

March 26, 1963

S. M. SILVER

3,082,864

PACKAGING AND DISPLAY BOX

Filed June 22, 1960

3 Sheets-Sheet 1

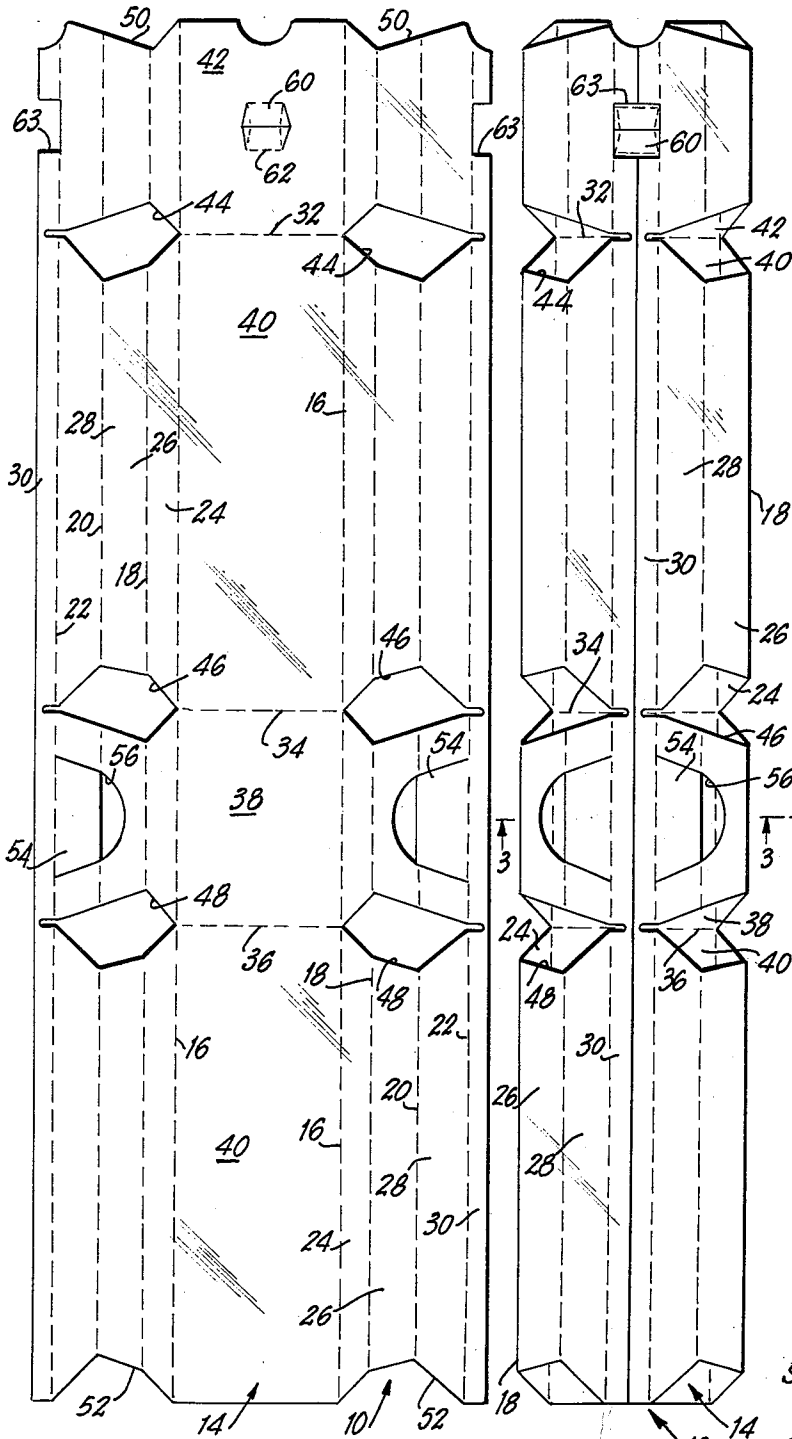


FIG. 1

FIG. 2

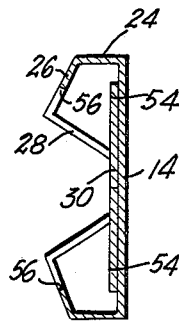


FIG. 4

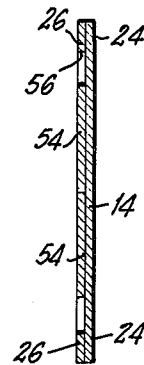


FIG. 3

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FIG. 7

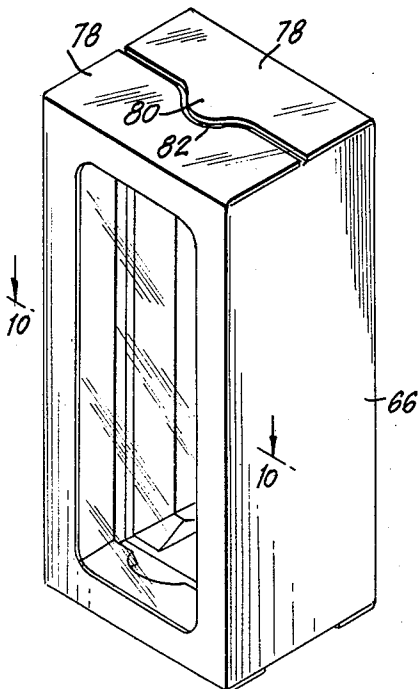
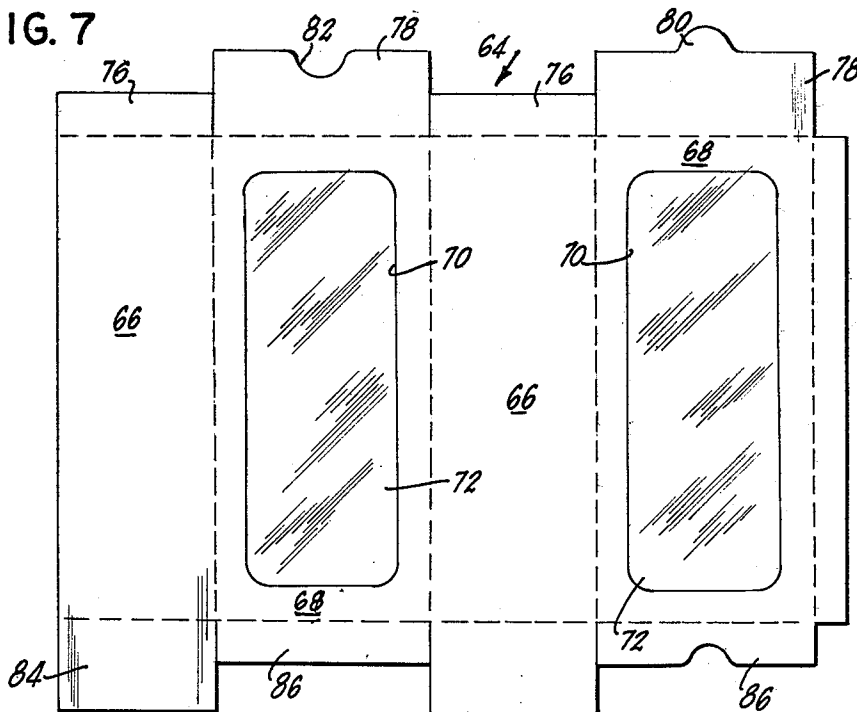


FIG. 9

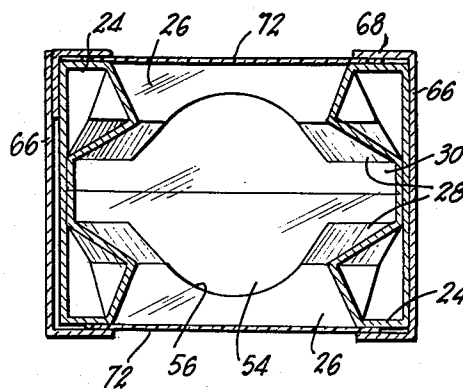


FIG. 10

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3,082,864

PACKAGING AND DISPLAY BOX

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11 Claims. (Cl. 206—45.14)

The present invention relates to an article-packaging and display box that may be formed from blanks of cardboard or like material, and, more particularly, to such a packaging and display box which is especially adapted for use with relatively fragile articles, such as bottles or the like, which it may be desired to display safely and attractively.

