

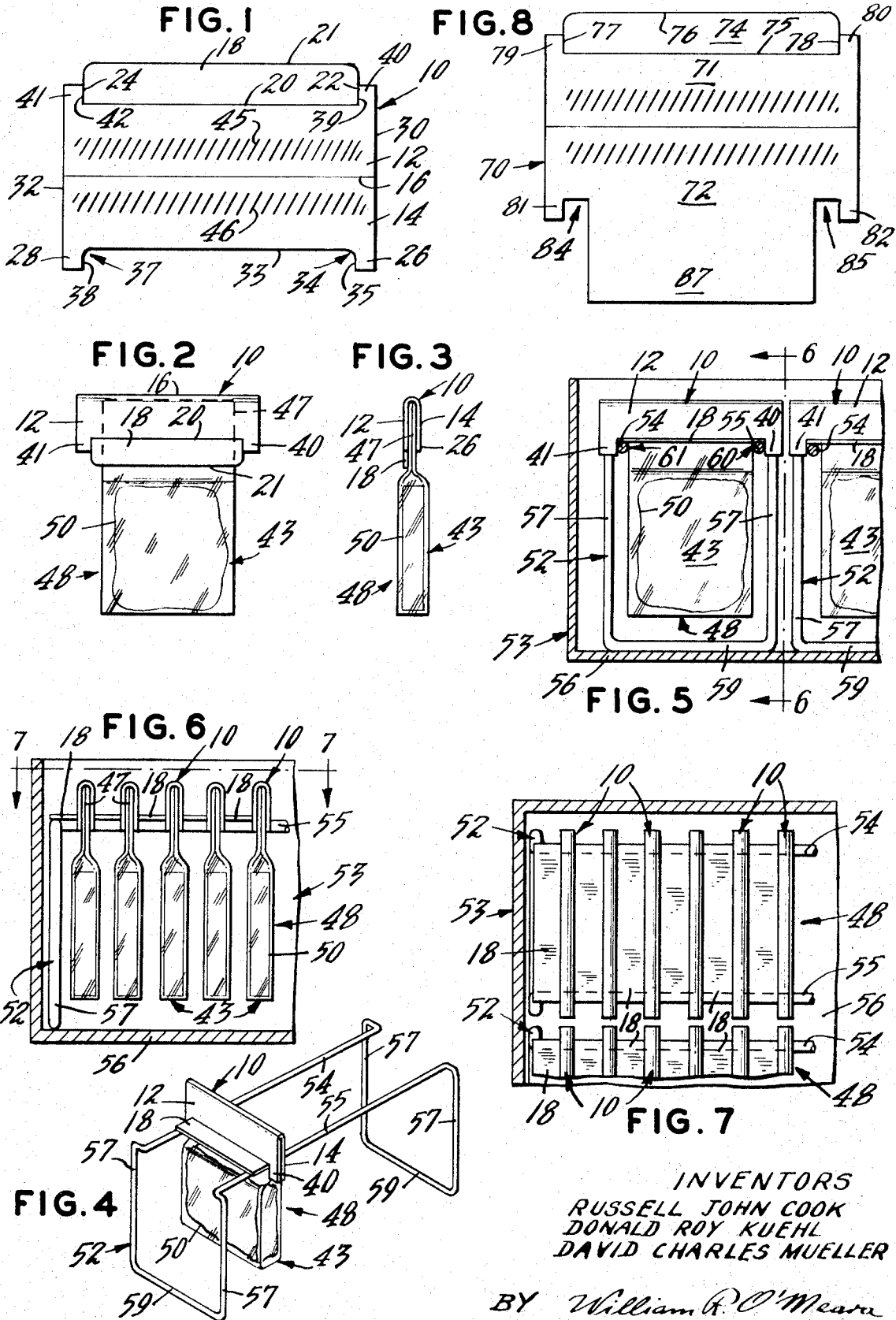
May 1, 1973

R. J. COOK ET AL

3,730,738

PACKAGE AND DISPLAY SYSTEM THEREFOR

Filed March 22, 1971



INVENTORS  
 RUSSELL JOHN COOK  
 DONALD ROY KUEHL  
 DAVID CHARLES MUELLER

BY *William R. O'Meara*  
 AGENT

1

3,730,738

**PACKAGE AND DISPLAY SYSTEM THEREFOR**  
 Russell John Cook, Appleton, Donald Roy Kuehl,  
 Menasha, and David Charles Mueller, Neenah, Wis.,  
 assignors to American Can Company, Greenwich,  
 Conn.

