

United States Patent

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[54] **DISPLAY CARTON FOR A CLOCK**
3 Claims, 6 Drawing Figs.

[52] U.S. Cl. **206/45.14,**
206/45.19, 206/45.33, 206/46; 229/14, 229/27
 [51] Int. Cl. **B65d 5/50,**
B65d 65/16
 [50] Field of Search **206/45.14,**
45.19, 45.33, 46; 229/14C, 34, 27

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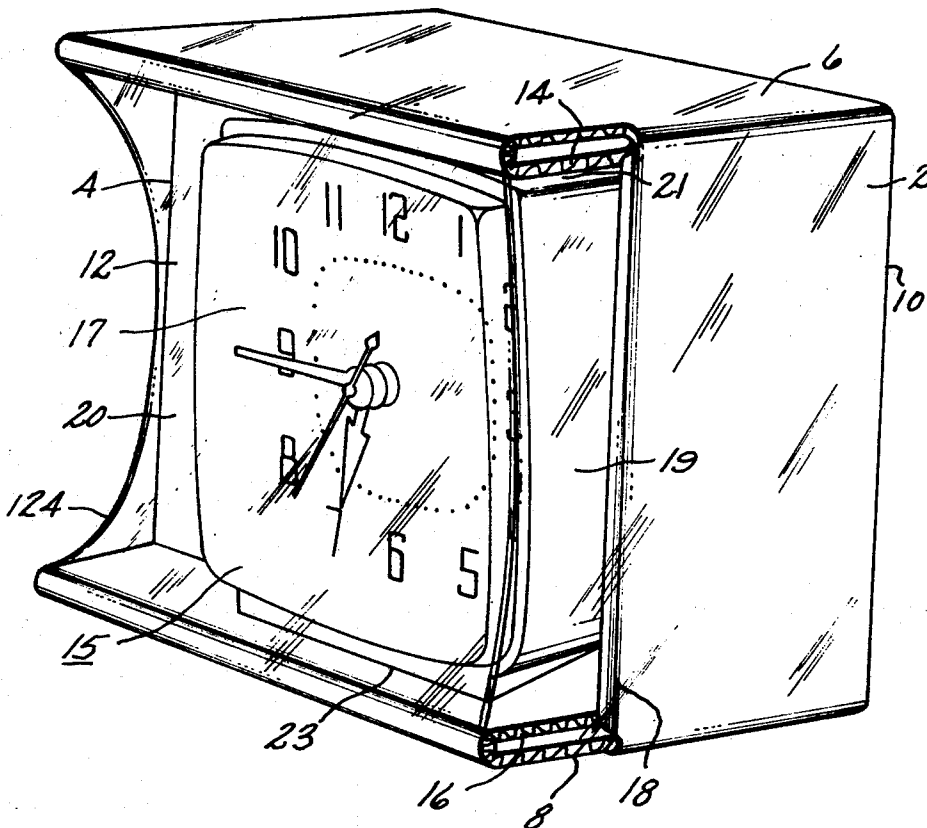
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ABSTRACT: A display carton for a clock or other article of merchandise wherein a single piece of paperboard is formed to provide top, bottom, side and rear walls.



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3,563,369

3 Sheets-Sheet 1

Fig. 1.