More specifically, the present invention relates to a composite packaging and display box that combines an outer carton formed with display openings and an inner wrap-around member that frames and cushions the articles to be packaged and displayed and fits snugly within the outer carton member.

It is one object of the present invention to provide a packaging and display box of the character described in which the wrap-around member is sturdy and rigid and cushions and protects the contents of the box securely.

It is a second object of the present invention to provide a packaging and display box of the character described in which the wrap-around member is of unitary structure and frames the contents on four sides thereof.

It is also an object of the present invention to provide a packaging and display box of the character described in which the wrap-around member not only cushions the contents, but stiffens and reinforces the outer carton.

It is another object of the present invention to provide a packaging and display box of the character described, in which the wrap-around member serves not only to cushion the contents, but also to nest it, to thereby immobilize the contents and render the package relatively small and compact.

It is still another object of the present invention to provide a packaging and display box of the character described in which the wrap-around member, in addition to functioning as a cushioning, nesting and reinforcing member, may also serve as a decorative feature of the box.

It is yet another object of the present invention to provide a packaging and display box of the character described having an inner wrap-around member that is exposed to view and is suitable for receiving varied and attractive surface ornamentation.

It is a further object of the present invention to provide a packaging and display box of the character described which possesses sufficient rigidity and sturdiness to protect the contents during shipping, as well as when on display.

It is a still further object of the present invention to provide a packaging or display box of the character described in which the wrap-around is relatively simple and easy to form, and to set up and dispose around its contents.

It is yet another object of the present invention to provide a packaging and display box of the character described in which the wrap-around unit is not adhesively secured about its contents, but is held in place by the removable outer carton, thereby eliminating any necessity for any adhesive securing the wrap-around in place, and also permitting the removal and replacement of the contents without damage to or distortion of the wrap-around member.

It is likewise an object of the present invention to provide a packaging and display box of the character described which is of adequate strength and rigidity to protect its contents during shipping as well as during shelf storage, thereby obviating the necessity of providing any additional shock-absorbing means in the carton.

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The foregoing and other objects and advantages of the packaging and display box of the present invention will become more readily apparent to those skilled in the art from the embodiment thereof shown in the accompanying drawing and from the description following. It is to be understood, however, that such embodiment is shown by way of illustration only, to make the principles and practice of the invention more readily comprehensive and without any intent of limiting the specific details therein shown.

In the drawings:

FIGURE 1 is a plan view of a cut and scored cardboard blank from which the wrap-around member of the packaging and display box of the invention is formed;

FIGURE 2 is a plan view of the blank of FIG. 1, with its marginal side portion re-entrantly folded over the central portion thereof;

FIGURE 3 is a section taken along line 3—3 of FIG. 2;

FIGURE 4 is a cross-sectional view taken along the line 3—3 of FIG. 2, showing the arrangement of the foldable side portions of the wrap around blank in set-up position;

FIGURE 5 is a perspective view showing the set-up wrap around blank partly folded into a frame shape;

FIGURE 6 is a section taken along the plane 6—6 of FIG. 5;

FIGURE 7 is a plan view of a blank forming the outer carton member of the box;

FIGURE 8 is a perspective view on a reduced scale, showing the outer member blank in folded and set-up position and ready to receive the wrap around frame member therein;

FIGURE 9 is a perspective view of the completely assembled package with top and bottom sealed; and

FIGURE 10 is a section taken along line 10—10 of FIG. 9.

