

July 12, 1949.

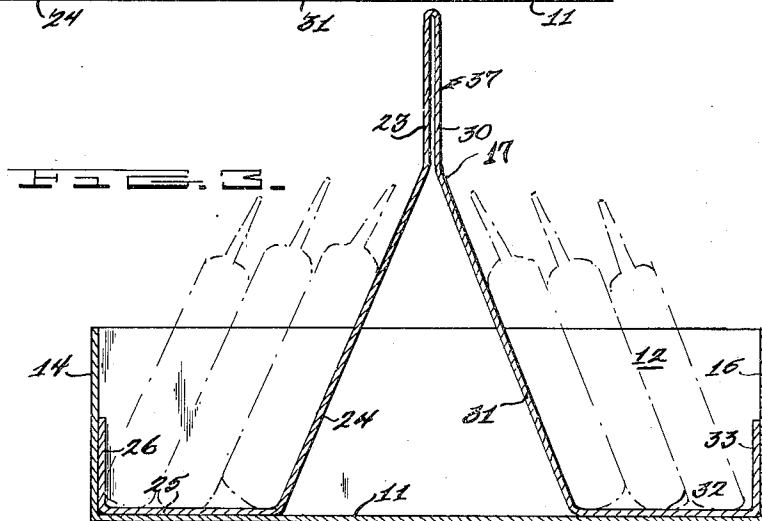
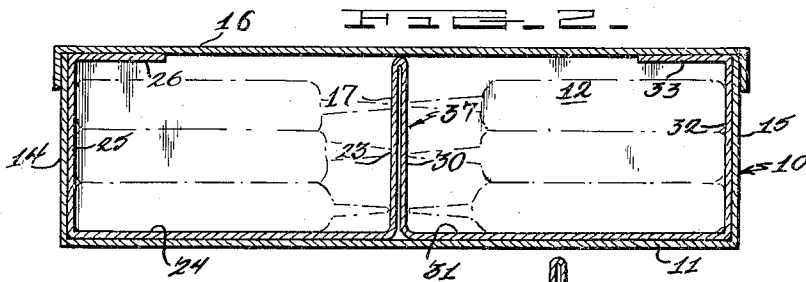
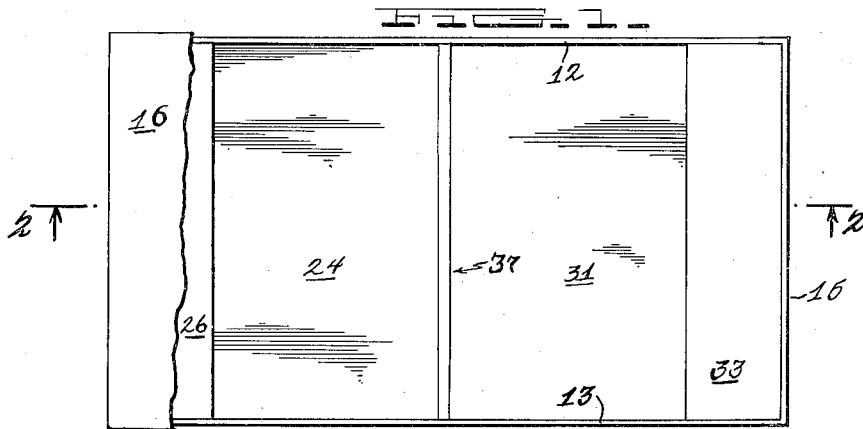
R. M. LOBELL

