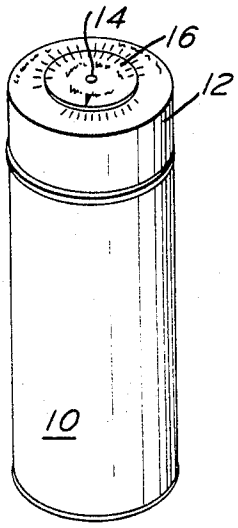
Jan. 28, 1969 L. N. PEREZ ETAL 3,424,336

PROMOTIONAL PACKAGE

Filed July 13, 1967

FIG. 1



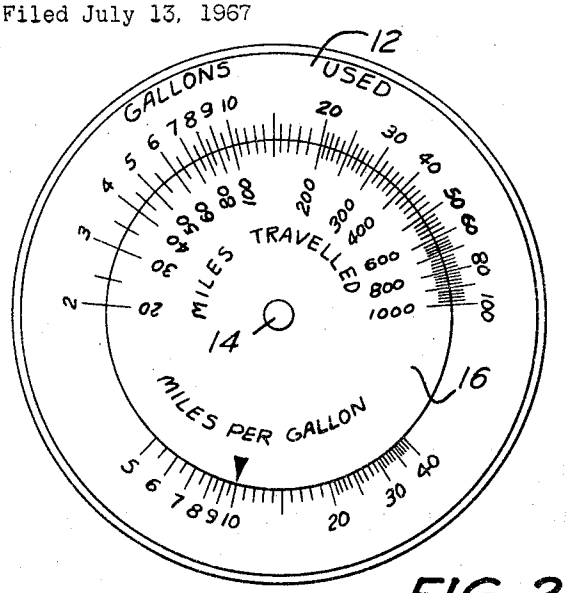


FIG. 2

FIG. 4

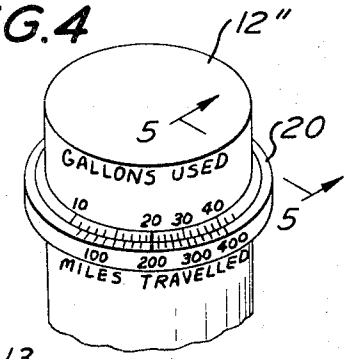
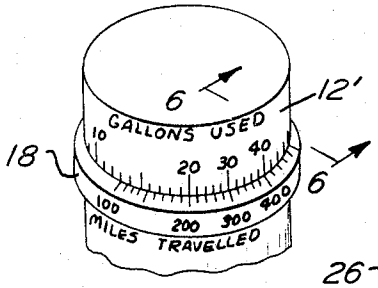


FIG 3



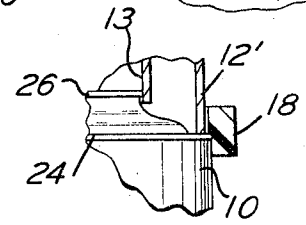
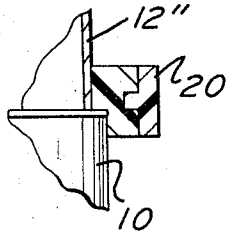


FIG. 6

FIG. 5



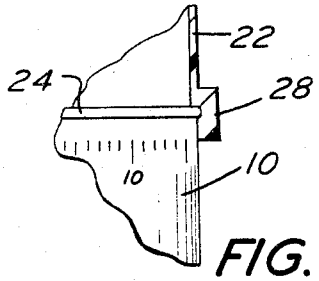


FIG. 7

INVENTORS.
LOUIS N. PEREZ
EDDO A. BULT
BY Seidel & Gonda
ATTORNEYS.

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PROMOTIONAL PACKAGE

Louis N. Perez, Willow Grove, Pa., and Eddo A. Bult, Brussels, Belgium, assignors to C. J. Webb, Inc., Dresher, Pa., a corporation of Pennsylvania

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U.S. Cl. 220—42 4 Claims
Int. Cl. B65d 41/18, 51/24

ABSTRACT OF THE DISCLOSURE

A container of the aerosol type is described where the cap or top, which is normally made of a plastic material, freely rotates in place on the container, and is provided with indicia-bearing surfaces which complement indicia-bearing surfaces contained on the container body or a stationary or independently rotatable portion of the cap. Selected scales and symbols can then be provided for computational purposes to enhance the utility of the package and regard for its supplier.