Filed Mar. 22, 1971, Ser. No. 126,640

Int. Cl. B65b 25/00

U.S. Cl. 99—174

5 Claims

## ABSTRACT OF THE DISCLOSURE

A header for a package adapted to hang suspended between a pair of spaced horizontal support members in a display case, the header having front and back panels connected at a fold line and folded for receiving an upper end portion of a transparent container to be supported thereby. The header has portions extending beyond the sides of the container and which have recesses for receiving the support members, and a hinged panel extension which is adapted to be engaged by the supporting members and moved into an awning-like position to shield the product in the transparent container from light.

## BACKGROUND OF THE INVENTION

This invention relates to packages and display systems therefore and more particularly to headers for packages adapted to be supported in display systems.

Many kinds of products are displayed for sale in packages that are at least partially transparent so that the purchaser can see the product and be selective in his purchases. Some products, however, are significantly deleteriously affected by light. For example, light reaching meat, especially fresh meat such as beef parts, causes the color of the meat to change and become unattractive if subjected to the light for an extended period of time.

Fresh meat, for example, is often merchandised by stacking the packages of meat flatwise in a display refrigerator. Because this product varies considerably from package to package even though the product may be of the same type throughout the stack, purchasers are generally selective and examine several packages before making a choice. In such display systems the packages of meat are not only often in disarray and have to be restacked, but are often subjected to a considerable amount of light for extended periods of time which can produce discoloration and damage to the flavor of the meat product.

## SUMMARY OF THE INVENTION

It is therefore an object of the present invention to provide a novel package and display system therefore which substantially overcomes the above-mentioned undesirable features.

Another object of the invention is to provide a novel header for a see-through package containing a product which is affected by light and which is adapted to be supported in a product display system wherein the header is provided with light shielding means so that the amount of light reaching the product is greatly reduced.

Another object is to provide a header for a package adapted to be supported in a display system wherein the header is provided with means whereby the package can be readily removed from and replaced in the display system without resulting in package disarray or damage to the packages.

Another object is to provide a header for supporting a see-through package in a display system and which is simple in construction and is provided with means automatically positioned to reduce the amount of light reach-

2

ing the product when the package is placed in the display system.

Still another object is to provide a header for a package adapted to contain a product which is susceptible to damage by light and which can be seen through the package, and a display system therefor wherein the packages are supported in the system in an orderly manner and can be readily removed from the display system and readily replaced therein without disrupting the orderly manner of support; and wherein the header is provided with means for greatly reducing the amount of light reaching the product.

These and other objects and advantages of the invention will be apparent from the following detailed description and accompanying drawing.

In accordance with one aspect of the invention a header blank for a package is provided which includes means for supporting the package in a display system and light shielding means adapted to shield light from the product when in the display system.

## BRIEF DESCRIPTION OF THE DRAWING

FIG. 1 is a plan view of the inside of a header blank for a package according to the present invention;

FIG. 2 is an elevational view of a package utilizing the header of FIG. 1;

FIG. 3 is a side view of the package of FIG. 2;

FIG. 4 is a perspective view of a display stand with the package of FIG. 2 supported thereby;

FIG. 5 is a cross-sectional view of a display system incorporating a plurality of display stands shown in FIG. 4 and supporting a plurality of packages similar to the package of FIG. 2;

FIG. 6 is a cross-sectional view taken along line 6—6 of FIG. 5;

FIG. 7 is a cross-sectional view taken along line 7—7 of FIG. 6, and

FIG. 8 is a plan view of the inside of a header blank of modified construction.

## DESCRIPTION OF THE PREFERRED EMBODIMENTS

Referring now to the drawing, a header blank 10 is shown in FIG. 1 which is preferably made of paperboard although other suitable sheet material may be used. The header blank 10 is shown including front and back panels 12 and 14 hingedly connected together at a score or fold line 16, and a flap or panel extension 18.

The panel extension 18 is defined by an inner horizontal score or fold line 20, an outer edge 21, a through cut 22 at one end, and a through cut 24 at the opposite end, cuts 22 and 24 extending between the fold line 20 and outer edge 21.

