May 14, 1968 T. J. SELLORS 3,382,970

DISPLAY CARD AND SUPPORTING EASEL

Filed March 2, 1967 2 Sheets-Sheet 1

Fig. 1.

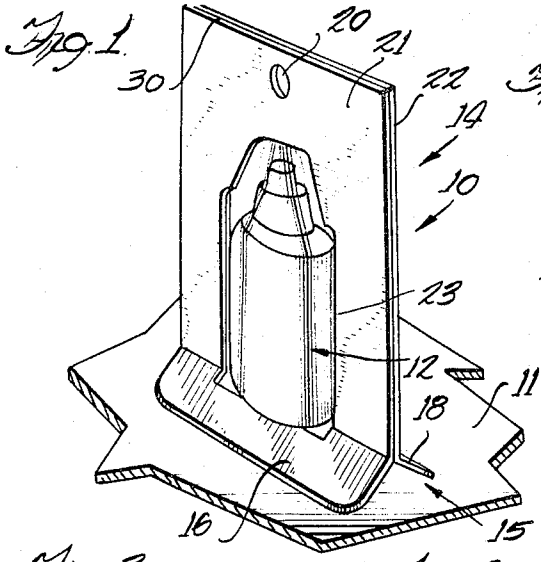


Fig. 2.

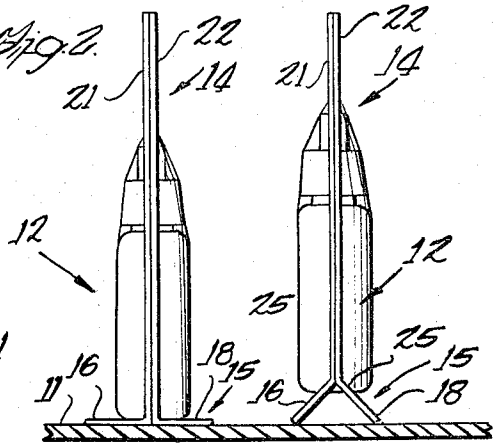


Fig. 3

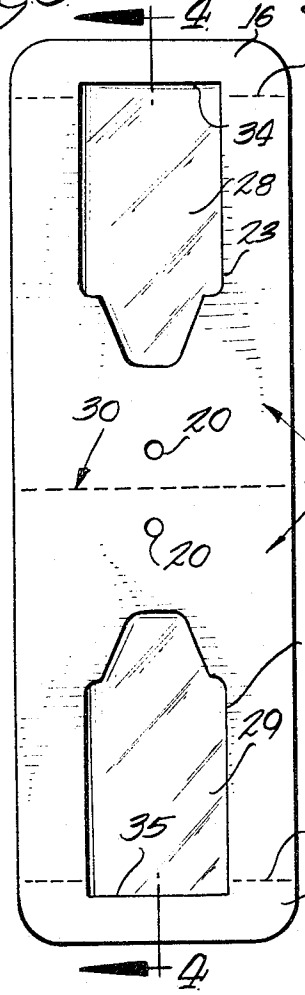


Fig. 4

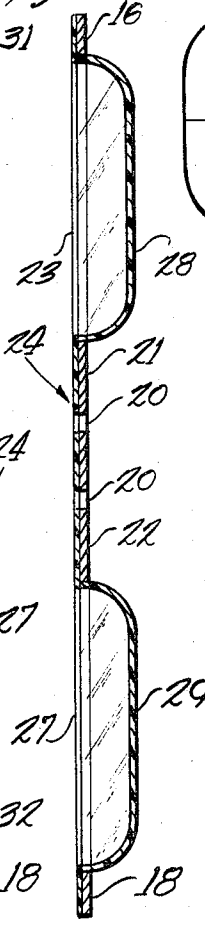


Fig. 5

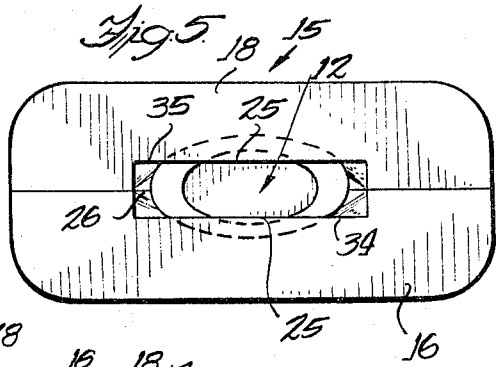
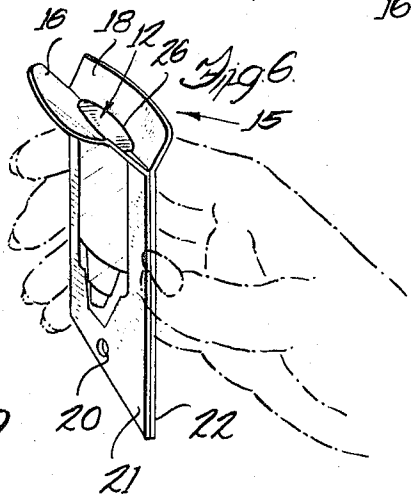


Fig. 6



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DISPLAY CARD AND SUPPORTING EASEL

