July 20, 1965 R. E. PAIGE 3,195,734

SHELF SUPPORTED DISPLAY RECEPTACLES

Filed April 24, 1963

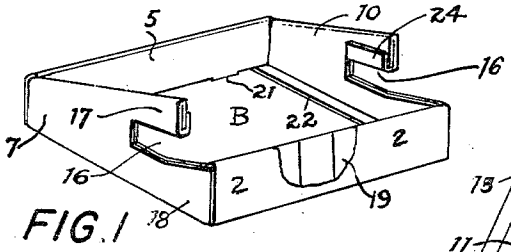


FIG. 1

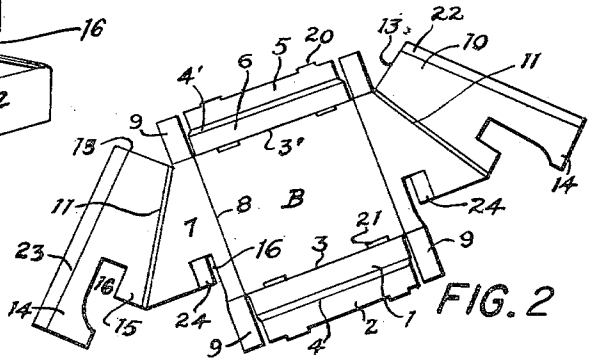


FIG. 2

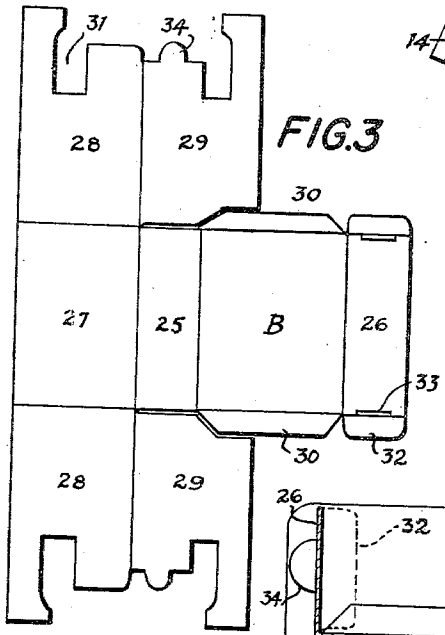


FIG. 3

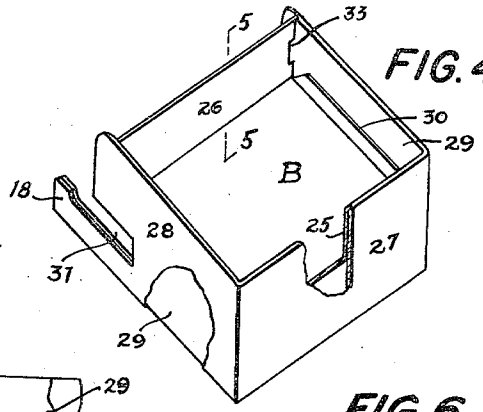


FIG. 4

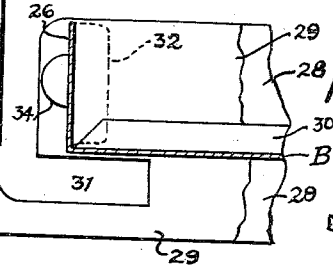


FIG. 5

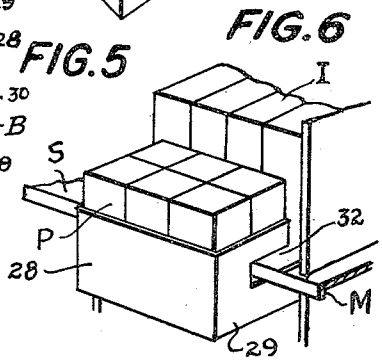


FIG. 6

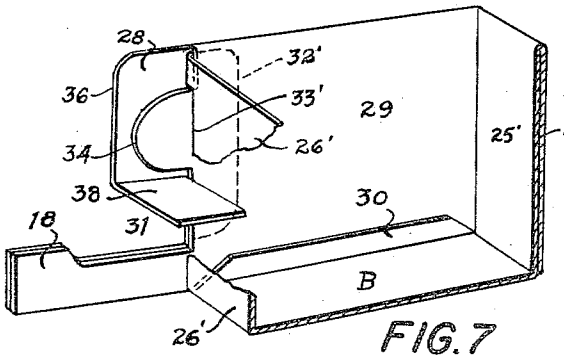


FIG. 7

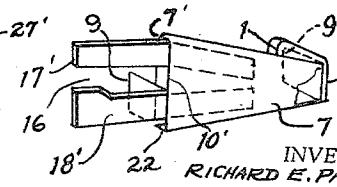


FIG. 8

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3,195,734

Patented July 20, 1965

3,195,734

SHELF SUPPORTED DISPLAY RECEPTACLES

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Filed Apr. 24, 1963, Ser. No. 275,395

4 Claims. (Cl. 211—134)

My invention is an improvement in display receptacles, particularly receptacles for presenting merchandise in a conspicuous manner so as to direct the attention of prospective purchasers to the articles contained therein.

It is an important object of this invention to provide a receptacle that can be engaged with a shelf disposed at the back thereof, with the receptacle in projecting position. Thus the items in the receptacle will be prominently exhibited to a greater extent than other articles or packages which the shelf usually bears.

A further object is to provide a receptacle to serve such a purpose such that it can easily be set up at virtually any point along the edge of a shelf; and, when mounted, will be firmly attached, due to the weight of the marchandise in it. The receptacle thus increases the capacity the capacity of a shelf and promotes sales.

An additional object is to provide such a receptacle produced from sheet material, preferably corrugated cardboard, cut and otherwise worked so that it can readily be given the completed form desired.

Another object is to provide a receptacle of the type outlined, adapted to be hung up in a condition of stability, obviating all risk of displacement and spilling the articles within it, and facilitating the mounting of the receptacle at any point and removal when a change of location is desired.

