that of panel 1 so that, when section 11a is folded upon panel 1, the free edge of section 11a will be spaced from the fold line 2. See FIG. 2. The connecting strips 21 will be disposed approximately symmetrically over fold line

2. Panel section 11b is formed of a width so that its free edge preferably will remain clear of fold line 4 when the panel sections are folded over.

In the assembly of the carton, adhesive is applied to areas 23, 23 of panel section 11a and areas 24, 24 of panel section 11b and these sections are then swung over along fold line 10 to lie flat against wall panels 1 and 3. The glued end portions of the panel sections will become adhered to the end portions of panels 1 and 3 and the mid-portion of panel sections 11a and 11b will overlie the coupon 12 to retain it loosely for ready removal.

At a convenient point in the carton assembly the attaching panel 9 is folded over to lie flat against wall panel 7 and adhesive is applied along the outer edge of panel 9 as indicated at 17. Following this, the bottom and side wall panels 5 and 7, together with panel 9, are folded as a group about fold line 4 to lie flat against panel sections 11a and 11b. The adhesive area of panel 9 will contact the edge of panel section 11a adjacent the fold line 10 and thus panel 9 will be secured to panel section 11a. This completes the assembly of the carton in collapsed condition.

When the carton is expanded to receive its contents, such as a tube of tooth paste or other commodity, the ends of panel sections 11a and 11b are held flat against the inside surface of wall panels 1 and 3 and thus offer no obstruction to the insertion of a filled tube. The coupon 12 also is held flat against wall panels 1 and 3 and the likelihood of the entering tube engaging the edge of the coupon, causing it to be torn, is minimized.

For the purpose of enabling the purchaser of the package to withdraw the coupon, provision is made whereby the carton walls can readily be torn to form an access opening. As herein shown, weakened lines of tear 27, 27 are formed in walls 3, 5 and 7 so that a triangular portion may be opened up when the apex 28 is freed and then pulled to complete the tear in walls 5 and 3. If desired, the weakening of the wall 7 at the apex 28 may be increased by making two or more slits through the wall, such slits being separated by nicks which can be easily broken by a person's thumb or finger nail.

After the access opening has been made in the walls the edge of the coupon may be grasped and the coupon readily removed from the side of the package.

The ends of the tubular carton may be closed in any suitable manner, such as by hinged closure flaps as illustrated.

Referring to FIGS. 5, 6 and 7, showing a modified form of the invention, the blank includes four connected side wall panels, an attaching panel or glue flap and a detachable panel for retention of a coupon. As in the first described form, for convenience two opposite walls are referred to as top and bottom walls and the other two as side walls.

The top wall panel 31 is joined along fold line 32 to a side wall 33. Side wall panel 33 is joined along a fold line 34 to a bottom wall panel 35, which, in turn, is joined along fold line 36 to a second side wall panel 37. An attaching panel or glue flap 38 is hinged to top panel 31 along fold line 39.

The coupon retaining panel 40 is preferably joined to the free edge of panel 38 along a weakened line 41 which may be formed by a line of closely separated slits.

A side opening 42 is formed centrally of panel 40, leaving extended portions 43, 43 at the ends for receiving adhesive coatings 44, 44.

A triangular tab 45 is cut in the bottom panel 35 for preliminary retention of the coupon 46 on the flat blank.

Weakened tear lines 47, 47 are formed across panels 31, 33 and 35 to provide for access to the coupon from the side of the expanded, set up carton.

In the assembly of the carton to flat collapsed condition the coupon is placed under tab 45 as illustrated and the blank may be advanced mechanically in a direction lengthwise of the wall panels. After adhesive 44 has been applied to the end portions of panel 40 the blank is folded along fold line 32 to bring panels 31, 38 and 40 in position flatwise upon panels 33 and 35. The central part of panel 40 will extend in retaining position over the coupon and the glued end portions of the panel will adhere to panel 35. See FIG. 6. As the blank advances farther, a strip of adhesive 49 will be applied to the attaching panel 38, after which the panel 37 will be folded over against the attaching panel 38 and the free edge portion of panel 37 will become adhered to such attaching panel. The carton will then be completed in flat collapsed condition.

The coupon retaining panel 40 is made narrower than the wall panel to which it is to be secured and the combined width of the coupon retaining panel and the attaching panel 38 is selected so that, when these panels are folded over, together with the top wall panel, along fold line 32, the coupon retaining panel will be brought down between the fold lines which define another wall panel. By such positioning, the coupon retaining panel will be clear of the fold lines and will not impede the hinging action of the wall panels in assembly of the blank or use of the carton.

When the carton is expanded to receive its contents the weakened line 41 between panels 38 and 40 will be broken. The attaching panel 38 will remain adhered to wall panel 37 and will swing up with such wall. The end portions of the panel 40 will remain secured to panel 35 and the midportion of panel 40 will remain in overlying relation to the coupon 46.

The carton is then ready to receive its contents and the closure flaps are thereafter brought to closed position to complete the package.

