

June 2, 1970

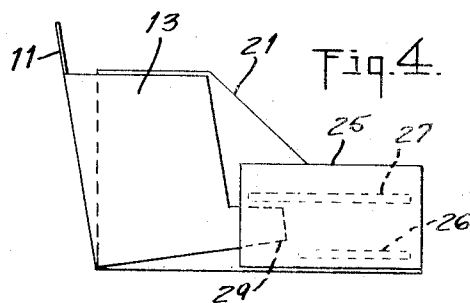
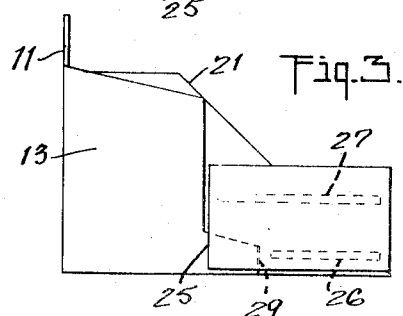
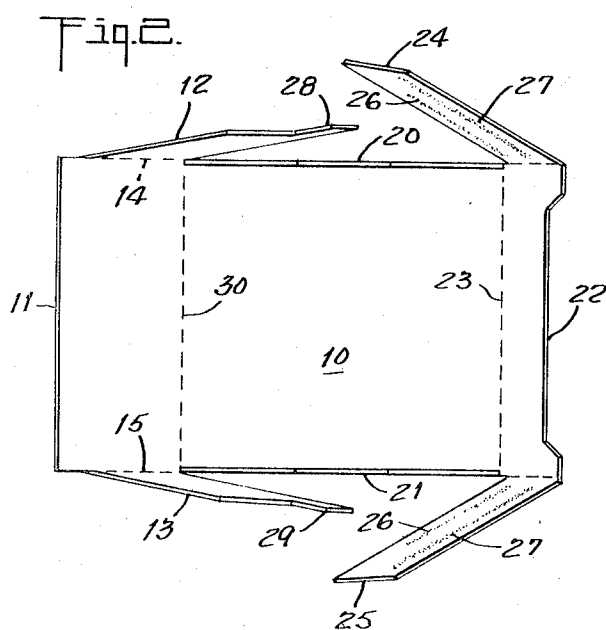
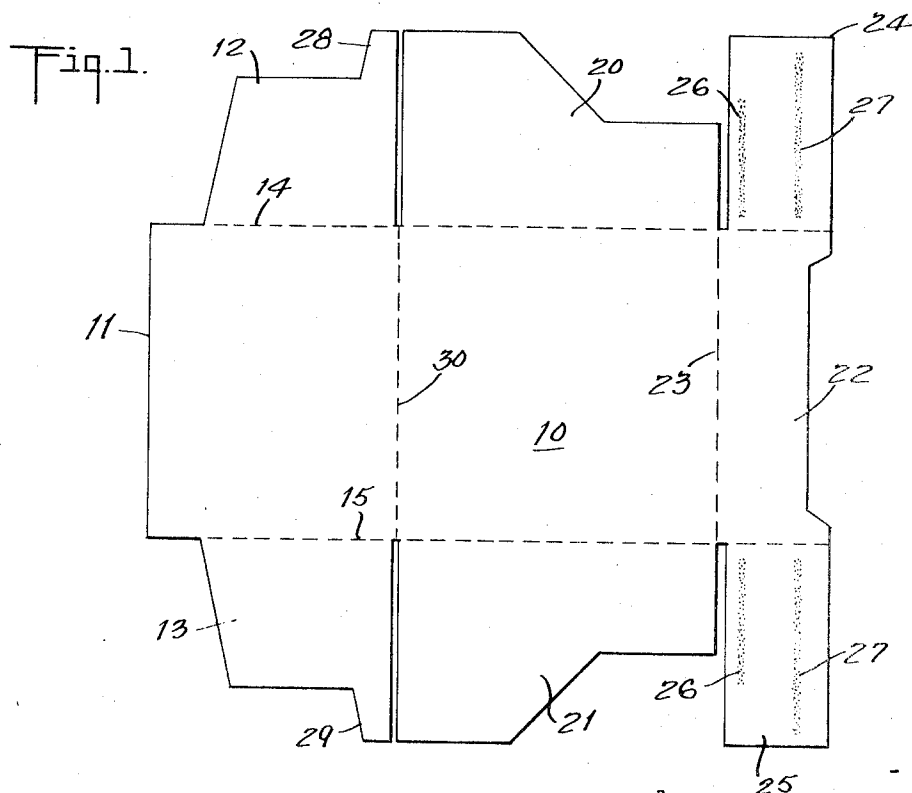
M. E. LESZCZYNSKI