This invention relates to packages, and more particularly, to containers which are provided with indicia-bearing surfaces capable of moving with respect to each other to provide further utility in the container.

Certain consumer products which are packaged in round containers and provided with decorative plastic snap-on tops remain for a considerable length of time in a consumer's work area. Prior to the contents of the container being exhausted, the container per se is of light or no particular value to the consumer. Some products such as those packaged in aerosol containers are used intermittently and consequently are idle for lengthy periods of time. Such products therefore lend themselves to new packaging concepts. Normally, packaged goods are quickly used and the containers discarded. Where the container is to remain in the consumer's work area for a substantial period of time it is desirable that the product be continually promoted by enhancing the utility of the product or product's package so that the consumer is more frequently reminded of its presence and benefit to him.

It is therefore an object of this invention to provide a container for aerosol packages and the like where movable components of the package are printed with indicia associated with scales and quantitative symbols for providing a continuous service for a consumer.

It is a further object of this invention to provide an aerosol container having a rotatable plastic cap which is constructed of indicia-bearing movable components, which by rotation achieve variable equivalents associated by slide-rule theories to provide solutions to specific problems.

It is another object of this invention to provide a promotional package which continues to have utility for the consumer while the specific contents are not in use.

Further objects and advantages of the present invention will be apparent from the hereinafter-contained description of the promotional package prepared according to this invention.

For the purpose of illustrating the invention, there is shown in the drawings embodiments which are presently preferred; it being understood, however, that this invention is not limited to the precise arrangements and instrumentalities shown.

FIGURE 1 is a perspective view of a container embodying a circular computer in the container cap.

FIGURE 2 is a plan view of a specific computer adapted for use with the container assembly of FIGURE 1.

FIGURE 3 is a fragmentary perspective view of a container top embodying a different form of computer device, according to this invention.

FIGURE 4 is a fragmentary perspective view of a container top embodying a different form of computer device from that shown in the previous figures.

FIGURE 5 is a fragmentary cross section view taken along the lines 5—5 of FIGURE 4.

FIGURE 6 is a fragmentary cross section view taken along the lines 6—6 of FIGURE 3.

FIGURE 7 is a fragmentary cross section view similar to those of FIGURES 5 and 6 showing a different form of computer device, according to this invention.

Referring now specifically to the drawings, FIGURE 1 shows a container body **10** provided with a container top **12** upon which is mounted a disk **16** mounted to the top by means of a rivet **14**. In FIGURE 2, the disk **16** and rivet **14** are more easily seen mounted to the top of container top **12**. The computer shown in FIGURE 2 provides a convenient method for obtaining fuel consumption, which may be of utility to a consumer.

In FIGURES 3 and 6 a plastic container top **12'** is provided for the top of an aerosol container. As is seen more clearly in FIGURE 6, the cap **12'** is provided with an inner cap **13** which engages the top edye **26** of aerosol can **10**. The outside wall of cap **12'** is then received in the space inside the bead **24** of container body **10** and is rotatable with respect thereto. Annular ring **18** is provided to engage the bead of can **10** and remain stationary when container top **12'** is rotated or may be movable independently or in conjunction with the movement of container top **12'**. In FIGURE 3 the computer function illustrated is that of a gasoline mileage computer where the printed indicia are located on the side wall of container top **12'** and on the top edge of annular ring **18**, as well as the outer circumference of annular ring **18**. In this manner, the scales and corresponding symbol indicia are easily seen and may be conveniently matched for computation.

In FIGURES 4 and 5, still another embodiment of the present invention is illustrated. The container top **12''** is provided with a lower lip for engagement with a can **10**, more clearly shown in FIGURE 5. A ring **20** is provided to be received in slideable relation with the lip of top **12''**. The computer scales are then arranged on the matching top surfaces of the lip of top **12''** and ring **20**. The symbol indicia may be located conveniently on the side wall of top **12''** and on the vertical outer edge of ring **20**. Again, the cap top **12''** may be rotated independently of ring **20** by holding ring **20** stationary and rotating the top **12''**, or the cap held stationary or moved in combination with the movement of ring **20** to perform computation functions.

