



US 20040004016A1

(19) **United States**

(12) **Patent Application Publication**

**Rawat**

(10) **Pub. No.: US 2004/0004016 A1**

(43) **Pub. Date: Jan. 8, 2004**

(54) **DISPLAY CONTAINER WITH FILLER AND PRODUCT UNITS AND METHOD OF ASSEMBLY**

(52) **U.S. Cl.** ..... 206/449; 206/499; 206/814; 206/593; 206/594

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(57) **ABSTRACT**

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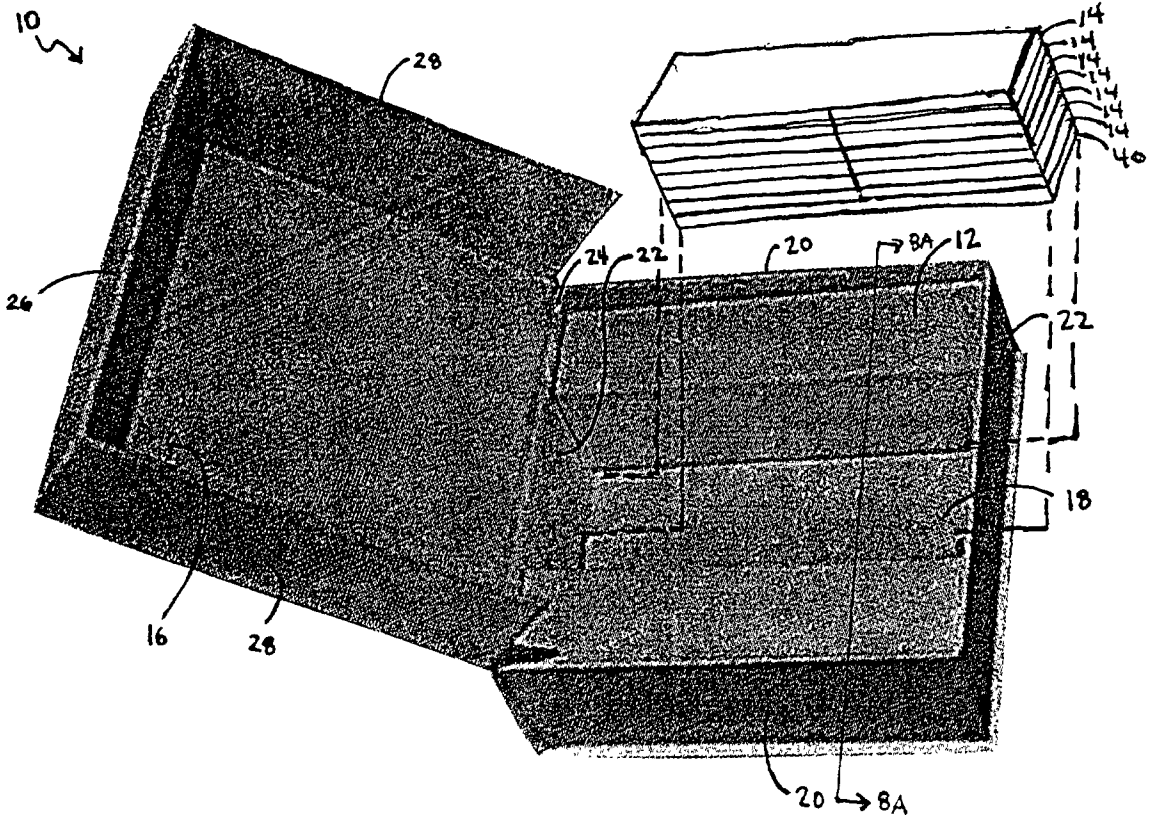
A display container having a top, a base and two pair of opposed parallel sides between the top and the base; a plurality of product units, each having a rectangular perimeter; and at least one filler unit having a rectangular perimeter, wherein the plurality of product units and the at least one filler unit are positioned side by side and together extend between each of the two pair of opposed parallel sides, and wherein a first side of a first one of the at least one filler unit is adjacent to first sides of a first plurality of the product units, such that the first side of the first one of the at least one filler unit and the first sides of the first plurality of the product units extend between a first of the two pair of opposed parallel sides.

