Sept. 30, 1969 H. G. WALZ 3,469,680

PACKAGE OF TAPE

Filed March 24, 1967

FIG. 1

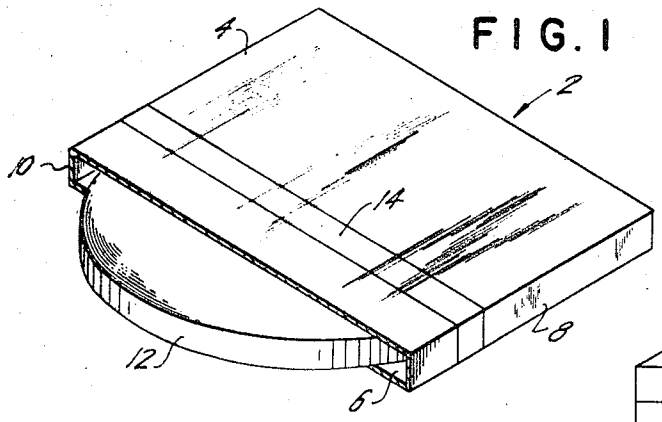
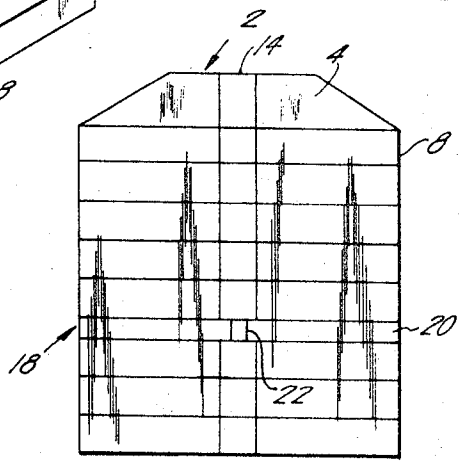


FIG. 2



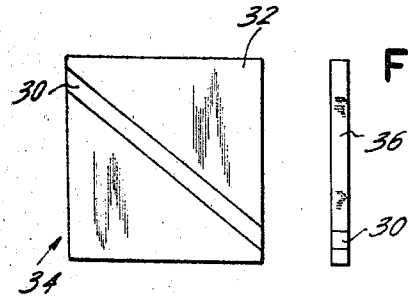


FIG. 4

FIG. 3

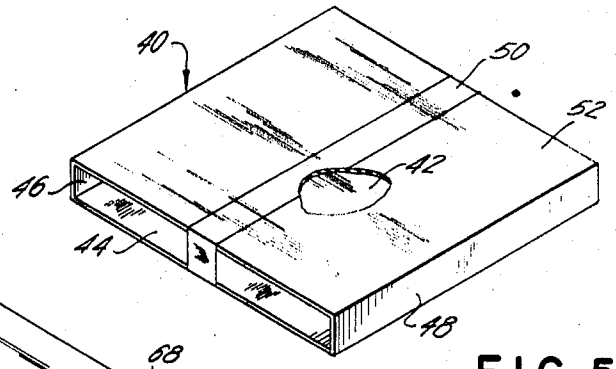


FIG. 5

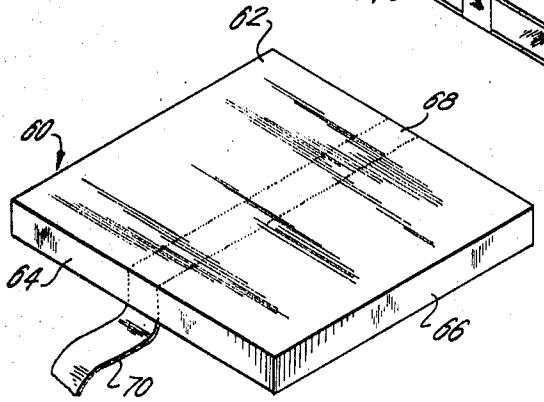


FIG. 6

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PACKAGE OF TAPE

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U.S. Cl. 206—52 1 Claim

ABSTRACT OF THE DISCLOSURE

This invention relates to a package having an article of constant width within the package, and on at least the face of the package, a simulation of the width of the article within the package.

Background of the invention

When a consumer desires to select an item, particularly one which is offered in several widths, and when the width of the item is of importance to the use to which the consumer intends to put the product, the consumer often cannot relate the language on the package, which sets forth the width, to the actual desired width. Often, the consumer makes an erroneous choice because he is unable to relate the printed legend relating to the width with the actual width of the item within the package.

The consumer is also prone to select an incorrect width because a package which contains an item such as masking tape having a width of ½ inch is often out of place and among a group of packages where the item, for example masking tape, is ¾ of an inch wide.

It is often difficult for the proprietor of an establishment which sells items of constant width such as masking tape, to detect the fact that packages of masking tape of one width are intermingled with packages of a different width.

Furthermore, when the manufacturer ships cartons of an item of constant width, the one unpacking and placing the items on the shelves will not always place items of the same width with one another so that packages containing items of different widths will become intermingled.

It is therefore an object of this invention to enable a consumer to choose an item having a desired width and to minimize the likelihood of the consumer erroneously selecting an item whose width differs from the width actually needed.

Another object of this invention is to enable the merchandiser to immediately detect packages which have an item therein whose width differs from the width of the items in a group of packages with which the first item is placed.

Other objects will become apparent from the following more complete description and claim.

