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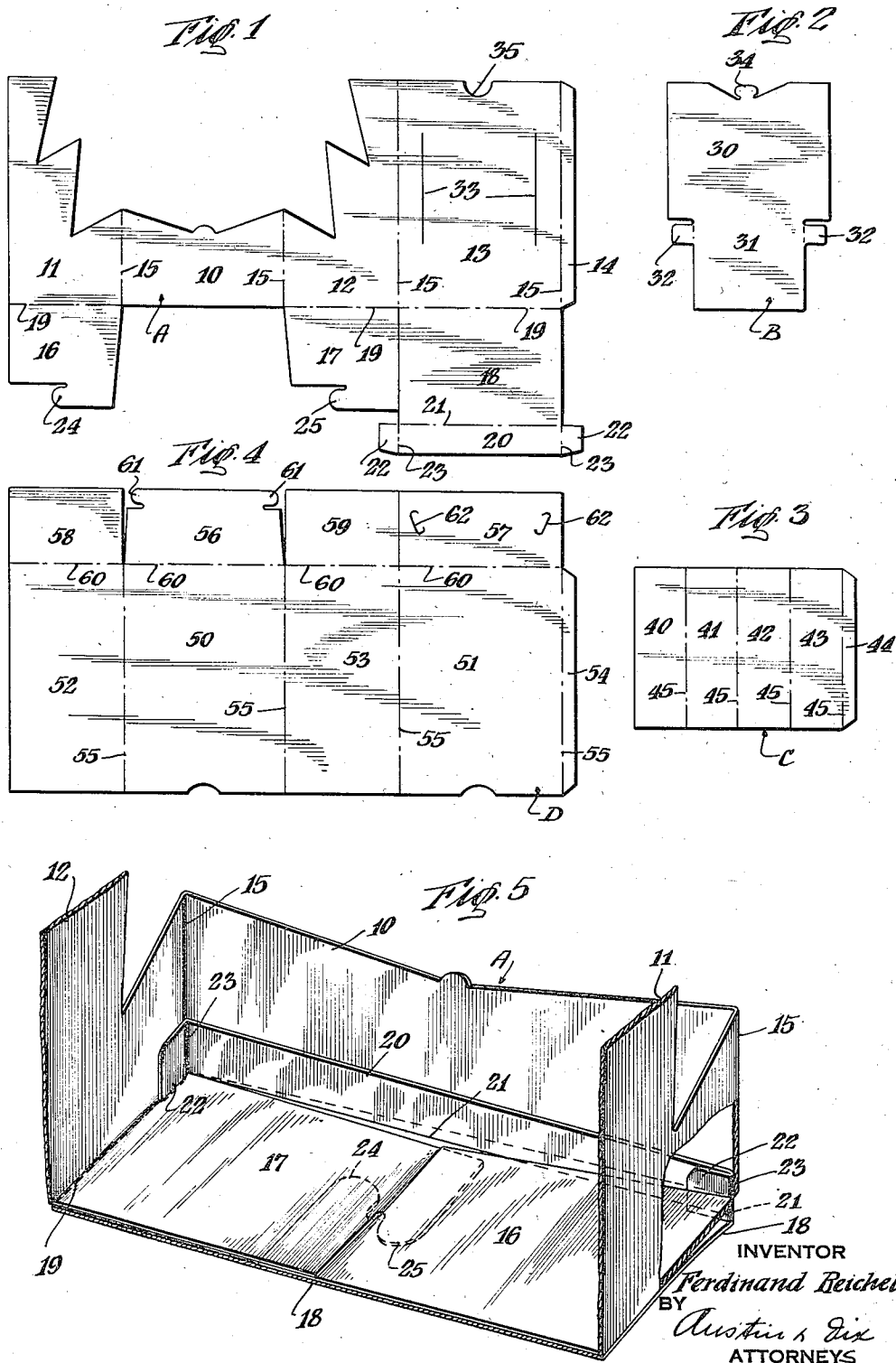
F. REICHEL