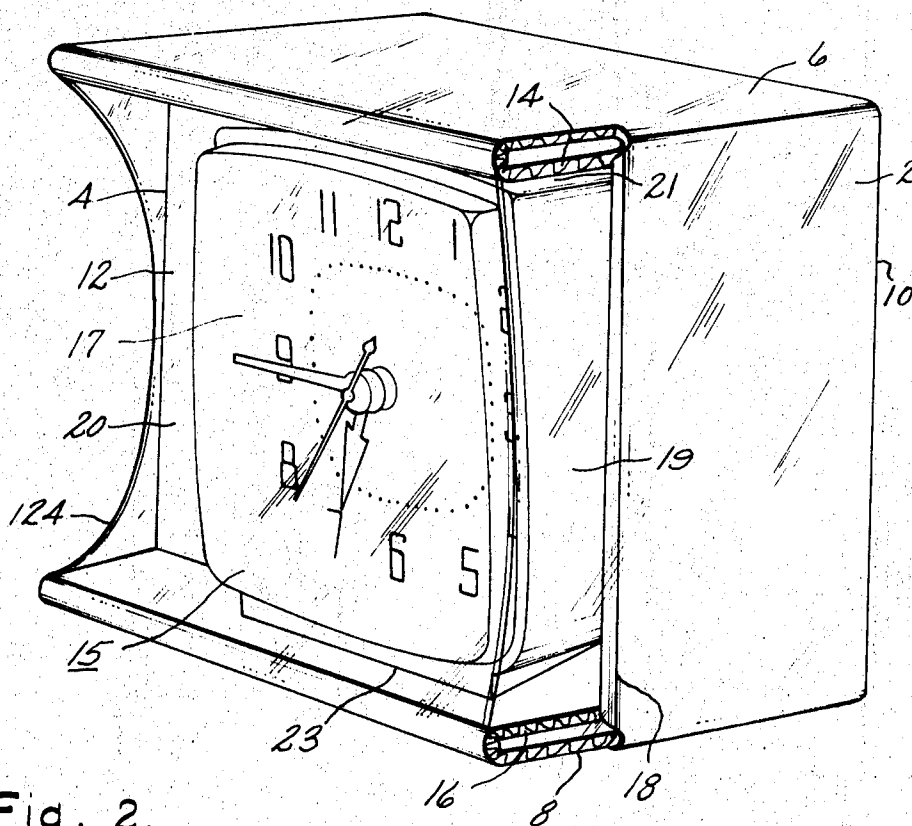
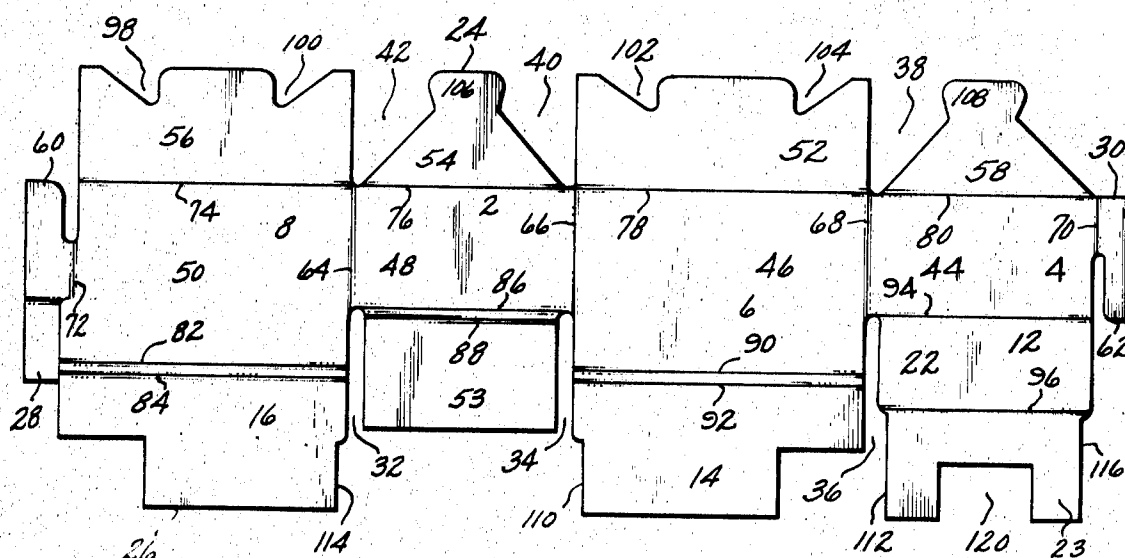


Fig. 2.



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Fig. 3.