Generally stated, the packaging and display box of the present invention comprises two members or units; namely, a wrap around unit formed of a unitary cardboard blank and provided with marginal longitudinally-extending portions that are re-entrantly folded and secured in spaced relation to the central portion to form a decorative and cushioning molding and which is transversely folded to provide a substantially rectangular open-sided frame having molding-like borders that rigidify the body and nest and cushion the contents thereof; said wrap around member being held in place about its contents by an outer carton member or unit having windows on opposed sides, into which the wrap around and contents are inserted and held in wrapped but unsecured position about the contents.

Referring now, in greater detail, to the accompanying drawings, the same show a packaging and display box comprised of two members or units; namely, a wrap around member to be wrapped around an article, generally designated as 10, and a housing or carton member, generally designated as 12, fitted around the wrap around. The wrap around member 10 is formed from a preferably unitary blank, which may be die-cut from a sheet or roll of cardboard or similar stiff, foldable material. The blank is scored longitudinally to divide it into a relatively wide center section, generally designated as 14, and a side section on each side of the center section 14, defined therefrom by the fold lines, 16. The side sections are each divided by longitudinally-extending, spaced fold lines, 18, 20 and 22, parallel to the fold lines 16, into a number of adjacent panels, including an inner panel, 24, adjacent section 14, an intermediate panel, 26, an outer panel, 28, and a glue tab, 30, on the outer edge of the outer panel 28. Preferably, the combined width of each set of panels 26 and 28 and glue tab 30 does not exceed half the combined width of the center section 14 and the two inner panels 24, adjoining it.

The wrap around-forming blank is also scored transversely by spaced fold lines, 32, 34 and 36, that divide the blank into a plurality, as 4, wall-forming sections, including a bottom wall-forming section, 38, flanked by side wall-forming sections, 40, and top wall-forming section, 42, at the end of one of the side wall-forming sections 40; the blank being foldable along fold lines 32, 34 and 36, to juxtapose its ends and form a rectangular, frame-like body.

The blank is so scored longitudinally that a portion of each of its side sections is re-entrantly foldable over its center section 14, along the fold line 18, as clearly seen in FIG. 2 of the drawings; the glue tab thereof being adhesively securable to the center section 14, when so folded. The blank is also so scored so as to permit panels 24 to be offsettable at right angles to the center section 14, when the glue tabs are secured thereto, so as to space panels 26 from the center section 14 and offset panels 28 relative thereto, to form a hollow, quadrilateral molding along each marginal edge portion of the center section 14. Preferably, the section 28 is of greater width than either section 24 and 26, so that panels 28 of each of the moldings along the center section 14 diverge away from the center section 14 relative to one another. Also, the panel 26 may be of greater width than the panel 24, so that the former is also disposed at an angle to the center section 14.

To enable the folding of the blank along fold lines 32, 34 and 36, into frame shape by juxtaposing its ends when the moldings are set up along the marginal edge portions of its center section 14, miter cut outs, 44, 46 and 48, are formed, respectively, along each of said fold lines and to both sides thereof, through each set of panels 24, 26 and 28; such cut outs varying in shape, according to the relative widths of the panels of each set. Also, miter cut-away portions, 50 and 52, are formed in 24, 26 and 28 at each end of the blank, to enable the juxtaposition of such ends when the blank is folded and set up in wrap around position.

A tongue, 54, integral with the glue tab 30 may be struck out from each panel 28 and an adjacent portion of panel 26, opposite the center of the bottom wall-forming section 38, which tongue, upon the setting up of the molding along each edge of such bottom wall section, will remain flat against the center section 14, so that the edges of the opening defining the tongue will define an article-receiving recess, 56. The shape of the tongue may be varied, depending on the shape of the article to be set within the recess 56, and the portion of the tongue derived from panel 26 may be cut away, for convenience of setting up.

