Sept. 14, 1965 F. K. BRUMLEY 3,205,603

CONTENT IDENTIFICATION CARTON

Filed Aug. 28, 1964

FIG. 1

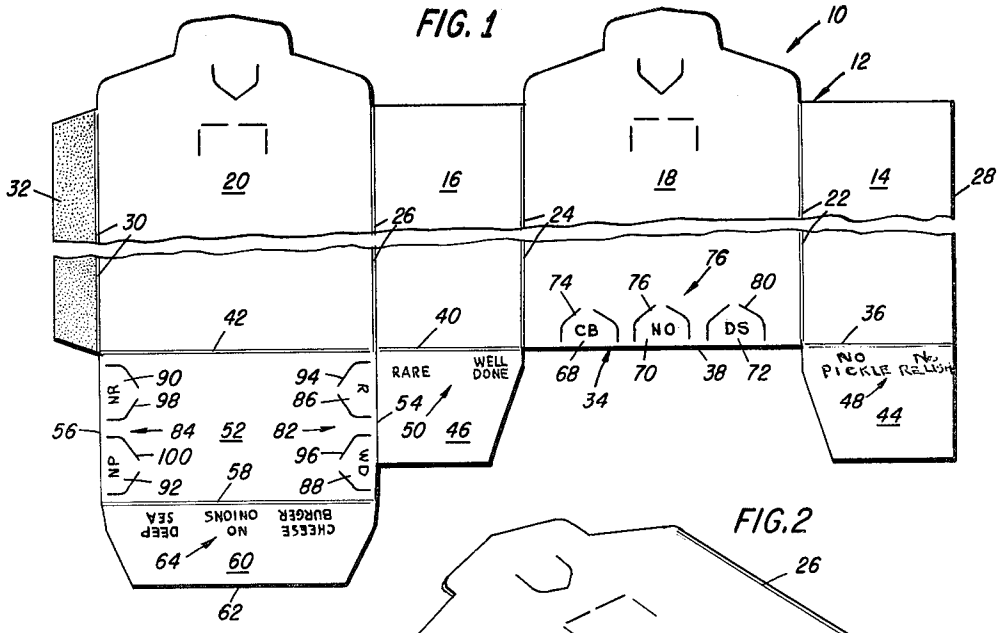


FIG. 2

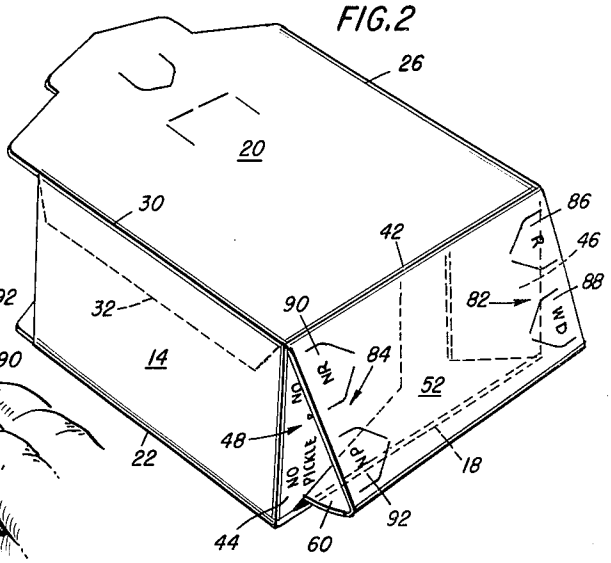


FIG. 3

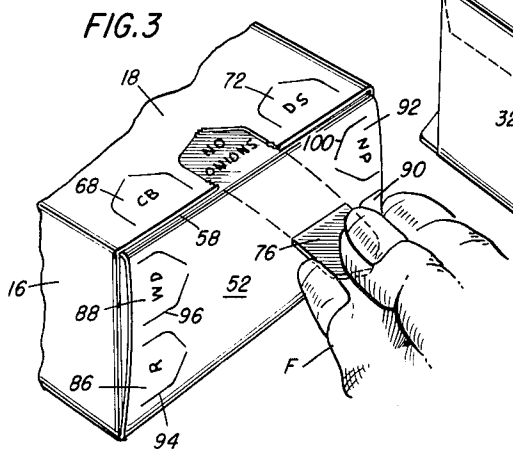
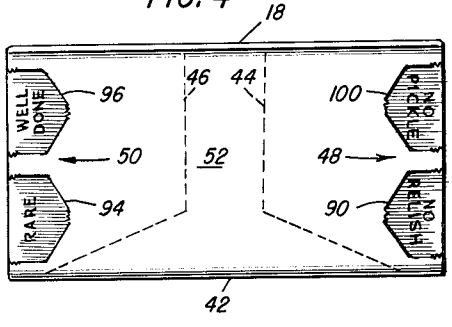