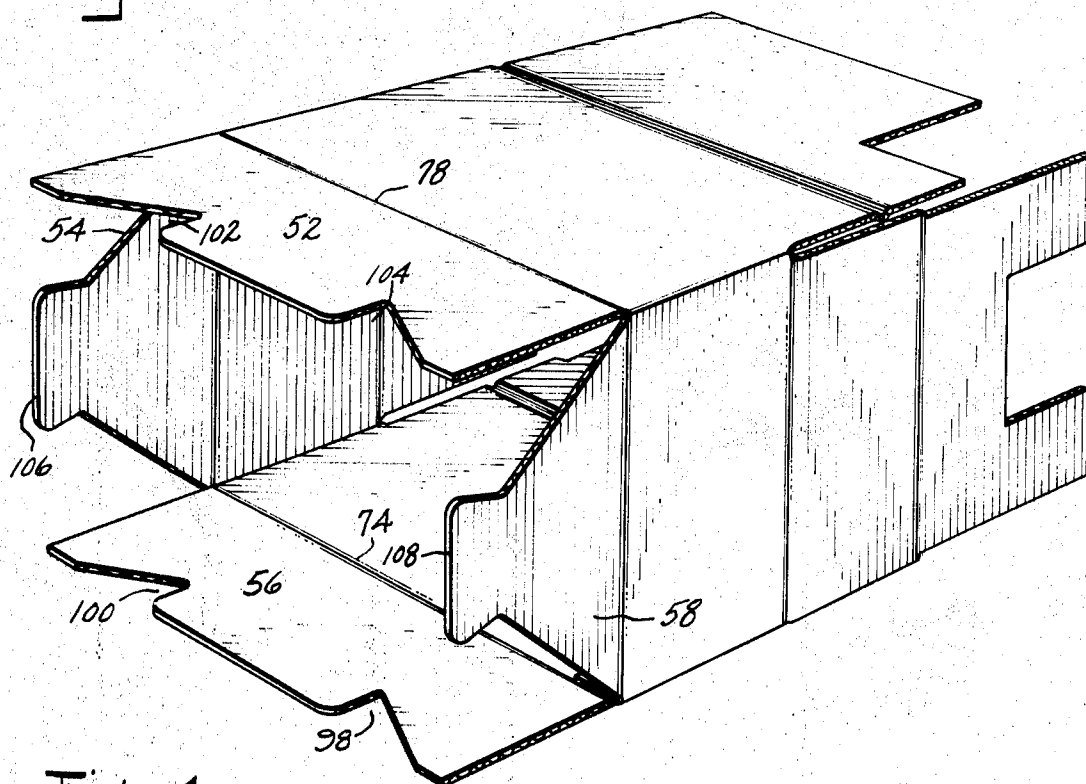
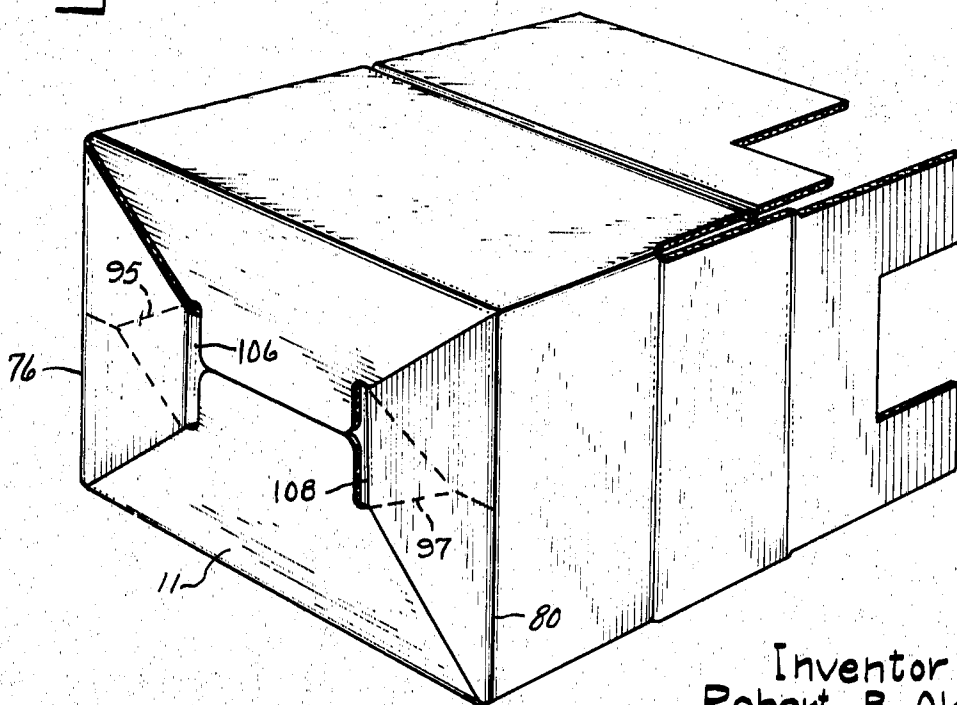


