United States Patent

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[72] Inventors **Walter Allen Houston**
Park Ridge;
Eric Albert Timm, Chicago; James Allan Hotchkiss, Antioch; Vincent Joseph White, Sr., Northbrook, Ill.

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[73] Assignee **Encap Products Company**
Park Ridge, Ill.

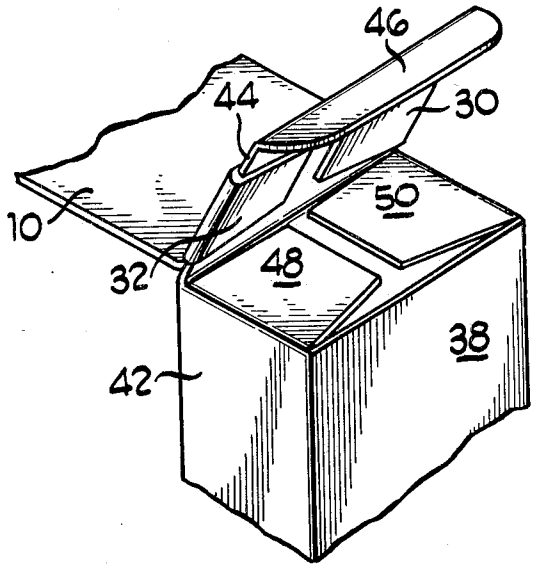
[54] **CONTAINER DISPLAY HANGER**
3 Claims, 6 Drawing Figs.

[52] **U.S. Cl.** **206/78,** 229/52
[51] **Int. Cl.** **B65d 33/14**
[50] **Field of Search** ..... 248/359, 360, 317; 229/52 (A), 52 (AM), 74; 206/(Suspension), 78, 78 (B), 47, 7 (d), 7 (B)

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Primary Examiner—Chancellor E. Harris
Attorney—William K. Serp

ABSTRACT: A display hanger particularly adapted for use with a rectangularly-shaped container. The hanger includes a flat substantially rectangular support member defining a circular opening proximate the upwardly disposed end thereof. The circumferential edge of the opening is connected to the side edge of the support member by means of an elongated slit. The lower end of the support member defines a rectangular flap by means of a continuous fold line. A pair of opposed locking tabs are formed integral with the flap and extend beyond the side edges of the support member.



