The present invention relates to an improvement in tilt display cartons, and has for its main object the provision of a carton of knock-down type which may be shipped flat to the user, in bundles, is easily assembled into shipping erection with contained, or packaged, goods and is thereafter usable as a counter display in open, goods displaying condition.

The foregoing and other details of advantage will be uncovered as the herein disclosure proceeds, and it is obvious that details hereof may be modified without departing from the spirit hereof or the scope of the claims.

In the drawings,

Fig. 1 is a layout of the formed and scored carton blank;

Fig. 2 is a layout of the blank of the separate advertising insert display panel;

Fig. 2a is a perspective view thereof;

Fig. 3 is a perspective view of Fig. 1 in the act of setting up;

Fig. 4 is a fragmentary plan view of the carton with cover broken away;

Fig. 5 is a side view of carton blank, folded on its main score for shipment flat, in bundles;

Fig. 6 is a front end view of Fig. 5;

Fig. 7 is a partially sectioned view on line 7—7 of Fig. 6, looking in the direction of the arrows;

Fig. 8 is a sectional view taken on line 8—8, Fig. 7, looking in the direction of the arrows;

Fig. 9 is a fragmented rear view of the carton showing the exterior rear flap interlap or lock;

Fig. 10 is a perspective front view of the carton with the cover being open, in the act of being transposed into a tilt easel; and

Fig. 11 shows a perspective view of the carton completed, for counter display, in its tilted position.

The carton, proper, is made of a single paper board blank, as in Fig. 1, which lends itself to machine manufacture in printing, cutting and scoring, thereby to lessen the manual handling thereof during manufacture. The blank comprises a main rectangular bottom portion, having four side forming flaps and scored therefrom.

Flap 5 has scored therefrom an infolding flap 6, and, in turn, this latter flap has scored therefrom a lock flap 16, which cooperates, when flap 6 is infolded on flap 5, as in Figs. 4, 7, 10 and 11 to engage with the lock tab 27 slotted out of the bottom, to hold flap 6 in locked assembly when erected to form a carton.

The upper end of the bottom, as viewed in Fig. 1, has a hinge flap 7 scored from side flap 4, and this in turn has a cover member 10 scored therefrom, said cover having a tuck flap 13 scored therefrom.

Cover flap 10 has two triangular side or easel flaps 11 and 12 scored therefrom and each flap has, at its outer edges a notched locking tab, 21—22, respectively.

The side forming flap 3 has on its upper and lower edges infolding anchor flaps 8 and 14 scored therefrom, the upper one having a lock tab slot 24 therein to interengage with the latch tab 23, which is formed on the anchor flap 8, which is scored from the side forming flap 2. The lower edge of side forming flap 2 has scored therefrom an anchor flap 15.

Side forming flaps 2 and 3 have infolding ledge flaps 18 and 17, respectively, scored from their outer edges, to form, when erected into carton form, opposed, interturned horizontally disposed flanges or ledges, as shown in Figs. 10—11.

The side forming members 2 and 3 have two sets of paired slots 25 and 26, and 19 and 20, two of these slots being located at the score line between sides 2 and 3 and their adjacent ledge flaps. The slots 25 and 26, when the carton is erected for tilt display, receive therein the notched lock tabs 21 and 22 as indicated in Fig. 11.

The slots 19 and 20 are located to receive therein the down standing latch tabs 28—29 of a separate panel, Figs. 2 and 3, which may be used for advertising purposes, as in Fig. 4. The blank of the panel is shown in Fig. 2, and comprises a tuck flap 30 having scored therefrom the panel or display portion 31, this in turn having the latch tabs 28—29 scored from its ends, so that after properly bending on the score lines as in Fig. 2a, the panel may be affixed by inserting the latch tabs down into slots 18 and 20, as indicated in Figs. 7, 10 and 11.

To erect the carton, the cover 10 is turned over the top of bottom 1, as in Fig. 3, on the score line between side 4 and the bottom, then the anchor flaps 8—9 are folded on their score lines across side flap 4 and are interengaged by their latch means 23—24, also indicated in Figs. 7 and 9. The performance of this first step has caused the two side forming flaps 2 and 3 to become erect, and, with these, the respective anchor flaps 15 and 14 are also brought up vertically.

The next step is to fold in the two anchor flaps 15 and 14, then bend up side forming flap 5, and overfolding infolding flap 6, and thus, by bending lock ledge 10 against the bottom of the carton the said ledge is caught under the lock 27.
as indicated in Figs. 7, 10 and 11, thus completing the carton assembly.

After the assembly of the carton as above described, the display panel may be inserted, by inserting its lock tabs 29—30 into slots 29 and 10 and inserting the tuck flaps 36, as in Fig. 7, and then pushing all three down, until panel 31 rests being filled with the goods 10 G, indicated in dotted lines in Fig. 8, and closed by folding the two tilt support flaps 11 and 12 inward under the cover, and then inserting cover tuck flap 13 down inside of flap 6, Fig. 7, the carton then being ready for shipment.

When the retailer receives the package he lifts the cover 10 and tuck flap 13 out of covering engagement with the carton, and as indicated by the arrows of Figs. 10 and 11, the cover is bent backward on its score lines between cover 10, hinge flap 7 and side flap 4, and after reaching the tilt position of Fig. 11, the triangular tuck flaps are bent backward on their score lines and their respective notch tabs 21 and 22 entered into lock slots 25 and 26, as in Fig. 11. The tuck flap 13 is preferably folded toward the tilted carton, as in Fig. 11, and the carton is then in stable, display position.