Summary of the invention

Broadly, this invention contemplates a package comprising a front wall, a back wall, and at least two side walls, said side walls connecting said front and said back wall to one another, all of said walls defining a cavity for enclosing an article therein, an article of substantially constant width disposed in said cavity, said package having on at least one wall a simulation of the width of said article within said package.

Detailed Description

In the drawing:

FIGURE 1 is an isometric view of a package according to this invention;

FIGURE 2 is a side elevational view of the package of FIGURE 1;

FIGURE 3 is a plan view of another embodiment of this invention;

FIGURE 4 is a side view of the embodiment of FIGURE 3;

FIGURE 5 is an isometric view of another embodiment of this invention; and

FIGURE 6 is an isometric view of still another embodiment of this invention.

Referring to the drawing, FIGURE 1 shows one package of this invention.

An envelope **2** comprises a front wall **4**, a back wall **6**, and two side walls **8** and **10** respectively. The side walls **8** and **10** connect the front wall **4** to the back wall **6**. An article **12**, rolled up upon itself, such as tape, is disposed within the envelope **2**. A stripe **14** extends across the front wall **4** of the package and across side wall **8**. The stripe **14** has a width substantially identical to the width of the article **12**. The stripe **14** extends across the front wall **4** of the envelope **2** and across the side wall **8**. In this manner, a consumer need only look at either the face (front wall **4**) or a wall of the package to observe the actual width of the rolled article **12**.

FIGURE 2 is a stack of packages of FIGURE 1 with one package, according to this invention, out of place. The envelope **18** which is out of place, has a stripe **22** extending across the side wall **20**. As seen in FIGURE 2, the stripe **22** is narrower than the stripe **14** thereby indicating to the consumer that the envelope **18** contains an article whose width differs from the width of the articles contained in the stack of envelopes **2**.

In the preferred embodiment of this invention, the stripe **14** is of a color contrasting with the color of the front wall **4** and the side wall **8**. Moreover, the stripe need not be a continuous one but may be an interrupted stripe (not shown).

FIGURE 3 shows another embodiment of the invention. In the embodiment shown in FIGURE 3, a stripe **30** extends diagonally across the front wall **32** of the package **34** and across (FIGURE 4) the side wall **36** of the package **34**.

If desired, the stripe may extend across one or both side walls and/or across the front wall of the package or envelope. Moreover, the stripe may extend across only the front wall or side wall, only the back wall or both the front and back walls and/or side walls of the envelope or package.

The stripe itself may take numerous forms. It may be a stripe composed of elongated letters of the proper height (not shown). Furthermore, the same type of printing ink may be used for the stripe as is used for the face of the package, or alternatively, the texture of the stripe may differ from the texture of the front wall and/or the side wall of the package, if the stripe is to extend across the side of the package. This may be accomplished by using a printing ink and/or method of printing which would give a smooth or rough surface, whichever is desired.

In FIGURE 5, a package **40** has a face **42**, a back **44**, and two side walls **46** and **48** respectively. In the embodiment of FIGURE **5**, the stripe **50** is not printed on the package **40** itself. Instead, the stripe is printed on a transparent overwrap **52** in which the package **40** is encased. It will be noted that the stripe **50**, which is printed on the overwrap **52**, extends across the open end of the package **40** between side walls **46** and **48**.

The stripe may perform functions other than to indicate the width of the article within the package. For example, FIGURE 6 illustrates another embodiment of the invention. In FIGURE 6 a package **60** comprises a front wall **62**, a back wall (not shown) and side walls **64** and **66** (two other side walls not shown). In this embodiment,

the stripe, whose width is the same as the width of the article within the package, is in the form of a tear strip **68**. The tear strip **68** has a tab **70** extending from the package. The tab **70** is also of a width which is the same as the width of the article within the package **60**. In this manner, the stripe serves to open the package **60** as well as to indicate the width of the article within the package.

Other types of packages may be used with this invention. For example, a stripe may be disposed across a so-called blister pack. By the term blister pack is meant a package wherein an article is disposed on a card and a plastic covering over the article is secured to the card, either adhesively or in some other manner. The blister pack would also have a face and at least two side walls, although the exact point at which the side walls and face began and ended would be discernible with difficulty.

The stripe may also be printed on a box which has four sidewalls such as a tuck flap box or a box which has a top wall hingedly secured to either the front or back walls and adhesively or otherwise secured to one of the other walls so as to close up the top and bottom of the package.

The package may also comprise an envelope. By the term envelope is meant a container which is formed from a strip of packaging material having two ends and wherein the ends are adhesively secured to one another.

Additionally, the stripe may be printed on the container which is used to ship a plurality of packages according to this invention as well as on the packages within the container themselves.

The various packages which are used may also be modified by having a window (not shown) inserted in the package to view the contents of the package as well as the stripe.

The package is useful for enclosing numerous articles such as articles rolled up upon themselves for example tape; articles which are in the form of layers such as ribbons; and numerous other articles which will be apparent to one skilled in the art.

I claim:

1. In an article receiving container of a substantially rectangular configuration having a relatively narrow thickness adapted to receive a reel of tape therein whose diameter is smaller than the width of said container and whose thickness is slightly less than the thickness of said container, a stripe defining approximately the width of the contained tape being entrained about said container at approximately the midpoint thereof and extending over at least one of the walls defining the thickness of said container whereby when a plurality of random-width tape containers are positioned in a stack having an aligned vertical face, the exposed stripes are vertically aligned to display the tape width in each container for identification.

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U.S. Cl. X.R.

116—114, 67; 229—8; 206—45.33