

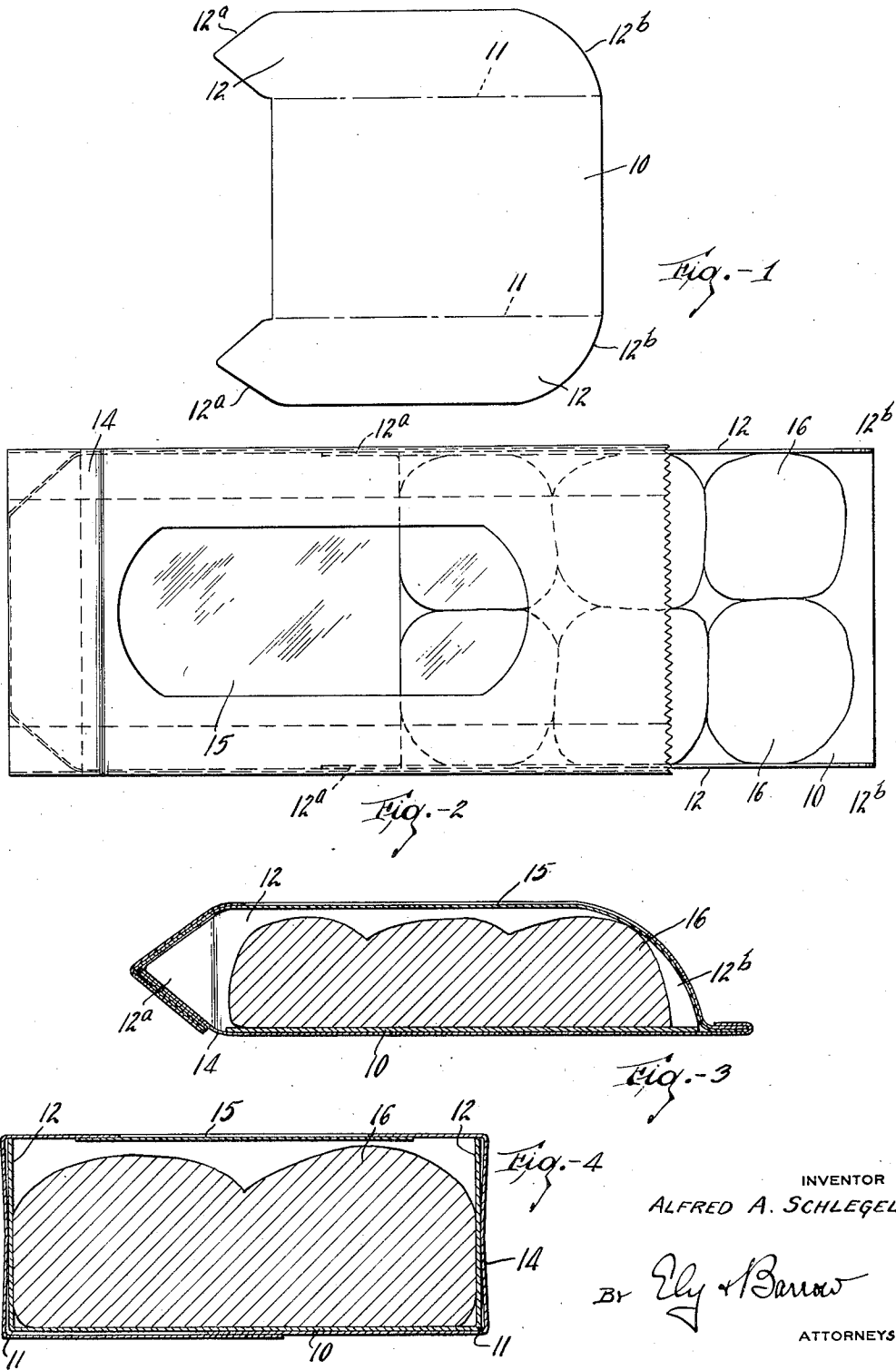
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DISPLAY PACKAGE

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DISPLAY PACKAGE

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2 Claims. (Cl. 229—55)

This invention relates to display packages.

Heretofore it has been proposed to package various articles such as rolls, cakes, etc., in display packages comprising rather expensive cardboard cartons having a display window therein or rather expensive cardboard tray structures having more or less rigid ends as well as sides about which a display wrapper, either wholly or partly of transparent material, may be applied so that the contents of the tray are visible through the wrapper.

The general purpose of the present invention is to provide an inexpensive display package of this type utilizing in combination a window display bag and a tray receivable in the bag along with the product to be packaged, whereby the flexible bag is braced by the tray to make an effective package of this type in a most economical manner.

The foregoing or other objects of the invention are obtained in the package illustrated in the accompanying drawing and described below. It is to be understood that the invention is not limited to the specific form thereof shown and described.

Of the accompanying drawing,

Figure 1 is a plan view of a tray blank embodying the invention;

Figure 2 is a plan view illustrating the insertion of rolls or cakes with the tray into a flexible display bag;

Figure 3 is a longitudinal sectional view through a package embodying the invention including the article to be packaged and the tray inserted together and enclosed in the bag; and

Figure 4 is a transverse section through the package shown Figure 3.

Referring to the drawing, the numeral 10 designates a blank of relatively stiff sheet material such as cardboard which may be scored or otherwise formed to be folded on lines 11, 11 to provide a tray open at both ends and having sides 12, 12. The sides 12 at one end of the tray may be suitably shaped so as to fit into the bottom of the particular bag for which the blank is adapted. The present blank shown is adapted for a bellows type bag with a simple folded end. Blanks of suitable shape may obviously be devised for other forms of bags such as the flat

bottom bellows type bag. In any event, the sides 12 are preferably rounded or tapered as at 12^a, beyond the intervening portion of the tray, to facilitate insertion of one end of the tray into the open mouth of a bag. The sides 12 also 5 are preferably tapered or rounded as at 12^b, 12^b to facilitate drawing the mouth portions of the bag together to close the bag in a neat manner about the tray and its contents.

A suitable display bag is illustrated in Figure 2 and may comprise a bag of opaque material indicated at 14 with a window of transparent material 15 therein. This may be a flexible, opaque paper bag having flexible window material such as "Cellophane." The bag may 15 be wholly of transparent material.

As shown in Figure 2, the tray is formed by folding upwardly the sides 12 and the articles to be packaged, such as the rolls or cakes 16, are placed on the tray. The tray is then inserted 20 into the open end of the bag which is expanded in the usual way to receive the tray and its contents.

As shown in Figure 2, the bag is closed about the tray and its contents as by drawing together 25 the mouth portions and folding, clipping or otherwise securing the same.

It will be apparent from the foregoing that by the invention a simple, economical display package has been provided. Obviously modifications 30 of the invention may be resorted to without departing from the spirit thereof or the scope of the appended claims.

What is claimed is:—

1. The combination with a comparatively flexible bag, of an open tray of comparatively stiff sheet material inserted with the article to be packaged thereon into the bag, the sides of the tray at one end thereof being extended beyond the bottom of the tray to facilitate insertion of 40 the tray into the bag.

2. The combination with a comparatively flexible bag, of an open tray of comparatively stiff sheet material inserted with the article to be packaged thereon into the bag, the sides of the 45 tray at one end thereof extending beyond the intervening portion of the tray and being tapered to facilitate insertion of the tray into the bag.

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