June 2, 1959 H. J. ROSSI 2,889,127

DISPLAY SUPPORT

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Fig:1.

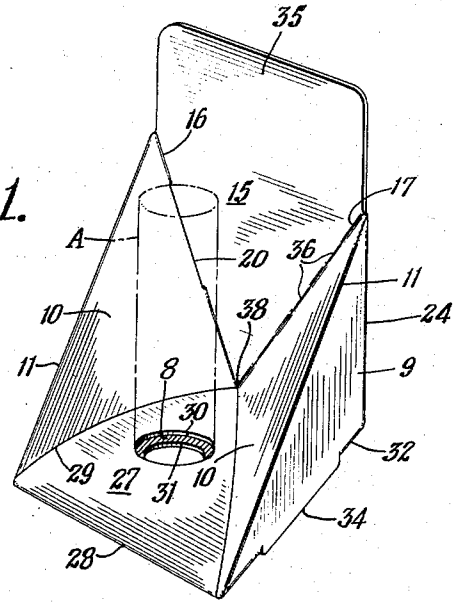


Fig:2.

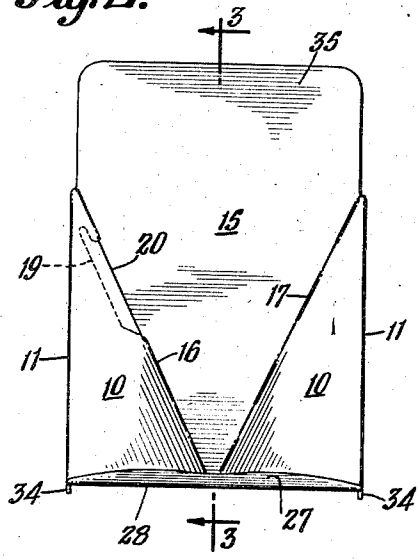
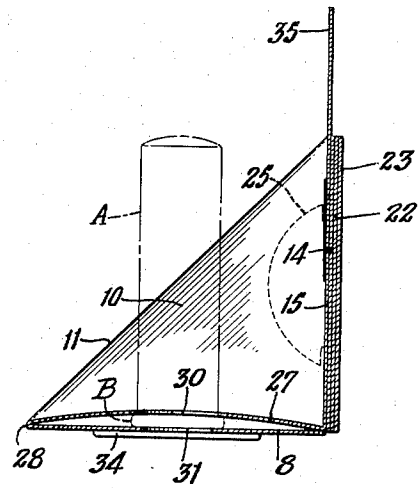


Fig:3.



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Fig:4.