2,033,299

SHIPPING AND DISPLAY CONTAINER

Filed July 2, 1932

3 Sheets-Sheet 1



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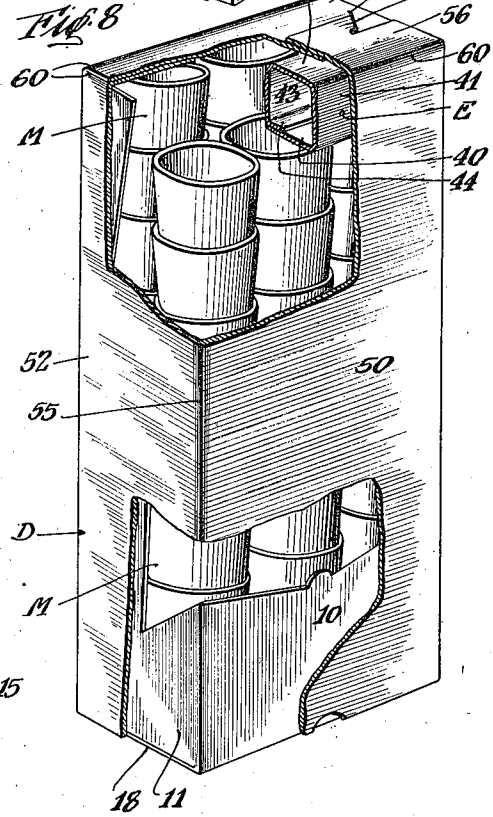
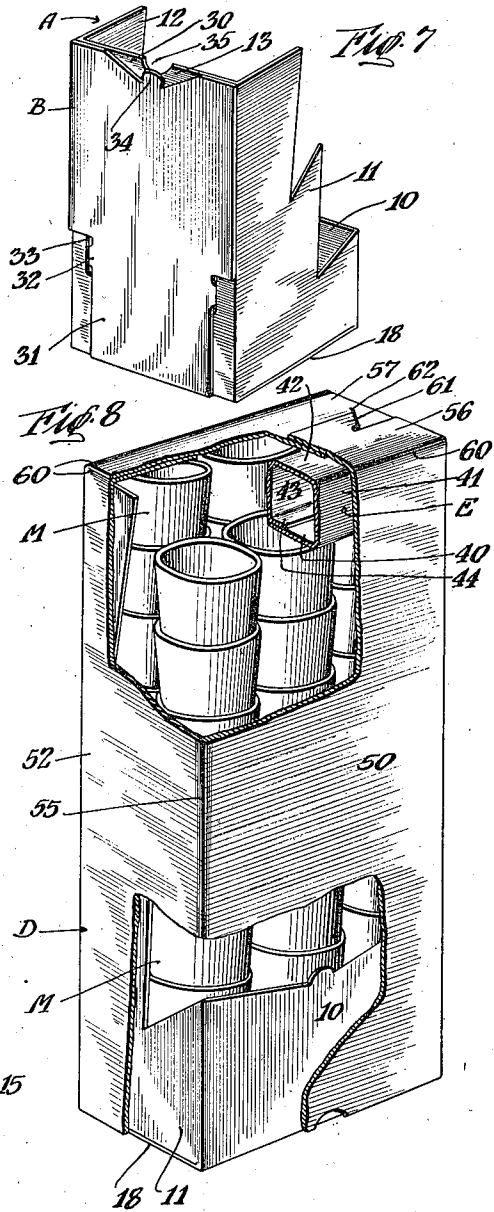
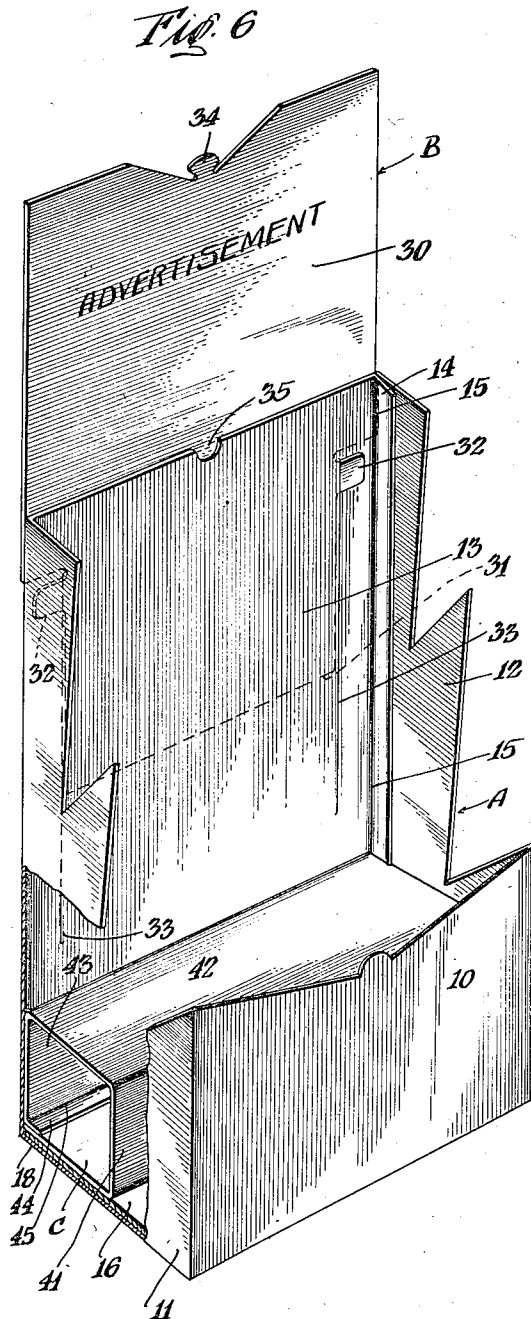
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SHIPPING AND DISPLAY CONTAINER

