Aug. 8, 1967 D. P. EBELHARDT 3,334,733

DISPLAY CONTAINER

Filed March 31, 1966 2 Sheets-Sheet 1

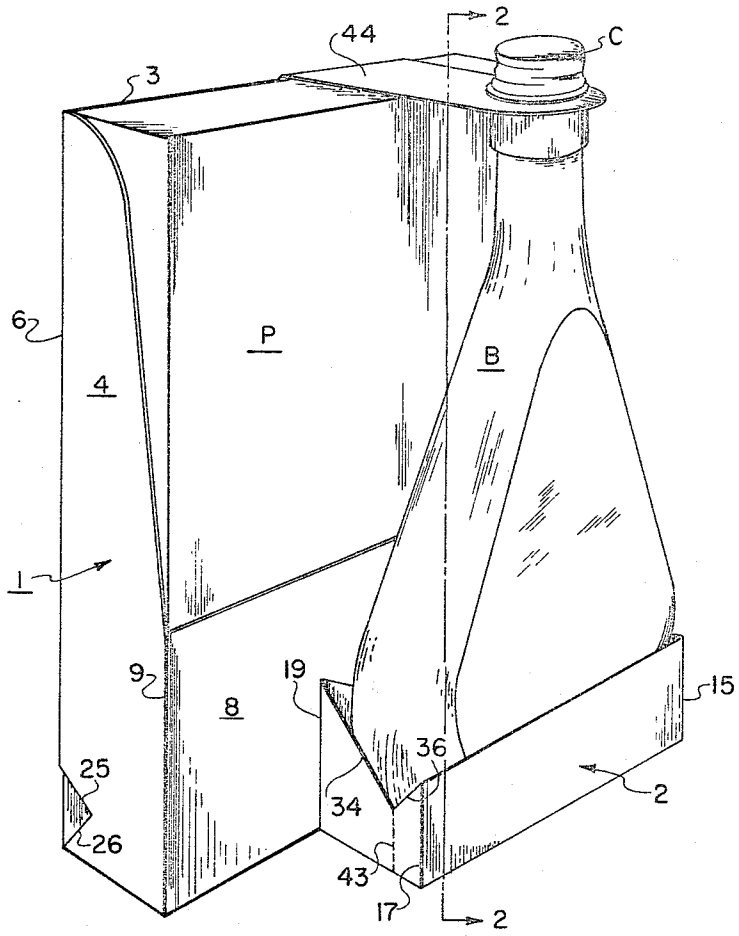


FIG. 1

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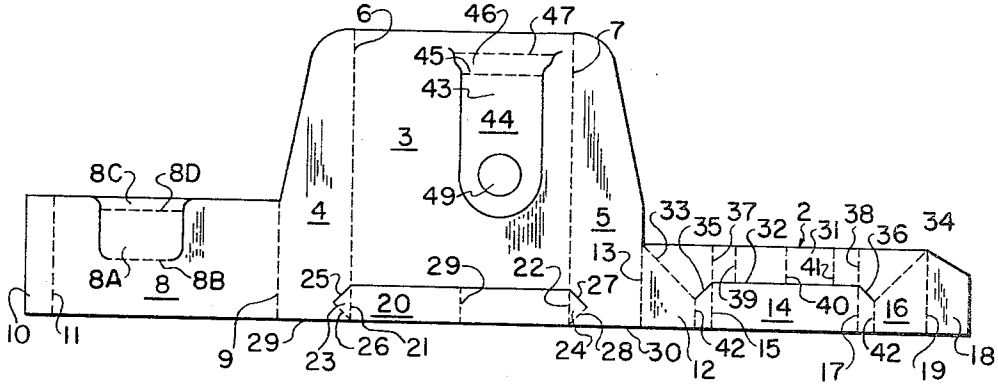