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Fig. 7

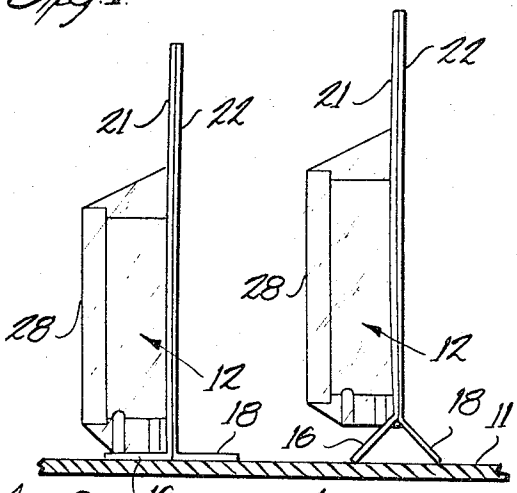


Fig. 8

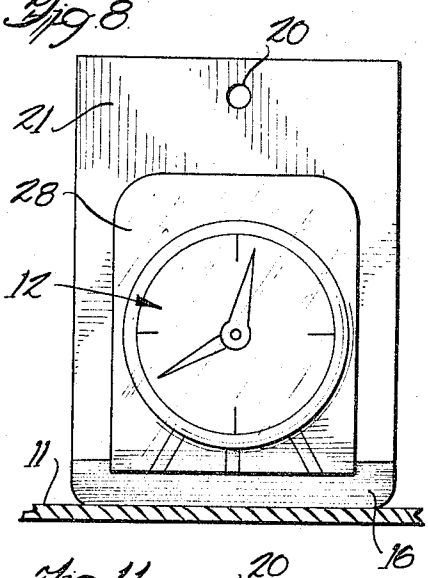


Fig. 9

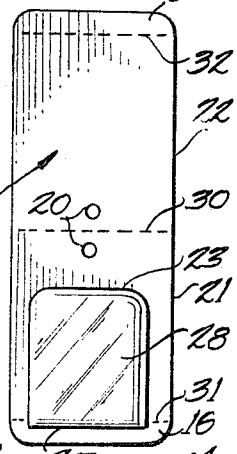


Fig. 10

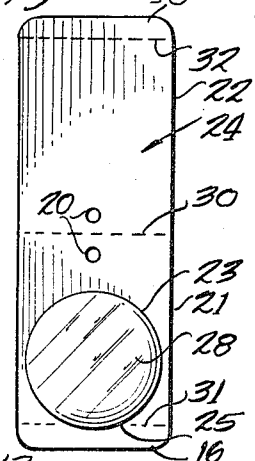


Fig. 11

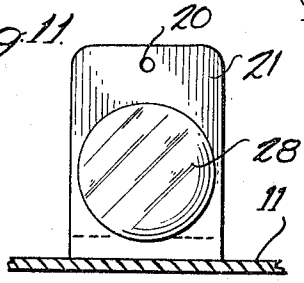


Fig. 12

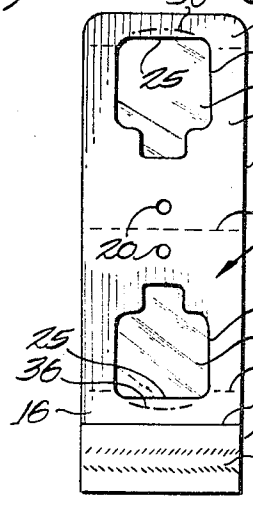


Fig. 13

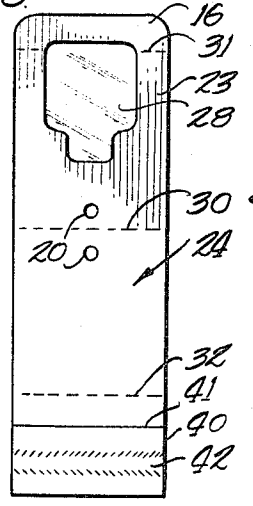


Fig. 14

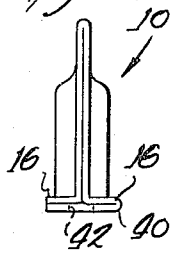


Fig. 15

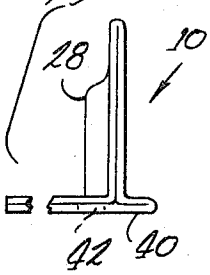
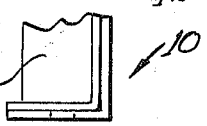


Fig. 16



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DISPLAY CARD AND SUPPORTING EASEL

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10 Claims. (Cl. 206—45.24)

ABSTRACT OF THE DISCLOSURE

The disclosure relates to a display card having at least one transparent formed window therein for retaining merchandise such as small plastic bottles and the like, the display card being formed of a reversely folded paperboard-like structure having a pair of lateral feet extending out from the base. Alternative embodiments showing two transparent windows with the merchandise sandwiched in between, and a single transparent window are shown. The structure at the base of the easel in one embodiment permits squeezing the sides of the cards to remove the merchandise. In another embodiment, an additional flap is provided for closing the open portion of the two feet of the easel to seal the merchandise in place.

The present invention relates to "display card and supporting easel," and more particularly that type card which is generally employed in displaying small plastic bottles such as glue, artificial sweetener, and the like.

Display cards for three dimensional items have been employed such as that exemplified in United States Patent 3,064,402. Such display cards rely on the use of transparent material, an open window or windows in the material, a paperboard back, and are then folded at a midpoint providing a single support line along the base. While such devices will, in theory, stand by themselves with the base of the product serving as the support, the card itself serves as a large weathervane and drafts through a store, or even from people passing by quickly will topple them over. Necessarily, then, a more sturdy support at the base of the card is desirable. Furthermore, such display cards