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3 Sheets-Sheet 2



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SHIPPING AND DISPLAY CONTAINER

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3 Sheets-Sheet 3

Fig. 9

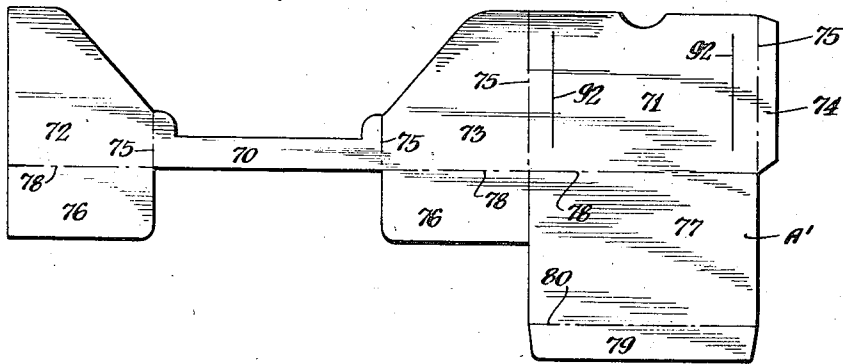


Fig. 10

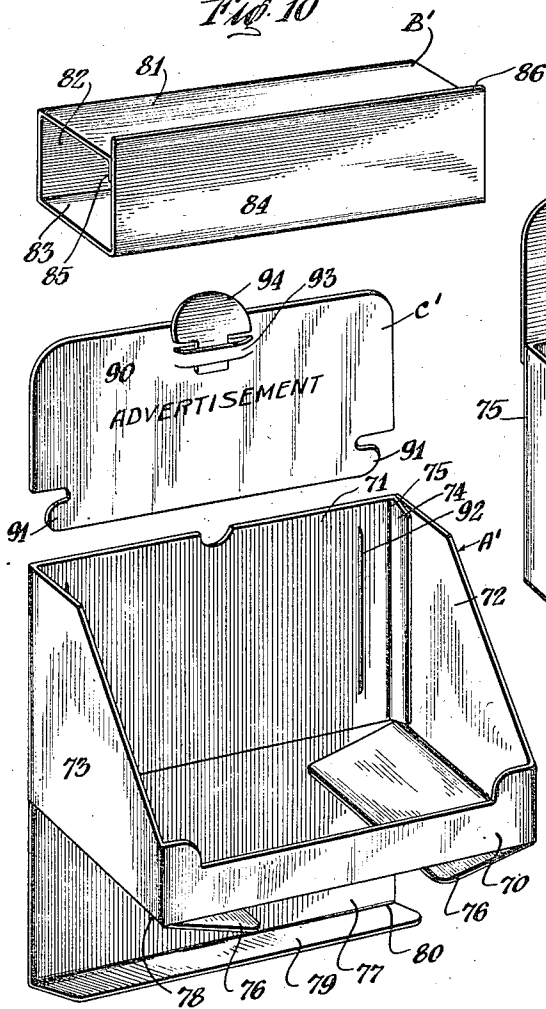
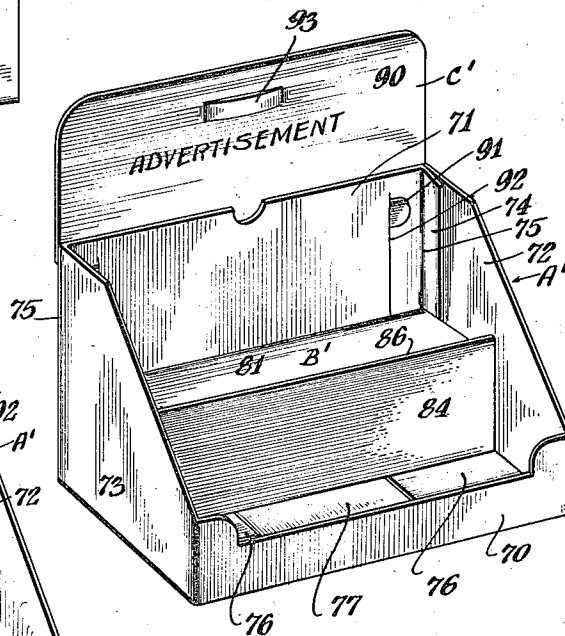