2,476,102

DISPLAY CARTON

Filed Aug. 13, 1948

2 Sheets-Sheet 1



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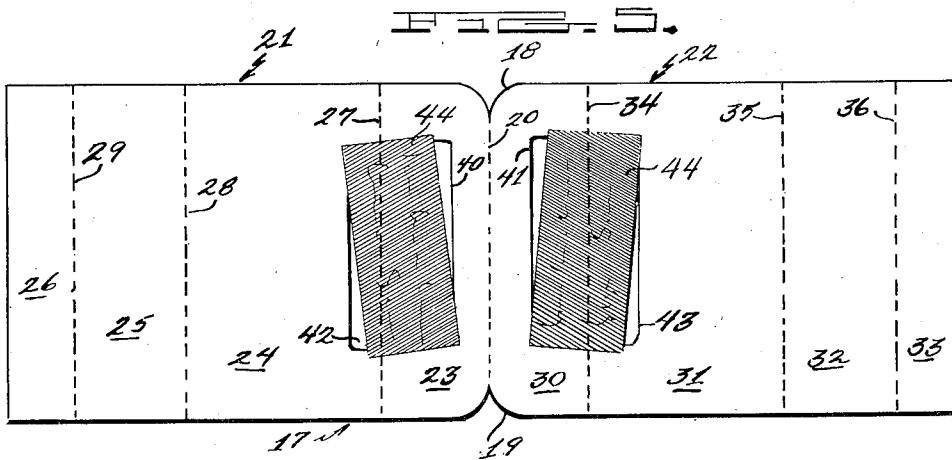
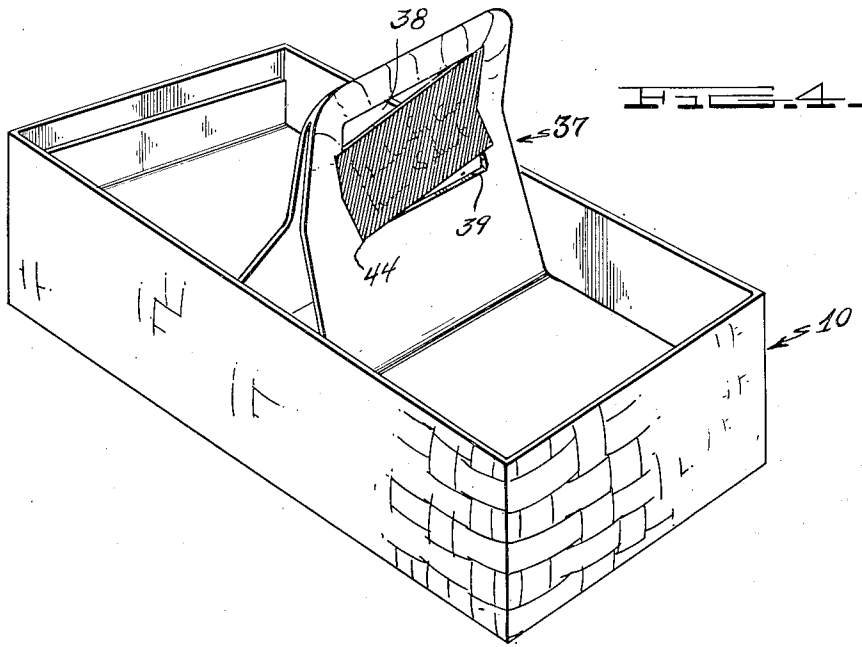
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2,476,102

DISPLAY CARTON

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5 Claims. (Cl. 206—44)

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This invention relates to cartons and has more particular reference to cartons of the type adapted to be used for both shipping and display purposes.

One object of the invention is to provide a carton equally adapted to be used as a shipping container and to display the merchandise contained therein.

Another object of the invention is to provide a carton, as characterized above, including a box body having a movable tray mounted therein and provided with a handle for pulling the tray up to an inclined display position, whereby merchandise piled on the tray will be brought into full view.

Another object of the invention is to provide a carton, as characterized above, which, when the movable tray therein is pulled up to display position, will permit access to the entire contents of the carton without necessitating the handling of the contents by prospective customers.

Another object of the invention is to provide a carton, as characterized above, wherein the movable tray extends longitudinally of the box body and is provided with a central transverse upwardly extending handle and a plurality of spaced transverse score lines, whereby, when the handle is pulled upwardly, the tray will provide a pair of oppositely disposed and oppositely inclined support platforms extending downwardly from the handle, for holding the contents of the carton in displayed position readily visible to prospective customers.

A further object of the invention is to provide a carton, as characterized above, which is simple in construction, economical to manufacture, and which will permit of the attractive packing and display of merchandise.

Other objects and advantages of the invention will become apparent in the following specification, when considered in connection with the accompanying drawings, wherein:

Fig. 1 is a plan view, with parts broken away, of a carton embodying the present invention;

Fig. 2 is a vertical sectional view taken on the line 2—2 of Fig. 1;

Fig. 3 is a vertical sectional view similar to Fig. 2, but showing the cover member removed and the tray pulled up to display position;

Fig. 4 is a perspective view of the box body, with the cover removed and the tray pulled up to display position; and

Fig. 5 is a plan view of the removable tray.

