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2,332,412

DISPLAY PACKAGE

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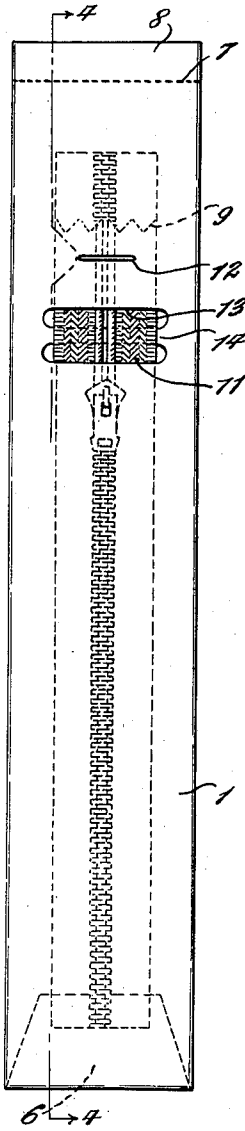


Fig. 1.

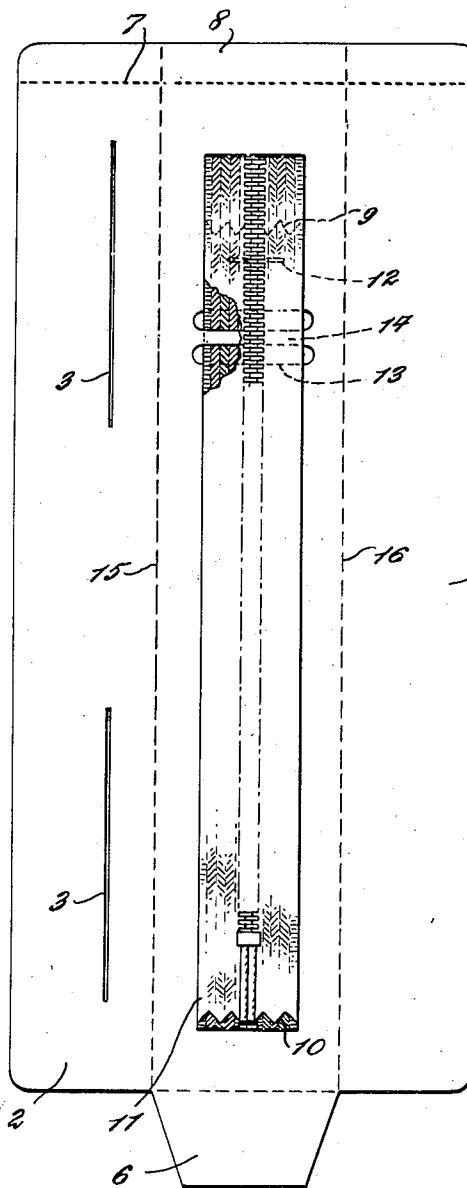


Fig. 3.

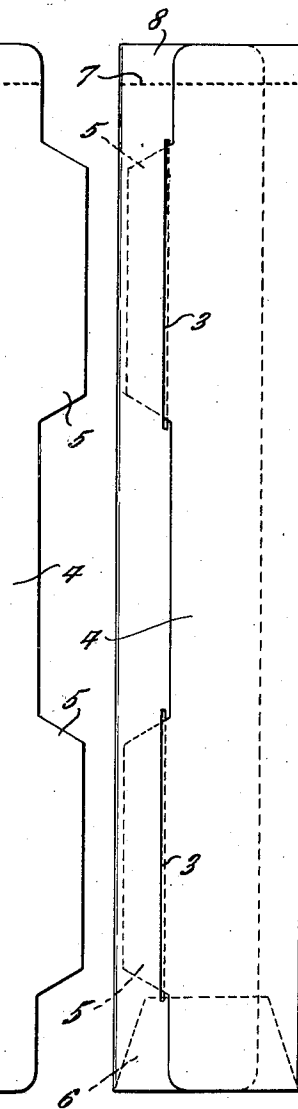


Fig. 2.