Fig. 11



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UNITED STATES PATENT OFFICE

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SHIPPING AND DISPLAY CONTAINER

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Conn., a corporation of New Jersey

Application July 2, 1932, Serial No. 620,668

6 Claims. (Cl. 206—44)

This invention relates to a shipping and display container in which merchandise may be arranged in display position when packed by the manufacturer and shipped so that no further adjustment of the merchandise is necessary when received and set up for display by the merchant.

This invention comprehends a box comprising a bottom wall and side walls, the front wall being cut down to permit a clear view of the merchandise from the front of the box. A tier device is arranged in the box upon which the merchandise may be attractively arranged and stacked in stepped rows. For shipping purposes, a filler block is placed over the top of the stepped rows of merchandise and a tubular sleeve having enclosing side walls and an end wall is telescoped over the merchandise filled box. The closure sleeve may be secured to the box by a strip of adhesive or other means. The container as thus set up and packed may be shipped and roughly handled without breakage or injury to the goods.

When the retailer receives the container, the outer closure sleeve and the filler block resting on top of the merchandise are removed. An advertising placard or display card is adjustably secured to the rear wall of the box. During shipment, this card is adjusted so as to lie flat against the rear wall of the box and to extend no higher than the rear wall. When the goods are to be displayed, the card can be pulled up to extend above the rear wall of the box so that advertising or other printed matter thereon is clearly visible from the front of the box. No rearrangement of the merchandise by the retailer is necessary. Considerable time is thus saved the retailer and he is further assured that the goods are properly arranged in the most attractive manner.

The box may be made from a single blank of paperboard material and the bottom wall may be secured in place by means of interlocking tabs or ears so that no glue or similar securing means are necessary to hold the container in assembled condition. The display card is easy to apply, inexpensive to make, and can be telescoped so as to be out of the way during packing and shipment. The outer closure sleeve, if desired, may be made of strong, tough fibreboard, corrugated paper or other material sufficiently strong to fully protect the contents. This shipping and display container is especially useful in the packaging of glassware, tumblers, jars, cans, packages and boxes containing merchandizable materials.

An object of this invention is to provide a shipping and display container in which the

merchandise may be arranged in attractive display position by the packer and then shipped in this condition, permitting the merchant to set up the merchandise for display without further adjustment or arrangement thereof.

Another object of my invention is to provide a shipping and display container which may be quickly set up and packed, which fully protects the goods during shipment, and which may be easily and quickly unpacked and set up in display condition without further adjustment of the merchandise therein.

Another object of my invention is to provide a shipping and display container having a vertically adjustable display card which may be telescoped into the box during shipment and which can be easily and quickly adjusted into attractive display position when received by the merchant.

Still another object of my invention is to provide a display box formed from a single blank of paperboard material having a bottom construction which may be set up and quickly and effectively locked into operative position without gluing, staples or other similar operations.

Another object of my invention is to provide a shipping and display container in which the goods may be arranged during packing in attractive tiers or stepped rows, and which is provided with means for holding the goods in this condition during shipment, which means may be quickly and easily removed when received by the merchant and the container placed on display without further adjustment or rearrangement of the merchandise therein.