FIG. 4



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CONTENT IDENTIFICATION CARTON

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7 Claims. (Cl. 40—312)

This invention relates to an improved container construction and more particularly to a carton which is used for the purpose of packaging items which generally cannot be distinguished unless wrappings or the like are disturbed.

The invention is disclosed in detail with respect to a container of the character disclosed in U.S. Letters Patent to Ingram, Sr., No. 2,435,355, issued February 3, 1948. In this just mentioned patent, there is disclosed a foldable-flat tubular, paperboard container particularly adaptable for the so-called "take-out orders." Although the present invention is particularly adaptable for the packaging of food products, alternate uses of the improved end closure and item-identification means will be apparent to those skilled in the art.

In the packaging of restaurant-prepared sandwiches for so-called "take-out orders," many sandwiches have identical wrappers, however, the contents or fillings are different. Additionally, due to the wide variety of condiments used i.e. pickles, relish, onions, as well as the fact that certain sandwiches may be "well done," "rare" etc., is quite awkward and irritating to the customer to determine the exact nature of the sandwich after it has been wrapped and packaged.

The primary object of the present invention is to provide a novel container and blank for producing the same in which an end closure assembly of the container includes means facilitating the identification of a variety of items that may be packaged in the container without intimately examining the wrapped item.

A more specific object of the present invention is to provide an improved end closure assembly for containers of the character involved, in which certain portions of the carton and blank include different indicia provided on a tuck flap, inner closure flaps, etc., and in which portions of the container overlie the different indicia and have corresponding-indicia thereon, and wherein portions of the container comprise manually removable tear-tab means so that the container contents may be readily and expeditiously identified by the container packer and ultimate consumer.

A further object of the present invention in conformance with that set forth above, is to provide a novel container including improved content-identification means in which the utilization thereof requires relatively little or any modification of the original general container construction, is economical to include on the container, and gives rise to more efficient and highly desirable means for identifying the not readily discernible characted of the items packaged in the container.

These together with other objects and nature of the invention will become apparent from consideration of the following description of an exemplary embodiment when taken in conjunction with the drawings forming a part thereon, in which:

FIG. 1 is a plan view of the novel blank for forming a container according to the invention, an intermediate portion of the walls of the carton having been removed;

FIG. 2 is a perspective view of the container assembled and erected from the blank of FIG. 1, showing an intermediate position of the outer closure and tuck flaps of the assembled and erected container;

FIG. 3 is a fragmentary perspective view of the closed end of the container of FIG. 2, after the end of the carton has been closed, and illustrating the manner in which a tear tab element is removed to expose the indicia thereunder and provided on the tuck flap of the container;

FIG. 4 is a bottom plan view of the erected and assembled container after the tear-tab elements have been removed from the outer closure flap.

Referring to the drawing in detail, and first considering FIG. 1, a planar blank element is indicated generally at **10** and will form a container of the general character disclosed and described in detail in U.S. Letters Patent No. 2,435,355 and reference may be had to this patent for specific details. The blank element **10** is produced from any suitable paperboard material, and suitable artwork may be provided on the blank. In FIG. 1, the outer surface of the blank is shown.

The blank element **10** comprises a one-piece, diecut, elongated, flat element, indicated generally at **12** and includes two pairs of alternately disposed walls **14, 16** and **18, 20**, respectively. The walls **14, 16** and **18, 20** are connected to each other on mutually parallel score or fold lines **22, 24** and **26**. The wall **14** includes a free side margin **28**, and the wall **20** includes a side margin **30** formed by a score or fold line to which is foldably connected a glue-flap **32**. When assembling the container, other means other than a glue flap may be provided, for example, pressure-sensitive tape, etc., as will be recognized by those skilled in the art.