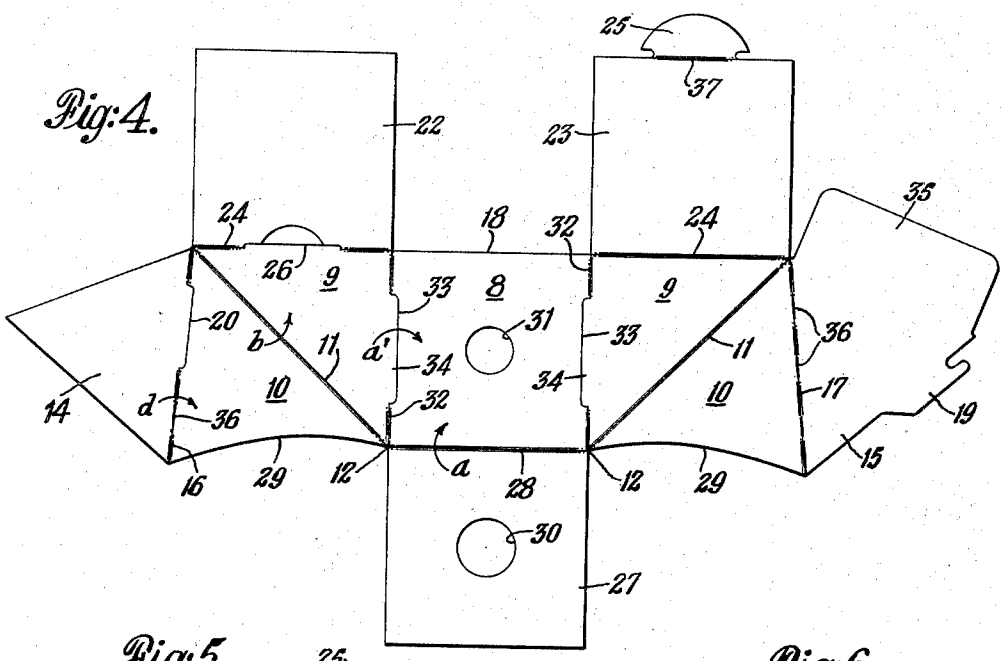


Fig:5.

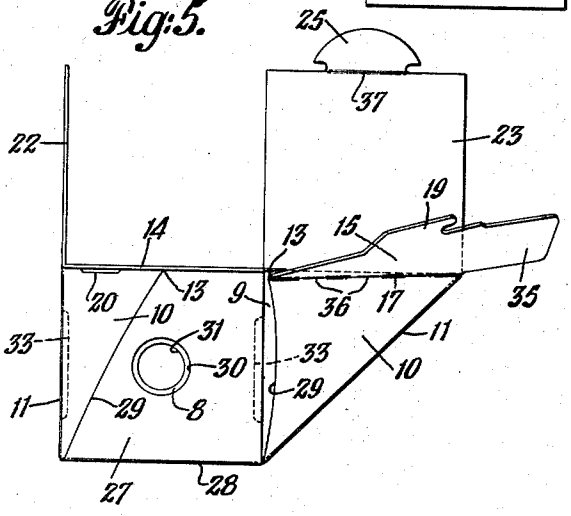
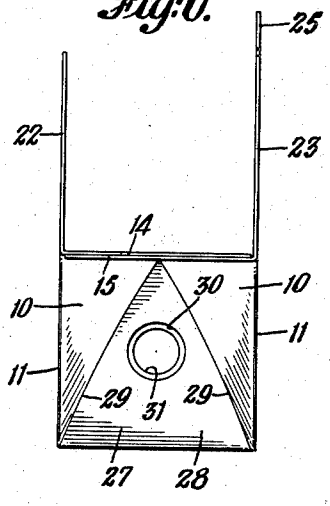


Fig:6.



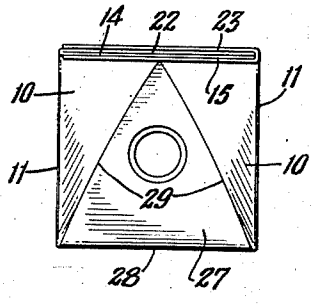


Fig:7.

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DISPLAY SUPPORT

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Application May 27, 1955, Serial No. 511,679

9 Claims. (Cl. 248—174)

The invention relates to folding paperboard display cartons.

Summary

A folding paperboard display carton constructed in accordance with my invention comprises in its general arrangement a rectangular bottom panel, triangular outer side wall panels folding upwardly from opposite sides of the bottom panel into vertical position, triangular inner wall panels adjoining the outer wall panels along diagonal fold lines extending from the forward corners of the bottom panel, these triangular inner wall panels folding inwardly and downwardly about the diagonal fold lines into inclined positions, and extensions from the inner wall panels folding into positions parallel with the rearward edge of the bottom panel to form four triangular inner walls meeting at a common vertex. Suitable means are provided for locking the defined structure in erected position. As set up for use, the visible surfaces of the four outer and four inner walls are all formed from the same side of the paperboard stock, i.e. the finished side that carries the color and printing.

In my preferred construction an extension from the forward edge of the bottom panel folds over above the bottom and is retained under the lower edges of the triangular inner wall panels. This inner bottom has an opening to receive a flanged article, such as a lipstick, with the flange of such article held between the inner and outer bottoms. The article cannot be removed without either tearing the carton or taking it completely apart. The lower edges of the triangular inner wall panels are slightly arched so that the inner bottom is spaced from the outer bottom near the center of the base. The inside of the carton as set up for display is the inside of a pyramid constructed from three triangular walls and one rectangular wall. The one rectangular wall, which is the inner bottom, is made to appear as a triangular wall by its conjunction with the bases of the overlying inner side walls.

