

Oct. 29, 1968

R. WATTS, JR
DISPLAY PACKAGE

3,407,928

Filed Sept. 8, 1966

2 Sheets-Sheet 1

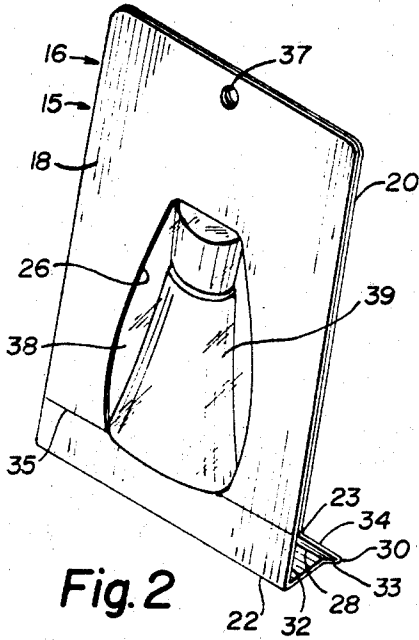


Fig. 2

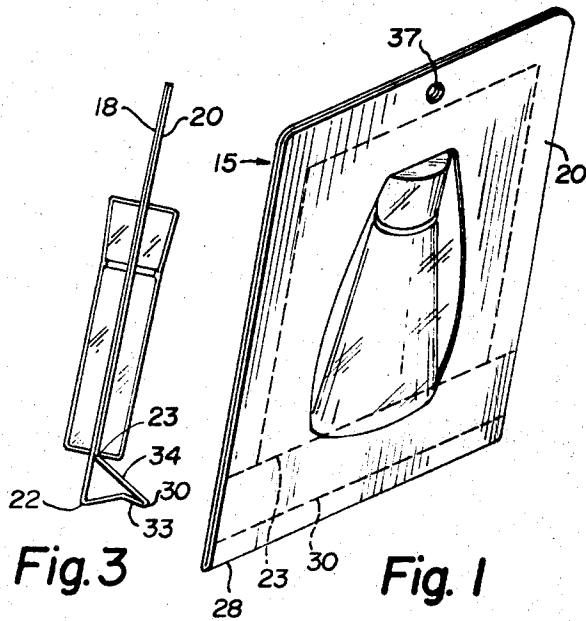


Fig. 3

Fig. 1

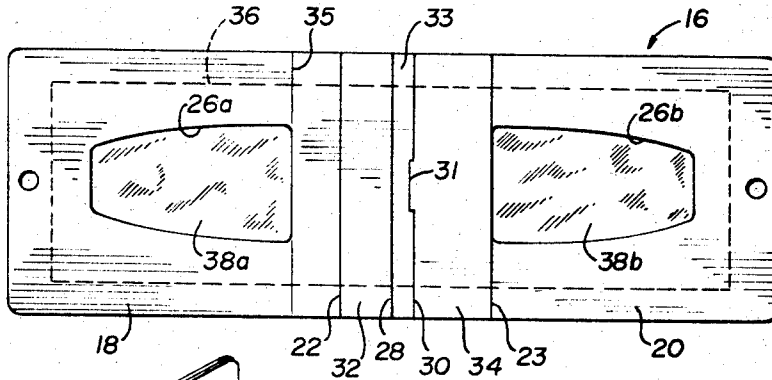


Fig. 4

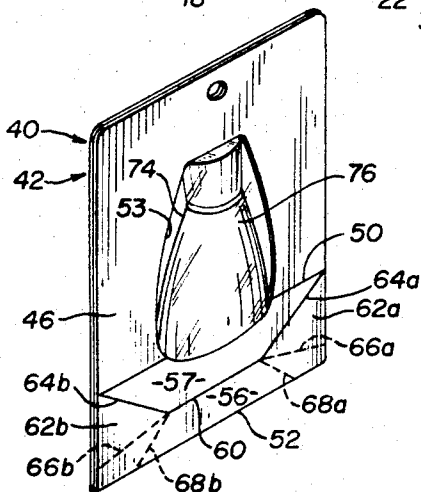


Fig. 5

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2 Sheets-Sheet 2

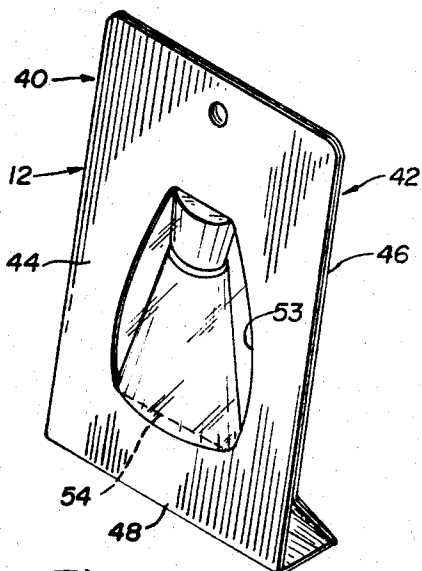


Fig. 6

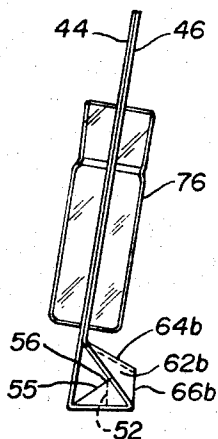


Fig. 7

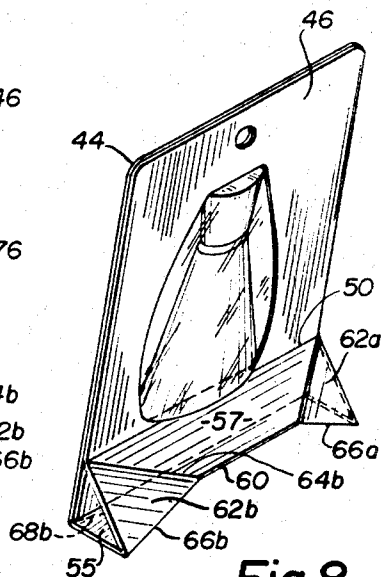


Fig. 8

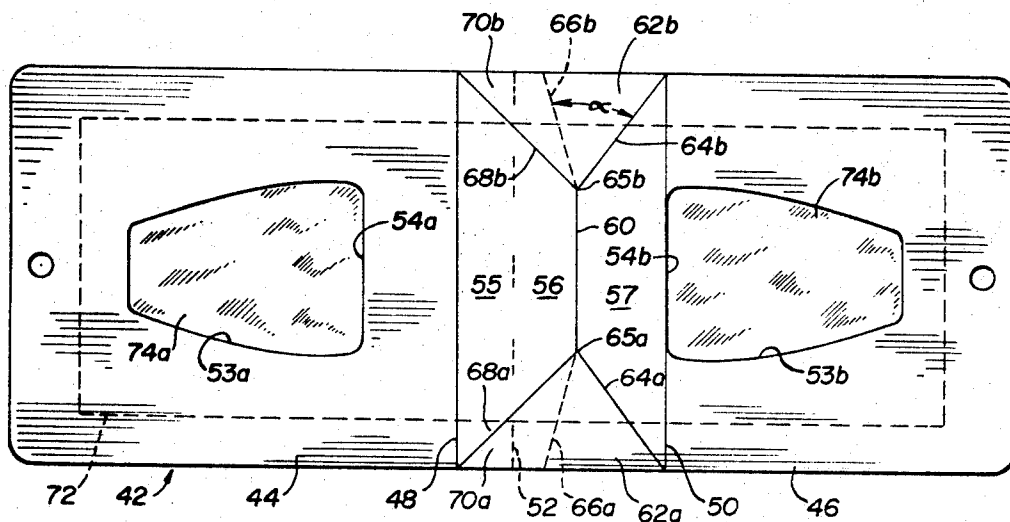


Fig. 9

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DISPLAY PACKAGE

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Continuation-in-part of application Ser. No. 213,804, July 31, 1962, which is a division and continuation-in-part of application Ser. No. 97,907, Mar. 23, 1961. This application Sept. 8, 1966, Ser. No. 577,854

15 Claims. (Cl. 206—78)

ABSTRACT OF THE DISCLOSURE

A stand-up display package having face panels, integral base forming panels and a product receiving aperture and pocket in a face panel above the lower edge thereof. The base panels are located beneath the aperture and selectively extend either in the planes of the face panels or transversely thereof to form a base. When extending transversely, the base panels are behind the front face panel and support the face panels at an inclined angle to a support plane.

This application is a continuation-in-part of copending application Ser. No. 213,804, filed July 31, 1962, entitled "Package" now Patent No. 3,298,515 issued January 17, 1967, which in turn is a division and continuation-in-part of application Ser. No. 97,907, filed March 23, 1961, entitled "Package and Method of Making Same," now Patent No. 3,053,023 issued September 11, 1962.

This invention relates to a display package and more particularly to a stand-up display package.

In present day merchandising, many articles are packaged in separate unit. Retail products are often packaged in separate units in order to show the products attractively against a display background, which can contain art-work, illustrations of use, trademark, and price. Packages for separate units facilitate self service sales, serve as protection in shipment and deter pilferage.

In packages which accomplish this type of display, each unit of articles to be sold is mounted on an individual display card. This unit is covered with a transparent plastic material which fixes it to the display card. A number of types of packages have been developed which fall in this general class of display package. These packages may be suspended from an aperture in the card or may be constructed to stand by themselves. The present invention is of the latter type.

Some of the stand-up packages already known depend upon the article itself to provide a flat base to support the card. These are limited in their applicability to certain products. Some support the article but do not encase it in a plastic wrap, while others only partially encase the article. In either case the article is not completely protected and secured.