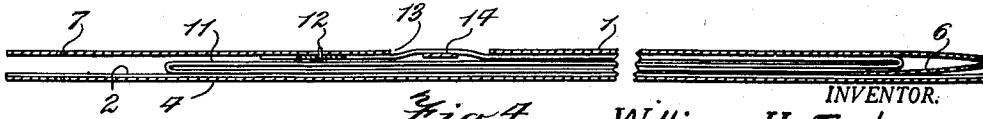


Fig. 4.

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UNITED STATES PATENT OFFICE

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DISPLAY PACKAGE

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1 Claim. (Cl. 206—78)

This invention relates to display packages and is of particular application in display packages containing materials illustrated by tapes and the like.

In such packages it has become customary or necessary to have the goods properly protected against soiling, dust, dirt, etc. and at the same time clearly visible. This is readily accomplished when transparent wrapping material, as for example Cellophane, is readily available but presents a problem when such material is not available.

It is an object of the present invention to provide a package meeting the mentioned requirements without employing transparent wrapping material.

The invention will be defined in the claim and illustrated by the following description taken in conjunction with accompanying drawing, in which—

Fig. 1 shows a front view of the folded package containing a tape on which slide fasteners or links are mounted and which may be referred to as a zipper tape;

Fig. 2 shows a rear view of the same;

Fig. 3 shows a rear view of the unfolded package;

Fig. 4 is a section on line 4—4 of Fig. 1.

The package comprises a front panel 1, a side panel or flap 2 provided with slots 3, and another side panel or flap 4 provided with tabs 5 for insertion into the slots 3 when the package is folded. A bottom flap 6 is also provided to assist in retaining the contents of the package. The top of the package is preferably scored as shown by the line 7 to provide a readily attachable tab 8 on which sales data may be recorded. The ends 9 and 10 of the tape are shown as having scalloped edges. The tape 11 is preferably secured to the panel 1 near one end of the tape by means of a staple 12. An inspection aperture 13 is provided, the dimensions of which are large enough to provide an area of the exposed contents sufficient to permit an inspection thereof but insufficient to unduly expose the contents to dirt, dust and the like. Moreover, this aperture is bridged across by a bridge member 14. In mounting the tape 11, the latter is passed over the front surface of the bridge member 14 and is then folded back upon itself and terminates at the edge 10, and is wholly contained within the package except for the area exposed by the inspection aperture 13. The panels or flaps 2 and 6 are folded along the lines 15 and 16 so as to complete the package with the tabs 5 inserted into the slots 3.

The mere provision of an inspection aperture or window having dimensions limited to prevent an undue exposure of the contents of the package, does not serve the purpose because, under such conditions, the contents of the package are not properly illuminated by the light which falls thereon under practical use conditions. Color, for example, is one of the important considerations. The proper display and matching of colors requires proper illumination. If a mere window were provided, the contents of the package would lie below the front panel to a greater or lesser extent and the casting of shadows on the contents by light falling angularly on the front panel would interfere with adequate inspection. It is necessary that the package contents be supported so that they will be at least substantially flush with the surface of the front panel and preferably slightly raised above the front panel 1. The bridge member 14 accomplishes this. The result is a display package permitting adequate inspection of the contents while at the same time preventing undue exposure thereof and these functions are secured without the use of transparent material.

I claim:

A display package for tapes carrying series of separable fasteners mounted thereon, an elongated non-transparent front panel and two elongated overlapping rear panels each of which is a folded lateral extension of the front panel, said rear panels forming with the front panel an envelope, a tape folded longitudinally upon itself in flat folds and contained within said envelope, means securing one end of said tape to an inner surface of the front panel, said front panel having an aperture adjacent said securing means, a bridge member extending laterally across said aperture and forming with the edges of said aperture a pair of parallel slots extending laterally across said panel and separated by said bridge member, each slot being partly defined by a pair of straight edges in spaced relation, the length of the slots being slightly greater than the width of said tape, a portion of said tape extending through each of said slots and over said bridge member and being supported by said bridge member in a position substantially flush with the exterior surface of said panel whereby said portion may be inspected, the remainder of the tape being wholly enclosed within said envelope.

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