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Fig 1

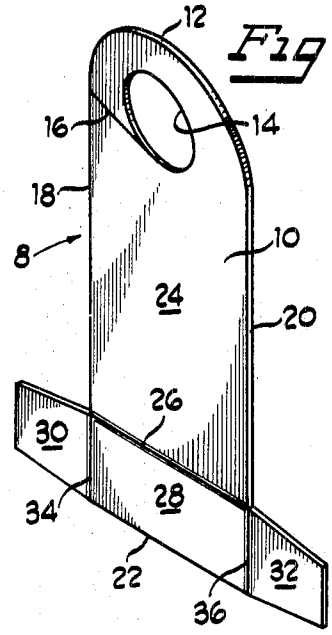


Fig 2

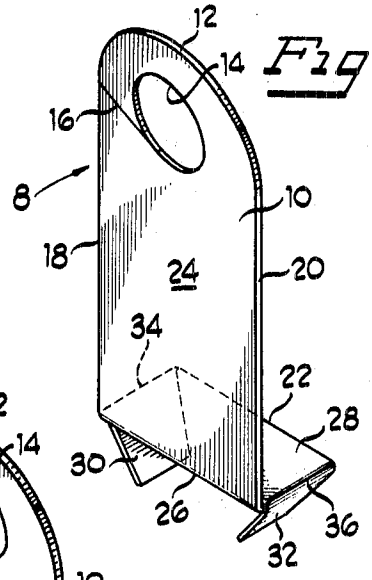


Fig 3

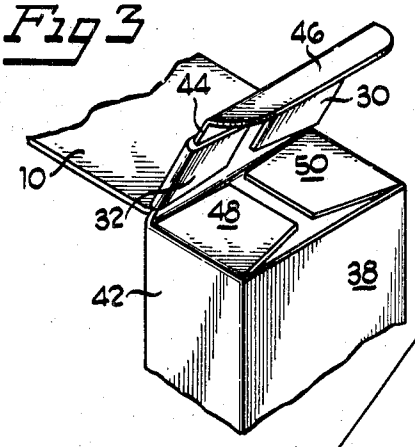


Fig 4

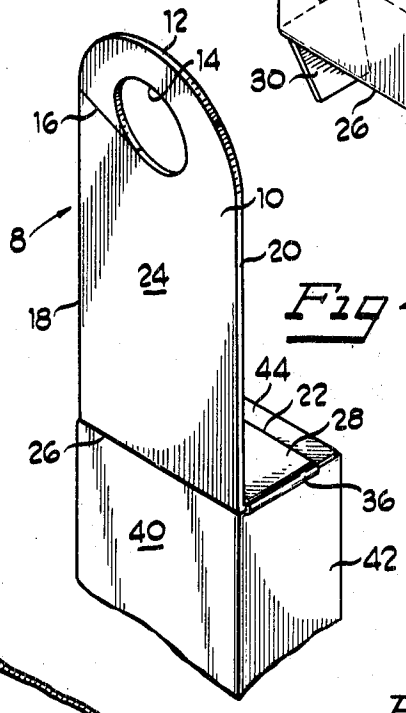


Fig 5

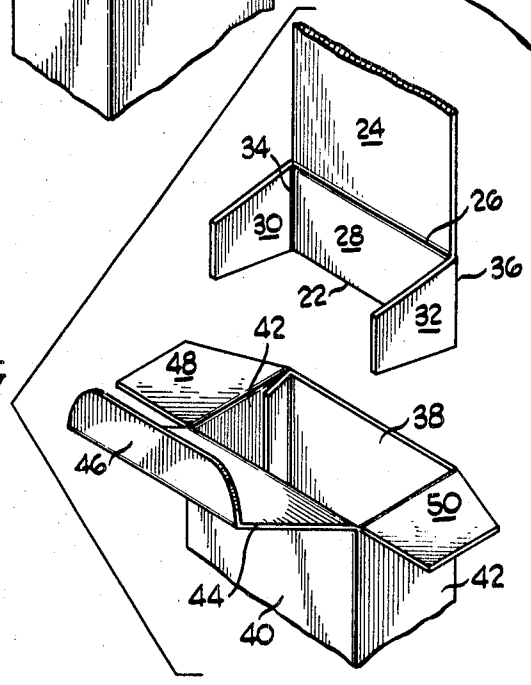
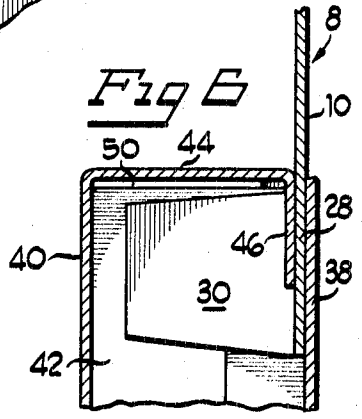


Fig 6



INVENTORS
WALTER ALLEN HOUSTON
ERIC ALBERT TIMM
WILLIAM ROBERT GERLER
JAMES ALLAN HOTCHKISS
VINCENT JOSEPH WHITE, SR.
BY William R. Sharp
ATTORNEY

CONTAINER DISPLAY HANGER

BACKGROUND OF THE INVENTION

This invention relates to a display hanger for use with small rectangularly shaped containers or boxes normally constructed of pressed paper or cardboard. The hanger is particularly adapted for attachment to such containers so as to facilitate hanging the container in a suspended position for advertising display or storage.

While various containers are used for dispensing consumer products a frequently used type is a rectangularly shaped box formed from a sheet of cardboard. In displaying such containers in retail stores, the boxes are generally stacked in rows upon shelves or in other suitable locations. Frequently, it is desirable to maintain one or more containers in a suspended position so as to draw consumer attention to the product for advertising purposes. Such rectangular boxes are generally difficult to suspend since they normally do not include provisions for adapting to such display methods.

