July 21, 1964 J. L. FUNKE ETAL 3,141,555

DISPLAY STAND

Filed Nov. 1, 1953

3 Sheets-Sheet 1

FIG. 1

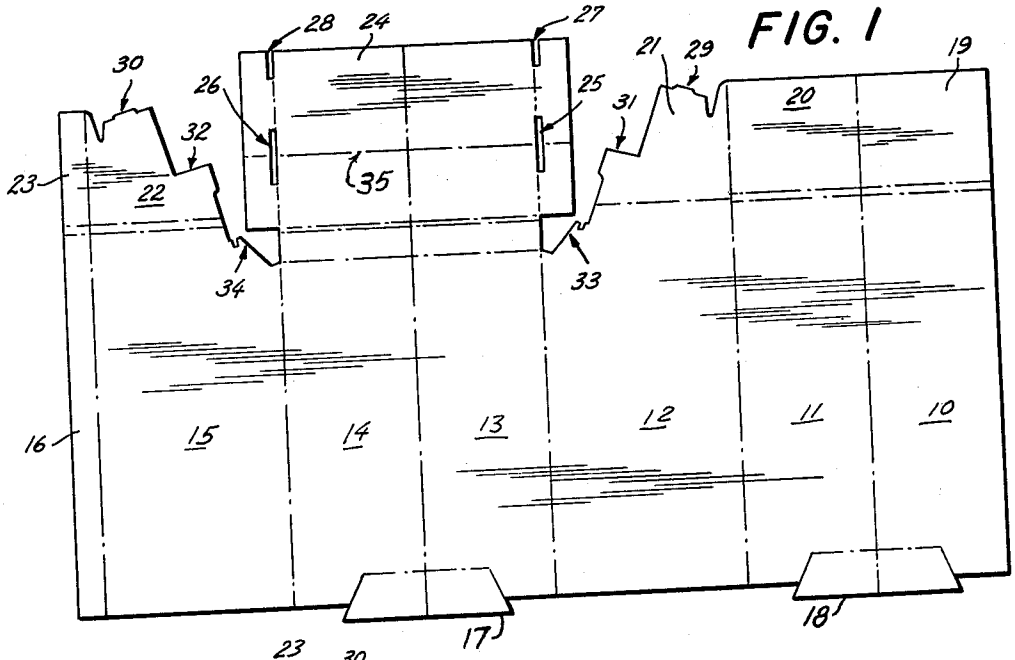


FIG. 2

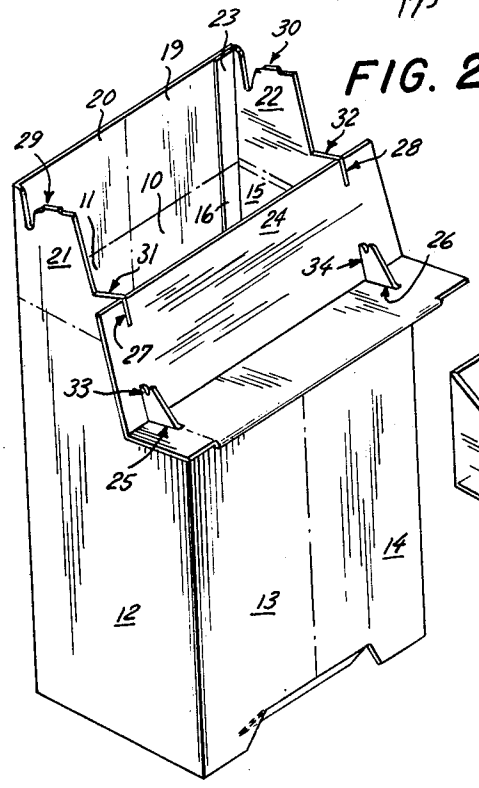
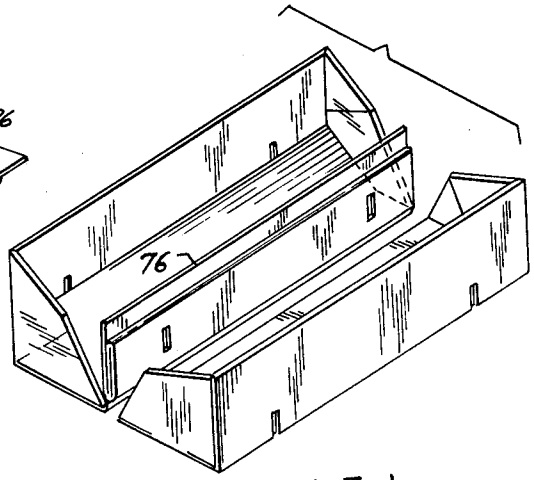


FIG. 6



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July 21, 1964 J. L. FUNKE ETAL 3,141,555