(21) **Appl. No.: 10/190,343**

(22) **Filed: Jul. 6, 2002**

**Publication Classification**

(51) **Int. Cl.<sup>7</sup> ..... B65D 85/62**



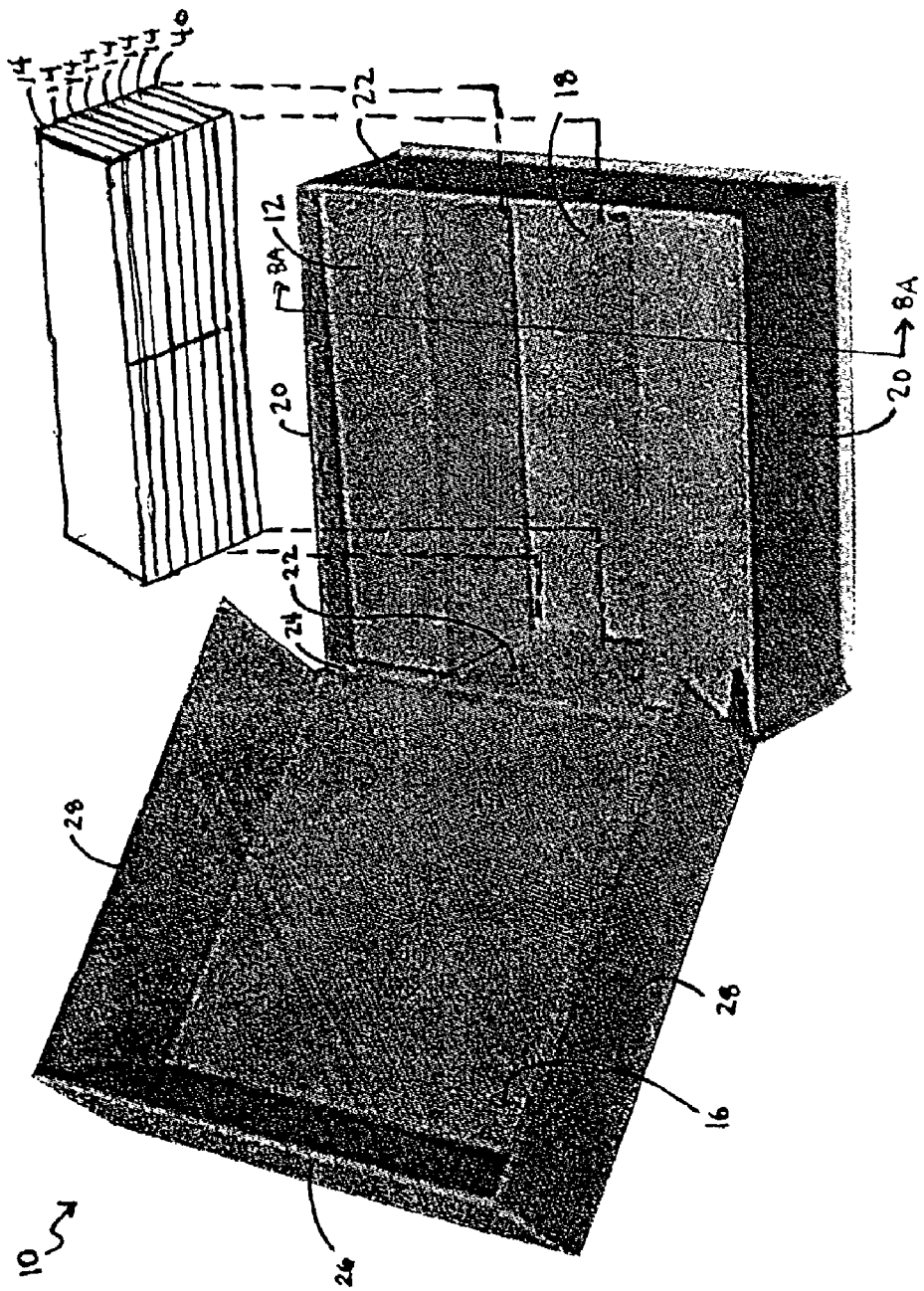


FIG. 1

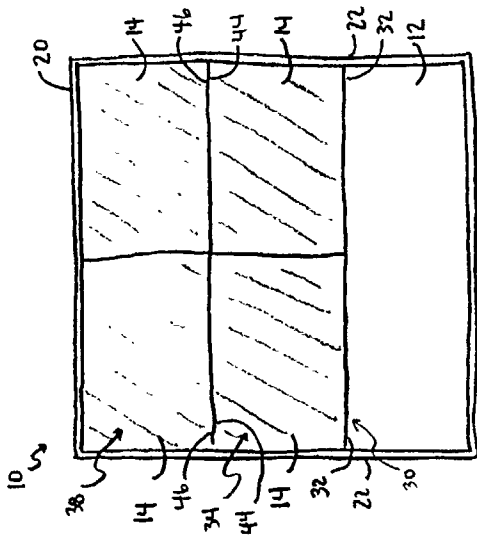


FIG. 3

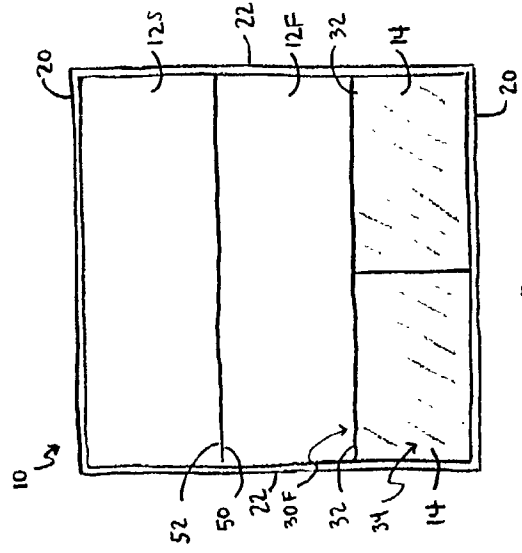


FIG. 5

