

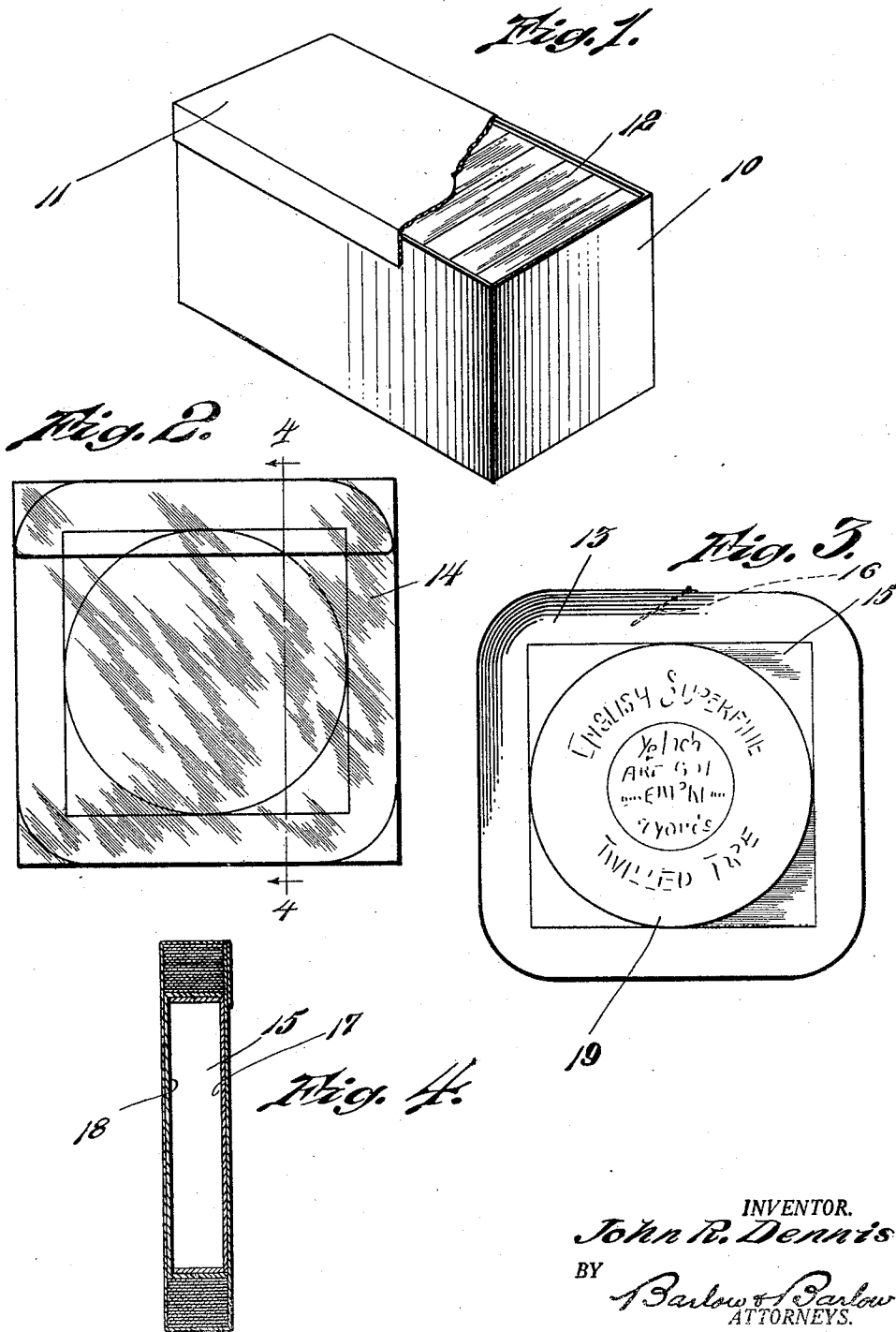
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MERCHANDISING PACKAGE

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UNITED STATES PATENT OFFICE

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MERCHANDISING PACKAGE

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My present invention relates to merchandising packages, and has particular reference to the packaging of small rolls of narrow textile fabric such as bias tape.

5 Bias tape and the like have heretofore been sold in the form of small circular rolls, or of rectangular cards formed of bias tape wound lengthwise on rectangular flat strips. While the rectangular flat strip is easily packaged
10 in rolls of a dozen or more, and takes up very little space, the roll form is preferred for many uses; the circular roll, however, is not easily packed for shipping.

A considerable saving of space and much
15 greater convenience in handling, results from the winding of bias tape and the like in rolls which have a rectangular, and preferably square, outline. One object of my invention is therefore to devise a roll construction suitable for bias tape and other fabrics of narrow
20 width, which will generally possess a square outline.