Still another object of my invention is to provide a method of packaging and displaying merchandise attractively and economically, and with the least trouble and annoyance to the packer and to the retailer.

Other objects of this invention will become apparent as the disclosure proceeds.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be carried out, may be better understood by referring to the following description taken in connection with the accompanying drawings forming a part thereof, in which

Fig. 1 is a face view of a cutout blank from which the box member of the shipping and display container may be formed;

Fig. 2 is a face view of the display card adapted

to be adjustably secured to the rear wall of the box member;

Fig. 3 is an extended view of the tier device which may be placed within the box member to support the merchandise in display arrangement;

Fig. 4 is a face view of the blank from which the closure sleeve used during shipment of the container may be made;

Fig. 5 is a fragmentary perspective view of the box member illustrating more particularly the bottom construction of the box;

Fig. 6 is a perspective view of the box member with the display card and tier device associated therewith, certain parts being broken away to illustrate certain features of the construction;

Fig. 7 is a perspective view of the box member showing more particularly the display card in position for shipment;

Fig. 8 is a perspective view of the complete shipping and display container as it appears when fully packed and ready for shipment, certain parts being broken away to show certain features of the construction;

Fig. 9 is a face view of a cutout blank from which a display box of slightly modified construction may be made;

Fig. 10 is an exploded view in perspective of the modified tier device, display card and display box; and

Fig. 11 is a perspective view of the modified display box completely assembled with the tier device and display card associated therewith.

Similar reference characters refer to similar parts throughout the several views of the specification and drawings.

Referring more particularly to Figure 1, a cutout blank A is shown from which the box members of the shipping and display container may be made. The box member comprises a front wall portion 10, side wall portions 11 and 12, a rear wall portion 13, and a securing tab 14, defined by the score lines 15. Side closure flaps 16 and 17 are hinged to the side walls 11 and 12 respectively along the score lines 19. A bottom flap 18 which covers the bottom of the box is hinged to the rear wall 13 of the box along the score line 19.

In setting up the box, the front wall 10, side walls 11 and 12 and rear wall 13 are bent into tubular form along the score lines 15. The tab 14 is glued or otherwise secured to the free edge of the side wall 11. The side flaps 16 and 17 are then folded inwardly and the bottom flap 18 is folded underneath the side flaps 16 and 17. The edge flap 20, defined from the bottom flap 18 by the score line 21, is then inserted into the container, as shown more particularly in Figure 5. This insertion is accomplished by folding the ears 22, defined from the edge portion 20 by the score line 23, inwardly over the edge portion 20, as shown at the left hand side of Figure 5. When the edge portion 20 has been inserted a sufficient distance, the ear portions 22 are then swung away from the edge portion 20 and toward the side walls 11 and 12 of the box. When in this position, the ear portions 22 will rest upon the side flaps 16 and 17 respectively and thus lock the bottom wall 18 of the container in closed position. The bottom wall of the box is thus formed and held together without the use of glue, staples or other securing means, permitting the box to be shipped in flat collapsed condition to be set up by the packer.

In order to more effectively display the merchandise M within the container, I preferably

provide a tier device C which may be made from the blank shown in Figure 3. The tier device is simply a tubular member comprising the side walls 40, 41, 42, 43 and the securing tab 44, defined by the score line 45. In assembling the same, the side walls are bent into tubular form and the tab 44 is cemented or otherwise secured to the free edge of the side wall 40. The tubular tier member is of sufficient length to snugly fit within the box member A and it rests upon the bottom of the box, as shown more particularly in Figure 6. Merchandise M, such as glassware or other articles, may then be packed and arranged within the box member in tiers or stepped rows, as shown more particularly in Figure 8, with certain rows resting on the tier device C.

To more attractively display the merchandise, it may be found desirable to cut the side walls 11 and 12 and the front wall 10 into some form of attractive design, such as shown by way of example in Figures 1 and 6, so that the merchandise therein is clearly visible from the front of the box.