Various blister-type stand-up packages are known, but these require a separate bubble with a peripheral flange, which is separately attached to a display card. This requires additional assembly steps over cards with integral pockets. Also, in many instances, the card itself is of complex shape and construction, requiring hand folding and assembly.

The package of the present invention overcomes these and other disadvantages of known stand-up packages. The preferred construction also provides the advantageous feature of being initially formed, loaded and sealed with the card portion of the package flat, so that the card can be formed and sealed with existing techniques and equipment and can be shipped in a minimum of space. The card includes a portion that can be snapped into an expanded condition after the card is sealed closed, to form a stand-up base for display purposes.

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Thus, the package of this invention can alternately be hung for display casting an appearance substantially identical to the packages of the above referenced application and patent or stand on a counter or the like. Unlike any prior proposals which might purport to have this flexibility of hanging or stand-up display, the package of this invention has the advantage that, when standing, the card and product are canted rearwardly somewhat maximizing the "viewability" of both.

In accordance with the preferred form of this invention, a stand-up package is constructed using a display card of the fold-over type; i.e., a card formed of a single piece, usually printed on its outer face and scored for folding. Two face panels are formed at opposite ends of the card and are separated by base panels, defined by fold lines such as score marks or perforations in a central portion of the fold-over card. One transverse fold line bisects the card. An aperture is formed in each of the face panels, each located to coincide with the other when the card is folded along the bisecting line. A thin film, preferably transparent and flexible, is secured to the inner surface of the fold-over card and extends through the apertures to form pockets.

The package is initially formed by folding the card along the bisecting fold line to place the face panels in face-to-face relationship with the apertures aligned. The panels are separated and an article is placed in the pocket. The panels are then sealed together about the apertures. The card is not sealed together in the area of the base panels adjacent the bisecting fold line.

When the card is to be displayed, a base is formed by separating or expanding the base panels along the fold lines. The pocket remains sealed at all times and no subsequent or additional sealing operation is required. The base panels are constructed to snap into positions in which they extend transversely of the face panels. They are retained in expanded condition by the resiliency of the card and the size, shape, and construction of the panels themselves. The integral support so formed maintains the face panel portions and packaged article in an upright position relative to a horizontal supporting surface, providing an attractive display.

It can be appreciated that this construction significantly reduces the space in shipment and storage as compared with the space required for packages with permanently formed bases. When a merchant receives the packages or removes them from storage it is a simple operation to expand the base panels into a support. In addition, the base need not be expanded if some or all of the packages are to be suspended rather than supported on a flat surface.

There are also significant processing advantages in the initial loading and sealing of cards formed of two flat panels. The cards can be supported flat or in tracks that engage straight edges of the cards. Also, the face panels can be sealed closed without allowing for transversely extending base portions that would interfere with the sealing platens. As a result, stand-up packages can be processed with the same equipment used for conventional card packages.

It is preferred that the film and card of this invention be constructed of the materials and in the manner disclosed and described in the above-mentioned copending application Ser. No. 213,804. The fold-over card is preferably provided with a transparent polyethylene film bonded to the inside surfaces of the card. Pockets are formed in the film through the apertures, as by vacuum molding. The card in this form is usually shipped to a product packager. Subsequently, the card is folded, a product is placed in the pockets, and the panels are sealed together.

With this package, the product projects from and is visible from one or both faces of the finished package and

yet is covered by a protective pocket of plastic film. A double-face package is obtained in which both faces are firmly united together over the inner face to obtain a strong and durable package. The package can be offset to one side of the center line of the package to permit nesting the packages during shipment or display.

It is therefore an object of this invention to provide novel and improved stand-up packages.

Other objects and a fuller understanding of the invention may be had by referring to the following description and claims taken in conjunction with the accompanying drawings, in which:

FIGURE 1 is a perspective view of one embodiment of a package constructed in accordance with the present invention, shown with a card portion flat, as it is processed and shipped;

FIGURE 2 is a perspective view of the package of FIGURE 1 arranged with portions of the package extending to the rear, along the bottom edge of the card, to support the package in an upright position;

FIGURE 3 is a side elevational view of the package shown in FIGURE 2;

FIGURE 4 is a plan view of the card forming the package shown in FIGURES 1 to 3, prior to folding and closing, illustrating the location and arrangement of the apertures, fold lines and panels;

FIGURE 5 is a perspective view of another embodiment of a package constructed in accordance with the present invention, showing the card in an initial, flat condition after sealing and suitable for shipment or storage;

FIGURE 6 is a perspective view of the package of FIGURE 5, showing the package with the base panel portions of the card separated to provide an integral stand for the package;

FIGURE 7 is a side elevational view of the embodiment of FIGURE 6;

FIGURE 8 is a perspective view of the back of the package of FIGURE 6; and

FIGURE 9 is a plan view of the card that forms the package of FIGURES 5 to 8, prior to folding and sealing, showing the location and arrangement of the fold lines and panels.