Fig. 4.



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Fig. 5.

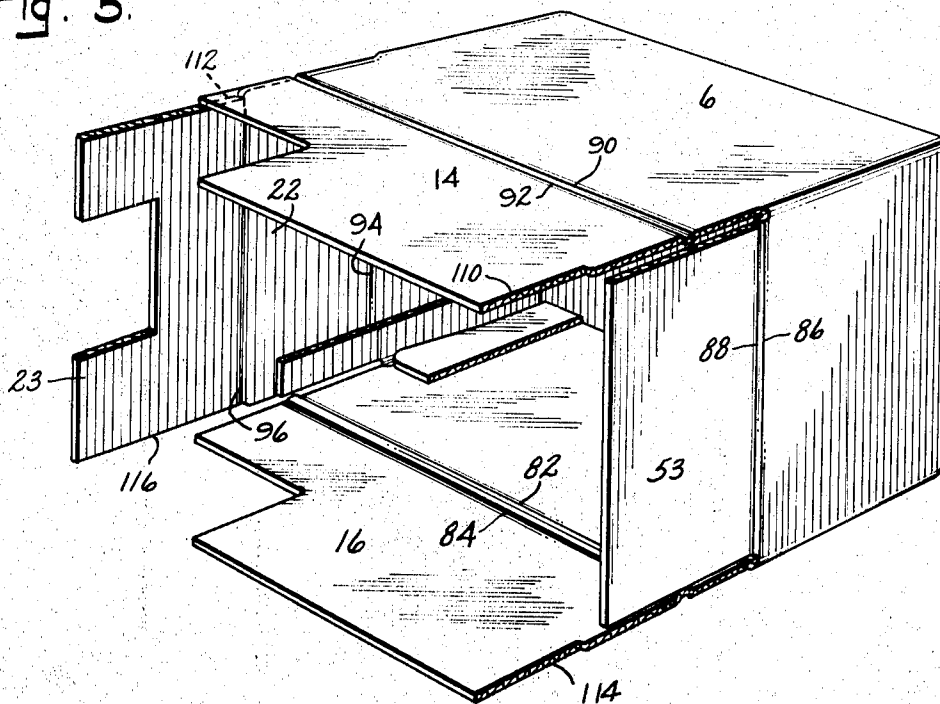
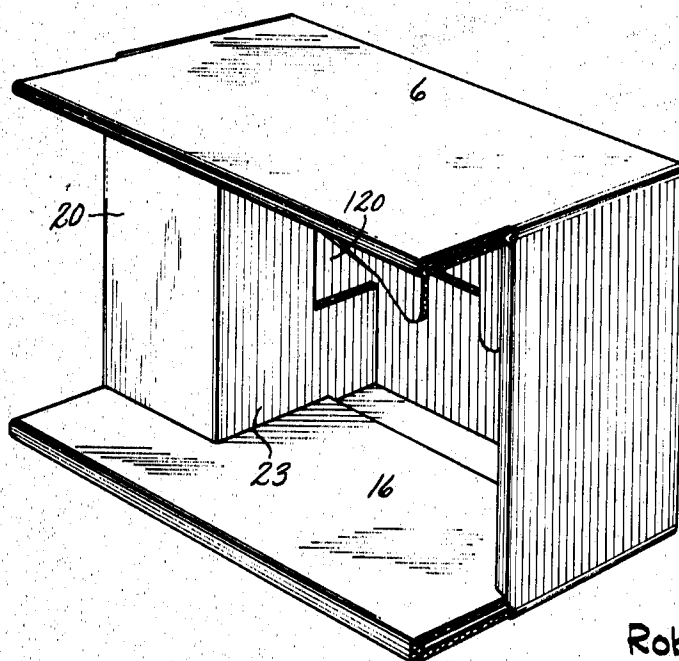