The rear panel 14 is provided with a pair of extension members 26 and 28 adjacent the opposite ends 30 and 32 of the blank. Each of the extension members are shown integral with the panel 14 and extend downwardly from the bottom wall 33 of the panel in a direction normal to the fold line 16. Adjacent extension member 26 is a recess 34 having a wall 35 which is also the inner side wall of member 26, and a bottom wall which is a portion of the bottom 33 of the panel. Similarly, a recess 37 is provided adjacent extension member 28 which has a side wall 38 that is also the inner side wall of member 28, and a bottom wall which is a portion of bottom wall 33 of panel 14.

Panel 12 is also shown provided with integral extensions 40 and 41 at the opposite ends thereof which extend normal to the fold line 16. The extensions 40 and 41 have inner side walls 39 and 42 formed respectively by the cuts 22 and 24.

The header 10 is adapted to be connected to a product container, such as container 43 in FIGS. 2 and 3. For this purpose, panels 12 and 14 of the header 10 are respectively provided with strips 45 and 46 of adhesive material, for example, adhesive of the hot melt type. Where desired, substantially the entire inside surface of the header 10 may be covered by the adhesive. The panels 12 and 14 are folded on fold line 16 so that the folded blank receives the upper end portion 47 of the container 43, the panels being pressed against the opposite sides of the container to adhesively connect the header 10 to the container. In the case of a hot melt material the adhesive is, of course, suitably heated.

In FIGS. 2 and 3, a completed package, indicated 48, is shown including the formed holder 10 adhesively connected to the container 43. The container 43 is shown as a transparent enclosure which may be of any of several types, such as a transparent plastic bag or a container of the type having a portion that is transparent. The container 43 is shown enclosing a product 50 which is preferably a fresh meat part such as a piece of beef or other meat. With the container being at least partially formed of transparent material, the purchaser can see and examine the product through the package.

The package 48 is adapted for display in a package display system which is shown in the drawing as including a package support device, indicated generally at 52 in FIG. 4. The display support device 52 is adapted to be placed in a display refrigerator 53, such as shown in FIGS. 5, 6, and 7.

The package support device 52 is shown in FIGS. 4-6 for illustration as a display stand including a pair of horizontal package supporting members 54 and 55, such as parallel metal rods, supported above the floor or base, such as the bottom 56 of the refrigerator 53, by vertical legs 57 at each end of the rods. The lower ends of adjacent legs 57 are connected together by horizontal arms 59. The display refrigerator 53 in FIG. 5 is shown containing several display stands 52 with each supporting a plurality of like packages 48.

Each package 48 when placed on a display stand 52, is moved downwardly from above the stand with the container 43 passing between the horizontal rods 54 and 55. As the package is lowered onto the display stand, the outer bottom edge 21 of extension 18 is engaged by the rods and moved angularly outwardly of the header 10 until the rods engage the bottom of the header. The extension 18 is moved into a horizontal position as shown. Displacement of the panel extension 18 angularly to the horizontal position by the rods 54 and 55, provides recesses under the panel extension, as indicated at 60 and 61 in FIG. 5, that are respectively adjacent to members 40 and 41 of the front panel 12 for receiving the rods 54 and 55. In the illustrated embodiment, when the package is disposed on the stand 52, the bottom edge 33 of panel 14 (FIG. 1) and the bottom side of the panel extension 13 at the fold line 20, are substantially coplanar and form the bottom walls of the recesses on which the rods 54 and 55 rest.

The panel extension 18, when placed on the stand is automatically moved by rods 54 and 55 to the horizontal position so that the extension 18 serves as an awning or light shield to shield light from the meat product 50 in the container 43.

Preferably the packages 48 are disposed closely adjacent each other with the light shielding panel extensions 18 thereof serving to predeterminately space the packages, such as seen in FIGS. 6 and 7, this contributes to a reduction in the amount of light, particularly vertical light rays, striking the containers 43 and meat parts 50, especially where the containers 43 are formed entirely of transparent material. Products other than meat, of course, can be packaged and displayed in the manner described herein.

The panel extensions 18 have a certain amount of light

or resistance to bending on fold line 20, and this resistance generally tends to straighten the packages on the stand.

The extension members 26, 28, 40, and 41 extend along the outer sides of the supporting rods and serve as abutments to predeterminately position the package laterally and prevent it from falling off the stand 52.