DISPLAY STAND

Filed Nov. 1, 1953 3 Sheets-Sheet 2

FIG. 3

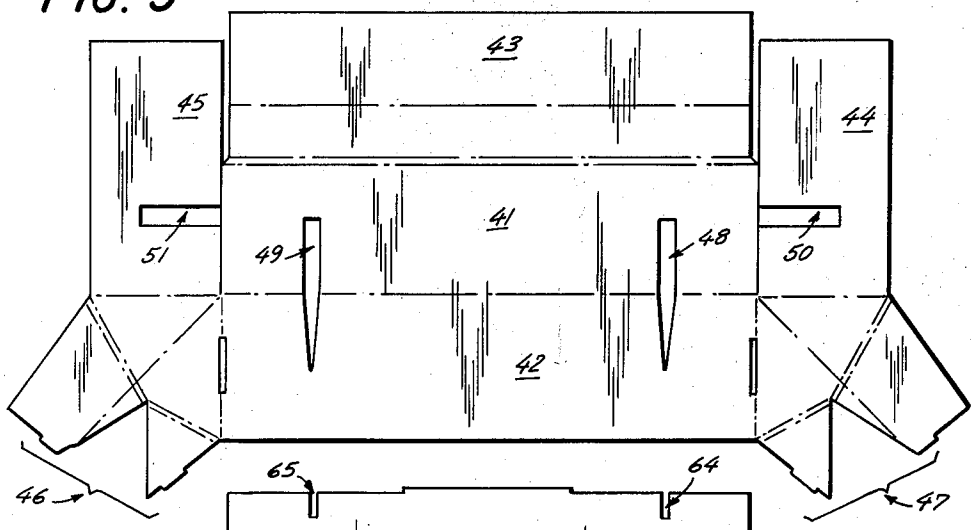


FIG. 4

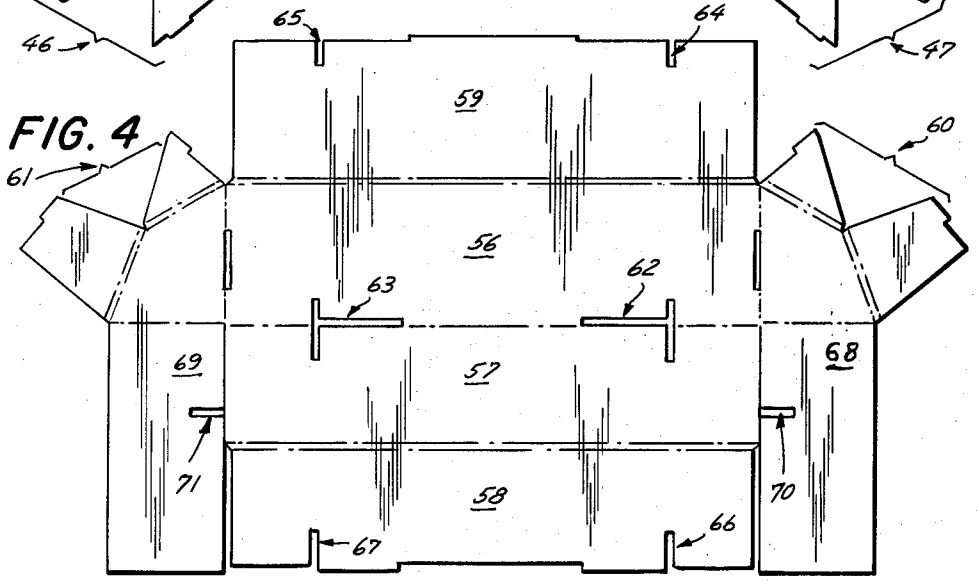
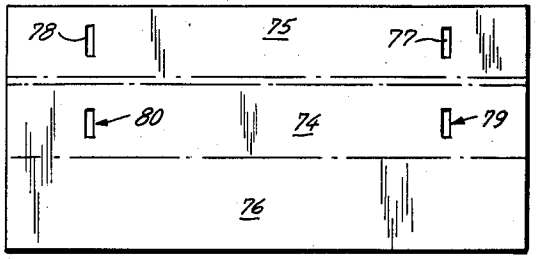


FIG. 5



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July 21, 1964 J. L. FUNKE ETAL 3,141,555