When the carton is shipped in bundles it may be folded flat in the blank form as in Fig. 1 and it may be folded flat on some of its major score lines, as indicated in Figs. 5 and 6, and as so folded, packed in bundles and shipped.

As thus described it will be noted that the carton is simply constructed, is easily assembled from the flat, and set up as a counter display.

Thus it will be noted that the carton has been developed to have a container portion formed by the sides and bottom, with a reversible cover which can be bent on its score lines to face the rear of the container portion and which cover has reversible, angularly disposed tilt wings thereon which latter when in reverse position are locked to the bottom of the container portion at their free outer ends, thereby to form a stable inclined eared.

Having thus described the invention which is described:

1. A carton comprising a container portion including two opposed side walls having integral top ledges thereon, a coating interposed wall, said ledges having aligned slots therein adjacent the interposed wall; a display panel or strip having its ends seated on said ledges, a tuck flap extending from said panel and engaged against said interposed wall, and latch tabs turned downwardly from said ends and engaged in said slots.

2. A carton comprising a container portion including opposed side walls having top ledge flaps thereon, front and rear end walls having substantially plain top edges, said flaps having therein adjacent the rear wall aligned latch slots, a display panel or strip forming a rear ledge, said strip having its opposite ends seated on said flap, the rear edge portion of said strip being disposed in adjoining relation with the top edge of the rear wall, and latch tabs extending from said ends and turned downwardly therefrom, said tabs being engaged in said slots.

3. A carton comprising a bottom, four side forming flaps scored therefrom, one of said flaps having a hinge flap scored therefrom, a reversible cover scored from said hinge flap, said cover having on opposite sides thereof and scored therefrom a pair of reversible triangular carton tilting flaps, paired opposing anchor flaps on the other two opposing side forming flaps and locking means on one pair of opposed anchor flaps to permit interengagement of the two therefrom.

4. A carton comprising a bottom, four side forming flaps scored therefrom, one of said flaps having an infolding flap scored therefrom and a lock flap scored from said infolding flap, a co-engaging latch on said bottom to lock said lock flap thereto; the opposite side forming flap having a hinge flap scored therefrom, a reversible cover scored from said hinge flap, said cover having on opposite sides thereof and scored therefrom, a pair of reversible triangular carton tilting flaps, paired opposing anchor flaps on the other two opposing side forming flaps and locking means on one pair of opposed anchor flaps to permit interengagement of the two therefrom.

5. A carton comprising a bottom, four side forming flaps scored therefrom, one of said flaps having an infolding flap scored therefrom and a lock flap scored from said infolding flap, a co-engaging latch on said bottom to lock said lock flap thereto; the opposite side forming flap having a hinge flap scored therefrom, a reversible cover scored from said hinge flap, said cover having on opposite sides thereof and scored therefrom, a pair of reversible triangular carton tilting flaps, paired opposing anchor flaps on the other two opposing side forming flaps and locking means on one pair of opposed anchor flaps to permit interengagement of the two therefrom.
flaps, locking means on one pair of opposed anchor flaps to permit interengagement of the ends thereof, ledge flaps on the outer edges of said last side forming flaps and being scored therefrom, latch notches on the score line between said ledge flaps and said last side forming flaps, a display panel having lock tabs, said tabs being inserted in said latch notches to hold said panel in display and latch notches located on the score lines between the bottom and said last noted side forming flaps, whereby said cover may be bent over rearwardly on its hinge panel, and with its triangular flaps bent reversely on their score lines, the notch tabs on said triangular flaps may be inserted into said last latch notches to latch the cover and triangular flap at the rear of said carton in tilt display position.

7. A carton comprising a container portion including a wall having a reversible cover hinged therewith by a scored hinge flap, said cover being itself scored from said hinge flap and being provided with a tuck flap; opposed side walls coacting with the first wall and having ledge flaps thereon, said latter flaps having aligned slots therein, a display panel having lock tabs disposed in said slots and held in position thereby, said display panel having a tuck flap engaging the first mentioned wall; easel forming wings reversely attached to said cover, and interengaging means formed on said wings and on the container portion.

8. A tilt carton comprising a container portion including a bottom having at one end thereof a latch tab, said bottom having a pair of side latch notches therein; side walls extending from said bottom and having pairs of end anchor members, end walls coacting with said members and including an outer front end panel, an inner panel continuous with the first panel and having thereon a latch flange which engages under said tab, an inner rear end panel having a hinge panel continuous therewith, a reversible cover including a main panel which is continuous with the hinge panel, infolded tilt flaps hingedly carried by said main panel above said ledges, whereby said main panel may be swung rearwardly into position below said bottom to tilt the carton, so that said flaps may be unfolded, and latch tabs on said flaps, said tabs being engageable in said side notches so as to hold said main panel in position.

9. A tilt carton comprising a bottom having an outer panel, an inner panel extending from the outer panel and having thereon a latch flap which engages below said tab, one pair of said anchor flaps being embraced between said inner and outer flaps; the opposite pair of said anchor flaps having integral locking means on their ends; an opposite end wall also continuous with said bottom and having a panel inside of the continuous latch panel, a hinge flap extending from the last mentioned panel, a reversible cover extending at one of its ends from said hinge panel, said cover having on its opposite end a tuck flap which is engageable against the first mentioned inner end panel, and a pair of reversible carton tilting flaps hingedly carried by the opposite sides of said cover.

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