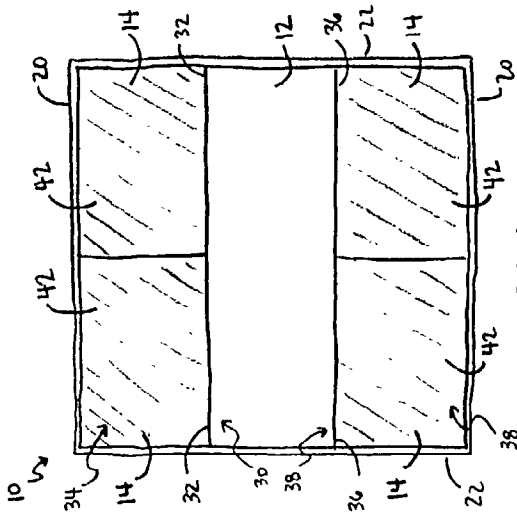


FIG. 2

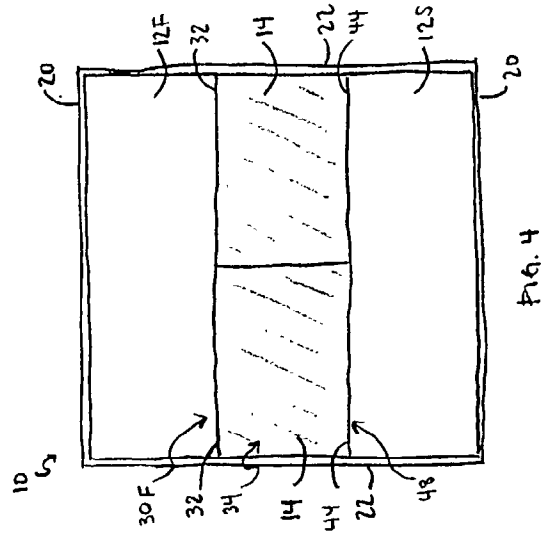


FIG. 4

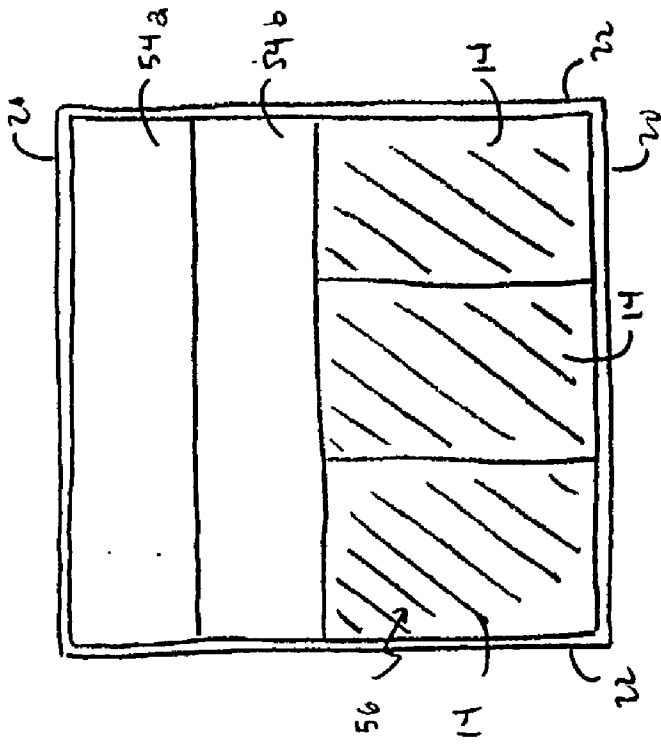


FIG. 6

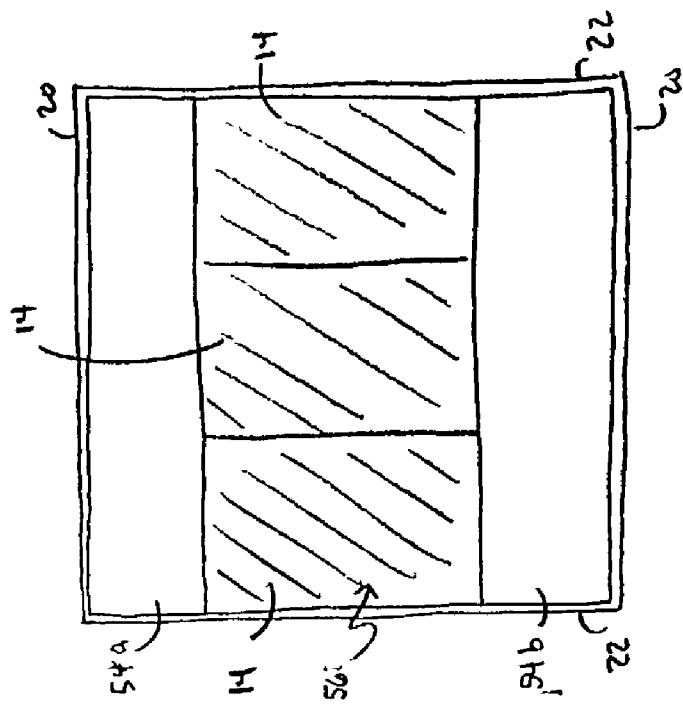


FIG. 7

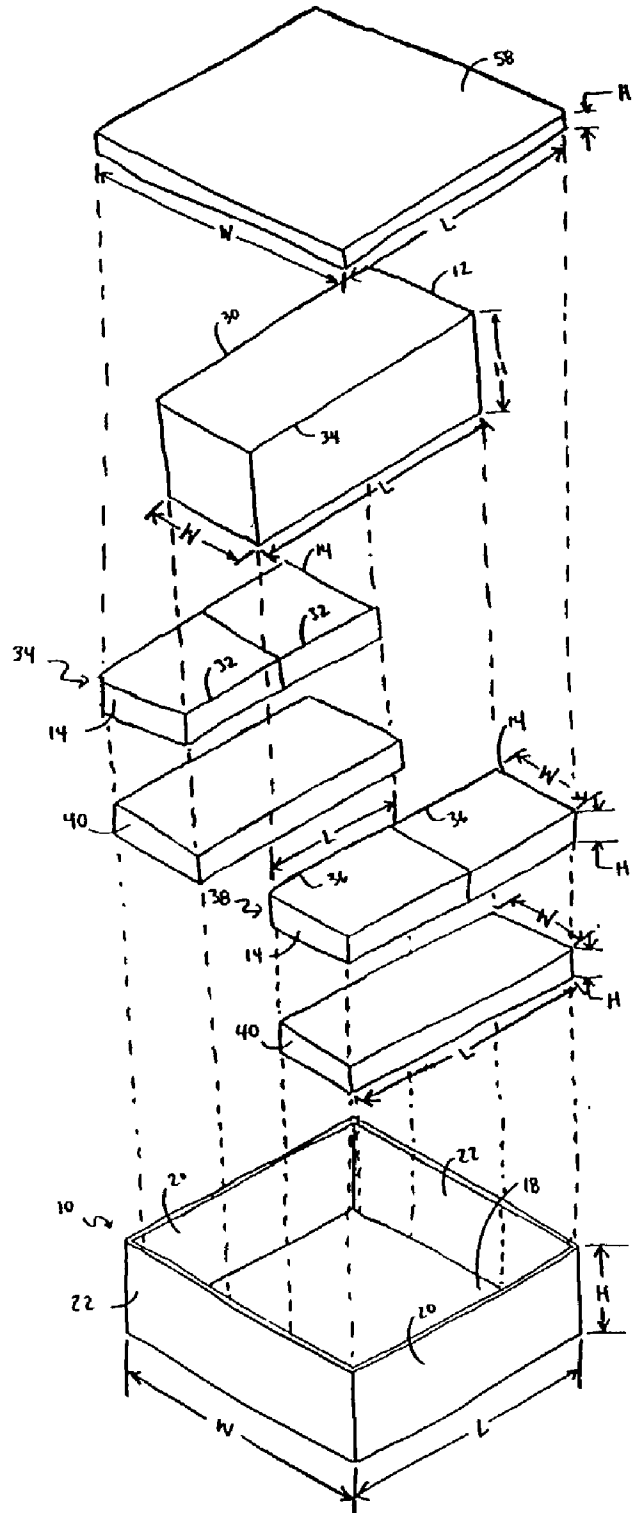


FIG. 8

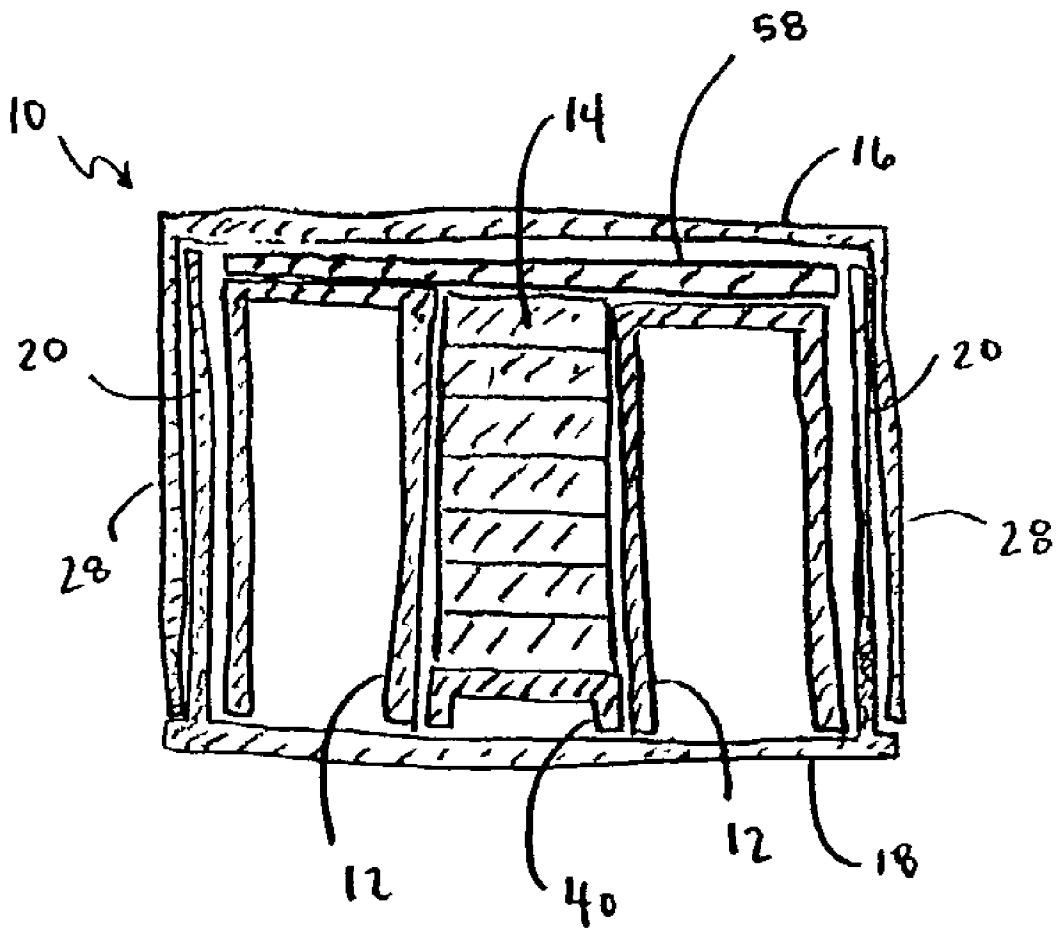