An advertising placard or display card B, shown in Figure 2, may be associated with the box member if desired. The display card comprises a face portion 30, adapted to carry advertising matter, and a trunk portion 31. A pair of attaching ears 32 extend laterally from the trunk portion 31 and are adapted to be inserted into a pair of vertically extending parallel slots 33 cut in the rear wall 13 of the box member. The display card can then be adjusted vertically so that the display or face portion 30 thereof extends above the top edge of the rear wall 13 of the box, as shown more particularly in Figure 6. In shipping, the display card is slid downwardly until the top edge of the face portion 30 thereof is substantially flush with the top edge of the rear wall 13 of the box, as shown in Figure 7, and thus occupies substantially no space. To facilitate grasping of the display card, a finger tab 34 may be provided in the top edge thereof. A finger cutout 35 may be provided in the top edge of the rear wall 13 so that the tab portion 34 may be readily grasped and the display card pulled up into display position. Adjustment of the display card B can be easily and quickly made by the retailer or merchant and the friction between the securing ears 32 and the rear wall 13 of the box is sufficient to hold the display card in any desired adjusted display position.

For purposes of shipment, a closure sleeve D is provided which may be formed from a blank shown in Figure 4. The blank comprises front and rear walls 50 and 51, side walls 52 and 53, and a securing tab 54 defined by the score lines 55. The end wall of the sleeve is formed from the side flaps 58 and 59 defined from the side walls 52 and 53 respectively by the score lines 60. Closure flaps 56 and 57 are also defined from the front wall and rear walls 50 and 51 respectively by the score lines 60.

In setting up the sleeve member the front and rear walls 50 and 51 and the side walls 52 and 53 are bent into tubular form and the tab 54 is cemented or otherwise secured to the free edge of the side wall 52. The side flaps 58 and 59 are then bent inwardly and the closure flaps 56 and 57 are then superimposed thereover. Flap 56 may be provided with a pair of ears 61 which are adapted to be inserted into the cuts 62 provided in the flap 57 to hold the flaps in assembled condition.

In packaging the merchandise, a filler block E. 75

shown more particularly in Figure 8, may be placed over the top of the stepped rows of merchandise so as to prevent the movement or displacement of the merchandise within the container during shipment. The filler E may be formed from a blank piece of paperboard material such as shown in Figure 3, and may be similar to the tier device C shown in Figure 6. When the filler block E has been placed in position, the closure sleeve D is telescoped over the merchandise filled display box A, as shown in Figure 8, until the end wall of the sleeve rests against the top edge of the merchandise M and the filler member E within the display box. If desired, the sleeve D may be secured to the box member A by an adhesive strip (not shown) or other means. The packed container is then ready for shipment. Rough handling will not misplace or injure the merchandise within the container when packed as above described.

A somewhat modified display container A' is shown in Figures 9 to 11, inclusive. Referring more particularly to Figure 9, a cutout blank is shown from which the modified display container may be made. This blank comprises generally a front wall 70, a rear wall 71, side walls 72 and 73, and a securing tab 74 defined by the score lines 75. Side flaps 76 are hinged to the side walls 72 and 73 respectively along the score lines 78. A bottom flap 77 of sufficient size to cover the entire bottom of the container is hinged to the rear wall 71 along the score line 78. An edge flap 79 hinged to the bottom flap 77 along the score line 80 is adapted to be inserted into the container.

To assemble this container, the front wall 70, rear wall 71 and side walls 72 and 73 are bent into tubular form along the score line 75, and the tab 74 is secured to the free edge of the side wall 72. The side flaps 76 are then returned, the bottom flap 77 superimposed thereover and the edge flap 79 inserted into the container and frictionally grips the side walls 72 and 73 and the side flap 76 to retain the same in closed position.

A tier device B', as shown in Figure 10, is formed from a single blank of paperboard material comprising the side walls 81, 82, 83 and 84, bent into tubular form with the tab portion 85 thereof glued or otherwise secured to the side wall 84. The tubular display device B' is of sufficient size to fit snugly within the box member A', as shown in Figure 11. If desired, an edge portion 86 may be provided which projects above the wall 81 of the tier device to provide an abutment which prevents the merchandise from slipping off the tier device.

A display card C' having a display portion 90 is provided with a pair of ears 91 which may be inserted into the slots 92 in the rear wall 71 of the box member A'. The display card C' can be vertically adjusted from packed to display position. A price tag 94 may be inserted into a band 93 struck out from the display portion 90. The price tag 94 can be easily and conveniently replaced from time to time as the price of the merchandise within the display container changes.