The illustrated embodiment of this invention provides a convenient means of hanging such containers in a suspended manner. The hanger illustrated is adaptable for use with various sized containers and may be easily attached. Prior arrangements have heretofore been provided for hanging such containers. Such means have often included a hook or other device formed as an integral part of the container. This approach has Been generally unsatisfactory since the cost of the container is considerably increased and the suspension device often interferes with the usual storage of the containers. Often it is desirable only to suspend one or two of the containers for advertising purposes, the remainder of the containers in the display being stacked in the usual manner. Thus, the inclusion of a hook upon all of the containers not only increases their cost but in most instances is not desirable. The hanger in the illustrated embodiment can readily be secured to one or more containers as the needs of the situation dictate in a very simple, fast and secure manner.

The hanger described is particularly desirable in that it makes available additional advertising space which may be used to provide information regarding the product or various promotional programs concerning the product. Thus, it is a main object of this invention to provide a container display hanger which may be readily attached to conventional rectangular shaped pressed paper or cardboard boxes so as to facilitate this display in a suspended position. Other features and advantages of the invention will become apparent through reference to the following description and accompanying drawing which show a preferred embodiment of this invention.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a perspective view of a display hanger card embodying certain features of this invention.

FIG. 2 is a perspective view of the hanger card of FIG. 1 illustrating a preferred means of securing the display hanger to its respective container.

FIG. 3 is a perspective view of the display hanger of FIG. 2 illustrating an intermediate step performed during attachment of the display hanger to a container.

FIG. 4 is a perspective view of the display hanger as attached to a container with the cover of the container closed.

FIG. 5 is an exploded perspective illustration of an alternate means of attaching the display hanger of FIG. 1 to a container.

FIG. 6 is a sectional side view of the embodiment illustrated in FIG. 5 with the cover of the container closed.

DESCRIPTION OF THE PREFERRED EMBODIMENT

With particular reference to FIG. 1, a display hanger 8 is illustrated which is preferably constructed of stiff pressed paper or cardboard or other economical constructional material. The hanger 8 includes a flat generally rectangularly shaped support member 10. The relative position of the components forming the display hanger will hereinafter be described with

reference to the hanger in its suspended positions as illustrated in FIGS. 1, 2 and 3. The corners of the upwardly disposed end 12 of the support member 8 are rounded to present an esthetically pleasing circular appearance. The upper end 12 of the support member 10 defines a circular opening 14. The size of the opening 14 may be varied to adapt to the particular shape and configuration of the support structure to which the hanger card is to be attached. That is, the opening may be rectangular, elliptical, or as shown in the illustrated embodiment, circular in shape.

Serving to facilitate attachment of the hanger card 8 to the support structure is a continuous elongated slit 16 which extends from the circumference of the opening to a side edge 18 of the support member 10. As illustrated in FIG. 1, the slit 16 commences at approximately the lowermost portion of the opening 14 and extends in an upwardly oriented direction to the edge 18. This particular angular orientation of the slit 16 is deemed preferable in that it prevents the hanger card 8 from slipping off of the support structure to which it has been attached, as will hereinafter be further considered. The support member additionally defines a side edge 20 and a bottom edge 22, as well as providing a display surface 24.

As illustrated in FIG. 1, the circular opening 14 is positioned a considerable distance from the end 22 of the display hanger 10 so as to result in the availability of the relatively large display area 24. As previously mentioned, this display area may be used for additional advertising or product information or as a means for informing the consumer of special promotional programs. In the event this display area 24 is deemed unnecessary the length of the hanger card may be reduced as will be readily apparent to those skilled in the art.

The lower end 22 of the support member 10 is provided with a straight, continuous scored fold line 26 defining a flap 28. Formed integrally with and located at the ends of the flap 28 are a pair of outwardly projecting tabs 30 and 32. In accordance with the illustrated embodiment the tabs 30 and 32 are cut in the shape of a trapezoid with the bases thereof adjacent the ends of the flap 28. The tabs 30 and 32 are defined from the flap 28 by means of a pair of scored fold lines 34 and 36 respectively and the lower ends of the tabs are coincident with the lower edge of the flap 28. FIGS. 2, 3 and 4 illustrate the preferred means of attaching the display hanger 8 to a container and FIGS. 5 and 6 illustrate an alternate means of attachment. With respect to FIG. 2, the flap 28 is folded on the fold line 26 so that the plane of the flap 28 is substantially normal to the plane of the display surface 24. Thereafter, each of the tabs 30 and 32 are folded along their respective fold lines 34 and 36 so as to depend in a downward direction.

