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3,254,759

CONTAINER WITH LIFT-UP TAB AND BLANK THEREFOR

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FIG. 1

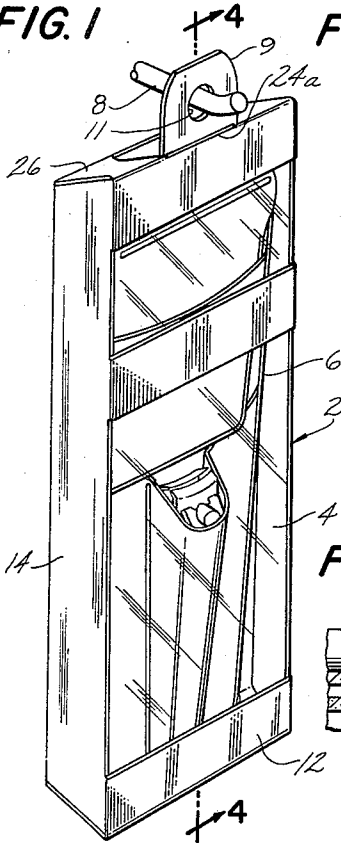


FIG. 2

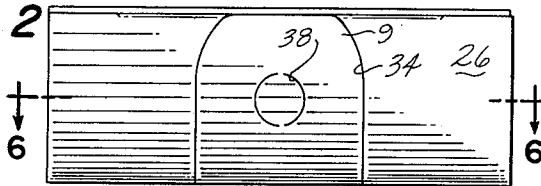


FIG. 3

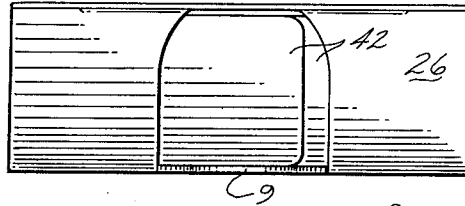


FIG. 6

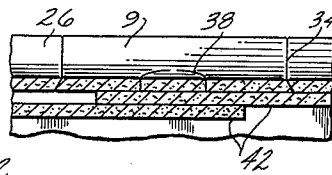


FIG. 4

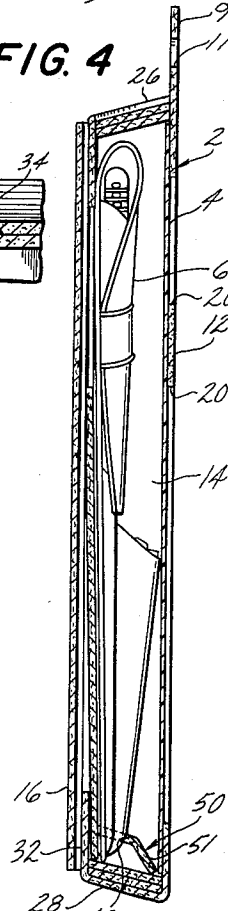
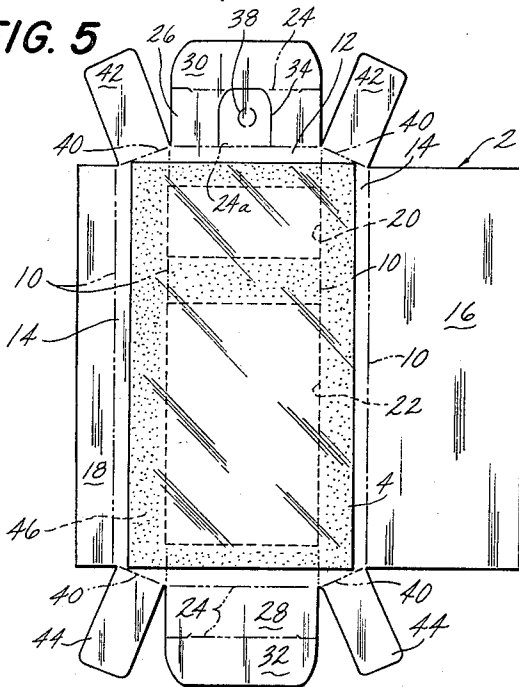


FIG. 5



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CONTAINER WITH LIFT-UP TAB AND BLANK THEREFOR

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The present invention relates to containers, and more particularly to containers having a hanging tab construction and to the blank therefor.

In the marketing of various items it is often desirable to display the goods in an attractive and conspicuous manner in order to attract consumer attention and stimulate impulse buying. Various display cards and window containers have been provided having apertures therein for hanging on hooks at eye level for this purpose. The provision of separate tab elements for this purpose increases the cost of the container and may detract from the appearance of the container when it is removed from the hook.

It is an object of the present invention to provide a novel and relatively economical display container displayed on a shelf or readily hung and which provides a highly attractive appearance.