DISPLAY STAND

Filed Nov. 1, 1953 3 Sheets-Sheet 3

FIG. 7

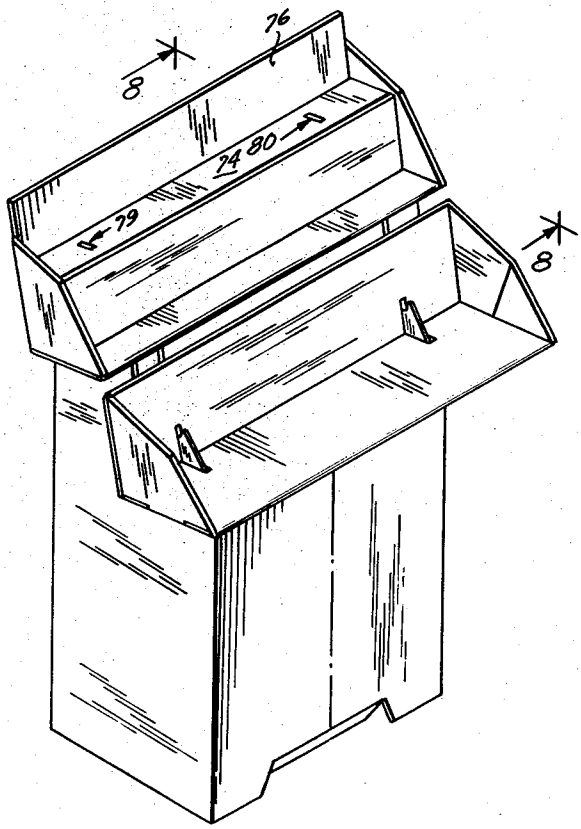
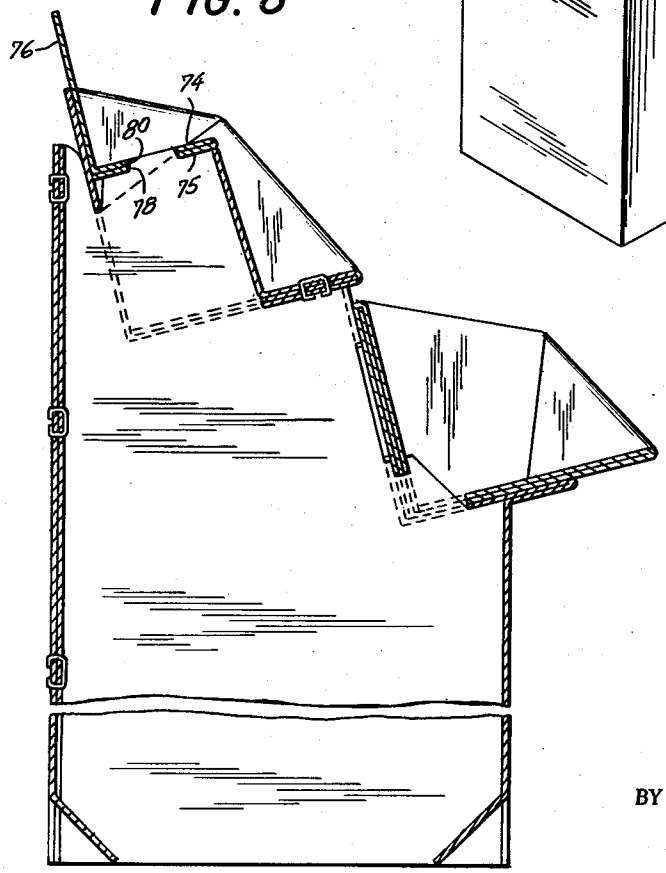


FIG. 8



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United States Patent Office 3,141,555 Patented July 21, 1964

3,141,555
DISPLAY STAND

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Filed Nov. 1, 1963, Ser. No. 320,661
1 Claim. (Cl. 211—135)

This invention relates to paperboard display stands of the type suitable for consumer goods and more particularly to the type which may be shipped in a flat, folded condition and easily assembled for displaying merchandise.

Display stands of the type where the paperboard display is shipped as a separate article apart from the goods to be displayed require a complex assembly operation. The base or holding device must be assembled first and the goods are than stacked on the shelves. The display stand of my invention provides a way for using the display trays of the stand as shipping containers for the goods. The novel structure of my display permits the goods trays to be converted into a stepped display device in one simple motion at the point of sale.

This readily assembled display tray with stepped arrangement of the shelves permits conversion of the shipping package into an attractive display with the goods. The arrangement of the shelves provides maximum display area while utilizing minimum floor space. My invention provides a container for the goods to be displayed and a base which is shipped flat or folded. The invention will be more fully understood by reference to the following drawings, in which:

FIGURE 1 is a plan view of the blank forming a base.

FIGURE 2 is a perspective view of the assembled base matter from the blank of FIGURE 1.

FIGURE 3 is a plan view of a blank from which may be constructed an upper goods tray.

FIGURE 4 is a plan view of a blank from which a lower goods tray may be constructed.

FIGURE 5 is a plan view of a blank from which a third goods tray may be constructed.

FIGURE 6 is a perspective view of the shelves assembled for shipment.

FIGURE 7 is a perspective view of the completely assembled display.

FIGURE 8 is a section of a display stand taken along lines 8—8 of FIGURE 7.