A still further object is to provide a receptacle for the above mentioned purpose to be strong and durable at the point where it engages the shelf that supports it.

On the drawings:

FIGURE 1 is a perspective view of one type of receptacle according to my invention.

FIGURE 2 is a plan view of a blank of sheet material to be set up and thus produce this type of receptacle.

FIGURE 3 is a plan view of another blank of sheet material to be bent into shape and form another receptacle of this invention.

FIGURE 4 shows the blank of FIGURE 3 set up in final shape.

FIGURE 5 is a section along line 5—5 on FIGURE 4.

FIGURE 6 shows how such a receptacle is mounted on a shelf.

FIGURE 7 is a detail view and shows in perspective, partly in section and partly diagrammatic, one more receptacle according to my invention.

FIGURE 8 shows a part of a modification of the receptacle of FIGURE 1.

The advantages of the invention are fully described in the ensuing specification, and the novel features are defined in the appended claims. And of course alterations may be made in the structure illustrated in the drawings, without omitting or essentially changing the design in which the invention resides.

FIGURES 1 and 2 present a receptacle that starts with a blank of sheet material having a middle section B, rectangular for example, to serve as the bottom; and flaps 1 and 2 along one edge marked off from the section B and from each other by single score lines 3 and double score lines 4. At the opposite edge are similar flaps 5 and 6, marked off by similar score lines 3′ and 4′ in the same way from the section B. Extending along each of the two remaining edges is a flap 7 hinged to the section B along a score line 8. At both ends of each flap 7 are portions or tabs 9 hinge-connected to the flaps 7 along extensions of the inner score lines 3 and 3′. The flaps 7 when they are in proper position and the receptacle has

its final shape are at the sides of the receptacle, while the flaps 1 and 2 are at the rear and the flaps 5 and 6 at the front thereof.