Other features and advantages of my invention will appear as the description proceeds.

Description

In the drawings, wherein I have illustrated the best mode contemplated by me of carrying out my invention:

Fig. 1 is a perspective view of a carton as set up for use, revealing the form of the interior, or display side, of the carton.

Fig. 2 is a front elevational view of the same.

Fig. 3 is a cross sectional view taken as indicated at 3—3 in Fig. 4.

Fig. 4 is a face view of the blank from which the carton of Figs. 1 and 3 is formed. The surfaces shown in this view are the ones which will be to the inside when the carton has been set up for use.

Figs. 5 to 7, inclusive, are views illustrating the manner of folding the several panels in the erection of the carton.

In all of these views we are looking down on what is, or is to be, the top of the carton.

Fig. 5 shows the carton partially erected.

Fig. 6 shows a further step in the erection.

Fig. 7 shows the final step in the erection.

Referring to the drawnigs, my folding paperboard display carton comprises a rectangular bottom panel **8**, triangular outer side wall panels **9**, **9** folding upwardly from opposed sides of bottom panels **8** into substantially vertical position, triangular inner wall panels **10**, **10** adjoining the outer wall panels **9** along diagonal fold lines **11**, **11** extending from the respective forward corners **12**, **12** of bottom panel **8**. The triangular inner wall panels **10** fold inwardly and downwardly (see Figs. 4 and 5) about fold lines **11** into inclined positions with rearward corners **13** of the inner wall panels meeting at substantially the rearward center of bottom panel **8** (Fig. 6). Extensions **14** and **15** from the inner wall panels **10**, **10** fold about the respective inclined rearward edges **16**, **17** (Fig. 2) into positions parallel with the rearward edge **18** of bottom panel **8**.

Suitable means are provided for locking the defined structure in erected form. In the construction shown, this means includes a locking projection **19** on extension **15**, this projection engaging a slot **20** at the inclined rearward edge **16** of the other inner wall panel **10**. The means for locking the structure in erected form may also include flaps **22**, **23** extending from rearward edges **24**, **24** of the inner wall panels together with suitable means for interlocking the flaps, such as a locking projection **25** engaging a slot **26** at the rearward edge **24** of the opposed outer wall panel **9**.

An extension **27** from the forward edge **28** of bottom panel **8** folds over above the bottom to form an inner bottom which is retained under the lower edges **29**, **29** of the inner wall panels. The inner bottom **27** has an opening **30** to receive a flanged article A with the flange B thereof held between inner and outer bottoms (Fig. 3). The outer bottom **8** may be provided with a smaller opening **31** to reveal code or color markings on the bottom of the article.

The lower edges **29**, **29** of the triangular inner wall panels **10**, **10** are slightly arched as may be seen in Figs. 3 and 4, so that the inner bottom is spaced from the outer bottom near the center thereof.

The fold lines **32**, **32** between the outer side wall panels **9**, **9** and bottom panel **8** include offset cut portions **33**, **33** so that when the side walls are erected into vertical position, portions **34**, **34** of the side walls extend below the plane of the outer bottom **8** as clearly shown in Figs. 2 and 3, to form rests for supporting the carton on a counter or the like. Thus, if the article held between the two bottoms has the effect of bowing the outer bottom downwardly, projections **34**, **34** provide a level support.

Extension **15** which forms the inner back wall may have a projection **35** of such extent as desired. Fold lines **16** and **17** between extensions **14** and **15** of their respective inner wall panels preferably include scored portions and cut portions **36** to give clean sharp folds at the back of the carton. Locking projection **25** previously mentioned, adjoins flap **23** at a fold line **37**. The several fold and cut lines as shown and described may be formed in the usual manner by means of a cutting and scoring die during the cutting of the blank.