It is also an object to provide a relatively economical and readily assembled blank for a display container which is adapted to be either suspended from a hook or the like or displayed on a shelf and which provides a highly attractive appearance.

It is a specific object to provide an attractive and relatively economical display container having a hanging tab which may be folded down when not in use and which presents its exterior finish to the potential consumer when in use.

Other objects and advantages will be readily apparent from the following detailed specification and attached drawing wherein:

FIGURE 1 is a perspective view of a display container embodying the present invention and suspended by the tab thereof from an associated hook;

FIGURE 2 is a top view to an enlarged scale of the container of FIGURE 1 with the tab in closed position;

FIGURE 3 is a similar view with the tab lifted for use;

FIGURE 4 is a sectional view to an enlarged scale along the line 4—4 of FIGURE 1;

FIGURE 5 is a plan view to a reduced scale of the blank for the container of FIGURE 1; and

FIGURE 6 is a fragmentary sectional view to an enlarged scale along the line 6—6 of FIGURE 3.

It has now been found that the foregoing and related objects may be readily attained in a display container having a frame member of relatively rigid and opaque sheet material providing a front wall panel, rear wall panel, and side and end wall panels. One of the end wall panels has an incision therein with a pair of spaced leg portions unconnected at one end thereof and defining a tab portion hinged to the body of the frame member at the unconnected end. The tab portion is dimensioned and located in the end wall panel and is manually pivotable outwardly and upwardly of the body at the frame member about the hinged end to project upwardly from the body of the frame member with the exterior surface of the tab portion facing towards the front wall panel to present a finished appearance to the potential customer. The tab portion has a portion thereof adapted to be spaced above the body of the frame member upon pivoting outwardly therefrom for convenient hanging of the container.

When the container is removed from the hook, the tab portion may be folded back into the plane of the wall

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panel. To restrain the tab portion from pivoting outwardly as a result of residual spring action in the hinged side thereof or by inadvertence, the incision desirably tapers from the exterior surface of the incised wall panel to a wider dimension at the interior surface thereof.

Preferably, the one end wall panel is hingedly connected to the upper margin of the front wall panel, and the unconnected end of the incision is generally aligned with the hinged connection between the one end wall panel and the front wall panel.

A particularly attractive display container may be provided by making an incision in the wall panel adjacent the top edge of the container front wall panel to define a tab portion pointing away from the top edge of the front wall panel with its hinged side substantially aligned therewith. The tab portion may be pivoted upwardly to lie substantially in the plane of the front wall panel. By hingedly connecting the adjacent wall panel to the top edge of the front wall panel, the tab portion may be formed as an extension of the front wall panel with the exterior surface of the tab portion substantially coplanar with the exterior surface of the front wall panel to provide an excellent appearance. The tab portion formed in this manner cannot pull away from the remainder of the frame without tearing the frame material. Dust flaps hingedly connected to the top edges of side wall panels may be configured and dimensioned to underlie the unfolded tab portion to limit entry of contaminants through the adjacent wall panel when the tab portion is folded or pivoted upwardly. The exterior surface of the dust flaps will be visible through the aperture in the adjacent wall panel when the tab portion is pivoted upwardly, and may be conveniently provided with the same finish as the wall panels of the container to render the aperture less conspicuous.

Generally, the front wall panel of the container will be provided with a window aperture and a window member of transparent sheet material for dust-proofing will extend across the window aperture through which the goods received in the container may be viewed directly by the potential consumer. However, the front wall panel may be provided with an attractive design or an illustration of the goods in lieu of the window aperture, or a combination of design and window may be used.

The blank of the present invention has a frame member which is conveniently integrally formed from relatively rigid and opaque sheet material. The frame member has weakening or score lines therein defining front, rear, side and end wall panels. One of the end wall panels has an incision therein with a pair of spaced leg portions unconnected at one end thereof and defining a tab portion hinged to the body of the frame member at the unconnected ends. The tab portion is manually pivotable outwardly and upwardly of the frame member about the hinged side from the erected container to project upwardly from the body thereof with the exterior surface of the tab portion facing forwardly of the erected container. The tab portion has a portion thereof adapted to be spaced above the body of the frame member in the erected container for convenient hanging of the container.

Referring now in detail to the attached drawing, FIGURE 1 illustrates a container embodying the present invention having a frame member generally designated by the numeral 2 and a window member 4 through which goods 6, herein illustrated as a case with a set of toilet articles therein, may be viewed by a potential consumer. The container is illustrated as hanging from a generally horizontally extending hook 8 by a tab portion 9 on the frame member 2 with an aperture 11 therein through which the hook 8 extends.