3,515,266

DISPLAY CARTON

Filed July 19, 1968

2 Sheets-Sheet 1



INVENTOR
MARTIN E. LESZYNSKI

Luther W Hawley

ATTORNEY

June 2, 1970

M. E. LESZCZYNSKI

3,515,266

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2 Sheets-Sheet 2

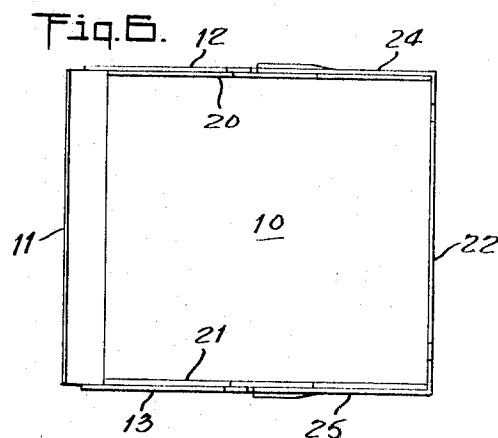
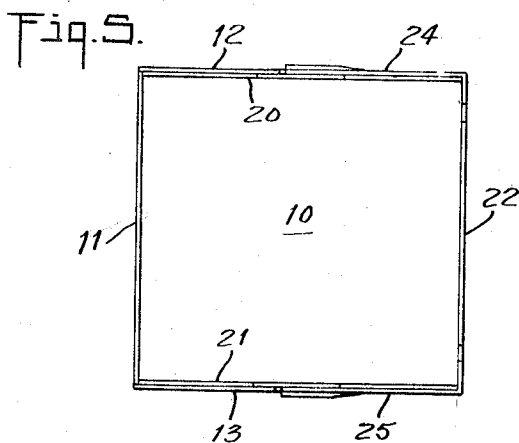


Fig. 7.