Fig. 6.



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DISPLAY CARTON FOR A CLOCK

BACKGROUND OF THE INVENTION

This invention relates to cartons or boxes for the shipment and display of relatively fragile articles such as clocks, or the like.

In the manufacture and sale of clocks or similar articles of merchandise, the nature of the products dictates that they be effectively packaged to withstand normal shipping and handling abuses. It is also desirable to be able to provide a display holder for a clock or similar product so that the product may be displayed at retail to prospective purchasers; and it is especially desirable to provide an effective shipping carton which also serves to display the article at retail without unpackaging the article and reinserting it in a display stand.

SUMMARY OF THE INVENTION

Accordingly, it is a primary object of my invention to provide an inexpensive carton for a clock which also functions as a display stand for the clock so that the clock in its carton display stand may be viewed by prospective purchasers.

It is also an object of this invention to provide an inexpensive, easily assembled carton which will be able to protect the article of manufacture from the drops or jolts to which such an item is normally subjected to during packaging and shipping.

In accordance with one aspect of the invention, a display carton is formed from a single piece of paperboard. The paperboard is generally elongated and includes two relatively long generally parallel side edges and two shorter generally parallel side edges. A plurality of slots extend inwardly from the elongated side edges to form four panels. One of the panels forms the top wall and one quarter of the rear wall of the clock carton, and a second one of the panels forms a side wall and one quarter of the rear wall of the carton. The third panel forms the bottom wall and one quarter of the rear wall, and the fourth panel forms another side wall and one quarter of the rear wall. The third panel also includes a bottom cushioning segment which is folded back on the bottom wall and both the bottom cushioning segment and the bottom wall extend in front of the side walls of the clock. With this construction, the front wall of the carton is at least partially opened and a clock may be readily displayed so that its dial face and portions of its side walls are readily visible above the protruding bottom platform of the display carton.

The display carton thus formed presents a pleasing appearance since a substantial portion of the front of the clock is visible while it is securely packaged within the carton. Furthermore, the carton provides a rugged structure and is not easily deformed in its normal use as a shipping carton and as a display holder.

BRIEF DESCRIPTION OF THE DRAWINGS

Other specific and attendant advantages of this invention will be apparent from the following description taken in connection with the accompanying drawing in which:

FIG. 1 is a front perspective view of my improved clock carton and display holder depicting a clock inserted within the carton and display holder;

FIG. 2 is a top plan view of a cardboard blank which has been slotted and cut to form the top, sides, bottom and other portions of my unique clock carton;

FIG. 3 is a rear perspective view showing the blank of FIG. 2 in a partially assembled position;

FIG. 4 is a rear perspective view similar to FIG. 3 showing the rear of the carton in assembled position;

FIG. 5 is a front perspective view of the blank illustrated in FIG. 2 showing the carton in a partially assembled position; and

FIG. 6 is a front perspective view similar to FIG. 5 showing the carton blank in assembled position.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring now to the drawing, the carton as illustrated in FIG. 1 comprises a rectangular box having side walls 2 and 4, a top wall 6, a bottom wall 8, a rear wall 10 and a partial front wall 12. As shown, the cardboard forming the carton has been folded to provide cushioning segments so that the clock or other article of merchandise to be shipped in the carton will not become damaged during shipment. As illustrated, the carton includes a top cushioning segment 14, a bottom cushioning segment 16, and a side cushioning segment 18.