It is to be understood that the weakened line 41 has enough strength to hold panel 40 attached to panel 38 during normal handling of the blank, but is weak enough to make it easy to disengage panel 40 from panel 38 when the collapsed carton is expanded for use.

The coupon may be removed from the carton by tearing the carton walls along the weakened lines 47, 47 to form an access opening, as explained in the description of the first form of the invention.

Actually, weakening lines 27, 27 and 47, 47 are only partially cut in the respective walls. This is done so that tearing along these lines would not produce a clean tear, thus preventing simulated reclosure after unauthorized removal of the coupon.

From the foregoing it is apparent that the cartons disclosed provide simple and effective means for the retention of a coupon or similar item on the inside surface of the carton so as not to interfere with the loading of the carton, as well as in such a manner that a filled tooth paste tube or similar article is not likely to tear or otherwise mar the coupon while being inserted into the carton. By the retention means, which holds the coupon closely against the side walls of the carton, the likelihood of pilferage of the coupon from the package is minimized.

While the present description sets forth preferred embodiments of the invention, numerous changes may be made in the carton is disclosed without departing from the spirit of the invention, and it is therefore desired that the present embodiments be considered in all respects as illustrative and not restrictive, reference being had to the appended claims rather than to the foregoing description to indicate the scope of the invention.

I claim:

1. A collapsible, elongated, tubular paperboard carton of rectangular cross-section, and formed from a single blank, comprising:

(a) a bottom wall;

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- (b) two side walls, one hinged to each side edge of the bottom wall;
- (c) a top wall located at the end of the connected series of walls and hinged to an edge of a side wall;
- (d) a coupon retaining panel hingedly joined to the free lateral edge of said top wall and foldable over against the inside surface thereof, the end portions of said retaining panel being arranged to be secured flatwise against the inside surface of said top wall in areas adjacent the ends thereof, the median area of said retaining panel being unsecured for releasable retention of a coupon between said median area and said top wall;
- (e) a deflectable tab formed within the contour of one of the walls to retain a coupon when placed against the inside surface thereof, the opening formed by cutting such tab providing a window through which a portion of a retained coupon may be viewed on the outside of the assembled carton;
- (f) said blank being formed with a pair of angularly related weakened lines of tear each passing angularly across at least one hinge line between adjacent carton walls to provide for the creation of an access opening through which a coupon disposed inside the carton may be removed.
2. The invention as defined in claim 1 in which
- (a) the top wall is located at the end of the connected series of walls;
- (b) an attaching panel is hinged to the free lateral edge of the top wall;
- (c) the coupon retaining panel is joined to the free edge of the attaching panel along a weakened line, said coupon retaining panel having a width less than any of the carton walls, and said top wall and the attaching panel hinged thereto having a combined width, whereby when the top wall together with the attaching panel and the coupon retaining panel, are swung as a group, in the assembly of the carton blank, about the hinge connection between the top wall and adjoining side wall to lie flat against the adjacent portion of the blank, the coupon retaining panel will be brought to a position between the side edges of another wall; and
- (d) means for securing the end portions of the coupon retaining panel to such wall, leaving the median portion unsecured for the releasable retention of a coupon when positioned on the inside surface of the blank.
3. The invention as defined in claim 1 in which
- (a) the top wall is located at the end of the connected series of walls;
- (b) an attaching panel is hinged to the free lateral edge of the top wall;
- (c) the coupon retaining panel is joined to the free edge of the attaching panel along a weakened line, said coupon retaining panel having a width less than the bottom wall, and said top wall and the attaching

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- panel having a combined width whereby, when the top wall, the attaching panel and the coupon retaining panel are swung as a group, in the assembly of the carton blank, about the hinge connection between the top wall and adjoining side wall to lie flat against the adjacent portion of the blank, the coupon retaining panel will be brought to a position between the side edges of the bottom wall; and
- (d) means for securing the end portions of the coupon retaining panel to the bottom wall, leaving the median portion unsecured for the releasable retention of a coupon when positioned on the inside surface of the bottom wall.
4. The invention as defined in claim 1 in which the coupon retaining panel is formed with a median cut-away area along its free side opposite its hinge connection with the top wall leaving laterally offset end portions to be secured to the inside surface of the top wall.
5. The invention as defined in claim 1 in which the coupon retaining panel has a second retaining panel section hingedly connected thereto on the side opposite its hinge connection with the top wall, said second retaining section being arranged to be secured flatwise against the inside surface of the side wall that is hinged to the opposite side of the top wall.
6. The invention as defined in claim 2 in which the coupon retaining panel is secured to the bottom wall and the attaching panel is secured to the inside surface of the side wall which overlies the bottom wall in the collapsed condition of the tubular carton, whereby the expansion of the carton from its original collapsed condition will break the weakened line attachment of said coupon retaining panel and the attaching panel.
7. The invention as defined in claim 5 in which the two coupon retaining panel sections are laterally spaced and are hingedly connected by short, readily bendable strips disposed in registering relation to the fold line between the top wall and adjacent side wall.

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