In general, the display carton of the present invention comprises a box body having a removable cover and provided with a longitudinally extend-

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ing movable tray member having a plurality of transverse fold lines providing an upwardly extending central handle portion by means of which the tray member may be pulled up to provide a pair of oppositely disposed and oppositely inclined supporting walls to hold the contents of the carton in displayed position.

Referring now to the drawings, there is shown a display carton comprising a box body 10 having a bottom wall 11, side walls 12, 13, and end walls 14, 15; a removable flanged cover member 16 adapted to telescope over the top edges of the box body; and a foldable tray member 17 removably mounted within the box body.

The box body 10 may be of any usual construction and may be made of any suitable material. Preferably, and in the particular embodiment shown, the box body is made of a single piece of cardboard with the end and side walls folded upwardly and suitably secured together, as by Scotch tape or glued strips of paper binding in the usual manner of constructing such types of cardboard boxes.

Mounted within the box body and wholly unsecured thereto is the tray member 17. The tray member may be made of any suitable material. Preferably, and in the particular embodiment shown, the tray member is made of cardboard.

As shown in Fig. 5, the tray member is stamped from a single sheet of cardboard and is generally rectangular in outline, except for a pair of opposed V-shaped notches 18, 19 having rounded edges positioned centrally of the tray member. The notches 18, 19 are connected by a central transverse score or fold line 20 which divides the tray member into two portions 21, 22 of identical size and shape. The portion 21 is divided into a handle forming panel or section 23, a display panel or section 24, a support panel or section 25, and an end wall forming panel or section 26, by means of spaced transverse score or fold lines 27, 28 and 29.

The portion 22 is also divided into a handle forming panel or section 30, a display panel or section 31, a support panel or section 32, and an end wall forming panel or section 33, by means of spaced transverse score or fold lines 34, 35 and 36. The panels or sections 30, 31, 32 and 33 correspond in size and shape to the panels or sections 23, 24, 25 and 26, respectively.

The width of each of the handle-forming sections 23, 30 and the support sections 25, 32 is substantially equal to the height of the side walls of the box body, and the combined width of the

display sections 24 and 31 is equal to substantially the length of the bottom of the box body.

This construction permits the two portions 21, 22 of the tray member to be folded downwardly about the central fold line 20, then outwardly about the fold lines 27, 34, then upwardly about the fold lines 28, 35, and then inwardly about the fold lines 29, 36, and mounted in the box body 10, as shown in Fig. 2. When the tray member is mounted in the box body, as above described, and shown in Fig. 2, the two handle forming areas 23, 30 are brought together and extend vertically upward from the bottom of the box body to form a handle 37, which also forms a transverse partition wall dividing the interior of the box body in half. The display sections 24 and 31 are positioned flat against and extend the full length of the bottom of the box body; the support sections 25, 32 extend upwardly from the bottom of the box and lie flat against the end walls 14, 15 respectively, of the box; and the end wall sections 26, 33 extend inwardly in a horizontal plane.

When the tray member is to be raised to display position as shown in Fig. 3, the cover of the box is removed and the handle 37 pulled upwardly. This action results in the support areas 24, 31 being raised to opposed inclined positions extending downwardly from the handle to the bottom of the box; the support sections 25, 32 move downwardly into flat engagement with the bottom of the box; and the end wall sections 26, 33 move downwardly into engagement with the end walls of the box body 14, 15, respectively, all as shown in Fig. 3.

A display carton constituted as above described can readily be made to simulate a basket. This is shown in Fig. 4, where the side and end walls of the box body and the top portion of the handle 37 have printed or pasted thereon a basket weave design to make the box body look like a basket. To further this basket appearance, the handle 37 may have a pair of openings 38, 39 formed therein by cutting aligned corresponding pairs of openings 40, 41 and 42, 43 in the sections 23, 30 and 24, 31 respectively, as shown in Fig. 5. By forming the openings 38, 39 in the handle 37, as above described, and using the area 44 between the openings for advertising, the handle 37 will have the appearance of the usual basket handle.

While the operation of the display carton is believed obvious, it is shown as being used to contain and display small cellophane bags filled with candy or other confections. As shown in Fig. 2, a plurality of small cellophane bags, filled with candy, are placed in the box on both sides of the transverse partition formed by the handle when depressed. These bags are piled on each other in layers until the box is full. The bags are positioned so that any advertising matter thereon will be on the top surface.