Referring now to the drawings, and particularly to FIGURES 1 to 4, a package 15 is shown formed from a stiffening structure indicated generally at 16. The stiffening structure 16 is a fold-over card formed of a plurality of panels defined by fold lines. A front face panel 18 and a back face panel 20 are in opposed face-to-face relationship after the card is loaded and sealed closed. The front and back face panels are defined by fold lines 22, 23, best shown in FIGURE 4. The front face panel 18 is longer than the back face panel 20. Preferably fold line 22 is a cut or slit while fold line 23 is a score.

In the embodiment shown, the stiffening structure 16 is rectangular. An aperture 26a is formed in the front face panel 18, spaced from the fold line 22. A matching aperture 26b is formed in the back face panel 20, with one edge along fold line 23. Both apertures have a common longitudinal center line and are equally spaced from a transverse fold line 28 that bisects the length of the card 16. When the card 16 is folded about the line 28 and sealed together, the two apertures 26a, 26b are brought into registration with one another, forming a single aperture 26 through the package 15.

The bisecting fold line 28 is preferably formed by perforations such that the card is completely cut through at locations spaced by connected portions so that the adjoining panels will easily fold in two directions. An additional transverse fold line 30, preferably a cut to facilitate a sharp bend or fold, extends across the card 16 between the bisecting fold line 28 and the fold line 23 that defines the back face panel 20. The fold line 30 includes a slight jog or offset portion 31 along the line, which is cut completely through the card.

Fold lines 22, 23, 28 and 30 are all on the outside sur-

face of the card and define first, second and third base panels 32, 33, 34 serially arranged and integrally connected between the face panels. The first base panel 32 is connected with the front face panel 18, the third base panel 34 is connected with the back face panel 20, and the second base panel 33 is connected between the first and third base panels. An optional light score line or crease 35 is shown in FIGURES 2 and 4 across the front face panel 18, aligned with or slightly below the fold line 23 when the card is folded.

Relative sizes of suitable panels are shown in FIGURE 4. The third base panel 34 is larger than either the first or second base panel. The combined length of panels 32 and 33 (longitudinally of the card 16) is greater than the length of panel 34. The fold line 30 is closer to the bisecting fold line 28 than is fold line 22, so that panel 33 is smaller than the first base panel 32. The significance of these relationships and the manner in which the panels 32-34 cooperate to provide a stand-up base will become more apparent subsequently.

A sheet of pliable film 36 is bonded to the bottom surface (in the orientation of FIGURE 4), which is the inside surface of the card 16 in FIGURES 1 to 3. The film 36 is bonded across the apertures 26a, 26b. Pockets 38a, 38b, respectively, are formed in the apertures 26a, 26b. These pockets each project through the associated aperture when an article is contained within the aperture and pocket. Preferably, the film is dimensionally stable at room temperature and the pockets are partially flattened after formation and before the package is loaded. They are redistended as shown in FIGURES 1 to 3 by the unit being packaged when it is inserted in the pocket. As illustrated, the two pockets 38a, 38b combine to form a single closed pocket 38 surrounding a packaged bottle 39. The film forming the pocket is maintained slightly in tension over the unit in the finished package and may if desired, be heat shrunk somewhat to improve the tension and appearance of the package. The unit being packaged, then, is utilized to maintain the pocket in its desired finished condition. The pocket is preferably transparent to display the product.

The film 36 is bonded to the card 16 as by a wet or softenable adhesive. The film is preferably heat-sealable so that the face panel portions 18, 20 can be conveniently adhered together in opposed relationship by portions of the film that extend about the aperture. Alternatively, the inner surfaces of the face portions of the card can be coated with an adhesive, such as a heat-bondable adhesive.

To form the package 15 in the initial, flat, form shown in FIGURE 1, an article is placed in one of the pockets 38a, 38b. The stiffening member or card 16 is folded about the bisecting score line 28 so that the apertures 26a, 26b are aligned to form a single aperture 26 through the folded card 16 and the card is pressed closed with the face panel portions 18, 20 in face-to-face relationship and with film 36 located on the inside card surfaces. Heat and pressure are applied to the face panels 18, 20, but not to the base panels 32-34. This seals the card 16 about three sides of the pocket 38 and the marginal edges of the card above and spaced from the bisecting fold line 28. If it is desired to seal the card about the entire periphery of the pocket 38, the apertures and pocket can be spaced upward from the third base panel 34 to facilitate this. With the card in flat form, the base panel 32 lies in the plane of front face panel 18. The base panels 33, 34 lie in the plane of back face panel 34. The card can be shipped and stored in this form. It can also be displayed by suspending it from an aperture 37 at the top of the card.