contemplate a complete encapsulation of the product, and to remove the product requires cutting, tearing, and oftentimes the possibility of disfigurement to the contents. Therefore it is highly desirable to provide a display card which not only has better support for vertical display, but which is easily opened. The display card of the subject invention is not only intended to overcome the disadvantages of the prior art, but may be readily and speedily manufactured by the machinery sold by the American Packaging Company of Cleveland, Ohio under its trademarks "Autoformer" and "Auto-Sealer" which are intended to make "Polycard" packaging configurations of a wide variety. Therefore any person using the display card of the subject invention can, with minor tooling changes, adapt the same to established machinery now in use for related packaging.

In view of the foregoing, it is a general object of the present invention to provide an easel type support for a display card which contains merchandise such as small plastic bottles and the like. A related object of the invention looks to the provision of such a display card which can be hung up for rack-jobbing, or alternatively set on a flat base such as a counter.

A more detailed object of the invention is to provide such a display card with a substantial area of support so that the aerodynamic effect of the frontal area upon the passage of air is offset by a support greater than that available from the product contained.

Another and important object of the invention is to provide a three-dimensional display card with a good

support in which the product can be readily removed without tearing the package, and yet which in one embodiment, can be completely sealed.

Still another object of the invention is to provide a display card with an easel type base, the principal portion of which can be formed and shipped in nested form to the manufacturer, for completing the manufacturing and the encapsulation of the product in the display card on the customer's production line.

Further objects and advantages of the present invention will become apparent as the following description of the illustrative embodiment proceeds, taken in conjunction with the attached drawings in which:

FIG. 1 is a perspective partially broken view of an illustrative display card showing it on a flat surface and supported by its easel base.