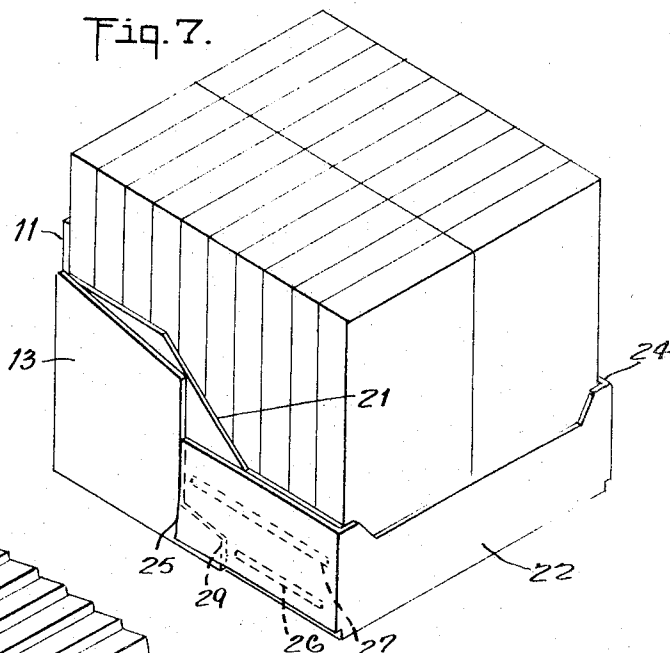
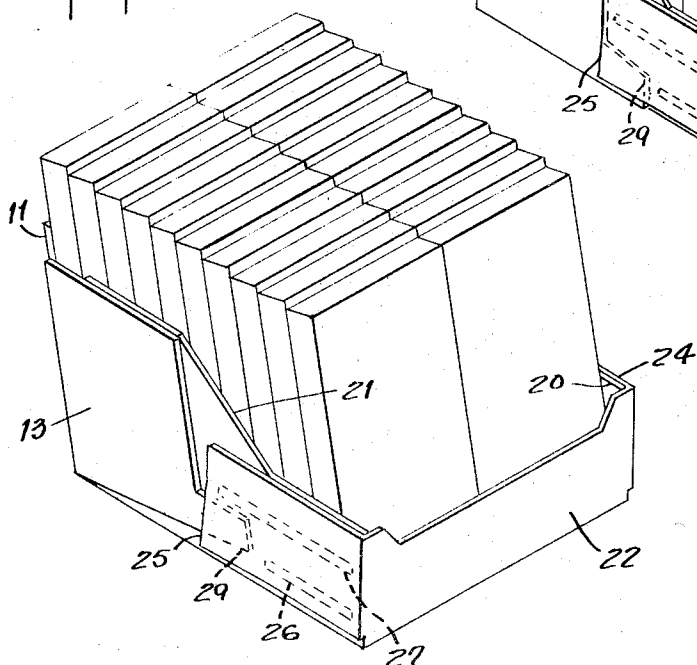


Fig. 8.



INVENTOR
MARTIN E. LESZCZYNSKI

Arthur W. Hawley
ATTORNEY

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3,515,266

DISPLAY CARTON

Martin E. Leszczynski, Jersey City, N.J., assignor to Scandia Packaging Machinery Company, North Arlington, N.J., a corporation of New Jersey

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U.S. Cl. 206—44

8 Claims

ABSTRACT OF THE DISCLOSURE

A display carton formed from a one-piece blank having a back hinged to the bottom of the blank, the tilting movement of the blank is limited by adhesive strips.

This invention relates to a display carton. The carton is formed of a one-piece blank having a back hinged to the bottom of the blank, the back having folded side pieces having extensions limited in their tilting movement by adhesive strips.

The object of the invention is to provide a display carton that is simple and inexpensive in construction and has a back that can be tilted for display purposes.

Another object of the invention is to provide a display carton formed of a blank that can be easily and simply folded and has a back that can be tilted.

Further objects of the invention will appear from the following specification taken in connection with the drawings which form a part of this application and in which:

FIG. 1 is a plan view of the blank used in forming a display carton;

FIG. 2 is a top plan view of the blank partially folded to form the carton;

FIG. 3 is a side elevation of the carton;

FIG. 4 is a view similar to FIG. 3 but showing the back of the carton tilted for display purposes;

FIG. 5 is a plan view of a carton shown in FIG. 3;

FIG. 6 is a plan view of the carton shown in FIG. 4 with the back tilted;

FIG. 7 is a perspective elevation showing the carton with packages therein; and

FIG. 8 is a perspective view similar to FIG. 7 but showing the back tilted to display the contents of the carton.

In the embodiment of the invention illustrated in the drawings the blank is shown in plan view in FIG. 1 and comprises a bottom 10, a back 11, having side flaps 12 and 13 foldable on lines 14 and 15. The bottom 10 has foldable side flaps 20 and 21 foldable in relation to the bottom as shown in FIGS. 3 and 4, these flaps being foldable on the lines 14 and 15. At the front of the bottom, viewed in FIG. 1, there is shown a flap 22 which is foldable upwardly relative to the bottom on line 23. The flap 22 has side flaps 24 and 25 which are foldable on the lines 14 and 15 in the manner shown in FIGS. 2, 3 and 4.

Two strips of adhesive 26 and 27 are positioned as shown in FIG. 1 on the side flaps 24 and 25.