As best shown in FIGURES 2 to 4, the base panels 32-34 can be separated or expanded so as to extend transversely of the face panels 18, 20. This is accomplished by spreading the base panels apart beneath the aperture 26 and pocket 38 so that the bisecting score line 28 and the

first and second base panels 32, 33 move upward, between the third base panel 34 and the lower portion of the front panel 18, which extends beyond the back face panel 20. The third base panel folds back and up, away from the front face panel. As a result, the first base panel 32 and second base panel 33 fold or pivot about the bisecting line 28 of the card until they are in a common plane and then move further upward so both extend upward relative to the fold line 22 that forms the bottom edge of the front face panel 18. This forms a re-entrant base portion. In this further upward movement, the base panels 32, 33 stay in an upward position due to the tendency of the third base panel to straighten or return to the plane of the back face panel.

All of the base panels 32-34 now extend to the rear of the front face panel 18. The third base panel 34 extends downward from the back face panel 20 and is angularly related with respect to the plane of the front face panel 18. The resiliency of the stiffening structure 16 at the fold line 23 biases the third base panel toward the front face panel 18. This maintains the bisecting fold line 28 above a plane extending between the lower edge of the front face panel and the lower edge of the third base panel. This upper position of the fold line 28 is limited by the length of the second base panel 33, which in an extreme position, can lie flat against the third base panel 34. In this condition the first base panel 32 acts as a brace against the third base panel 34 to hold it in spaced relationship. The line 35, when present, allows the face panel 18 to bend slightly forward so the back fold along line 23 is not overstressed when the base is expanded. The face panels are also slightly more upright.

As shown in FIGURES 2 and 3, the base panels 32-34 provide a support that holds the face panels 18, 20 upright, at a slight incline to the vertical when the base is on a horizontal surface, providing an attractive display of the product in the pocket 38. Any printed matter on the front face of the face panel 18 is easily seen and read, even when the product is displayed on a surface below eye level.

When a heavy article is packaged, the article may have a tendency to overcome the resiliency of the stiffening structure 16 at the fold line 23, which biases the third base panel 34 downward. This is particularly true with the center of gravity of the unit packaged somewhat to the rear of the base. However, any tendency of the unit to fold the third base panel 34 upward is limited by the first and second base panels 32, 33 which, even when straightened out, define a stable, triangular-shaped, base with the third base panel 34 and the lower portion of the front face panel 18.

A second embodiment of a stand-up package constructed in accordance with this invention is shown in FIGURES 5 to 9, and indicated generally by reference numeral 40. The package 40 includes a stiffening structure, such as a card 42. The card includes a front face panel 44, a back face panel 46, and a plurality of intermediate base panels.

As best shown in FIGURE 9, the front face panel 44 is defined by a transverse score line 48. The back face panel 46 is defined by a transverse fold line 50 spaced from line 48. The face panels are located at opposite ends of the card 42, and the face panel 44 is longer than the back face panel 46. A transverse fold line 52 between the fold lines 48 and 50 bisects the card 42.

An aperture 53a is located in the front face panel 44 and a matching aperture 53b is formed in the back face panel 46. Both apertures are longitudinally aligned and are located with a respective lower edge 54a, 54b spaced an equal distance from the bisecting fold line 52. Thus, when the card 42 is folded along the bisecting fold line 52, the apertures 53a, 53b overlie each other to form in effect a single aperture 53 through the card.

The plurality of intermediate base panels include first, second and third serially arranged base panels 55, 56, 57,

respectively. The first base panel 55 is contiguous with the front face panel 44, and defined by the fold lines 48, 52. The second base panel 56 is contiguous with the first base panel, and the third base panel 57 is contiguous with the back face panel 46. The second and third base panels are separated by a transverse cut line 60 that extends only partially across the width of the card 42, as best shown in FIGURE 9.

Two triangular shaped base panels 62a, 62b are formed along opposite side edges of the card 42, between the second and third base panels 56, 57. The triangular base panels 62a, 62b are each formed by a fold line 64a, 64b extending from the opposite ends of fold line 50 to terminal points 65a, 65b adjacent the opposite ends of the cut line 60; and also by fold lines 66a, 66b extending from the respective terminal points 65a, 65b to the side edge of the card, inclined toward the bisecting fold line 52, but not intersecting the fold line 52.

Additional fold lines 68a, 68b extend from the respective terminal points 65a, 65b to the opposite ends of the score line 48. These lines define second triangular base panels 70a, 70b contiguous with the first triangular base panels 62a, 62b. The score lines 68a, 68b cross the bisecting score line 52, so that portions of the triangular base panel 70a, 70b form portions of the first and second base panels 55, 56.