Each of the flaps 7 has a wing-like extension 10 on its outer edge, beginning at one end of each flap or side 7, and having the same general outline as the side or flap 7 to which it is joined. Each extension 10 is hinged to the adjacent flap 7 along a double score line 11, that begins at an outer end of a score line 3′ at the junction of a flap 7 with a tab 9, and runs toward the opposite end of the extension 10, and at the same time diverges from the adjacent score line 8. The free outer edge of each portion 10 is straight and of about the same length as each score line 8. The front edges 13 adjacent the tabs 9 of each extension 10 is about as wide as each tab 9 and makes an acute angle with the outer edge of each tab 9. The edges 13 each diverges forward from the adjacent score lines 11, and at the rear end each extension 10 has a long lower arm 14 and a short upper arm 15 separated therefrom by a notch 16. The flaps 7 have the same configuration as the extensions 10. When each extension 10 is bent along the lines 11, the extensions 10 and the side flaps 7 coincide along all edges. Each flap 7 has rear portions of the same shape as the arms 14 and 15, separated by a similar notch or recess 16. Therefore when the extensions 10 are folded down against the inner faces of the flaps 7, the sides of the receptacle are formed of two layers, with each including at the rear a high upper portion 17 having an overhanging projection above the matching notches 16, and a low rear portion 18 of less height, with an upper edge inclined upward towards the rear and joined to the rear 19′ of the receptacle below the notches. The sides of the notches are then parallel to the bottom of the receptacle.

To set up the receptacle, the extensions 10 are folded down and in along the lines 11, and the flaps 2 and 5 are bent in upon the inner faces of the flaps 1 and 6, with the tab portions 9 turned up across and covered by the flaps 5 and 2. The tabs 20 at the outer edges of the flaps 2 and 5 are pushed into slots 21 along the score line 3 and 3′ at the junction of the flaps 1 and 6 with the section B. The ends of the flaps 2 and 5 press against the extensions 10 and hold these against the side flaps 7. These operations appear on FIGURE 2, and the finished receptacle has the appearance presented in this view. Also the free edges of the extensions 10 have strips 22, hinged along lines 23 to lie upon the bottom B. The flaps 7 may have tabs 24, bent in on the upper edges of the notches 16, and secured to the extensions by suitable fastening means, to reinforce the notches 16 where they rest on the shelf to which the receptacle is attached.

FIGURE 8 illustrates another way of using the box shown in FIGURES 1 and 2. The two-layer portions at each side have their rear edges straight, without notches 16; and each layer or flap 10′ is turned outward to overlie the other layer 7′, which has the tabs 9 to connect it to the front and back of the box by insertion between the portions 1, 2, 5 and 6. Into the spaces between the layers 7′ and 10′ bars 17′ and 18′ are thrust and secured by adhesive or other means. The bar 18′ and the upper member 17′ are separated by a space 16, like the notch 16 in FIGURE 2. The hinged strip 22 along the lower edge of the flap 10′ is turned towards the bottom and may be glued fast. This box is attached to a shelf with the front edge of the shelf in the spaces 16 like the box of FIGURE 2, and the members 17 bear the weight of the box and contents. The back with the layers 5 and 6 can be as high as desired.

All the receptacles depicted herein may be made of a blank of cardboard or other sheet material, of the proper outline, cut and scored, to be given the form required. The blank of FIGURE 3 has a rectangular section B for a bottom; and hinge-connected to the section B is a strip

or flap 25. Along the opposite edge of of the section B is a similar hinge-connected flap or strip 26. These strips are to be located at the front and back respectively of the receptacle when completed.

The strips 25 and 26 are relatively narrow; and along its edge opposite its junction with the section B the strip 25 is hinge-connected by a score line to a wider flap 27 of approximately the same length as the flap 25. At each end of the flaps 27 are similar hinge-connected flaps 28, as wide as the portions 27; and joined to each flap 28 is a flap 29, hinge-connected to the adjacent portion 28 along an extension of the score-line at the union of flaps 27 and 25.

At the sides of the section B are narrow strips 30, hinge-connected to this section along the full length of the sides; and the flaps 29 are free along their inner edges from the strips 30 and the ends of the portions 25. At their outer ends each pair of flaps 28 and 29 have notches 31. Also the flap 26 has tabs 32 at its ends hinged to the flaps 26 along an extension of the score line between the section B and the strips 30, and at this line the tabs 32 have transverse slits 33.