FIG 8A

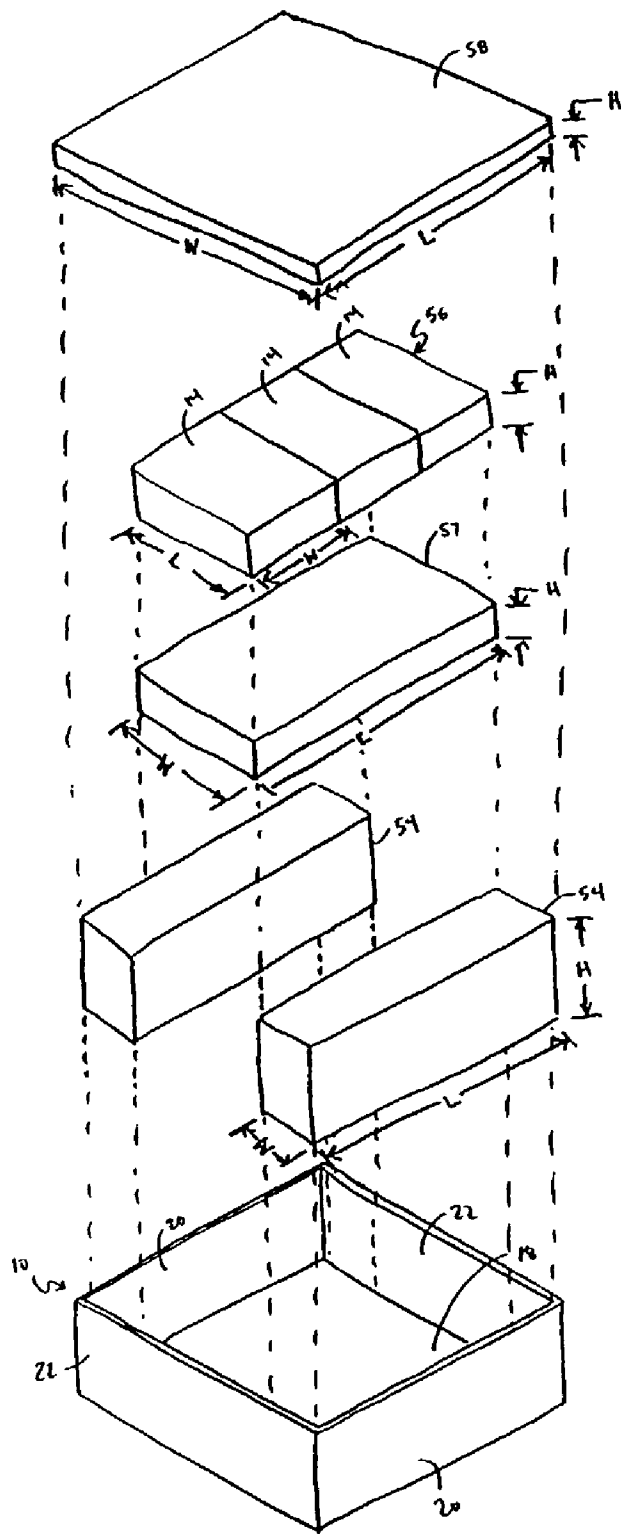
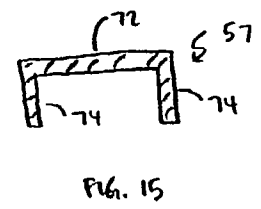
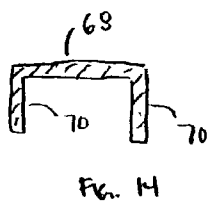
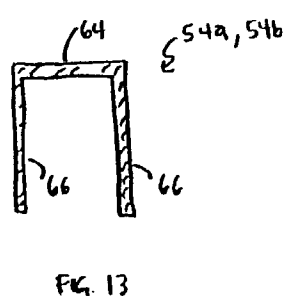
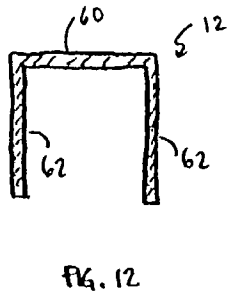
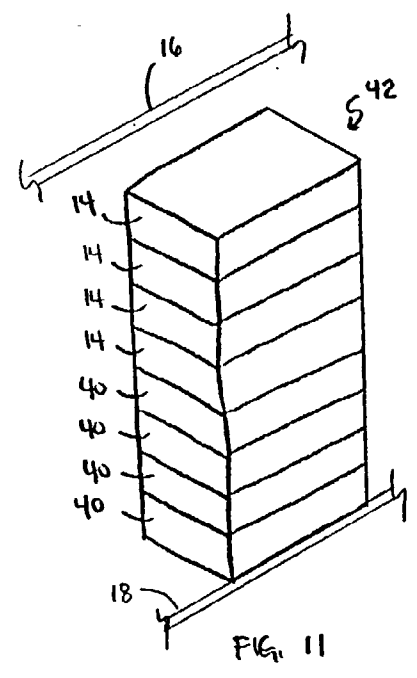
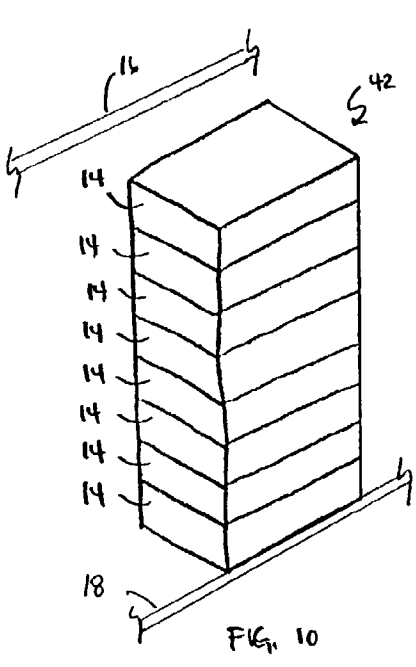