The blank element **12** includes a linear end margin indicated generally at **34** which is normal to the mutually parallel fold lines **22–26** and **30**. The linear end margin **34** comprises a fragmentary fold or score line **36** bordering the bottom of wall **14**, a free edge margin **38** bordering the lower end of wall **18**, a fragmentary fold line **40** bordering the lower end of wall **16**, and a fragmentary fold or score line **42** bordering the bottom of wall **20**.

Depending from the fragmentary fold lines **36** and **40** are inner closure flaps **44** and **46**, respectively, the side margins of which being free-margins and being formed by suitable die cuts. The inner closure flap **44** has provided thereon indicia means indicated generally at **48** and in this exemplary embodiment includes the words "no pickle" and "no relish" spaced along and adjacent to the fragmentary fold line **36**. The inner closure flap **46** includes indicia means indicated generally at **50** spaced along the fragmentary fold line **40** and adjacent thereto, and comprising the indicia "rare" and "well done." The blank element includes foldably connected to a fragmentary fold line **42** an outer closure flap **52** which includes free side margins **54** and **56** and an end margin **58** formed by a score or fold line parallel to the end margins of the walls **14–20**, i.e. parallel to the fold or score line **58**. A tuck flap **60** is foldably connected to fold line **58** and has a free side margin **62** and has provided thereon indicia means indicated generally at **64** and comprising the indicia "cheeseburger," "no onions" and "deep sea," for example. It will be readily recognized that the indicia means **48, 50** and **64** may take any suitable character depending on the different types of items being packaged in the container.

The wall **18** includes in spaced relationship along the free margin **38** tear-tab means indicated generally at **66** which comprises a plurality of manually-severable tear-tab elements **68, 70** and **72** respectively formed by means of suitable tear-margins **74, 76** and **78**. Included on the tear-tab elements **68–72** is indicia "CB," "NO" and "DS" corresponding to "Cheeseburger," "No onions" and "Deep Sea," respectively, and comprising the indicia means indicated generally at **64**. The corresponding indicia means **66** refers to the indicia means **64** and will respectively overlie the same in the assembled and erected container as will subsequently be described in detail.

The outer closure flap **52** has formed thereon adjacent the free margins **54** and **56** respectively, second corresponding indicia means indicated generally at **82** and **84** and respectively comprising individual tear-tab elements **86, 88** and **90, 92**. The tear-tab elements **86, 88** are formed by manually-severable margins **94, 96** while the tear-tab elements **90, 92** are respectively formed by manually-severable margins **98** and **100**. The margins **94, 96** extend to the free edge **54**, and the margins **98** and **100** extend to the free margin **56** of the outer closure flap **52**. Likewise, the margins **74, 80** extend into the free margin **38** of the wall **18**. The tear-tab elements **86, 88** and **90, 92** respectively include thereon letter indicia "R," "WD," "NR" and "NP," respectively. The letter indicia will correspond to and overlie the corresponding indicia found on the outer surface of the inner closure flaps **44, 46**, it being noted that the indicia **48** and **50** comprises the words completely spelled out to facilitate customer identification of the contents of the container, i.e. the wrapped package which includes different condiments thereon or are cooked differently from each other, etc.

Assembly and erection of the blank

The glue flap or its equivalent is secured to the wall **14** wherein the margins **28** and **30** of the walls **14** and **20**, respectively, are in substantial alignment. In this manner, a foldable-flat, tubular container will be assembled, and the assembled containers may be readily packed in suitable shipping cartons or the like, and will take up a minimum of storage space.

In order to erect the carton, the walls **14, 16** and **18, 20** will be respectively disposed in spaced mutually parallel relationship as seen in FIG. 2 for example, whereafter the inner flaps **44, 46** are folded toward each other on the fragmentary fold lines **36, 40**, respectively, as also seen in FIG. 2. Thereafter, the outer closure flap **52** is folded on the fold line **42** into overlying relationship with respect to the inner closure flaps **44, 46** and the tuck flap **60** is folded on fold line **58** substantially at right angles to outer closure flap **52** and is inserted behind the inner surface of wall **18**, i.e. behind the free margin **38**.