FIG. 3

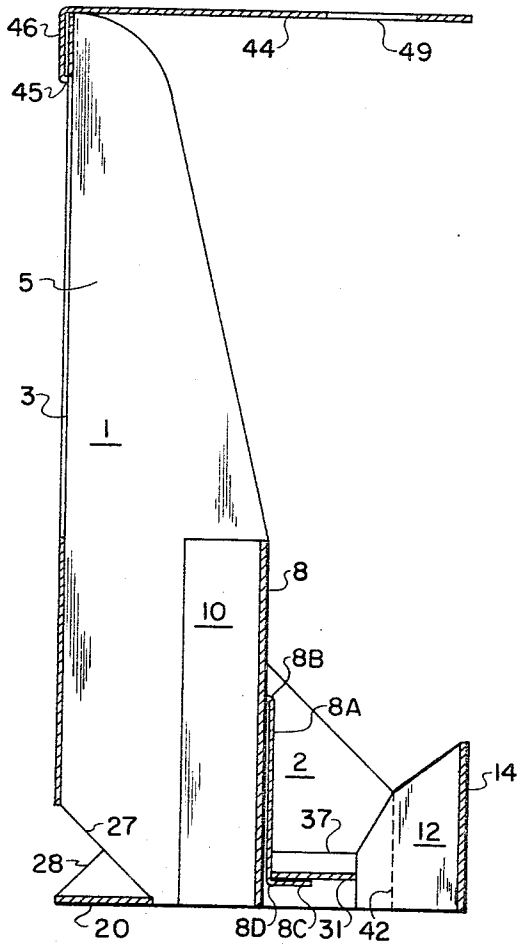


FIG. 2

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3,334,733

DISPLAY CONTAINER

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4 Claims. (Cl. 206—44)

ABSTRACT OF THE DISCLOSURE

The display container as disclosed herein comprises a first compartment having front, back and side walls foldably joined along their side edges together with a second compartment having front and side walls disposed adjacent the front wall of the first compartment, the front wall of the first compartment constituting the back wall of the second compartment, bottom supports struck from the back wall of the first compartment and from the front wall of the second compartment and suspended from the side walls of their associated compartments and a cover means struck from the back wall of the first compartment and folded into overlying relation with respect to both compartments, the cover means being disjointably connected with the article packaged in the second compartment.

This invention relates to a display container and more particularly to a unitary display package having at least two compartments for packaging and displaying at least two different primary packages having different configurations.

Where two or more different products ordinarily consumed simultaneously or otherwise are logically interrelated, it is desirable to market such products in such a way that the purchaser will be disposed to purchase both items.

A principal object of this invention is to provide a unitary display container having at least two compartments, each compartment being constructed and arranged to receive a different primary package.

Another object of the invention is the provision of an improved display container which is simple in construction yet which forms a sturdy receptacle for the primary packages to be displayed while at the same time offering the prospective purchaser an advantageous and revealing view of the primary articles.

Still another object of the invention is to provide a simple, reliable and inexpensive display container which is particularly well adapted to be constructed from a single blank of material.

The invention in one form is useful for displaying and packaging at least two different primary packages and comprises first and second compartments each of tubular structure disposed in side-by-side relation with at least one panel being common to both compartments, individual bottom supports for each compartment preferably suspended from the opposite walls of each compartment other than the common wall, and cover means common to both compartments at least to the extent that security is provided thereby against dislodgement of the primary packages out of the top of the container.

For a better understanding of the invention, reference may be had to the following detailed description taken in conjunction with the accompanying drawings in which FIG. 1 is a perspective view of a display container constructed according to the invention and in which a pair of primary packages are disposed, the primary packages being for pancake mix and syrup; FIG. 2 is a vertical cross section taken through the arrangement of FIG. 1 approximately along the line designated 2—2 but with the primary packages removed from the container; and

in which FIG. 3 is a plan view of a blank from which the structure depicted in FIGS. 1 and 2 is formed.

With reference to FIGS. 1 and 2, the set-up container constructed according to this invention comprises a first compartment generally designated by the numeral **1** and a second compartment generally designated by the numeral **2**. The first compartment comprises a back wall **3** to the side edges of which a pair of side walls **4** and **5** are foldably joined along fold lines **6** and **7** respectively. Front wall **8** is foldably joined to a side edge **9** of side wall **4** and a glue flap **10** is foldably joined to the opposite end edge of front wall **8** along fold line **11**.