FIG. 9





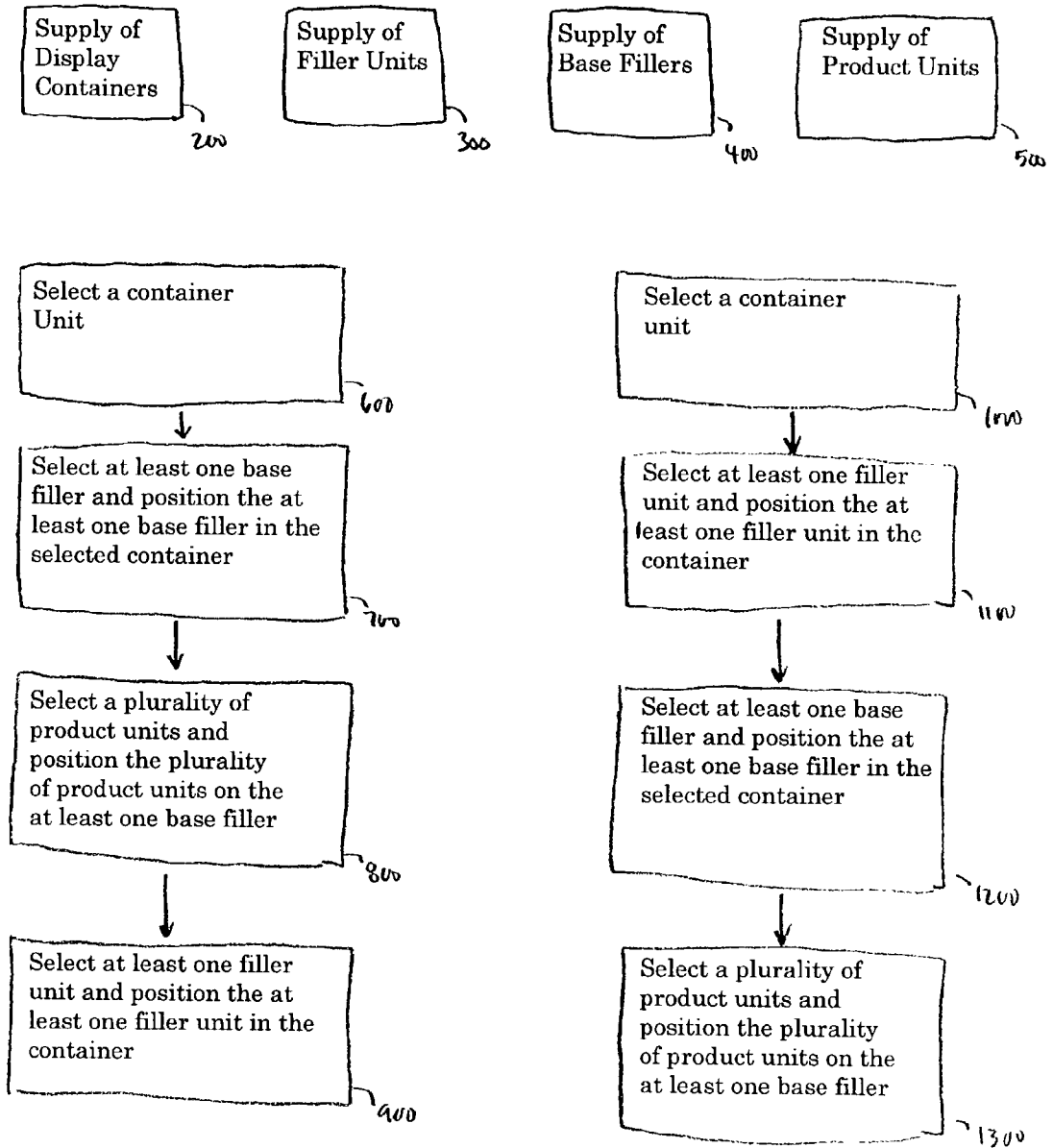


FIG. 16

## DISPLAY CONTAINER WITH FILLER AND PRODUCT UNITS AND METHOD OF ASSEMBLY

### FIELD OF THE INVENTION

[0001] The present invention relates generally to a display container with filler and product units and to a method of assembling the display container, filler and product units.

### BACKGROUND OF THE INVENTION

[0002] Manufacturers of consumer and industrial products selling multiple units of the same product, multiple units of similar products, or multiple different products typically use different sized display boxes depending on the quantity of units being sold. For example, it is common for a chocolate manufacturer who sells bite-sized candies to sell the candies in varying quantities, such as 3, 6, 8, 12, 15, 18, 24, 36 and 48, and to produce a different sized box for each of the quantities of bite-sized candies sold. In this case, nine different sized boxes are required. Alternatively, different sizes and shapes of fillers are needed to fill one size of box. Producing different sized boxes or fillers for each quantity of product sold creates considerable expenses in the individual design, tooling, storage, and handling required for each different sized box.

[0003] In addition, production of the different sized boxes may require separate production machines, which can be highly expensive. Alternatively, production of the different sized boxes may be accomplished by one production machine that may be modified to produce the different sized boxes. However, in such a case, production efficiency is reduced each time the machine is modified to accommodate a different sized box.

[0004] A uniform sized box, able to accommodate varying quantities of multiple units of the same product, multiple units of similar products, or multiple different products with standard sized fillers, reduces some of the costs of production. In addition, a uniform sized box with standard sized filler produces a strong brand development, or a strong source identifier, since consumers or companies purchasing the uniform sized box may quickly associate the size, shape or design of the uniform box with the product being sold or the manufacturer selling the product.

### SUMMARY OF THE INVENTION

[0005] An exemplary embodiment of the present invention includes a display container having a top, a base and two pair of opposed parallel sides between the top and the base. A plurality of product units is included, each having a rectangular perimeter; and at least one filler unit having a rectangular perimeter, wherein the plurality of product units and the at least one filler unit are positioned side by side and together extend between each of the two pair of opposed parallel sides. A first side of a first one of the at least one filler unit is adjacent to first sides of a first plurality of the product units, such that the first side of the first one of the at least one filler unit and the first sides of the first plurality of the product units extend between a first of the two pair of opposed parallel sides.

[0006] Another embodiment of the present invention is a method of assembling a display container. Provided is a container comprising a top, a base and two pair of opposed

parallel sides between the top and the base. At least one filler unit is selected from a supply of filler units, wherein each filler unit has a rectangular perimeter. A plurality of product units is selected from a supply of product units, wherein each product unit has a rectangular perimeter. The selected at least one filler unit and the selected plurality of product units are positioned in the container, such that the at least one filler unit and the plurality of product units are positioned side by side and together extend between each of the two pair of opposed parallel sides, and wherein a first side of a first one of the at least one filler unit is adjacent to first sides of a first plurality of the product units, such that the first side of the first one of the at least one filler unit and the first sides of the first plurality of the product units extend between a first of the two pair of opposed parallel sides.

### BRIEF DESCRIPTION OF THE DRAWINGS

[0007] These and other features and advantages of the present invention will be better understood by reference to the following detailed description when considered in conjunction with the accompanying drawings wherein:

[0008] **FIG. 1** shows a perspective view of a display container according to the invention having at least one filler unit and a plurality of product units;

[0009] **FIGS. 2-7** show plan views of exemplary display container arrangements;

[0010] **FIGS. 8 and 9** show exploded assembly views of exemplary display containers according to the invention;

[0011] **FIG. 8A** is a cross sectional view taken from line 8A of the display container of **FIG. 1**, wherein the container is in a closed position;

[0012] **FIGS. 10 and 11** show perspective views of exemplary stacks of product units according to the invention;

[0013] **FIG. 12** shows a cross sectional view of an exemplary filler unit according to the invention;

[0014] **FIG. 13** shows a cross sectional view of an exemplary second filler unit according to the invention;

[0015] **FIG. 14** shows a cross sectional view of an exemplary base filler according to the invention;

[0016] **FIG. 15** shows a cross sectional view of an exemplary second base filler according to the invention; and

[0017] **FIG. 16** shows a flow chart for a method of assembling a display container according to the invention.

### DETAILED DESCRIPTION OF THE INVENTION

[0018] As shown in **FIG. 1**, a display container **10**, embodying the present invention, has at least one filler unit **12** and a plurality of product units **14**, such as candy units. The at least one filler unit **12** and the product units **14** may be arranged in the display container **10** in any one of a variety of arrangements, such that the display container **10** may accommodate various different display arrangements, for example see **FIGS. 2-7** showing various exemplary display arrangements. In addition, the display container **10** may accommodate varying quantities of product units **14**, by

varying the display arrangement and/or by varying the number of the at least one filler units 12 disposed within the display container 10.

[0019] The display container 10 comprises a parallel top 16 and base 18, and two pair of opposed parallel sides, such as a first pair of opposed parallel sides 20 and a second pair of opposed parallel sides 22. The two pair of opposed parallel sides 20 and 22 are disposed between the container top 16 and the container base 18. In one embodiment, the top 16, the base 18 and the two pair of opposed parallel sides 20 and 22 are arranged in a generally square configuration.

[0020] The container top 16 may be connected to the display container 10 such that the display container 10 has an opened position (as depicted in FIG. 1) and a closed position (not shown). The container top 16 may be integrally formed with the display container 10 or the container top 16 may be a separate component of the display container 10.

[0021] The container top 16 may be connected to the display container 10 by any one of a variety of methods. For example, the container top 16 may form a press fit connection with the container sides 20 and 22, the container top 16 may form a snap fit connection with at least one of the container sides 20 and 22, or the container top 16 may be rotatably, hingedly or pivotably connected to at least one of the container sides 20 and 22, among other attachment methods.