When the blank of FIGURE 3 is worked to give the receptacle its shape, the strip of flap 25 is bent up from the section B and the three flaps 27, 28—28 are turned down. Also the flaps 29—29 are turned down along their junctions with the two flaps 28. Each pair of flaps 28 and 29 are then in overlying positions and are folded rearward along the sides of the section B. The strips 30 are turned up and lie against the inner faces of the flaps 29. The strip 26 is also turned up and secured at its ends between the outer or rear ends of the flaps 28 and 29, and the receptacle has configuration appearing in FIGURE 4.

The outer ends of the flaps 28 and 29 have the notches 31, and the notches of each pair of flaps 28 and 29 will coincide when the flaps of each pair are superposed. Along the lower edge each notch has an extension 18 of more than one layer of material, as in FIGURE 4; but the ends of the extensions are not connected at their outer ends, which are free. One extension 18 at each side projects rearward below the back strip 26, and the top edges of the notches 31 are flush with the bottom B.

The top of the flaps 28 at the rear ends have small ears 34 that are forced into slits 33 at the tabs 32, which are bent to be between the rear ends of the superposed flaps 28 and 29. The rear flap 26 is thus held up as indicated at FIGURES 3 and 4.

FIGURE 6 shows plainly how these receptacles are mounted on a shelf and extended out beyond the front edge and the advantage is obvious. The receptacle is filled with the articles P, that are thus hung out in front of the regular items I on the shelf. The notches 16 and 31 are large enough to engage a strip of moulding on the shelf, and the extensions are strong enough to support the receptacle firmly at each location.

In FIGURE 7, the receptacle shown is similar to the one in FIGURE 4, but the blank is cut to make the box deeper. The front comprises an inside portion or layer 25′ and an outer portion 27′ connected at the top edge of the front, and each side has an outer layer 28 and an inner layer 29, also connected at the top edges. Each portion 25′ is joined to the bottom B, and so is the rear portion 26′. The portions 27′ and 28 are united as in FIGURE 3, but the layers 25′ and 29 are not. Each outer layer 28 is extended beyond the rear 26′, as at 36, and this extension has a flap 38 bent across the back 26′. Below the flap each side 28 and 29 has a projection 18, spaced from the flaps 38 to present a notch 31 to receive the inner edge

of a shelf. The inner side portions 28 have tabs 34 inserted though slits 33 at the edges of the back 26′, which has tabs 32′ between the side layers 28 and 29. This box is like the box shown in FIGURE 4 but its walls are higher and the bottom B is at the level of the parts 18′. The extension 36 and flap 38 make the upper edge of each notch or recess 31.

Having described my invention, what I believe to be new is:

1. A receptacle having a front, back and sides and a bottom the tops of the sides being inclined downward from back to front, said sides comprising each an inner and an outer layer joined along their upper edges, the rear ends of said sides being straight, and bars being between and secured to said layers projecting rearward at the back and having a space between them to engage the edge of a shelf.

2. A receptacle having a front, back and sides and a bottom, said sides comprising each an inner and an outer layer joined along their upper edges, the rear edges of the sides having bars projecting therefrom, the bars having a space between them to receive the edge of a supporting shelf, the bars being between and secured to said layers.

3. A receptacle having a front and sides each comprising two distinct layers connected along their upper edges, a bottom joined to one layer of said front, a back at the rear connected to said bottom, and one layer at each side being joined to the front along the vertical edges thereof, the other layer at each side being superposed on said one layer, said layers at the sides each having a notch at the rear, said notches being in coinciding positions, said sides having in each layer a portion extending rearward adjacent the back, said one layer at each side having means adjacent the notches to connect it to the back, each said one layer having a portion turned over along the upper edge of one of said notches.

4. A receptacle having a front and sides, each comprising two distinct layers hinge-connected along their upper edges, a bottom joined to one layer at the front, a back joined to said bottom, and one layer at each side being joined to the front, along the vertical edges of the front, the other layer at each side being superposed on said one layer, said layers at the sides coinciding along their rear portions when the box is set up, and each side having projection means forming notches at the back to receive the edge of a supporting shelf, said one layer at each side having means adjacent said projection means to connect it to the back, and narrow strips secured to the bottom and said sides.

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