Because the packages 48 contain fresh meat, a product that is generally examined to a considerable degree by the buying public, it would be expected that the packages displayed as shown in the drawing, would generally be removed and replaced in the display refrigerator a number of times before being purchased. With this display system, each package 48 can be readily raised upwardly from the display stand 52 for examination and readily returned to its original position on the stand by the buying public while maintaining the packages in regular order on the stand.

In FIG. 8 a header blank 70 of modified construction is shown including front and back panels 71 and 72 divided by a fold line 73, and a light shielding panel 74 connected by fold line 75 to panel 71. The panel 74 being defined by fold line 75 outer edge 76, and cuts 77 and 78. Panel 71 has extension abutment members 79 and 80, at the opposite ends thereof, and panel 72 is provided with extension abutment members 81 and 82 at the opposite ends thereof. Recesses 84 and 85 are provided adjacent abutments 81 and 82 for receiving display stand rods, such as rods 54 and 55 of stand 52.

The header blank 70 is similar to blank 10 of FIG. 1 and is adapted to be folded on fold line 73 and attached to the upper end of a container (not shown) such as a transparent plastic bag or the like containing, for example, fresh meat. In the case of header 70 back panel 72 has an extension portion 87 which may be used for various purposes such as for advertising matter, or for connection with other matter.

When the header 70 is folded and secured to a container, positioning it on a display stand causes the extension portion 74 to be angularly displayed by the rods 54 and 55 and the rods enter the space previously occupied by the extension 74 as well as entering recesses 84 and 85. The abutment extension members 79, 80, 81, and 82 maintain the header and attached container in an upright position on the stand.

With both the headers 10 and 70, the light shielding extensions 18 and 74 are angularly displaced into an awning-like or light shielding position by the package support members (54 and 55) with the support members entering the space or recess in the header resulting from the displacement of the light shielding extensions. In other words, the support members displace the light shielding extension (18 or 74) from the plane of the header and enter the space or recess formerly occupied by the displaced light shielding extension.

It is thought that the invention and many of its attendant advantages will be understood from the foregoing description and it will be apparent that various changes may be made in the form, construction and arrangement of the parts without departing from the spirit and scope of the invention or sacrificing all of its material advantages, the form hereinbefore described being merely a preferred embodiment thereof.

What is claimed is:

1. A package display system comprising package display means including a pair of horizontally spaced parallel supporting members and means for holding said supporting members above a base, a plurality of packages suspended above said base by said supporting members, each of said packages including a container carrying a product, a header connected to said container, said header having panel means extending horizontally beyond the opposed sides of said container, a pair of downwardly extending abutments connected to said panel means at opposite ends thereof with portions of said supporting members engaging said panel means between said pair of abut-

5

ments to suspend the package above said base, and a light shielding panel extension hingedly connected to said panel along a general horizontal fold line above said supporting members and extending angularly outwardly from said panel means to shield vertical light rays from at least a part of said container.

2. The package display system according to claim 1 wherein said part of said container is of transparent material for seeing the product contained therein.

3. The package display system according to claim 2 wherein each of said supporting members includes a rod, and wherein each of said rods engages said panel extension.

4. The package display system according to claim 3 wherein said product is subject to damage by light rays.

5. The package display system according to claim 4 wherein said product is fresh meat.

References Cited

UNITED STATES PATENTS

1,197,127 9/1916 Jacobs ----- 229-62  
1,584,191 5/1926 Petersen ----- 99-192 X

20

6

1,752,504 4/1930 Penrose ----- 99-174 X  
2,260,450 10/1941 Guinane ----- 99-192 UX  
2,315,999 4/1943 Holm ----- 99-171  
2,470,465 5/1949 Broeren ----- 99-174 X  
2,622,986 12/1952 Snyder ----- 99-171  
3,017,070 1/1962 London ----- 229-62  
3,500,995 3/1970 Forman ----- 229-62 X  
3,540,786 11/1970 Poiter ----- 312-184  
3,127,274 3/1964 Weinke ----- 99-174

FOREIGN PATENTS

709,967 7/1941 Germany ----- 312-184  
838,442 4/1952 Germany ----- 312-184  
842,937 7/1952 Germany ----- 312-184

TIM R. MILES, Primary Examiner

R. HALPER, Assistant Examiner

U.S. Cl. X.R.

99-171 LE; 229-62; 312-184