When the handle is pulled upwardly, the bags are moved together to the position shown in Fig. 3. The end sections 26, 33 assist in holding the bags together as they change position. After the handle has been pulled up, the bags will be supported by the inclined sections 24, 31 in a position to be readily visible to prospective customers. The support sections 25, 32 and the end wall sections 26, 33 engage the end walls 14, 15 of the box body to retain the tray in its raised display position. The weight of the bags will also assist to hold the tray in its raised display position.

From the foregoing, it readily will be seen that there has been provided a carton in which mer-

chandise can be packed and shipped and which may be easily and simply converted into a display carton by pulling up the handle 37 of the movable foldable tray member to bring the entire contents of the carton into position to be seen and removed individually.

Having thus described the invention, what is claimed is:

1. A combined shipping and display carton comprising in combination, a box body formed with a bottom and connected side and end walls; a removable cover member adapted to telescope over said box body and formed with a top and connected side and end walls; and a foldable tray member removably mounted within said box body, said tray member being formed of a single elongated blank scored to provide two handle forming panels foldable onto themselves about a central fold line and with each handle forming member having an elongated panel member hingedly connected thereto and extending longitudinally of the box body and engaging the bottom wall thereof, the construction being such that when the two handle forming panels are pulled upwardly the two elongated panel members will be moved into an opposed inclined position and the merchandise which has been placed within the box body and on said elongated panels when the handle forming panels were in lowered position for shipping, will be supported by said elongated panel members in an inclined display position.

2. A combined shipping and display carton, comprising in combination, a box body formed with a bottom and connected side and end walls; a removable cover member adapted to telescope over said box body and formed with a top and connected side and end walls; and a foldable tray member removably mounted within said box body, said tray member including a pair of elongated panels extending longitudinally of the box body and engaging the bottom wall thereof, a support panel hingedly connected to and extending upwardly from the outer end of each of said elongated panels, and a handle member hingedly connected to the abutting ends of said elongated panels, the construction being such that when the handle member is pulled upwardly the two elongated panels will be moved into an opposed inclined position with the support panels lying flat on the box body bottom with their free ends engaging the end walls thereof to hold the elongated panels in their inclined position, whereby the merchandise which has been placed within the box body and on said elongated panels when the handle was in lowered position for shipping, will be supported by said elongated panels in an inclined display position.

3. A combined shipping and display carton as set forth in claim 1, wherein a support panel is hingedly connected to the free end of each of said elongated panels and adapted when the tray member is folded in the box body for shipping to extend upwardly from the bottom of and in engagement with the end walls of the box body and when the handle is pulled upwardly to bring the elongated panels into opposing inclined position to lie flat on the box body bottom with their free ends engaging the end walls of the box body to thereby hold the tray in its display position.

4. A combined shipping and display carton, comprising in combination, a box body formed with a bottom and connected side and end walls; a removable cover member adapted to telescope over said box body and formed with a top and connected side and end walls; and a foldable tray

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member removably mounted within said box body, said tray member including a handle member, a pair of display panels hingedly connected thereto, a support panel hingedly connected to each display panel and a locking panel hingedly connected to each support panel, said tray member being normally mounted within the box body before the merchandise is placed therein with the display panels superimposed on the bottom of the box body, the support panels extending upwardly in engagement with the end walls of the box body, the locking panels extending outwardly from the end walls in a horizontal plane and with the handle member extending upwardly from the display panels and positioned centrally of the bottom of the box body, said tray member being adapted, when the handle member is pulled upward, to shift its position within the box body to bring the display panels into opposed inclined position with the support panels lying on the bottom of the box body and engaging the end walls thereof and with the locking panels extending upwardly in engagement with the end walls of the box body, whereby the display panels will be held in their inclined position and the merchandise contained in the carton will be supported

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by the display and support panels and held in an inclined display position.

5. A combined shipping and display carton as set forth in claim 4, wherein said tray member is formed from a single elongated cardboard blank divided into two parts by a central transverse score line and with each of said parts divided by transverse score lines into a handle forming panel, a display panel, a support panel and a locking panel in consecutive longitudinal alignment, the construction being such that the two handle forming panels may be folded on themselves about the central transverse score line to form a handle member extending centrally and transversely of the box body and with the other panels foldable about their score lines to permit mounting the tray member within the box body.

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The following references are of record in the file of this patent:

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