As will be clear from the foregoing, the wrap around member is formed and set up by first folding flat that part of each side section of the blank consisting of the intermediate panel 26, the end panel 28, and the glue tab 30, along the fold line 18 and over the central section 14. The folded-over portions of the blank are adhesively secured to the central section 14 by the glue tab 30, as clearly shown in FIG. 2 of the drawings. Thereafter, the edges of the flat-folded and glued blank are pressed towards one another, to thereby erect the inner panel 24 relative to the central section 14, thereby spacing the intermediate panel 26 and offsetting the end panel 28 from the central section, to form a quadrilateral molding along each marginal edge portion of the central section 14. The molding may be of varying, irregular cross-section, depending on the relative widths of the several panels of each side section.

It will be seen, as clearly shown in FIG. 3, that when the molding is set up along each marginal edge portion of the central section 14, the tongue 54 in each panel 28 remains flat, defining the recess 56, on the bottom wall-forming section 38 of the blank. Into this recess may be set the bottom of a bottle or other article and thereafter the side wall-forming sections 40 of the wrap

around member may be erected along fold lines 36 and 34, with the bottle being nested between the moldings along each longitudinal edge portions of the sections 40, said moldings, besides reinforcing the wrap around, also serving to nest and to cushion the object nested between them. Thereafter, the top wall-forming section 42 may be folded over along fold lines 32, until its mitered end meets and fits together with the mitered end of the end one of the sections 40.

When the wrap around is to be used with a bottle of a conventional type having a neck, means may be provided therein for receiving the end of such neck with a view of serving a double purpose; to accommodate and compensate for any slight variation that there may be in the height of such bottle; and, secondly, to provide additional support for the bottle against displacement. Such means may comprise a pair of contiguous and oppositely directed tongues, 60, struck out from the center of the top wall-forming section 42, that are connected to the blank 60 by fold lines 62. Such struck-out tongues 60 define an opening adapted to receive and accommodate the end of the bottle neck. The glue tabs 30 are formed with cut-out recesses, 63, in register with these tongues, so as to expose the tongues to the interior of the wrap around for receiving the end of the neck of a bottle held therein, when the blank is folded and glued.

The carton of the present invention also comprises the outer carton member 12 into which, when it is set up, the wrap around 10 and its contents may be inserted and snugly held in wrapped position, against the relative displacement or dislocation of the wrap around and its contents. Such outer member or carton comprises a cardboard blank, 64, which is cut and scored to define two pairs of alternating, opposed walls, consisting of walls, 66, which are of the width of the central section 14 of the wrap around blank and the height of its upright walls 40, and walls, 68, which are of a width equal to the length of the top and bottom wall-forming section 42 and 38 of the wrap around member; the latter walls 68 being provided with cut-outs, 70, registering with the open sides of the folded and set up wrap around member, over which openings 70 may be secured transparencies, 72, as of cellophane or the like. An end one of the walls defined in the blank, such as one of the walls 68, may be provided with a glue tab, 74, which is preferably securable to the inner face of the other end wall of the blank, as 66.

One pair of the carton walls, as 66, may be each provided, at one end thereof, as at their top ends, with an inwardly foldable flap, 76, which may preferably be of a height less than half the height of the inwardly foldable flap, 78, provided at the upper end of each of the walls 68. The latter flaps 78 are foldable and adhesively securable to the flaps 76, to form the top wall of the carton member 12. Preferably, the flaps 78 are each of a height equal to half the width of the carton walls 66, and one of them may be provided with a lifting tab extension, 80, that fits into a corresponding recess, 82, formed in the edge portion of the other flap 78; said tab and recess facilitating the opening of the carton, for exposing its contents for removal.

The walls 66 of the carton that are formed with the shorter top wall-forming flaps 76 are, preferably, provided with inwardly foldable bottom wall-forming flaps, 84, that are of greater height than the bottom wall-forming flaps, 86, provided on the other two carton walls, 68, preferably of a height not exceeding half the width of the walls 68 and not exceeding the height of flaps 78. By this arrangement of top and bottom wall-forming flaps, adjacent carton-forming blanks may be die-cut from a continuous sheet or roll of cardboard or the like, in nested relation, to provide economy in the use of cardboard. The carton member may be glued and folded for shipping and storage in the conventional manner.