For optimum results, the various fold lines described above are of four different types. Fold line 48 is a slit formed by cutting partially through the card 42 so that the first base panel 55 can be bent back with respect to the front face panel 44. The bisecting fold line 52 is formed by a perforating knife so that alternate portions are completely cut through the card and spaced by small points of connection. This provides a fold line that can be folded in two directions, as required in extending the base panels of the assembled card, as will be explained subsequently. The fold line 50 is a score line formed by compressing the card or providing a very shallow superficial cut along the line 50. This allows the third base panel 57 to be folded upward relative to the back face panel 46 and assures that the third base panel 57 will be resiliently biased back toward the plane of the back face panel 46. Fold lines 64a, 64b are cut similar to fold line 48 so they can be folded downward. Fold lines 66a, 66b are formed of perforations to provide somewhat greater stiffness than a slit. Fold lines 68a, 68b are scored in the same manner as fold line 50, permitting the panels on opposite sides of the lines to be folded toward each other, with the score line to the inside.

A sheet of pliable film 72 is bonded to the bottom surface (in the orientation of FIGURE 9) which is the inside surface of the folded card 42. As in the previously described embodiment, the film 72 is bonded across the apertures 53a, 53b. Pockets 74a, 74b, respectively, are formed in the apertures 53a, 53b.

To form the package 40 in the initial, flat form, shown in FIGURE 5, the stiffening member or card 42 is folded about the bisecting score line 52 so that the apertures 53a, 53b will be aligned to provide an aperture 53 through the folded card when closed and sealed. The two pocket halves 74a, 74b combine to form a pocket 74 that extends from both sides of the folded card 42. While the face panels are spaced apart, an article 76 is placed within the aperture 53 and pocket 76. The face panels are then pressed together and heat and pressure are applied to the area about the aperture 53, above the fold line 50. This seals the card 42 about three sides of the pocket 53. In this condition, the card is flat. See FIGURE 5. The base panel 55 lies in the plane of the front face panel 44. The base panels 56, 57 and 62a, 62b lie in the plane of the back face panel 46. Panels 70a, 70b are folded about line 52 and are partially in the planes of both face panels.

As best shown in FIGURES 6 and 8, the base panels 55-57, 62a, 62b, and 70a, 70b can be separated or expanded so as to extend transversely of the face panels

44, 46. This is accomplished by spreading the base panels beneath the aperture 53 and pocket 74 so that the bisecting score line 52 moves upward. This is best shown in FIGURE 7. All of the base panels extend to the rear of the front face panel 44. The first and second base panels 55, 56 extend upward with respect to the lower edge of the front face panel, formed by the fold line 48. The third base panel 57 is inclined downward.

As best shown in FIGURE 8, the triangular shaped base panels 62a, 62b cooperate with the third base panel 57 to form a three-section, composite, contoured, support portion. A back edge of this portion is formed by the fold lines 66a, 66b and the cut line 60. This back edge is essentially concave upward, because the base side of each triangular panel 62a, 62b, which extends along the side edge of the card, is longer than the minimum distance from the fold line 50 to the cut line 60. Also, the combined length of first and second panels 55, 56 is greater at the center of the card between the cut line 60 and the fold line 48 than at each side of the card between fold lines 66a, 66b and the fold line 48.

As illustrated in FIGURE 7, when the base panels are spread apart, the bisecting fold line 52 is moved upward. The first and second base panels 55, 56 snap upward above a center or coplanar position, and are maintained in an upward curve by the third base panel 57, which is biased toward the plane of the front face panel 44 by the resiliency of the card at the fold line 50. The curvature of the first and second base panels is facilitated by the score lines 68a, 68b.

A plane of support for the package is defined by the lower edge of the front face panel 44 at the fold line 48 and by side edges of the first and second base panels 55, 56. The upward curvature of the first and second base panels, between the side edges and between the front edge 48 and the curved back edge formed by folds 66a, 66b and 60, provides an extremely rigid support base. The triangular panels 62a, 62b and 70a, 70b must be flexed, i.e., distorted, before the bisecting fold line 52 can be forced below a center position where it will allow the base panels to be folded downward and be flattened back to the initial configuration. Because the triangular panels are small and stiff, they do not easily distort, and the base is rigid and capable of supporting a very substantial load.

The expanded base provides a support that holds the face panels 44, 46 upright, at a slight incline to the vertical when the base is on a horizontal surface. This provides an attractive display of the product in the pocket 74.

While the exact size and shape of the different panels of the card 42 will vary for different packages, for optimum results it is desirable to maintain certain relationships within predetermined limits. The apex angle α of each triangular base panel 62a, 62b is between 50 and 55 degrees. Preferably, the angle is 52 degrees for light articles positioned to the front of the face panels 44, 46, and 53 degrees for heavier, centered articles or articles that extend farther to the back of the face panels. The exact location of the apex angle can vary relative to the side edges, depending upon the total distance between the fold lines 50 and 52.