[0022] In one embodiment, such as the embodiment depicted in FIG. 1, the container top 16 is rotatably connected to one side of the second pair of opposed parallel sides 22 along a fold line 24. As is also depicted in FIG. 1, the container top 16 may comprise flaps, such as a first flap 26 disposed between a pair of opposed parallel flaps 28, which substantially overlap the container sides 20 and 22 when the display container 10 is in the closed position. For example, the first flap 26 may substantially overlap one side of the second pair of opposed parallel sides 22 and the pair of opposed parallel flaps 28 may each substantially overlap one side of the first pair of opposed parallel sides 20. The display container 10 container may be comprised of any one of a variety of materials, such as paperboard, wood, metal, or injection molded plastic, among other materials. The disclosed embodiment is paperboard.

[0023] FIGS. 2-5 are plan views of exemplary display container arrangements (for clarity the container top 16 is not shown.) As shown in FIGS. 2-5, the at least one filler unit 12 and the product units 14 are positioned in the display container 10 between each of the two pair of opposed parallel container sides 20 and 22. For example, the at least one filler unit 12 and the product units 14 may be adjacently positioned, such that together the at least one filler unit 12 and the product units 14 extend between each of the two pair of opposed parallel container sides 20 and 22, i.e. the at least one filler unit 12 and the product units 14 fill the display container 10 between each of the two pair of opposed parallel container sides 20 and 22.

[0024] In one embodiment, each product unit 14 and each of the at least one filler unit 12 comprises a rectangular perimeter. For example, in the embodiment depicted in FIG. 2, the display container 10 comprises the at least one filler unit 12 positioned such that a first side 30 of the at least one filler unit 12 is adjacent to first sides 32 of a first plurality 34

of the product units 14. The first side 30 of the at least one filler unit 12 and the first sides 32 of the first plurality 34 of the product units 14 extend between the second pair of opposed parallel container sides 22. The at least one filler unit 12 may further be positioned such that a second side 34 of the at least one filler unit 12 is adjacent to second sides 36 of a second plurality 38 of the product units 14. The second side 34 of the at least one filler unit 12 and the second sides 36 of the second plurality 38 of the product units 14 extend between the second pair of opposed parallel container sides 22. In addition, the at least one filler unit 12 may be disposed between the first and second pluralities 34 and 38 of the product units 14.

[0025] In the embodiment depicted in FIG. 3, the display container 10 comprises the at least one filler unit 12 positioned such that the first side 30 of the at least one filler unit 12 is adjacent to the first sides 32 of the first plurality 34 of the product units 14. The first side 30 of the at least one filler unit 12 and the first sides 32 of the first plurality 34 of the product units 14 extend between the second pair of opposed parallel container sides 22. The first plurality 34 of product units 14 are further positioned such that second sides 44 of the first plurality 34 of product units 14 are adjacent to second sides 46 of the second plurality 38 of product units 14. The second sides 44 of the first plurality 34 of product units 14 and the second sides 46 of the second plurality 38 of product units 14 extend between the second pair of opposed parallel container sides 22. In addition, the first plurality 34 of product units 14 are disposed between the second plurality 38 of product units 14 and the at least one filler unit 12.

[0026] In the embodiment depicted in FIG. 4, the display container 10 comprises a first one 12F and a second one 12S of the at least one filler unit 12. A first side 30F of the first one 12F of the at least one filler unit 12 is positioned adjacent to the first sides 32 of the first plurality 34 of the product units 14. The first side 30F of the first one 12F of the at least one filler unit 12 and the first sides 32 of the first plurality 34 of the product units 14 extend between the second pair of opposed parallel container sides 22. A second side 48 of the second one 12S of the at least one filler unit 12 is positioned adjacent to the second sides 44 of the first plurality 34 of product units 14. The second side 48 of the second one 12S of the at least one filler unit 12 and the second sides 44 of the first plurality 34 of product units 14 extend between the second pair of opposed parallel container sides 22. In addition, the first plurality 34 of product units 14 is disposed between the first one 12F and the second one 12S of the at least one filler unit 12.

[0027] In the embodiment depicted in FIG. 5, the display container 10 comprises the first one 12F and the second one 12S of the at least one filler unit 12. The first side 30F of the first one 12F of the at least one filler unit 12 is positioned adjacent to the first sides 32 of the first plurality 34 of the product units 14. The first side 30F of the first one 12F of the at least one filler unit 12 and the first sides 32 of the first plurality 34 of the product units 14 extend between the second pair of opposed parallel container sides 22. A second side 50 of the first one 12F of the at least one filler unit 12 is adjacent to a second side 52 of the second one 12S of the at least one filler unit 12. The second sides 50 and 52, respectively, of the first one 12F and the second one 12S of the at least one filler unit 12 extend between the second pair

of opposed parallel container sides 22. In addition, the first one 12F of the at least one filler unit 12 is disposed between the second one 12S of the at least one filler unit 12 and the first plurality 34 of product units 14 depending on the size of the products units and the size of the display container.

[0028] In the embodiments depicted in FIGS. 2-5, the first and second pluralities 34 and 38 of the product units 14 each comprise two adjacently positioned product units 14, however, the first and second pluralities 34 and 38 of the product units 14 may each comprise any number of adjacently positioned product units 14.

[0029] FIGS. 6-7 are plan views of other exemplary display container arrangements, wherein three product units 14 are positioned in a second orientation (for clarity the container top 16 is not shown.) Due to the second orientation of the product units 14 being positioned in the same sized display container 10, at least one second filler unit 54a and at least one second filler unit 54b are used. The first and second filler units 54a and 54b are narrower than the at least one filler unit 12. As a result, as shown in FIGS. 6-7, the display container 10 comprises the at least one first and second filler units 54a and 54b and the product units 14, such that the at least one first and second filler units 54a and 54b and the product units 14 are positioned in the display container 10 between each of the two pair of opposed parallel container sides 20 and 22. For example, the at least one first and second filler units 54a and 54b and the product units 14 may be adjacently positioned, such that together the at least one first and second filler units 54a and 54b and the product units 14 extend between each of the two pair of opposed parallel container sides 20 and 22, i.e. the at least one first and second filler units 54a and 54b and the product units 14 fill the display container 10 between each of the two pair of opposed parallel container sides 20 and 22.

[0030] In the embodiment depicted in FIG. 6, a plurality 56 of three product units 14 are arranged adjacent to the at least one first and second filler units 54a and 54b similar to the description pertaining to FIG. 4. Similarly, in the embodiment depicted in FIG. 7, the first plurality 56 of three product units 14 are arranged adjacent to the at least one first and second filler units 54a and 54b similar to the description pertaining to FIG. 5.

[0031] Although only the filler unit 12 and the second filler units 54a and 54b have been described, any one of a variety of different sized filler units are contemplated by the current invention, such that a single display container can accommodate product units that are of a different size and/or shape than the product units 14 described above, and such that a single display container can accommodate different display arrangements of the product units.

[0032] In addition, although the display container 10 has been described above as containing multiple units of the same product units, the display container 10 may comprise multiple units of different products having similar sizes and shapes. The display container 10 may also comprise multiple units of different products having different sizes and shapes, and/or multiple units of the same product having different sizes and shapes.