In assembling the package or box of the present in-

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vention, the wrap around member 10 may be separately prepared and set up in the manner heretofore indicated, by folding parts of the side sections of the blank over the central section 14 thereof, along fold lines 18, and adhesively securing the glue tabs 30 thereto. The inner panels 24 may then be erected by pressing on the edges of the folded and glued wrap around strip and the article to be packaged set into the recess 56 formed on the bottom 38 of the wrap around by the tongues 54, upon the erection of the inner panels 24. The wrap around body is then folded along fold lines 34 and 36 to erect the walls 40 alongside of the article; such article nesting between the moldings on the marginal edge portions of such walls, between the facing panels 28 of the folded-over side section. Thereafter, the top 42 is folded horizontally to have the ends of the body meet; the end of the bottle neck, if the article is a bottle, displacing the tongues 60 and engaging in the recess provided thereby.

Separately, the carton member is set up and its bottom wall formed by the infolding and gluing of the flaps 84 and 86. The wrap around member with its contents is then inserted into the set-up carton member and the top wall of the latter is sealed in place.

It will be readily apparent that the wrap around member of the box of the present invention is of relatively simple construction and may be simply and easily formed, set up, and arranged around an article. It will also be clear that such set-up wrap around member is relatively strong and rigid, being of double thickness along the center of its walls and being provided with hollow moldings along each marginal edge portion thereof, which moldings not only rigidify the walls of the wrap around, but also firmly cushion the article disposed in the wrap around and provide a seat for its bottom and means for engaging its top, to further inhibit the shifting of the article within the wrap around.

It will also be apparent that the outer carton member is of relatively simple construction; economical to produce and easy and convenient to set up and assemble with the wrap around, and that when so assembled, the carton maintains the wrap around in closed position about its contents, without the need for gluing or otherwise securing the wrap around ends to one another, and that such carton and wrap around mutually rigidify and reinforce one another.

It will be likewise apparent that the sturdiness of the package and display box of the present invention do not interfere with its affording maximum, clear display of its contents, for which the wrap around may also form an ornamental setting.

It will be further apparent that numerous modifications and variations in the composite packaging and display box of the present invention may be made by anyone skilled in the art, in accordance with the principles of the invention hereinabove set forth, and without the exercise of any inventive ingenuity. I desire, therefore, to be protected for any and all such modifications and variations that may be made within the spirit of the present invention and scope of the claims hereto appended.

What I claim is:

1. A display wrap around for an article, comprising an elongated cardboard body foldable to have its ends meet and to provide four wall sections in frame arrangement, at least three adjacent of said wall sections each having an extension along each edge thereof, each said extension defined from said wall section by a fold line and scored to provide fold lines defining three panels parallel to said edge, including an inner panel, an intermediate panel, and an outer panel, and a glue tab connected to said outer panel, each said extension folded over said wall section along the fold line between said inner and said intermediate panels and secured thereto by said glue tab, said extensions on one of said wall sections having a tongue cut out from said outer panel and a portion of

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said intermediate panel, said tongue connected to said glue tab, said inner panel of each of said extensions offsettable to substantially normal relation to said wall section, to space said intermediate and outer panels therefrom and form a hollow molding along said wall section edge portion, said tongue disposed against said wall section to provide an article-receiving recess on said one wall section.

2. The display wrap around of claim 1, wherein the said outer panels of the moldings of each of said wall sections diverge relative to one another away from said wall section when said inner panels are offset in substantially normal relation to said wall section.

3. The display wrap around of claim 1, wherein said glue tabs of said extensions on each side of said wall sections are continuous with one another and said panels on each of said extensions of each of said wall sections are cut away at their ends to form a miter at each end of the molding on each of said wall sections.