Since the carton has been particularly designed for shipping and displaying a clock or other article of merchandise which includes an electrical cord and cord plug the carton also includes provisions for storing the electrical cord and plug. With reference to FIG. 1, a cord plug storage compartment 20 is uniquely formed at the left side of the carton and includes as one of its walls the partial front wall 12. With reference to FIG. 2, a panel segment 22, side wall 4 and parts of the top and bottom walls 6 and 8, respectively, comprise the walls of the cord plug storage compartment 20. The cord itself is positioned between the back of the clock case and the inside back surface of the carton. With this construction, the cord itself provides extra cushioning for the clock case, and the cord spaces the clock set shafts from the inside back surface of the carton thereby protecting the shafts from impacts to the rear wall of the carton.

As shown in FIG. 1, the top and bottom walls 6 and 8 along with their cushioning segments 14 and 16 project beyond the plane of the partial front wall 12 and the front edge of the vertical side wall 2. With this arrangement, a clock 15 may be conveniently packaged for shipment and may also be attractively displayed at retail establishments. As shown in FIG. 1, a front dial face 17 and portions of the side walls 19 and top and bottom walls 21 and 23 of the clock are readily visible to a prospective purchaser while the clock 15 is held in its carton. Thus, a prospective purchaser can obtain an excellent view of the clock without having to remove the clock from the carton. Naturally, it can be appreciated that with this arrangement, a considerable amount of time may be saved by the sales clerks at retail establishments since they will not have to repack the merchandise after it has been shown to a prospective purchaser.

As shown more particularly in FIG. 2, the carton is made from a single sheet of paperboard which is generally oblong in shape and has two elongated generally parallel side edges 24 and 26, and two shorter generally parallel side edges 28 and 30. In order to form the various parts of the carton, a plurality of slots 32, 34, 36, 38, 40 and 42 extend inwardly from the elongated side edges 24 and 26 to form four panels 44, 46, 48 and 50. With reference to FIGS. 1 and 2, panel 46 is used for forming the top wall 6 of the carton and the top cushioning segment 14 of the carton. A segment 52 of panel 46 is used to form one quarter of the rear wall 11 of the clock carton.

In a generally similar manner, panel 48 is used for forming a side wall 2, a side cushioning segment 53 and a quarter rear wall segment 54. The third panel 50 is used for forming a bottom wall 8, a bottom cushioning segment 16, and a one quarter rear wall segment 52.

Panel 44 is principally utilized for forming the cord storage compartment 20. As shown, panel 44 forms outside wall 4, partial front wall 21 and an inside wall 23. In addition, panel 44 includes a segment 58 for forming one quarter of the rear wall.

As shown in FIG. 2, two locking tabs 60 and 62 are formed at the opposite ends of the oblong carton blank. To convert the blank to a carton, it is merely necessary to fold the blank along performed score lines 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94 and 96. First, as shown more particularly in FIG. 5, the carton is folded inwardly about score lines 72, 64, 66, 68 and 70 to form a generally hollow tube. Then, locking tab 60 is interlocked with locking tab 62.

In order to assemble the rear wall 11 of the carton, as shown more particularly in FIGS. 3 and 4, opposed rear wall segments 52 and 56 are first moved inwardly so that they are in the same plane as each other and generally perpendicular to the top and bottom walls 6 and 8. When they are positioned in this manner, generally triangular notches 95 and 97 are formed by cutaway portions 98, 100, 102 and 104 of the segments 52 and 56. Then, opposed segments 54 and 58 are moved inwardly so that they are in the same plane as each other and end portions 106 and 108 of the segments 54 and 58, respectively, are inserted within the triangular notches 95 and 97 to form a complete rear wall 11.