It will be apparent that the distance from the fold line 48 defining the bottom edge of the front face panel 44, to the ends of fold lines 66a, 66b along the side of the card, defines the depth of the supporting base. For adequate stability this depth must extend beyond the location of the center of gravity of the article supported by the inclined card. Normally, it is satisfactory if this distance approximates the distance from the score line 48 to the bottom edge of the aperture 54a. In practice, good results are achieved when the distance is approximately $\frac{1}{8}$ inch less than the distance between the aperture 54a and the fold line 48 with a card inclined approximately 10 degrees back from the vertical.

Variations in the embodiments described will be ap-

parent from the above description, and it will be appreciated that modifications or alterations may be made without departing from the spirit and scope of the invention, as set forth in the appended claims. For example, the stand-up features can be obtained without necessarily providing for the advantages of a collapsible base. Also, the back panel can be made smaller than the front panel if desired. In such case, the base panels can still collapse, but the fold line that reverses itself when the base panels are spread will not bisect the card. A single aperture and pocket can be provided in the front face panel only, so that the article extends only from the front of the card. In addition, the stand-up card can be used to support articles other than in a pocket, for example, the article can be glued to the face panel or can be affixed by the technique of skin packaging.

In summary, it will be apparent that attractive stand-up packages of various constructions have been provided that can be processed with a flat stiffening structure and thereafter be easily expanded into a self-locking support, capable of maintaining the package in an upright position on a horizontal surface.

What is claimed is:

1. A display package which comprises:

- (a) a unitary card formed with a series of five panels defined by fold lines that extend transversely of the card,
- (b) two of the five panels being substantially larger than the others, overlying each other, and secured together,
- (c) an aperture in at least one of said two panels located completely within overlying areas of the two panels,
- (d) a pocket extending from the aperture,
- (e) one of the two larger panels being longer than the other so as to extend beyond the other at one edge and beyond the aperture,
- (f) three other panels of the five panels being connected between the two larger panels, beyond the aperture, being unseated, and being of lengths such that the longer of the two larger panels plus the directly connected one of the three other panels are equal in length to the remaining three panels, whereby the said three other panels can be arranged transversely of the said two panels to form a supporting base for the package.

2. The display package of claim 1 including additional triangular shaped panels along side edges of the card adjacent the said three other panels for forming a part of the supporting base for the package.

3. A display package which comprises:

- (a) a stiffening structure with two face panels having inner and outer surfaces, said inner surfaces positioned in opposed face-to-face relationship;
- (b) the two face panels having two matching apertures which are aligned to form a single aperture through the two opposed panels to receive an article packaged, one of said panels completely surrounding the aperture;
- (c) pliable film adhered to each of the inside surfaces of the two face panels;
- (d) pockets formed from portions of the film and projecting in opposite directions through the apertures in the face panels, said pockets being of an area greater than the respective apertures;
- (e) a unit in said apertures extending from both sides of the face panels and snugly retained within the pockets;
- (f) a plurality of base panels formed in the structure intermediate the two face panels, integrally connected to each other and to the face panels below the apertures;
- (g) at least one of said plurality of base panels being flat and extending transversely of the face panels to form along with other support panel portions a base

structure which is entirely below the pockets and which supports the face panels at an inclined angle relative to a horizontal support surface; and

(h) said face panels being sealed together adjacent the apertures in the structure.

4. The display package of claim 3 wherein said base panels are constructed and arranged to extend flat from the face panels in the planes of the face panels and to also alternatively extend transversely of the face panels, expanded, with panels at least in part spaced from others and in part extending toward and between other panels to form a re-entrant base portion that is retained inward by the resiliency of the stiffening structure and which retains the base panels transversely of the face panels.

5. A card for forming an upright display package that can be shipped flat after loading and sealing and thereafter be partially expanded to provide a firm supporting base, which comprises:

- (a) a flat card,
- (b) five panels formed in the card by transverse lines that weaken the card and facilitate folding,
- (c) said panels including two large panels of unequal length, one at each end of the card,
- (d) an aperture in at least the larger of said two larger panels, spaced from the transverse lines,
- (e) a film across the aperture to retain an article to be packaged,
- (f) one of said transverse lines bisecting the card,
- (g) one transverse line being parallel to and to one side of the bisecting line, defining the larger of said two large panels and one base panel on one side of the bisecting line, and
- (h) two transverse lines parallel to and one the other side of the bisecting line, defining two base panels and the other of the larger panels on the other side of the bisecting line.

6. The card of claim 5 wherein the transverse line defining the said other of the two larger panels is located no farther from the bisecting line on one side than is the aperture on the other side.

7. The card of claim 6 including additional transverse lines forming two contiguous triangular-shaped panels having bases along each opposite side edge of the card and extending between the two parallel transverse lines that define the two large panels, said two contiguous triangular-shaped panels along each side having a common apex adjacent the transverse parallel line defining the said two base panels on one side of the bisecting line.

8. The card of claim 7 wherein one triangular-shaped panel on each side edge of the card is adjacent the smaller of the two larger panels and has an apex angle of between 50 to 55 degrees.