4. A wrap around package for an article, comprising combination of an elongated cardboard body foldable to have its ends meet and to provide four wall sections in frame arrangement, at least three adjacent of said wall sections each having an extension along each edge thereof, each said extension defined from said wall section by a fold line and scored to provide fold lines defining three panels parallel to said edge, including an inner panel, an intermediate panel, and an outer panel, and a glue tab connected to said outer panel, each said extension folded over said wall section along the fold line between said inner and said intermediate panels and secured thereto by said glue tab, said extension on one of said wall sections having a tongue cut out from said outer panel and a portion of said intermediate panel, said tongue connected to said glue tab, said inner panel of each of said extensions offsettable to substantially normal relation to said wall section, to space said intermediate and outer panels therefrom and form a hollow molding along said wall section edge portion, said tongue disposed against said wall section to provide an article-receiving recess on said one wall section, with means maintaining said body ends in juxtaposed position when said body is folded to have its ends meet and said inner panels are offset into substantially normal relation to said wall section.

5. The wrap around package of claim 4, wherein said means for maintaining the ends of said folded body in juxtaposed position when folded and said inner panels are offset comprises an outer carton member snugly fitted about said folded body with said end panels thereof in offset position, said outer carton having openings in opposed walls thereof in register with the area framed by said folded wrap around.

6. A packaging and display box, comprising, in combination, a wrap around member for an article and a carton member fitted about such wrap around member, said wrap around member comprising a body foldable to have the ends thereof meet and to provide a rectangular frame including pairs of opposed wall sections, at least three of said wall sections each having an integrally-formed hollow molding along each marginal edge portion thereof, said carton comprising opposed pairs of walls adapted to fit snugly about said folded wrap around member, said walls having inwardly-folded flaps forming top and bottom walls, said top and bottom walls maintaining said folded body in end-to-end position; the pair of walls of said carton opposite the space formed by said folded body having display openings formed therein.

7. The box of the combination of claim 6, wherein said moldings each comprise a first panel at substantially right angles to a wall section, a second panel extending inwardly from said first panel over said wall section, and a third panel extending diagonally inwardly from said second panel towards said wall section.

8. A packaging and display box, comprising, in combination, a wrap around member for an article and a car-

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ton member fitted about such wrap around member, said wrap around member comprising a body foldable to have the ends thereof meet and to provide a rectangular frame including pairs of opposed wall sections, at least three of said wall sections each having an integrally formed hollow molding along each marginal edge portion thereof, the inner portion of each of said moldings on one of said wall sections being cut away to form an article-receiving recess on said wall section, said carton comprising opposed pairs of walls adapted to fit snugly about said folded wrap around member, said walls having inwardly-folded flaps forming top and bottom walls, said top and bottom walls maintaining said folded body in end-to-end position; the pair of walls of said carton opposite the space formed by said folded body having display openings formed therein.

9. The box of the combination of claim 8, wherein the wall section opposite the one of said wall sections has facing a struck out tongue formed therein opposite the center of said article receiving recess.

10. A blank for a wrap around of the character described, comprising a substantially rectangular body of a stiff, foldable material cut and scored to provide spaced fold lines thereacross, in one direction, wherealong said body may be folded to have its ends meet to form a frame, and to provide fold lines in the other direction, at substantially right angles to said first-named fold line, said last-named fold lines defining a relatively wide center section and a plurality of relatively narrow panels to each side of said center section, including an inner panel immediately adjacent to said center section, an intermediate panel immediately adjacent to said inner panel, an outer panel immediately adjacent to said intermediate panel, and a glue tab along the edge of said outer panel,

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said panels having cutout openings formed thereacross along each of said first-named fold lines and extending to each side thereof, said panels foldable over said center section to form a hollow molding along each side of each of the sides of said frame, said cutout panel openings forming miters in the ends of the said moldings, said panels having their end portions cut away to form complementary miter portions, when said panels are set up into moldings and said body is folded to juxtapose its ends, each glue tab portion of one of said frame sides having a tongue connected thereto substantially opposite the center of said frame side, each said tongue cut out from the outer panel adjacent to said glue tab portion and from a portion of the adjacent intermediate panel.

11. The blank of claim 10, wherein the frame side opposite said one frame side is formed with a pair of facing tongues struck out therefrom, each said tongue disposed substantially opposite a tongue of said one frame side.

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