FIG. 2 is an end view of the display card shown in FIG. 1 in two configurations, the left hand one of which the feet of the easel base are flattened onto the flat surface, and the right one of which the feet of the easel base are angled for contact with the flat surface.

FIG. 3 is a plan view of the card and its transparent overlay in its unfolded disassembled form.

FIG. 4 is a transverse sectional view taken along section line 4—4 of FIG. 3 of the card illustrating the relationship between the transparent material and the card body.

FIG. 5 is a bottom view of the assembled card.

FIG. 6 is a partially diagrammatic view illustrating how the sides of the package card may be squeezed to effect a removal of the contained merchandise which prior to squeezing is locked by the locking ledges as shown in FIG. 3.

FIG. 7 is an illustrative view taken from the same elevation as FIG. 2 of the utilization of the subject structure where the rear portion of the merchandise is not displayed, and only one window of the character disclosed in FIG. 3 is employed.

FIG. 8 is a front elevation of the right hand member of the displayed merchandise disclosed in FIG. 7; namely, a small alarm clock.

FIG. 9 is a view similar to FIG. 3 in enlarged scale showing the layout of the card for the package disclosed in FIGS. 7 and 8.

FIG. 10 is a view in the same scale as FIG. 9 disclosing a layout for a single window card in which the opening is circular rather than rectilinear at the base portion.

FIG. 11 is an assembled view of the card shown illustratively in FIG. 10.

FIG. 12 discloses a card in the same configuration as shown in FIGS. 3, 9, and 10, but illustrating a tear strip and sealing base which permits the complete encapsulation of the product by overlapping the rectangular slot in the base as disclosed in FIGS. 5 and 6.

FIG. 13 is a view similar to FIG. 12 illustrating the use of the sealing overlap on the base where the merchandise is displayed through only a single window.

FIG. 14 is a completed display card in end view of the character shown in layout form in FIG. 12.

FIG. 15 is a completed display card in end view formed from the layout shown in FIG. 13.

FIG. 16 is a partially broken view of an alternative form of base.

In broad outline the invention of the display card **10** is illustratively portrayed in FIG. 1 where it will be observed that the merchandise **12** is mounted in stand-up fashion on a flat surface **11** by means of a card **14** having cut-out portions **23**, **27**, larger than the merchandise **12**, with a plastic formable sheet **24** covering the cut-out portion. A central transverse fold **30** at the top edge of the card divides the same into front **21** and rear **22** portions, the formable sheet **24** being shaped to receive the

merchandise **12** and trapping the same between the front **21** and rear **22** portions of the card when sealed together by means of the front and rear transparent windows **28, 29**. A pair of extendable feet **16, 18** defined by transverse fold lines **31, 32** remote from the central fold **30** of the card form an easel portion for resting the card on a flat surface **11**. A fold line forming the feet **16, 18** intersects a portion of the base of the plastic covered opening so that when the feet **16, 18** are spread a locking ledge **25** (see FIG. 5) is formed beneath a portion of the merchandise, but the locking ledges **25** may be removed by squeezing the sides as shown in FIG. 6 to readily remove the merchandise without tearing the card or the plastic display portion. While the invention as shown in the first sheet of drawings, FIGS. 1 through 6, illustrates a transparent show-through type display with the merchandise visible from both sides, FIGS. 7, 8, 11, and 15 illustrate constructions in which the merchandise is visible only through one side of the card. An additional feature is provided with that type of merchandise which requires complete encapsulation and sealing as illustrated in FIGS. 12 through 15, where a sealing flap **40** is secured by means of a sealing flap score **41** to the front and rear feet **16, 18**, and by means of a tear tab **42** can be opened, and the merchandise removed in the same manner as illustrated in FIG. 6.

In greater detail it will be observed that the display card **10** shown perspectively in FIG. 1 rests upon a flat surface **11**. Depending upon the degree to which the front foot **16** and rear foot **18** are bent with regard to the front face **21** and rear face **22** of the card along front score **31** and rear score **32**, the card can sit flat on the surface as illustrated in the left hand portion of FIG. 2, or above the flat surface as illustrated in the right hand portion of FIG. 2. In either event, the vertical card **14** can be used in combination with the hanging hole **20** for rack displays, or alternatively displayed on a flat surface **11** by means of the easel base **15**.