It is now seen that a display container has been provided which can be economically made by automatic machinery with a minimum of material and labor. The box member, the display card, the tier device, filler block and outer sleeve may be shipped in collapsed flat condition to the manufacturer of the merchandise to be packed therein. The various parts comprising the display container may be easily and quickly set up by the manufacturer without special tools. The

merchandise can then be packed therein and during packing can be attractively arranged for display purposes. The filler block placed over the top of the merchandise prevents any movement of the merchandise within the container during shipment, and the strong outer sleeve telescoped over the packed box and sealed thereto fully protecting the contents from injury.

Since the manufacturer of the merchandise is in the best position to know how the goods may be most attractively displayed, he is best qualified to arrange the merchandise attractively. The retailer is thereby saved the expense and annoyance of arranging the merchandise for display and the manufacturer is not inconvenienced since the goods must be packed for shipment in any event.

Upon receipt of the container by the merchant, the outer sleeve is lifted off, the filler block removed, and the display box with the merchandise attractively arranged therein, may be placed immediately on display. To advertise the merchandise and to attract attention thereto, the display card can be pulled into visible display position and held in place by the frictional engagement between the ears on the card and the rear wall of the box member. A removable price tag may be used so that changes in the price of the merchandise can be economically and attractively indicated on the display box.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may be made by those skilled in the art without departing from the spirit of the invention.

What is claimed is:

1. A shipping and display container including in combination, a collapsible box member adapted to contain merchandise when set up including a bottom wall, a raised rear wall, and a cut down front wall rendering the merchandise visible from the front of the box, a tier device for supporting said merchandise in stepped rows at all times, a display card extending substantially the full vertical length of said raised rear wall providing reinforcing and protection to the container during shipment and storage, means adjustably securing said card to said rear wall permitting vertical adjustment thereof into and out of visible display position, said means including cooperating slots and tabs associated with said side wall and display card, and an outer sleeve member adapted to telescope over the merchandise filled box and enclose the same therein.

2. A shipping and display container including in combination, a collapsible box member adapted to contain merchandise when set up including a bottom wall, a raised rear wall, and a cut down front wall rendering the merchandise visible from the front of the box, a display card vertically and slidably adjustable with respect to one of said side walls to move the same into and out of visible display position, said display card extending substantially the full length of said rear wall when in collapsed shipping position providing reinforcing and protection to the container during shipment and storage, a tier device resting on said bottom wall and adapted to support the merchandise in stepped rows, and an outer sleeve member adapted to telescope over the merchandise filled box and enclose the same therein.

3. A shipping and display container including in combination, a collapsible box member

adapted to contain merchandise when set up comprising side walls and a bottom wall, a display card vertically and slidably adjustable with respect to one of said side walls permitting movement thereof from packed to display position, a tier device resting on said bottom wall and adapted to support the merchandise in stepped rows, a filler block to build up said assemblage to a regular rectangular form, and an outer sleeve member adapted to telescope over the merchandise filled box and enclose the same therein, said display card extending substantially the full vertical length of the side walls with which the same is associated providing reinforcing and protection to the container during shipment and storage.

4. A shipping and display container including in combination, a box member adapted to contain merchandise comprising side walls and a bottom wall, a display card vertically adjustable with respect to one of said side walls permitting movement thereof from packed to display position, a tier device resting on said bottom wall and adapted to support the merchandise in stepped rows, an outer sleeve member adapted to telescope over the merchandise filled box and enclose the same therein, and a filler adapted to rest on the top layer of merchandise to hold the merchandise firmly within the container, said display card extending substantially the full vertical length of the side walls with which the same is associated providing reinforcing and

protection to the container during shipment and storage.

5. A shipping and display container including in combination, a box member adapted to contain merchandise comprising side walls and a bottom wall, a display card vertically adjustable with respect to one of said side walls permitting movement of the same from packed to display position, a tubular tier device resting on said bottom wall and adapted to support the merchandise in stepped rows, an outer sleeve member adapted to telescope over the merchandise filled box and enclose the same therein, and a tubular filler adapted to rest on the top layer of merchandise to hold the merchandise immovable within the container, said display card extending substantially the full vertical length of the side walls with which the same is associated providing reinforcing and protection to the container during shipment and storage.

6. In a merchandise display container having a bottom wall and side walls, an advertising display card attached to one of said side walls by a tab and slot combination permitting vertical sliding motion thereof, said card and side wall bearing such relation to each other that the advertising display of said card is protected behind said side wall when said card is in its lowermost position and is openly displayed when said card is in its uppermost position.

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