Considering FIG. 2, in the erected container it will be noted that the tuck flap **60** is disposed behind the inner surface of wall **18** at the free margin **38**. Indicia **64** thereon will be in alignment with the corresponding indicia **66**. Likewise, the indicia **48** and **50** found on the inner closure flaps **44, 46**, respectively, will be disposed beneath the indicia **82, 84**, respectively.

Referring particularly to FIG. 3, and the tear-tab **70** designated "NO" constituting a sandwich having "no onions" thereon, the tab **70** is readily grasped in a user's fingers F at the free margin **38** and is manually-severed from the wall **18**. When this is accomplished, the indicia "no onions" will be readily exposed to an individual examining the container, and in this manner he can readily discern what condiments etc. are found in the sandwich packaged within the container without disturbing the wrapper, etc.

The remaining tab elements, depending upon the contents of the container, may be readily removed by the individual working in the "carry-out shop," and the user of the product will readily identify the nature of the contents of the container.

It will be obvious to those skilled in the art that various changes may be made without departing from the scope of the invention and therefore the invention is not limited to what is shown in the drawings, and described in the specification but only as indicated in the appended claims.

What is claimed is:

1. In a carton for packaging items having a similar external appearance but different contents comprising

two pairs of alternately disposed walls connected on mutually parallel fold lines,

one of each of said pair of walls each including a remote margin defining opposite side edges thereof;

means connecting said remote margins and forming a foldable-flat tube;

said walls including an end margin normal to said mutually parallel fold lines; and

an end closure assembly connected to said end margins;

said end closure assembly comprising inner closure flaps foldably connected to one of said pair of walls at said end margin;

one of the walls of said other pair of walls including an outer closure flap foldably connected to said end margin,

said outer closure flap including a tuck flap foldably connected to said outer closure flap on a fold line parallel to said end margin, said tuck flap including indicia means thereon adjacent said last-mentioned fold line;

the other wall of said other pair of walls including tear-tab means adjacent said end margin and including indicia means thereon and including corresponding indicia means thereon adjacent to and aligned with said first-mentioned indicia means,

said tear-tab means including a severable margin for permitting said tear-tab means to be removed to expose said first-mentioned indicia means.

2. The structure as claimed in claim **1** in which said severable margin of said tear-tab means extends into said end margin whereby removal of said tear-tab means causes a removal of a portion of said end margin.

3. The structure as set forth in claim **1** in which said first-mentioned indicia means on said tuck flap comprises a plurality of different and distinct indicia spaced along and adjacent to said last-mentioned fold line, said tear-tab means comprising a plurality of independent tab elements spaced along said end margin.

4. The structure as set forth in claim **1** in which said outer closure flap includes side margins extending from said end margin to said tuck flap, said end closure flap including thereon, adjacent to at least one of said side margins, second tear-tab means, said second tear-tab means including indicia means thereon, at least one of said inner flaps including second corresponding indicia means thereon disposed adjacent said end margin and corresponding to said second-mentioned corresponding indicia means and underlying said second tear-tab means on said outer closure flap.

5. In a one-piece blank for producing a container for packaging items having different contents and a similar external appearance and comprising a single flat element including two pairs of alternately disposed wall panels connected on mutually parallel fold lines, said walls including a linear margin at one edge, inner closure flaps foldably connected to said end margin and extending from one of said pair of walls, an outer closure flap foldably connected to said end margin and extending from one of said walls of said other pair of walls, said outer closure flap including a tuck flap foldably connected to a fold line parallel to said end margin, said tuck flap including indicia means spaced along said fold line and adjacent thereto, said other wall of said other pair of walls including tear-tab means spaced along and adjacent to said end margin, indicia on said tear-tab means corresponding to said first-mentioned indicia means on said tuck flap.

6. A blank as claimed in claim **4** in which at least one of said inner closure flaps includes second indicia means spaced along and adjacent to said end margin adjacent to said one pair of walls, said outer closure flap including a side margin, said second corresponding indicia means adjacent to said side margin and alignable with said second-mentioned indicia means.

7. A blank as claimed in claim 4 in which said tear-tab means includes a manually-severable margin extending to the end margin of said blank element.

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