Referring now to FIG. 3, the layout for the vertical card **14** will be observed as having a front cutout **23** and a rear cutout **27** over which a formable plastic **24** is sealed in accordance with the teachings and use of the "Auto-Former" manufactured by American Packaging Company of Cleveland, Ohio. The card **14** comprises a front face **21** and a rear face **22** which have the respective cutouts, and the plastic **24** is formed to have a front half window **28** and a rear half window **29** preformed in compatible fashion to receive the merchandise **12**. Exemplary of the types of merchandise are artificial sweetening, glue, paints, bottled pharmaceuticals, and the like. As will be further observed in FIG. 3, a front foot score **31** is provided to define the front foot **16** and a rear foot score **32** is provided to define the rear foot **18**. The center score **30** divides the front face **21** from the rear face **22** and further defines the top edge of the vertical card **14**.

As will be particularly observed in FIGS. 3 and 5, the front bottom edge **34** of the front cutout **23** and the rear bottom edge **35** of the rear cutout **27** extend toward their respective feet a distance slightly beyond the front foot score **31** and rear foot score **32**. This area, particularly as observed in FIG. 5, serves as a locking ledge **25** which defines between the edges **34, 35** an opening aperture **26**. As will be observed in FIG. 5, in the normal configuration the locking ledges **25** overlap a portion of the edges of the merchandise **12** and prevent the removal of the same. However, when a user grasps the card **14** by its lateral edges as shown in FIG. 6, either in the inverted or standing position, the opening aperture **26** expands to assume a configuration more complementary with that of the merchandise **12**, and the locking ledge **25**, like one's lap when he stands up, assumes a different form and disappears. The merchandise can then be readily removed, just the same as a book falls off of one's lap if he stands up.

While the description relating to the structure illustrated on the first sheet of drawings, FIGURES 1 through 6, relate to a bilaterally symmetrical display card, it will be appreciated as illustrated in FIGS. 7 and 8 that certain types of merchandise are more ideally suited to a display from one side alone. In FIGS. 7 and 8 there is disclosed somewhat diagrammatically a small alarm clock, the rear face of which is relatively undecorative. As shown in FIG. 9, the display card, much in the same fashion as described as to FIG. 3, includes a front face **21** and rear face **22**, with a front face aperture **23**. The transparent formable sheet plastic **24** is placed over the card, and shaped to conform to the merchandise **12**. The front foot **16** and the rear foot **18** are defined by front foot score line **31** and rear foot score line **32**, and the transparent window **28** is formed in accordance with known techniques. Provision is made for two hanging holes **20** flanking the center score line **30**, and the card is otherwise assembled and operates much in the same manner as that described above, the locking ledge **25**, however, being associated primarily with the single front half window **28**.

Shown in FIG. 10 is a further embodiment in which a circular front window **28** is employed, and the locking ledge **25** portion is adjacent the front foot fold line **31**, and defined as the front foot **16** extends outwardly. FIG. 11 shows the layout card of FIG. 10 in its fully erected and assembled configuration. This type structure, much as that shown in FIGS. 7 through 9, might well be employed to show the front face of a pocket watch, a compact, or similar products.

As to all of the embodiments disclosed above, each one presupposes no necessity for completely encapsulating and/or sealing the product. With certain pharmaceuticals, or even delicate mechanisms which may be intended for shipment into areas where the humidity may vary, or extensive dust exposure would prove harmful, it is highly desirable to fully seal the same. As shown in FIG. 12, the vertical card **14** is substantially identical with that shown in FIG. 3, except that a sealing flap **40** is defined by an extension of the rear foot **18** with a sealing flap score **41** provided so that (as shown in FIG. 14) the sealing flap **40** may be folded over and sealed to the adjacent rear foot **18** and the front foot **16** thereby completely encapsulating the product. A sealing flap tear tab **42** is provided transversely of the sealing flap **40** that it can be torn out, and expose the opening aperture **26** (not shown) in exactly the same manner as illustrated in FIG. 5 so that, as illustrated in FIG. 6, by squeezing the edges, the product can be readily removed.