The carton is formed by folding the back 11 on the bottom as shown in FIGS. 2, 3 and 4 and folding the side flaps 12 and 13 on the lines 14 and 15 as also shown in the same figures. The side flaps 20 and 21 are folded relative to the bottom of the position shown in FIGS. 2, 3 and 4 and the flap 22 is folded upwardly relative to the bottom and then the side flaps 24 and 25 are folded in the manner shown in FIGS. 2, 3 and 4. The flaps 24 and 25 are secured to the outer surfaces of the side flaps 20 and 21 by the adhesive strips 26 and 27. From the illustrations in FIGS. 3, 4, 7 and 8 it will be seen that extensions 28 and 29 on the side flaps 12 and

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13 are disposed between the flaps 20 and 21 and the flaps 24 and 25.

If desired the flaps may be folded in a different order. For instance, the back 11 and front flap 22 may be folded first, then the flaps 20 and 21, and then flaps 12 and 13, and finally the flaps 24 and 25 which are secured to flaps 20 and 21.

FIG. 7 shows the blank folded to form the carton and FIG. 8 shows the back 11 folded on the line 30 to form a display carton. The back is limited in its movement by the adhesive strips 27 as shown in FIGS. 4 and 8.

From the foregoing description it will be seen that a simple and practical blank and display carton is thus provided and that the carton can be easily and quickly changed from a storage carton to a display carton as shown in FIGS. 7 and 8.

Although one specific embodiment of the invention has been particularly shown and described it should be understood that the invention is capable of further modifications and that changes in the arrangement and in the construction of the various parts may be made without departing from the spirit and scope of the invention.

I claim:

1. A blank for a display carton comprising

(a) a bottom panel portion and panels forming a front portion, a back portion and side portions,

(b) said front, back and side panel portions being attached along one edge thereof to the bottom portion,

(c) connecting flap members extending outwardly from two opposing edges of a first panel forming one of the front, back and side portions,

(d) said connecting flap members having a structural configuration to carry connecting means for holding said portions in a box-shaped relationship to each other, and

(e) tilting flap members extending outwardly from two opposing edges of a second panel facing said first panel located at the opposite edge of the bottom portion,

(f) said tilting flap members including extension members having a structural configuration to be inserted and have movement beneath the connecting flap members when said connecting flap members are attached to an adjacent panel.

2. A blank as defined in claim 1 wherein

said connecting means including adhesive means for securing the connecting flap members to an adjacent panel and forming an upper limiting abutment for the extension member which is to be inserted and have movement beneath the corresponding connecting flap member.

3. A blank as defined in claim 2 wherein

the first panel forms the front portion of the carton and

the second panel forms the back portion of the carton.

4. A blank as defined in claim 3 wherein

the adhesive means includes at least one adhesive strip located along the top portion of the connecting flap member to form said upper limiting abutment for the extension member.

5. A display carton comprising:

(a) a bottom panel, a front panel, a back panel and side panels,

(b) said front, back and side panels being hinged along one edge thereof to the bottom panel,

(c) connecting flap members extending outwardly from two opposing edges of a first one of the front, back and side panels,

(d) connecting means attaching said connecting flap

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members to adjacent panels hinged to the bottom panel, and
(e) tilting flap members extending outwardly from two opposing edges of a second panel facing said first panel hinged at the opposite edge of the bottom panel,
(f) said tilting flap members including extension members movably inserted beneath the connecting flap members which are attached to said adjacent panels to effect tilting of said second panel with respect to the bottom panel for display purposes.
6. A display carton as defined in claim 5 wherein the connecting means include adhesive means which secure the connecting flap members to said adjacent panels and form an upper limiting abutment for the extension member movably inserted beneath each said connecting flap member.
7. A display carton as defined in claim 6 wherein the first panel forms the front portion of the carton and

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the second panel forms the back portion of the carton.
8. A display carton as defined in claim 7 wherein the adhesive means includes at least one adhesive strip located along the top portion of the connecting flap member to form said upper limiting abutment for the extension member.

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WILLIAM T. DIXSON, JR., Primary Examiner

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