With reference to FIGS. 5 and 6, the cord storage compartment 20 is formed by folding the partial front wall segment 22 and the offset wall segment 23 inwardly about score lines 94 and 96. Then, the top cushioning segment 14 is folded inwardly about score lines 90 and 92 so that it is positioned adjacent to top wall 6 and is generally parallel to it. In order to lock the top cushioning segment 14 to the carton, the top cushioning segment 14 has been cut away slightly at 110 and the side wall of the cord storage compartment has been cut away slightly at 112. These cutaway portions 110 and 112 permit the top cushioning segment 14 to interlock with the side cushioning segment 53 and the offset inside wall segment 23, respectively. After the cord storage compartment 20 has been formed by folding the partial front wall 22 and the offset wall 23 inwardly, the side cushioning segment 53 may then be readily folded inwardly about score lines 86 and 88.

In like manner, the bottom cushioning segment 16 may be readily locked into place on the carton by folding it inwardly about score lines 82 and 84. It can be appreciated that the cutaway portion 114 on the bottom cushioning segment 16 cooperates with cutaway portion 116 to lock the bottom cushioning segment into position on the clock carton.

In order to package a clock within the unique shipping carton and display platform of my invention, it can be appreciated that the clock cord and plug may be readily stuffed within the cord storage compartment 20 through a hole 120 which is formed in the inside wall 23 of the cord storage compartment. Then, the clock is simply inserted in the enlarged opening which is formed to the right of the cord storage compartment.

In order to complete the package, a thin sheet of transparent film 124 may be shrunk fit over the entire carton and clock. The transparent film 124 not only seals the carton and the clock from dust and moisture but also serves as a means for holding the clock within the carton. The completed package including the clock and the transparent film presents a very attractive article of merchandise.

With the aforescribed construction, it can be appreciated that when the carton shown in FIG. 1 is folded from the blank shown in FIG. 2, all exposed surfaces of the carton are on the rear of the blank as it is shown in FIG. 2. With this arrange-

ment, only the rear surface of the blank as shown in FIG. 2 would be manufactured as a finished surface. That is, all of the advertising material and color would be imprinted on the rear or outside surface of the clock carton as shown in FIG. 2. Thus, the entire inside surface of the clock carton may be left in its natural brown paperboard appearance since it cannot be seen when the clock is positioned within the carton.

From the foregoing description, it will be appreciated that by utilizing the clock carton described, a clock may be securely supported and adequately protected from normal packaging, shipping and handling abuse. Further, it should be appreciated that employing one large scored blank provides a relatively inexpensive carton which is easy to fold, assembly and use. In addition, the carton along with its bottom platform and a clock encased in a transparent film provides a very attractive display.

I claim:

1. A display carton comprising:

- a. a singular oblong carton blank having two elongated generally parallel side edges and two shorter generally parallel side edges;
- b. said blank having a plurality of slots extending inwardly from said elongated side edges to form four panels;
- c. one of said panels forming a top wall and one quarter of a rear wall of said carton;
- d. a second one of said panels forming a sidewall and one quarter of the rear wall of said carton;
- e. a third one of said panels forming a bottom wall and one quarter of the rear wall of said carton;
- f. a fourth one of said panels forming another side wall and one quarter of the rear wall of said display carton; and
- g. said second one of said panels also forming a partial front wall of a width at least three times the thickness of said panel and an offset inside wall so that a substantial portion of an article packaged in said carton is readily visible between the offset inside wall and said other one of said side walls.

2. A display carton for a clock as described in claim 1, wherein a clock having a front dial face, a rear wall and side walls is inserted within said carton with the rear wall of said clock being positioned adjacent to the rear wall of said carton, and a side wall of said clock being positioned adjacent to said offset wall so that said clock is physically located for display at one side of the carton with its dial face completely visible as it is received within said carton; and a thin sheet of transparent material stretched over all of the walls of said carton and the front dial face of said clock to hold the clock for display within said carton.

3. A display carton and a clock as described in claim 2 wherein the clock includes an electrical cord which is positioned between the rear wall of the clock and the rear wall of the carton for preventing damage to the clock rear wall.