FIGURE 7 illustrates still another embodiment of the present invention where cap top **22** is received on can **10** by engagement with the topmost bead of the can **10**. The clearances may be so selected that while the top **22** is securely attached to the can **10**, it is still rotatable with respect thereto. Indicia and scales may be printed or otherwise placed on the side of can **10** to match indicia on the vertical face of the flange **28** of cap **22**. The computation may then be performed by rotating the cap **22** with respect to the can body **10**.

It will be readily appreciated by one skilled in the art that many other embodiments are possible. That is, only a large cap is shown on the aerosol container. This is selected for purposes of illustration to clearly show how large numbers may be used for clear viewing and how the particular structure is designed. Small caps received on the topmost portion of an aerosol container are very common and can be adapted to rotate with respect to the can body, or be provided with rotatable members

such as shown in FIGURES 3 and 4 without departing from the spirit and scope of the present invention. Likewise, only a gasoline mileage computation device has been illustrated, but it will be readily apparent that a large number of computation functions are encompassed by the present invention. The adaptation of slide-rule principles to movable components to achieve variable equivalents associated to slide-rule theories can produce many useful solutions for a wide variety of problems. For example, a typical multiplication-division scale may be provided with numerical indicia and the appropriate scales to provide an inexpensive computer readily at hand in the workshop. Specific variations are possible, such as, for example, scales depicting angular-relationships which might be of value in timing automobiles, setting dwell times and the like. Also, mileage-speed-time relationships may be depicted for easy trip planning for the automobile owner. It is likewise contemplated that the numerical indicia may be arranged to provide convenient conversion functions between metric and English units for selection of wrench sizes and the like.

The wide application of the principle as used herein would permit many useful embodiments to be designed which are within the skill of an artisan in the art. For example, it would take no invention to adapt the teachings disclosed herein to other areas where such a package may have utility. In the kitchen, baking times and temperatures could be arranged on the cap assembly of an oven cleaner. Likewise, pleasing color combinations can be provided with an appropriate arrangement of complementing colors on sliding scales provided on aerosol paint cans. Ironing temperatures and fabric combinations may be placed on starch aerosol containers.

It is also contemplated with the present invention that the structures disclosed herein may easily be adapted for imparting instructional information for the use of certain products. For example, timed or sequential operations may be provided in indicia form which would permit the user to have a convenient record of the operations performed by simply setting the operation indicia in the proper relationship to an index on the container top for easy reference in determining at a later time what has or has not been done.

It is claimed:

1. A promotional package comprising a container body and a container top wherein the container top is provided with means for releasably attaching said container top to said container body and is rotatable with respect to said container body when attached thereto, said container body and said container top being provided with indicia-bearing surfaces which are movable relative to each other when said container top is rotated, the lowermost end of said container top being received inside the uppermost edge of the container body and said container adjacent to its uppermost edge being provided on its outer surface with an annular ring provided for rotation independently of said container body and said container top.

2. A promotional package comprising a container body and a container top wherein the container top is provided with means for releasable attachment to said container body and is rotatable with respect to said container body when attached thereto, said container top having a rotatable member comprising a substantially flat disk element secured to the top exterior surface thereof, said rotatable member having an axis of rotation concentric with the axis of said container body when said container top is attached to said container body, said rotatable member and said container top being provided with adjacent indicia-bearing surfaces which are movable relative to each other and which may be utilized to yield desired information.

3. A promotional package comprising a container body and a container top wherein the container top is provided with means for releasably attaching said container top to said container body and is rotatable with respect to said container body when attached thereto, said container top comprising a cup-shaped member, the open end of said cup-shaped member having an outwardly projecting flange circumscribing the outer periphery of said container top, the outwardly projecting flange having means associated therewith for releasably engaging the uppermost end of said container body, the uppermost end of said container body and said flange being provided with adjacent indicia-bearing surfaces which are movable relative to each other when said container top is rotated to yield desired information.

4. A promotional package comprising a container body and a container top wherein the container top is provided with means for releasable attachment to said container body and is rotatable with respect to said container body when attached thereto, said container top being provided with an outwardly extending flange circumscribing the outer periphery of the lowermost portion of said container top, a ring engaging said flange and adapted to rotate therearound, said ring being rotatable with respect to said container top and said flange, said ring having indicia on one surface thereof cooperating with indicia on one surface of said flange whereby said ring may be rotated with respect to said flange in order to obtain desired information.

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JAMES B. MARBERT, *Primary Examiner.*

U.S. Cl. X.R.

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