With reference to FIG. 3 a conventional rectangular container is illustrated having a front wall 38, a rear wall 40, and a pair of end walls 42. The container also includes a lid 44 including a locking lip 46. Folded inwardly are a pair of flaps 48 and 50. The hanger is positioned with respect to the lid 44 so that the downwardly disposed surface of the flap 28 is in surface contact with the upper face of the lid 44. The tabs 30 and 32 are formed to embrace the lid 44 so that the tabs lie in a common plane which is parallel to the plane of the lid 44.

As is apparent in FIG. 4, the display surface 24 and the rear wall 40 substantially lie in a common plane. This particular arrangement is desirable in that the force produced as the container hangs from the hanger card is applied along a line parallel to and adjacent the line of attachment of the lid 44 in the rear wall 40. This particular arrangement greatly reduces the possibility of the box being opened during suspension and thus becoming detached from the display hanger card 8. This condition might occur should the positioning of the hanger card be rotated through 180° with respect to the lid 44 of the container. In such a position the surface 24 and the front wall 38 of the container lie in approximately the same plane and the force upon the box is applied along and parallel to the plane of the lip 46 possibly causing the lid to open and the hanger to separate from the box.

The attachment arrangement illustrated in FIGS. 5 and 6 overcomes this difficulty and illustrates an alternate means of securing the hanger card 8 to the container when it is desired that the display surface be positioned in substantially the same plane as the front wall 38 of the container.

As illustrated in FIG. 5, the tabs 30 and 32 of the hangar card are folded along their respective fold lines 34 and 36 so as to lie in parallel planes which are normal to the plane of the display surface 24. With respect to this alternate attachment arrangement the flap 28 is not folded along the fold line 26. It should be noted that in the event the prior attachment arrangement illustrated in FIGS. 2, 3 and 4 is not required, the fold line 26 may be omitted from the display hanger card 8. The display hanger card is then inserted into the container so that the flap 28 is in surface contact with the inner face of the front wall 38 and the surfaces of the tabs 30 and 32 are in surface contact with the inner faces of the end walls 42. After the display hanger is positioned within the container, the tabs 48 and 50 are folded inwardly and the lid of the container closed. The flap 28 of the display hanger 10 is thus sandwiched between the front wall 38 and the locking lip 46 of the container as particularly illustrated in FIG. 6. During suspension of the display hanger upon a suitably supporting structure the weight of the container is applied to the tabs 48 and 50 which are securely locked in place by the lid 44, thus preventing accidental opening and separation between the display hanger and the container.

Although a specific embodiment of this invention has been shown and described it will be understood that details of the construction shown may be altered without departing from the spirit and scope of this invention.

We claim:

1. In combination with a box of rectangular cross section having a closure comprising a pair of opposed flaps hingedly attached to the upper ends of opposed side walls and a lid hinged to the upper end of the rear wall and having a locking tab, a suspension support member attached to said receptacle closure, said support member comprising a vertically extending planar sheet having an upper end and a lower end, said upper end having an aperture therein, said lower end including a lower portion hinged on a horizontal fold line, side flaps hinged along vertical fold lines on each side of said lower portion and projecting outwardly therefrom, said lower portion extending subtially at a right angle to said planar sheet and overlying said hinged lid and said side flaps being folded under said hinged lid, whereby when said lid is closed said planar sheet is in vertical alignment and extends upwardly from said rear wall of said container.

2. An apparatus in accordance with claim 1 wherein said upper end of said support member further defines a slit extending from the edge of said opening to the edge of said support member to facilitate attachment of said support member to the supporting structure.

3. An apparatus in accordance with claim 1 wherein said opening defined by said support member is in the form of a circle and wherein said slit extends from a point proximate the lower portion of said circular opening upwardly to one edge of said support member.