9. A self-standing display package which comprises a unitary card-like resilient stiffening structure with flat front and back face panels and a plurality of base panels each panel being an integral part of the stiffening structure and defined by fold lines in the structure, said front and back face panels being secured together in face-to-face relationship; an aperture in the front face panel; a pocket adhered to the inside surface of the apertured front face panel, extending across the aperture and sealed about the periphery thereof; a packaged unit covered by the film and secured to the stiffening structure; a face panel completely surrounding the aperture and having a straight base edge formed by a fold line that defines the front face panel; said plurality of base panels being smaller than said face panels, the lengths being such that each base panel can lie in one of the planes of the front and back face panels and each can also extend transversely of the front and back face panels, said base panels all extending only rearwardly of the face panel when they are positioned transversely of the face panels to form with the base edge of the front face panel a stand, and being angularly related to the face panels to support the face

panels at an inclined angle to the plane of support formed by the said base edge and base panels.

10. The package as set forth in claim 9 wherein there are three serially connected base panels between the front and back face panels, the base panel connected to the base edge of the front panel and the next or intermediate base panel are connected along a fold line extending across the stiffening structure and the line is located above the plane of support, the third base panel is attached to the back face panel above the base edge of the front panel, and the resiliency of the stiffening structure biases the third base panel toward the front face panel.

11. The package as set forth in claim 10 wherein the second base panel lies against the third base panel when arranged transversely of the face panels and against the first base panel when flattened in the plane of the back face panel.

12. A display package which comprises:

- (a) a resilient stiffening structure with front and back face panels secured together in face-to-face relationship with spaced bottom edges;
- (b) the structure having at least one aperture in a face panel;
- (c) a pliable film adhered to the inside surface of the apertured face panel and extending across the aperture;
- (d) a packaged unit secured to the card by the film;
- (e) a plurality of connected base panels formed in the stiffening structure between the two face panels, including first, second and third base panels serially connected in respective order between the front and the back face panels and at least two triangular additional base panels, one at each opposite side of the third base panel, each said triangular panel having an outer side edge that is larger than the minimum distance along the third base panel from the back face panel to the second base panel;
- (f) the lengths of the base panels being such that each base panel can lie in one of the planes of the front and back face panels and each can also lie in a plane transverse to the front and back face panels; and
- (g) the face panels being sealed together.

13. An article for packaging a product comprising:

- (a) a stiffening structure having a plurality of panel portions extending across the card and defined by fold lines, there being two face panel portions one at each end of the card and a plurality of support panel portions between the face panel portions, one of said face panel portions being longer than the other;
- (b) two apertures, one in each of the two face panel portions, of like shape and positioned to coincide when the card is folded along the fold lines with the face panel portions in opposed, face-to-face, relationship, the aperture in the longer of the two face panel portions being spaced from the fold line separating the longer face panel portion from the adjacent support panel portion and the aperture in the shorter of the two face panel portions having a peripheral edge along the fold line separating the shorter face panel portion from the adjacent support panel portion;
- (c) pliable film adhered to one side of each face panel portion, extending across the entire aperture of the respective face panel portion, and having sufficient dimensional stability to maintain molded dimensions at room temperature; and
- (d) a pocket formed in the film, extending through each aperture, having an area greater than the area of the aperture.

14. A display package comprised of a one-piece card of connected panels including front and back end panels and a plurality of intermediate base forming panels, a first fold line across the card defining the front end panel and a front base edge of the package, a second fold line across the card defining the back end panel, the intermediate

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base forming panels being located between the said first and second fold lines, means adhering the two end panels together in overlying relationship and with the said second fold line being positioned against the back of the front face panel above the base panels and above the first fold line, said base panels being constructed and arranged to be selectively folded flat to extend from the end panels in the planes thereof and to be positioned transversely of the end panels to provide a plane of support for the end panels inclined at an angle with respect to the plane of the end panels, and a product receiving aperture in at least said front panel located no lower on the front panel than the location of the said second fold line, whereby the product is supported above the base and the front and back end panels and product are inclined from the vertical when the package stands on a horizontal support surface.

15. A display package comprised of a one-piece card of connected panels including front and back end panels and a plurality of intermediate base forming panels, a first fold line across the card defining the front end panel and a front base edge of the package, a second fold line across the card defining the back end panel, the intermediate base forming panels being located between the said first and second fold lines, means adhering the two

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end panels together in overlying relationship and with the said second fold line being positioned against the back of the front face panel above the base panels and above the first fold line, said base panels being positioned transversely of the end panels to provide a plane of support for the end panels inclined at an angle with respect to the plane of the end panels, and a pocket extending from at least said front panel located no lower on the front panel than the location of the said second fold line, whereby the product is supported above the base and the front and back end panels and product are inclined from the vertical when the package stands on a horizontal support surface.

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