The display stand of my invention is constructed in two major units comprising a base section and goods trays. The base section and the trays are constructed from blanks of suitable material, such as paperboard. The base blank is scored and cut as illustrated in FIGURE 1. The blank has wall panels **10**, **11**, **12**, **13**, **14**, **15** and stitching tab **16**. An end of the blank is scored to provide panels **19**, **20**, side panels **21** and **22**, tab **23** and bottom panel **24**. Panel **24** has openings **25** and **26** and anchor tabs **29** and **30**, inclined edges **31** and **32** and base shelf catches **33** and **34**. The base blank has kick panels **17** and **18** which may be bent under the base to provide space for convenience in approaching the stand. The bottom panel **24** is scored along fold line **35**. The bottom panel thus serves to hold this display stand base erect, when assembled. Base shelf catches **33** and **34** are engaged through apertures **25** and **26** of the base shelf **24**.

The base is assembled by folding the blank to form front, back and two side panels which are then joined along the edge of panel **10** and tab **16**. An assembled base is shown in FIGURE 2.

The second component of my display stand is a series

of trays for holding goods. The preferred embodiment provides for three such trays.

FIGURE 3 illustrates a blank from which an upper tray is assembled. A suitable sheet of material is cut and scored to provide upper tray bottom **41**, back **42**, back **43**, locktab panels **44** and **45**, wing panels **46** and **47**. Bottom and back have tapered apertures **48** and **49**, and panels **44** and **45** have oblong apertures **50** and **51**.

FIGURE 4 illustrates a blank from which a lower goods tray may be assembled. A suitable sheet of material is cut and scored, as illustrated in FIGURE 4 to provide lower tray bottom **57**, back **56**, bottom pad **58**, and reinforcing pad **59**, wing panels **60** and **61**, and locktab **68** and **69**, which have apertures **70** and **71**.

FIGURE 5 illustrates a blank from which a pop-up tray may be assembled, providing bottom **74**, back **76**, and reinforcing pad **75**.

The blanks are folded along the various score lines to form trays shown in FIGURE 6.

Each tray is loaded with the required merchandise at a factory or other distribution point. The trays are then arranged as shown in FIGURE 6 and a wrapper is put around them to form a shipping package. FIGURE 6 illustrates the "pop-up" tray without merchandise. The "pop-up" shelf is properly positioned by placing the back **76** nearest to the back panel **42** of the upper goods tray as shown in FIGURE 8.

To assemble the display stand the base is formed as described above. The shipping wrapper is removed from the goods trays. The lower tray is then placed upon the base.

The lower tray is placed upon base **24** and apertures **63** and **62** receive base shelf catches **33** and **34**, serving to anchor the tray.

The upper tray is placed upon inclined ledges **31** and **32** as shown in FIGURES 7 and 8.

The pop-up shelf separates from the upper tray and rests upon and engages with the anchor tabs **29** and **30**, of the side walls **21** and **22**, the apertures **77** and **79**, **78** and **80** coinciding and receiving anchor tabs **29** and **30**.

The engagement of the trays and the base projections is illustrated in cross section by FIGURE 8.

This arrangement whereby the pop-up shelf and the upper tray separate in one motion assembles two goods trays for display in one easy step, no rearrangement of goods being required for displaying.

The assembly of the display of my invention is swift and efficient yet provides a compact shipping container. The display stand base is shipped flat to conserve space yet is readily assembled to receive the display stand trays.

The base is erected by spreading the four walls and dropping the flap **24** into interlocking position with the base.

When assembled the base accommodates three trays.

Many modifications of the invention are possible in the light of the foregoing teachings. It is to be understood that the invention is not limited in its application to the details of the construction and arrangement of parts but that within the scope of the appended claims it may be practiced otherwise than as specifically illustrated.

We claim:

A combination shipping case and display stand comprising in combination a base having four wall panels, two panels of the said four panels forming a pair of side walls connecting another pair of panels, a bottom panel foldably connected along an edge of a base wall panel, the bottom panel being scored transversely and having a spaced pair of elongated apertures extending perpendicularly across the score line, a base shelf catch integrally attached to each side wall panel, an inclined ledge integrally formed in each side wall panel, an anchor tab

integrally formed in an edge of each side wall panel, a lower goods tray comprising a bottom, a back foldably attached to the bottom, the bottom having a pair of spaced apertures, the lower tray demountably attached to the base, an upper tray comprising a bottom, a back foldably attached to the bottom, the bottom having a pair of spaced apertures extending into the back, and the upper tray demountably attached to the base, a pop-up tray comprising a bottom, a back foldably connected to the bottom and nested within the upper tray, the bottom of the pop-up tray having a pair of apertures in spaced

relationship, the pop-up tray being denestable from the upper tray and then demountably engaged with the anchor tabs of the base.

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