The manner of setting up the carton may be understood by a comparison of Figs. 4, 5, 6 and 7. First the inner bottom panel **27** is folded over as indicated by arrow *a* in Fig. 4. Then the left-hand outer side wall **9** is raised to vertical position and its adjoining outer wall panel **10** folded inwardly and downwardly in the manner indicated by the arrows *a'* and *b* into the position shown

in Fig. 5. This view also shows the beginning of the step of erecting the wall panels at the right-hand side. Locking projection **19** is hooked into the slot provided by cut **20**, and we have the structure shown in Fig. 6. Finally, the flaps **22** and **23** are folded against the back of the carton with locking projection **25** tucked into the slot provided by cut **26**. Where the carton is to be used for a flanged article such as a lipstick, with the flange thereof held between the inner and outer bottom walls, such article is inserted during the step of folding over the inner bottom wall **27**. Referring to Fig. 1, it will be observed that there are four triangular inner walls meeting at a common vertex **38**.

The terms and expressions which I have employed are used in a descriptive and not a limiting sense, and I have no intention of excluding such equivalents of the invention described, or of portions thereof, as fall within the purview of the claims.

I claim:

1. A folding paperboard display carton comprising a rectangular bottom panel, triangular outer side wall panels folding upwardly from opposed sides of said rectangular bottom panel into substantially vertical position, triangular inner wall panels adjoining said triangular outer wall panels along diagonal fold lines extending from the respective forward corners of said rectangular bottom panel, said triangular inner wall panels folding inwardly and downwardly about said diagonal fold lines into inclined positions with rearward corners of said triangular inner wall panels meeting at substantially the rearward center of said rectanglar bottom panel, an extension from one of said triangular inner wall panels folding about the inclined rearward edge of such inner wall panel into a position parallel with the rearward edge of said rectangular bottom panel, and means for locking the defined structure in erected position.

2. A folding paperboard display carton constructed in accordance with claim 1, in which an extension from the forward edge of said rectangular bottom panel folds over above the bottom to form an inner bottom.

3. A folding paperboard display carton constructed in accordance with claim 1, in which an extension from the forward edge of said rectangular bottom panel folds over above the bottom to form an inner bottom, said inner bottom being retained under the lower edges of said triangular inner wall panels.

4. A folding paperboard display carton constructed in accordance with claim 1, in which an extension from the forward edge of said rectangular bottom panel folds over above the bottom to form an inner bottom, said inner bottom being retained under the lower edges of said triangular inner wall panels and having an opening to receive a flanged article with the flange of such article held between the inner and outer bottoms.

5. A folding paperboard display carton constructed in accordance with claim 1, in which an extension from the forward edge of said rectangular bottom panel folds over above the bottom to form an inner bottom, and in which the lower edges of said triangular inner wall panels are sligthly arched so that said inner bottom is spaced from the outer bottom near the center thereof.

6. A folding paperboard display carton constructed in accordance with claim 1, in which said means for locking the defined structure in erected position includes a locking projection on said extension of one of said triangular inner wall panels, said locking projection engaging a slot at the inclined rearward edge of said other inner wall panel.

7. A folding paperboard display carton constructed in accordance with claim 1, in which said means for locking the defined structure in erected position includes flaps extending from the rearward edges of said triangular outer wall panels and means for interlocking said flaps.

8. A folding paperboard display carton constructed in accordance with claim 1, in which said means for locking the defined structure in erected position includes flaps extending from the rearward edges of said triangular outer wall panels and a locking projection on one of said flaps engaging a slot at the rearward edge of the opposed outer wall panel.

9. A folding paperboard display carton comprising a rectangular bottom panel, triangular outer side wall panels folding upwardly from opposed sides of said rectangular bottom panel into substantially vertical position, triangular inner wall panels adjoining said triangular outer wall panels along diagonal fold lines extending from the respective forward corners of said rectangular bottom panel, said triangular inner wall panels folding inwardly and downwardly about said diagonal fold lines into inclined positions with rearward corners of said triangular inner wall panels meeting at substantially the rearward center of said rectangular bottom panel, extensions from said triangular inner wall panels folding about the respective inclined rearward edges of said inner wall panels into positions parallel with the rearward edge of said rectangular bottom panel, and means for locking the defined structure in erected position.

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