In order to complete the tubular structure which constitutes the first compartment, the glue flap **10** is first folded up and toward the right along fold line **11** as viewed in FIG. 3. Thereafter, an application of glue is made to the exposed surface of glue flap **10**. Following this operation, the panel **4** is folded upwardly and toward the right along the fold line **6** so as to bring the glue flap **10** into registry with the right hand edge of side wall **5**.

The second compartment generally designated by the numeral **2** comprises a side wall **12** foldably joined to side wall **5** along a fold line **13**. Front wall **14** of the second compartment is foldably joined along fold line **15** to the side edge of side wall **12** while side wall **16** of the second compartment is foldably joined to the other end of front wall **14** along a fold line **17**. A glue flap **18** is foldably joined to side wall **16** along fold line **19**.

In order to complete the formation of the second compartment, the glue flap **18** is first folded upwardly and toward the left along fold line **19** and the exposed surface of glue flap **18** is applied with a coating of adhesive. Thereafter, side wall **12** is swung upwardly and toward the left along fold line **13** so as to bring the glue flap **18** into flat face contacting relation with the front surface of front wall **8** of the first compartment. When the carrier is set up following the formation thereof, the second compartment generally designated by the numeral **2** is disposed in front of the first compartment generally designated by the numeral **1**.

Each of the two compartments is provided with its own support means. Thus, the bottom support for the first compartment comprises a support strap **20** foldably joined along its end edges **21** and **22** to a pair of support webs **23** and **24** respectively. As is apparent from FIG. 3, support web **23** is struck from side wall **4** along a cut line **25** and is foldably joined thereto along fold line **26**. Similarly, support web **24** is separated from side wall **5** along a cut line **27** and is foldably joined thereto along a fold line **28**. Preferably, a medial fold line **29** is formed in bottom strap **20** in order to improve the flexibility thereof and thereby to facilitate the manipulation of bottom strap **20** when the display container is set up. Of course, the support strap **20** is simply folded inwardly or forwardly relative to back wall **3** so that web panels **23** and **24** are normally disposed when in set-up condition in generally flat parallel relationship to their associated side walls respectively. Of course, the fold lines **21** and **22** are generally parallel to each other and in general coincidence with the bottom edges **29** and **30** of the associated side walls **4** and **5** respectively.

For the purpose of providing an additional separating means between the two compartments, a cushioning tab **8A** is struck from front wall **8** and is folded downwardly along its hinge line **8B**. The flange panel **8C** is folded upwardly into a horizontal plane along fold line **8D** and affords reinforcement for the container.

As is obvious from the drawings and from the description above, bottom strap **20** is in effect struck from the bottom portion of back wall **3** of the first compartment.

The bottom strap for the front or second compartment differs from the bottom strap of the first compartment in that the bottom support for the second compartment is struck from what amounts to the top portion of the front side wall of the second compartment. Thus, bottom strap **31** is separated from the front wall **14** along a cut line **32** and is foldably joined at one end along a fold line **33** to side wall **12** and at the other end along a fold line **34** to the side wall **16**. As is apparent from FIG. 3, the cut line **32** extends into the side wall **12** in a generally angularly downward direction as designated at **35**. In like fashion, the right hand portion of cut line **33** extends downwardly and into side wall **16** along cut line **36**.

When the display container is set up, the bottom strap **31** is disposed in a horizontal position and extends from the fold line **37** to a fold line **38**. It will be understood that the web panel defined by the cut line **35** and by the fold lines **33** and **37** is disposed when in set-up condition in generally flat parallel face contacting relation to the inner surface of the end wall **12**. In like fashion, the web panel defined by the cut line **36** and the fold lines **34** and **38** is disposed in generally flat face contacting relation to the inside surface of the end wall **16**.

The portion of the bottom strap **2** which is horizontally disposed, i.e., that which extends between the fold lines **37** and **38** preferably is provided with a number of score lines **39**, **40** and **41** so as to improve the flexibility thereof thereby to facilitate manipulation of the bottom strap.

Of course, the fold lines **42** formed in the end walls **12** and **16** respectively serve a similar purpose but in addition these fold lines tend to render the end panels **12** and **16** pliable and hence facilitate their conformability with the configuration of the adjacent outside surfaces of the primary package disposed within the second compartment.