[0033] In addition, the display container 10 of FIGS. 1-7 may comprise at least one base filler. FIG. 8 shows an exploded assembly view of one embodiment of the display

container 10 (for clarity the container top 16 is not shown). In the embodiment depicted in FIG. 8, the display container 10 comprises a display arrangement as described above with respect to FIG. 2. At least one base filler 40 is disposed between the container base 18 and the plurality of product units 14. For example, one of the at least one base fillers 40 may be disposed between the container base 18 and the first plurality 34 of product units 14. In one embodiment, the one of the at least one base fillers 40, which is disposed between the container base 18 and the first plurality 34 of product units 14, has a size and shape substantially similar to the size and shape of the combined size and shape of a bottom side of the first plurality 34 of product units 14. In addition, another one of the at least one base fillers 40 may be disposed between the container base 18 and the second plurality 38 of product units 14. In one embodiment, the another one of the at least one base fillers 40, which is disposed between the container base 18 and the second plurality 38 of product units 14, has a size and shape substantially similar to the size and shape of the combined size and shape of a bottom side of the second plurality 38 of product units 14.

[0034] FIG. 9 shows of an exploded assembly view of another embodiment of the display container 10 (for clarity the container top 16 is not shown.) In the embodiment depicted in FIG. 9, the display container 10 is arranged as described above with respect to FIG. 6. In addition, the display container 10 may comprise at least one second base filler 57. The at least one second base filler 57 may be disposed between the container base 18 and the plurality of product units 14. For example, one of the at least one second base fillers 57 may be disposed between the container base 18 and the first plurality 56 of product units 14. In one embodiment, the one of the at least one second base fillers 57, which that is disposed between the container base 18 and the first plurality 56 of product units 14, has a size and shape substantially similar to the size and shape of the combined size and shape of a bottom side of the first plurality 56 of product units 14.

[0035] FIGS. 8 and 9 each show a protective pad 58. In the embodiments depicted in FIGS. 8 and 9, the protective pad 58 is disposed between the container top 16 and both the at least one filler unit (filler unit 12 or second filler units 54a and 54b) and the product units 14, such that the protective pad 58 fills the display container 10 between each of the two pair of opposed parallel container sides 20 and 22. However, in another embodiment, the protective pad 58 may be disposed only between the plurality of product units 14 and the container top 16.

[0036] FIG. 8A shows one embodiment of the display container 10, wherein the at least one filler unit 12 and the product units 14 are substantially flush at a position in proximity to the container top 16. Having the at least one filler unit 12 and the product units 14 substantially flush at a position in proximity to the container allows the protective pad 58 to be positioned between the container top 16 and a top side of both the at least one filler unit 12 and the product units 14. Similarly, in another embodiment (not shown), the at least one second filler units 54a and 54b and the product units 14 are substantially flush at a position in proximity to the container top 16 so as to allow the protective pad 58 to

be placed between the container top **16** and a top surface of both the at least one filler units **54a** and **54b** and the product units **14**.

[0037] FIGS. **8** and **9** show dimensions, denoted W, L and H, for the display container **10**, the filler unit **12**, the product unit **14**, the base filler **40**, the second filler units **54a** and **54b**, the second base filler **57**, and the protective pad **58**. Although other dimensions may be used within the scope of the invention, exemplary dimensions (in inches) are shown in the table below:

TABLE 1

Component	W (in.)	L (in.)	H (in.)
Display container 10	5.6	5.6	1.94
Filler unit 12	1.75	5.5	1.88
Product unit 14	1.86	2.73	0.25
Base filler 40	1.86	5.5	0.25
Second filler units 54a and 54b	1.31	5.5	1.88
Second base filler 57	2.73	5.5	0.25
Protective pad 58	5.47	5.47	0.06

[0038] The display container **10** may comprise at least one stack **42** of product units **14** whose upper side is disposed in proximity to the container top **16** and extending towards the container base **18**. The stack **42** may comprise only product units **14**, as is shown in the embodiment shown in FIG. **10**. Alternatively, in order to vary the quantity of product units **14** that can be accommodated by the same display container, at least one base filler **40** may be disposed between the stack **42** and the container base **18** so as to make the top side of the stack proximate to the container top **16**. The top side of the stack is proximate to the container top **16** for aesthetic reasons such as to position the top side of the stack substantially flush with the at least one filler unit **12** and also to make the display container **10** appear full. Although the preceding discussed described only the at least one base filler **40**, the preceding discussion also applies to the at least one second base filler **57** as well.

[0039] In the embodiment depicted in FIG. **11**, the stack **42** comprises one product unit **14** and a plurality of the at least one base filler **40**. Each stack **42** may comprise any one of a variety of combinations of the at least one base filler **40** and product units **14**. Although the embodiment depicted in FIG. **11** shows a plurality of the at least one base fillers **40**, wherein each of the at least one base fillers **40** is substantially equal in shape and size, a single base filler having a size and shape equal to the combined size and shape of the plurality of the at least one base fillers **40** could be used as an alternative to the plurality of the at least one base fillers **40** of FIG. **11**. Again, although the preceding discussed described only the at least one base filler **40**, the preceding discussion also applies to the at least one second base filler **57** as well.

[0040] In an exemplary embodiment, FIG. **2** shows a display arrangement having four stacks **42** of product units **14**. The following table shows examples of combinations of filler unit **12** and product units **14** in each stack **42** that can be accommodated in the display container **10**.

TABLE 2

Number of stacks	Product units per stack	Base fillers beneath each stack	Total product units
4	4	4	16
4	5	3	20
4	6	2	24
4	7	1	28
4	8	0	32

[0041] Although table 2 makes reference only to FIG. **2**, a similar table of varying product unit quantities per display container can be created for each display arrangement shown in FIGS. **3-7** as well.

[0042] FIG. **12** shows a section of one embodiment of the at least one filler unit **12**. As shown, the at least one filler unit **12** comprises a top surface **60** and two opposed parallel sides **62** attached to the top surface **60**.

[0043] FIG. **13** shows a section of one embodiment of the at least one second filler units **54a** and **54b**. As shown, each of the at least one second filler unit **54a** and **54b** comprises a top surface **64** and two opposed parallel sides **66** attached to the top surface **64**.

[0044] FIG. **14** shows a section of one embodiment of the at least one base filler **40**. As shown, the at least one base filler **40** comprises a top surface **68** and two opposed parallel sides **70** attached to the top surface **68**. In one embodiment, the rectangular outer perimeter of the at least one base filler **40** is the same size and shape as the rectangular outer perimeter of the product units **14**.

[0045] FIG. **15** shows a section of one embodiment of the at least one second base filler **57**. As shown, the at least one second base filler **57** comprises a top surface **72** and two opposed parallel sides **74** attached to the top surface **72**. In one embodiment, the rectangular outer perimeter of the at least one second base filler **57** is the same size and shape as the rectangular outer perimeter of the product units **14**.

[0046] Although each of the at least one filler units **12**, each of the at least one second filler units **54**, each of the at least one base filler **40** and each of the at least one second base filler **57** have been described as having three sides, any or all of the preceding components may comprise four sides having two pair of opposed parallel sides, five sides having two pair of opposed parallel sides and a top between the sides, or six sides having two pair of opposed parallel sides, and a top and base between the sides. In addition, each of these components may be comprised of any one of a variety of materials, such as paperboard, plastic, foam or styrofoam, among other materials. Any or all of these components may also comprise a decorative coating. In the embodiments shown, the material is paperboard.

[0047] As depicted in the flow chart of FIG. **16**, another embodiment of the present invention is a method of assembling the display container. As shown, provided is a supply **200** of display containers, a supply **300** of filler units, a supply **400** of base fillers and a supply **500** of product units. Steps **600** to **900** show one embodiment of a method of assembling the display container, comprising selecting a display container from the supply **200** of display containers

at step **600**. At step **700** at least one base filler is selected from the supply **400** of base fillers and positioned in the display container. At step **800** a plurality of product units is selected from the supply **500** of product units and positioned on the at least one base filler. At step **900**, at least one filler unit is selected from the supply of filler units **300** and positioned in the display container.