An inconvenience incident to the sale of small articles such as rolls of bias tape, has
25 resided in the difficulty of maintaining the individual rolls in clean and unsoiled condition, as these rolls are normally subject to the dust conditions prevailing in the store and to handling by both clerks and customers. A
30 further object of my invention is therefore to enclose each roll of bias tape in a protective cover which will effectively shield the roll against soiling, without detracting from the
35 visibility of the roll itself and the ease of inspection by the purchaser of the quality, color, and texture of the textile strip.

A further inconvenience, particularly when using the rectangular card type, is due to the
40 difficulty in determining the size, the length, and other data when the outer cover or envelope is removed, as this information is normally printed on the outer cover or envelope, together with the name of the manufacturer. A further object of my invention is to utilize
45 the core-wound type of roll so as to keep the indicating indicia, which may be printed on the core, or on a sticker secured to the core, always in sight, and to protect the roll by a transparent envelope so that these indicia
50 are always visible.

With these and other objects and advantageous features in view, the invention consists of a novel arrangement of parts more fully disclosed in the detailed description following, in conjunction with the accompanying
55 drawing, and more particularly set forth in the appended claims.

In the drawing:

Fig. 1 is a perspective view of a shipping carton or container holding rolls of bias tape,
60 the cover being broken away to show the positioning of the rolls in the container;

Fig. 2 is a front elevation of one roll within its transparent protecting envelope;

Fig. 3 is a front elevation of the roll itself,
65 showing the generally square outline of the rolled tape; and

Fig. 4 is a vertical section through the roll and protecting envelope, on the line 4—4 of
70 Figure 2.

It has been found desirable to form a roll of narrow textile fabric so as to have a substantially square outline, thus permitting the insertion of the square roll into a closely fitting square transparent protecting cover to
75 form a sales package, and also facilitating the insertion of a plurality of packages in a shipment container having a square cross-section; and the following is a detailed description of the preferred constructional features of my
80 invention.

Referring to the drawing, the shipping container 10 is of generally rectangular cross-section, and has a cover 11 which may be removed to permit access to the packages 12
85 therein. While the shipping container 10 is preferably of cardboard, one end wall may be made of transparent material if desired, either in whole or in part, to permit an inspection of the contents without removal of
90 the cover. Each package 12 includes a roll of textile material such as bias tape 13 and a transparent envelope 14 in which the roll of bias tape, which as shown is of substantially square outline, snugly fits. Each roll of bias
95 tape is preferably wound on a square base 15 which may be of thin cardboard, the end of the bias tape being secured in position by the usual pin or other device 16.

The core 15, as shown in Figure 4, is pref-
100

erably made of cardboard, the base portion 17 having four upstanding sides and the cover portion 18 having four sides which fit over the sides of the base portion. The sides of the cover portion are preferably stayed, and a sticker 19 is mounted on both the cover and the base with indicating indicia such as the length of tape, the width of tape, the manufacturer's name, the brand, etc., printed thereon. If preferred, this information may be printed directly on the cover and base.

The novel construction facilities merchandising of the rolls, as shipment is facilitated by the close packing permitted; there is no waste space, thus reducing the bulk of the shipment, and the packages are individually removable and present a neat and attractive appearance to purchasers, while being protected against atmospheric conditions and against handling by the clerk or the customer. The transparent envelope which closely fits the roll, facilitates an inspection of the quality and texture of the tape, and permits ready matching of the color without removal therefrom. Also, the indicating indicia on the sides of the core always disclose the size of the material and the quality grading of the textile fabric, regardless of the extent of use, and always disclose the manufacturer's name, thus ensuring duplication of material and quality.

While the above description is of a specific embodiment of my invention, various changes in the size and in the formation of the roll may be made to suit different merchandizing requirements, without departing from the spirit and the scope of my invention as defined in the appended claims.

I claim:

1. A mercantile article for ribbon textile materials, comprising a hollow core having a rectangular outer configuration, and a length of ribbon material of a single width engaged and wound about the outer rectangular surface of said core in superimposed relation, the width of the ribbon material equalling substantially the width of said core surface, and said article being enclosed and protected by a wrapper.
2. A mercantile article for ribbon textile materials, comprising a hollow core having a pair of rectangular face plates, means bridging said plates and holding them apart, said means providing in cross-section a generally rectangular periphery, a length of ribbon material of a single width engaging and wound about said bridging means in superimposed relation, said bridging means spacing said plates substantially the distance of the width of the ribbon material, and a transparent protecting casing of rectangular outline folded snugly about the exterior of said ribbon material and core.

In testimony whereof I affix my signature.

JOHN R. DENNIS.