In order to form a cover means for the display container which unlike the support means is common to both compartments, a cover strap **43** comprising a transverse portion generally designated by the numeral **44** is foldably joined along fold line **45** to a hinge panel **46** foldably joined along fold line **47** to the back wall **3** of the first compartment. As is obvious from FIG. 3, the cover means **44** is struck from the back wall **3** and is foldably joined thereto along the fold line **47**.

Thus, as is best shown in FIGS. 1 and 2 the cover means **43** is swung outwardly toward the rear and over and forwardly into a position in which the transverse portion **44** thereof overlies both packaged products at least in part.

In order to interrelate the cover means **43** with the primary package disposed within the second compartment, an aperture **49** is formed within the end of the transverse portion **44** of the cover strap. Thus, the cap C of the primary package, which as shown takes the form of a syrup bottle, is received within the aperture **49** and the aperture **49** and the lower flanges thereof serve to inhibit the removal of both primary packages from the display container.

From the description above, it is apparent that by the invention an improved display container is provided which forms a unitary package for two or more primary packages such as P and B and that the display container is so constructed as to afford a maximum view of the primary packages P and B. Furthermore, the display container is collapsible readily when the bottom supports are folded upwardly and into positions generally corresponding to those which they occupy in the blank following which operation the second compartment may readily be collapsed by simply moving the front wall **2** toward the left as viewed in FIG. 1 so as to swing the end wall **16** toward the left along the fold line **19** while simultaneously folding the end wall **12** toward the right along the fold line **13**. Simultaneously, or in sequence, the side walls **4** and **5** of the first compartment may be folded generally toward the left, for example, along their respective fold lines **6** and **7**. When so folded the container occupies a

flat collapsed condition which is suitable for shipment from the manufacturer of the container to the purchaser.

While the invention as shown in the drawings and as described herein is adapted for use with only two primary packages, it will be understood that another compartment similar to the second compartment could be formed to the left and alongside of the second compartment as shown for example in FIG. 1 and a cover means for this third compartment could be struck from the back wall **3** from that portion of the blank to the left of cover means **43**. By this means a package could readily be utilized to package and display three primary containers. Furthermore, the arrangement disclosed in the drawings utilizes a number of flexing lines such for example as **37**, **38**, **40**, **39**, **41**, **42**, **15** and **17**. The arrangement of flexing lines shown is feasible for certain applications of the invention, although it is not necessary for other applications to use the particular arrangement or number of flexing lines as are shown in FIG. 3. Of course, use of such lines largely would be a matter of choice and suitability for particular circumstances.

While particular embodiments of the invention have been shown and discussed herein, it will be understood that the invention is not limited thereto and it is intended in the appended claims to cover all such changes and modifications as fall within the true spirt and scope of the invention.

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1. A display container for at least two different primary packages, said container comprising a first compartment having front, back and side walls foldably joined along their side edges to form a tubular structure, a second compartment having a front wall and a pair of side walls in spaced generally parallel relation and foldably joined respectively to opposite side edges of said front wall, said side walls of said second compartment being secured in spaced relation to said first compartment so that said front wall of said first compartment forms the back wall of said second compartment, separate bottom supports suspended from the side walls of each compartment respectively, each bottom support including a support strap struck from said back and front wall of said first and second compartments respectively, and cover means struck from the back wall of said first compartment and foldably joined thereto and arranged to overlie the primary package therein, said cover means being disjointably connectable with an upper portion of the primary package in said second compartment thereby to secure both primary packages against dislodgement through the top of the container.

2. A container according to claim **1** wherein said cover means comprises a transverse portion arranged to overlie the primary packages and a hinge panel foldably joined to one end of said transverse portion and foldably joined to said back panel of said first compartment.

3. A container according to claim **2** wherein said hinge portion is disposed in flat face contacting relation along the rear surface of said back wall of said first compartment and wherein the height of said hinge panel is approximately equal to the spacing of the fold line between said hinge panel and its associated back wall and the top edge of such back wall.

4. A container according to claim **1** wherein a cushioning tab is struck out of said front wall of said first compartment and folded downwardly into flat face contacting relation with respect thereto and wherein a horizontal flange is formed along the part of said tab remote from the fold line connecting said tab and its associated front wall and wherein said flange is disposed in generally flat face conatcting relation with said bottom support of said second compartment.

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