[**0048**] Steps **1000** to **1300** show another embodiment of a method for assembling the display container, comprising selecting a display container from the supply **200** of display containers at step **1000**. At step **1100**, at least one filler unit is selected from the supply of filler units **300** and positioned in the display container. At step **1200** at least one base filler is selected from the supply **400** of base fillers and positioned in the display container. At step **1300** a plurality of product units is selected from the supply **500** of product units and positioned on the at least one base filler.

[**0049**] In either of steps **600** to **900** or step **1000-1300**, a container having filler units, product units, and base fillers is formed as discussed with respect to FIGS. **1-15**. In another embodiment of a method for assembling the display container, provided is the container **10** comprising the parallel top **16** and base **18** and two pair of opposed parallel sides **20** and **22** between the top **16** and the base **18**. At least one filler unit **12** is selected from a supply of filler units **12**, wherein each filler unit **12** has a rectangular perimeter. A plurality of product units **14** is selected from a supply of product units **14**, wherein each product unit **14** has a rectangular perimeter. The selected at least one filler unit **12** and the selected plurality of product units **14** are positioned in the container, such that the at least one filler unit **12** and the plurality of product units **14** are positioned side by side and together extend between each of the two pair of opposed parallel sides **20** and **22**, and wherein the first side **30F** of the first one **12F** of the at least one filler unit **12** is adjacent to first sides **32** of the first plurality **34** of the product units **12**, such that the first side **30F** of the first one **12F** of the at least one filler unit **12** and the first sides **32** of the first plurality **34** of the product units **12** extend between a second of the two pair of opposed parallel sides **22**.

[**0050**] The preceding description has been presented with references to presently preferred embodiments of the invention. Persons skilled in the art and technology to which this invention pertains will appreciate that alterations and changes in the described structures and methods of operation can be practiced without meaningfully departing from the principle, spirit and scope of this invention. Accordingly, the foregoing description should not be read as pertaining only to the precise structures described and shown in the accompanying drawings, but rather should be read as consistent with and as support for the following claims, which are to have their fullest and fairest scope.

**1.** A display container comprising:

a top, a base and two pair of opposed parallel sides between the top and the base;

a plurality of product units, each having a rectangular perimeter; and

at least one filler unit having a rectangular perimeter, wherein the plurality of product units and the at least one filler unit are positioned side by side and together extend between each of the two pair of opposed parallel

sides, and wherein a first side of the perimeter of a first one of the at least one filler unit is adjacent to first sides of the perimeter of a first plurality of the product units, such that the first side of the first one of the at least one filler unit and the first sides of the first plurality of the product units extend between a first of the two pair of opposed parallel sides.

**2.** The display container of claim 1, wherein the first plurality of the product units comprises at least one stack of product units disposed in proximity to the container top and extending towards the container base.

**3.** The display container of claim 1, further comprising at least one base filler unit disposed between the container base and the first plurality of the product units.

**4.** The display container of claim 1, wherein a second side of the perimeter of the first one of the at least one filler unit is adjacent to second sides of the perimeter of a second plurality of the product units, such that the second side of the first one of the at least one filler unit and the second sides of the second plurality of the product units extend between the first of the two pair of opposed parallel sides, and wherein the at least one filler unit is disposed between the first and second plurality of the product units.

**5.** The display container of claim 4, wherein the first and second plurality of the product units each comprise at least one stack of product units disposed in proximity to the container top and extending towards the container base.

**6.** The display container of claim 4, further comprising at least one base filler unit disposed between the container base and the first plurality of the product units and at least one other base filler unit disposed between the container base and the second plurality of the product units.

**7.** The display container of claim 1, wherein second sides of the perimeter of the first plurality of the product units are adjacent to second sides of the perimeter of a second plurality of the product units, such that the second sides of the first and second plurality of the product units extend between the first of the two pair of opposed parallel sides.

**8.** The display container of claim 7, wherein the first and second plurality of the product units each comprise at least one stack of product units disposed in proximity to the container top and extending towards the container base.

**9.** The display container of claim 7, further comprising at least one base filler unit disposed between the container base and the first plurality of the product units and at least one other base filler unit disposed between the container base and the second plurality of the product units.

**10.** The display container of claim 1, wherein a second side of the perimeter of a second one of the at least one filler unit is adjacent to second sides of the perimeter of the first plurality of the product units, such that the second side of the second one of the at least one filler unit and the second sides of the first plurality of the product units extend between the first of the two pair of opposed parallel sides and wherein the first plurality of the product units is disposed between the first and second ones of the at least one filler unit.

**11.** The display container of claim 10, wherein the first plurality of the product units comprises at least one stack of product units disposed in proximity to the container top and extending towards the container base.

**12.** The display container of claim 10, further comprising at least one base filler unit disposed between the container base and the first plurality of the product units.

13. The display container of claim 1, wherein a second side of the perimeter of the first one of the at least one filler unit is adjacent to a second side of the perimeter of a second one of the at least one filler unit, such that the second sides of the first one and the second one of the at least one filler unit extend between the first of the two pair of opposed parallel sides.

14. The display container of claim 13, wherein the first plurality of the product units comprises at least one stack of product units disposed in proximity to the container top and extending towards the container base.

15. The display container of claim 13, further comprising at least one base filler unit disposed between the container base and the first plurality of the product units.

16. The display container of claim 1, further comprising a protective pad disposed between the container top and the plurality of product units.

17. The display container of claim 1, wherein the plurality of product units and the at least one filler unit are substantially flush at a position in proximity to the container top.

18. The display container of claim 1, wherein the container top comprises a lid, rotatably connected to one of the container sides, such that the container has an open position and a closed position.

19. The display container of claim 1, wherein the at least one filler unit comprises a top surface and two opposed parallel sides attached to the top surface.

20. The display container of claim 19, wherein the top surface of the at least one filler unit is disposed in proximity to the container top and the two opposed parallel sides of the at least one filler unit extend towards the container base.

21. The display container of claim 19, wherein the top surface of the at least one filler unit is disposed in proximity to the container top and the two opposed parallel sides of the at least one filler unit extend to the container base.

22. The display container of claim 3, wherein the at least one base filler unit comprises a top surface and two opposed parallel sides attached to the top surface.

23. A method of assembling a display container comprising:

providing a container comprising a top, a base and two pair of opposed parallel sides between the top and the base;

selecting at least one filler unit from a supply of filler units, wherein each filler unit of the supply of filler units has a rectangular perimeter;

selecting a plurality of product units from a supply of product units, wherein each product unit of the supply of product units has a rectangular perimeter; and

positioning the selected at least one filler unit and the selected plurality of product units in the container, such that the at least one filler unit and the plurality of product units are positioned side by side and together extend between each of the two pair of opposed parallel sides, and wherein a first side of the at least one filler unit is adjacent to first sides of a first plurality of the product units, such that the first side of the at least one filler unit and the first sides of the first plurality of the product units extend between a first of the two pair of opposed parallel sides.

24. The method of claim 23, wherein the at least one filler unit is positioned in the container before the product units are positioned in the container.

25. The method of claim 23, wherein the product units are positioned in the container before the at least one filler unit is positioned in the container.

26. The method of claim 23, further comprising selecting at least one base filler unit from a supply of base filler units;

positioning the selected at least one base filler unit in the container before the plurality of product units; and positioning the selected plurality product units on the at least one base filler unit.

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