Finally, as illustrated in FIG. 13, a single front window **28** may be formed surrounding a front cutout **23** in the same manner as described regarding FIGS. 7 through 11 inclusive, and yet the structure employing the sealing flap **40** may be utilized. The tear tab **42** is centrally positioned in accordance with the product so that an opening aperture **26** is provided to permit the ready removal of the contained merchandise without resort to extensive mutilation of the card or the window. Further as illustrated in FIG. 15, the sealing flap **42** and the front foot **16** may be substantially extended where additional mounting is desired. For example, where a bottle of paste is disclosed a paste brush could be stapled or otherwise secured to the front foot portion **16** of the vertical card **10**.

While the locking ledge **25** has been disclosed in all of the embodiments above, it will be appreciated that, for example, with a bottle having an eliptical cross-section, the cutout portion at the base of the openings **23, 27** can be curvilinear so that upon extending the feet, the merchandise will drop immediately without a locking ledge **25**. Such a structure can be advantageously employed with the sealing flap **40** in place, so that when the tear tab **42** is removed, the merchandise immediately drops from the vertical display card. The phantom lines **36** in FIG. 12 illustrate the optional elimination of the locking ledge **25**. Further, while the sealing flap **40** is

illustrated as an extension of one of the feet **16**, **18**, it will be readily appreciated from FIGS. 14 and 15 that it may be a separate member. The phantom lines in FIG. 16 further indicate that the card can stand on "one foot."

In review it will be seen that a display card which is susceptible of rack display, as well as display on an easel on a flat surface has been disclosed and described. The card has not only the advantage of substantial stability and adjustability, but can be readily opened to remove the merchandise without the destruction of the card. Furthermore, where certain categories of merchandise require that the same be completely encapsulated, this can be achieved by adding a sealing flap to the card structure, and removal facilitated by a tear strip of varying proportions compatible with the merchandise displayed.

While the invention has been described in connection with specific embodiments and applications, no intention to restrict the invention to the examples shown is contemplated, but to include within the invention all of the subject matter defined by the spirit as well as the letter of the annexed claims.

I claim:

1. A display card for mounting merchandise in stand-up fashion comprising, in combination, a card having a front and rear portion, at least one of which has a cut out portion therein proportioned to receive the merchandise, means completely covering said cut out portion adapted to receive and to trap the merchandise therein when said front and rear portions are secured together, and a pair of extendable feet defined by transverse fold lines on said card front and rear portions adapted to be spread outwardly to form an easel-like base for the card and merchandise, and said transverse fold line forming the foot on said portion having said cut out portion therein intersecting said cut out portion a slight distance above the base thereof and forming locking means beneath at least a portion of the merchandise when the feet are spread outwardly to removably retain the merchandise within said means completely covering said cut out portion adapted to receive and to trap the merchandise.

2. The display card of claim **1**, wherein said locking means formed by said fold line forms a locking ledge beneath a portion of the merchandise when the feet are spread outwardly.

3. The display card of claim **1** wherein the card is formed from a single blank of material having a central transverse fold therein dividing the same into the front and rear portions, and wherein the transverse fold lines forming the feet are positioned remote from the central fold.

4. The display card of claim **1**, wherein the means completely covering said cut out portion adapted to receive and trap the merchandise comprises, a plastic formable sheet covering said cut out portion.

5. The display card of claim **1**, further including a sealing flap affixed to the underside of the outwardly spread feet beneath the merchandise.

6. The display card of claim **5**, wherein said sealing flap is integrally formed with and extends from one of the feet and is proportioned to reversely fold and seal the merchandise within the means to receive and trap the merchandise.

7. The display card of claim **5**, wherein at least a portion of the sealing flap comprises a tear tap, the removal of which exposes the merchandise so that it can be easily removed.

8. The display card of claim **2** further including a sealing flap affixed across the opening defined by the locking ledge.

9. The display card of claim **8**, wherein said sealing flap is integrally formed with and extends from one of the feet and is proportioned to reversely fold and seal the opening defined by the locking ledge.

10. The display card of claim **9**, wherein at least a portion of the sealing flap comprises a tear tap, the removal of which exposes the opening defined by the locking ledge.

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WILLIAM T. DIXSON, JR., *Primary Examiner.*