The construction of the container may best be understood by reference to the blank therefor illustrated in FIGURE 5. The frame member 2 is integrally formed from relatively rigid and opaque sheet material such as paperboard and has a plurality of longitudinally extending score lines 10 therein defining a front wall panel 12, side wall panels 14 hingedly connected along the sides of front wall panel 12, a rear wall panel 16 hingedly connected to one side wall panel and a glue flap 18 hingedly connected to the other side wall panel. The front wall panel 12 has two spaced window apertures 20, 22 therein through which the goods 6 in the erected container may be readily viewed.

Transverse score lines 24 define one end or top wall panel 26 and the other end or bottom wall panel 28, hingedly connected to the top and bottom edges respectively of front wall panel 12, and tuck flaps 30, 32 hingedly connected to the top and bottom wall panels 26, 28, respectively. Generally diagonal score lines 40 define upper dust flaps 42 and lower dust flaps 44 hingedly connected to the top and bottom edges respectively of the side wall panels 14.

An incision 34 in top wall panel 26 defines a lift-up tab portion 9 which points away from the top edge of front wall panel 12 and is hingedly connected thereto along score line 24a. A generally circular second incision 38 in tab portion 9 defines a circle of material which may be punched out to provide the aperture 11 of FIGURE 1 through which the hook 8 may extend in supporting the erected container.

The window member 4 is a transparent sheet material, conveniently cellophane or other relatively inexpensive, transparent flexible material. Marginal portions of the frame 2 about the window apertures 20, 22 overlap the corresponding marginal portions of the window member 4 which is secured to the frame 2 by an adhesive indicated by the strippling 46.

The container blank is secured in erected position by an adhesive (not shown) interposed between the glue flap 18 and the portion of the rear wall panel 16 adjacent the free longitudinal edge thereof. FIGURE 4 illustrates the case of toilet articles 6 enclosed in the erected and closed container. In the illustrated embodiment, the lower end of the goods 6 is supported in a separate insert member generally designated by the numeral 50 interposed between the goods 6 and the rear wall panel 16 and which is fabricated of relatively rigid sheet material such as paperboard. The insert member 50 has a generally U-shaped incision 48 adjacent the lower end thereof and is folded about the unconnected end thereof to provide a forwardly extending spacer portion 51 spaced upwardly from the bottom wall 28 and an aperture within which the lower end of the goods 6 seats to restrain movement of the goods 6 within the container. The insert member 50 is dimensioned to extend across the width of the container, and the forwardly facing surface thereof may be decoratively finished in order that portions extending beyond the sides of the goods 6 will enhance the appearance of the container.

FIGURES 2 and 3 illustrate the versatility of the container of the present invention. In FIGURE 2, the lift-tab portion 9 lies flat in the plane of the top wall panel 26, and the material enclosed within incision 38 remains in the tab to provide a substantially uninterrupted top surface to the container. In FIGURE 3, the tab portion 9 has been pivoted outwardly and upwardly from the top wall panel 26 about the score line 24a to project upwardly therefrom substantially in the plane of the front wall panel 12 as seen in FIGURES 1 and 4. The exterior surface of the tab portion 9 thus faces forwardly to provide a finished appearance to the tab and container. The upper dust flaps 42 are configured and dimensioned to underlie the unfolded tab portion 9, and when the tab portion 9 is pivoted upwardly, the dust flaps 42 block the resulting aperture in the top wall panel 26 to prevent

substantially the passage of contaminants therethrough. The exterior surface of the dust flaps 42 is visible through the aperture in top wall panel 26, and is finished identically to the top wall panel 26 to render the aperture therein inconspicuous. As seen in FIGURE 4, the container and goods are cooperatively dimensioned so that the upper end of the goods 6 is in close proximity to the dust flaps 42 to prevent substantial movement thereof from the top wall panel 26.

The material within incision 38 is conveniently punched out to provide an aperture 11 through which the hook 8 extends for suspending the container therefrom. The tab portion 9 and the aperture 11 therein extend above the remainder of the container and a plurality of like containers may be suspended from the generally horizontally extending hook 8 if desired.

If it is desired, the container may be removed from hook 8 and placed on a shelf or display case. The tab portion 9 is conveniently folded back into the plane of the top wall panel 26 to cover the aperture therein. The aperture in tab portion 9 is rendered inconspicuous by the matching finish of the underlying upper dust flaps 42 visible therethrough. To retain the tab portion 36 in the plane of the top wall panel 26 against residual spring tension at the fold line 24a of the tab portion 9, the incision 34 or portions thereof desirably tapers to a wider dimension from the exterior surface of the top wall panel 26 to the interior surface thereof as best seen in FIGURE 6, thereby providing a locking effect against inadvertent outward pivotal movement of the tab portion 36.

Thus it is seen that the display container of the present invention provides an extremely useful and versatile marketing aid. The container is readily folded from a relatively economically fabricated blank and is equally attractive when hanging from a hook with the finished surface of the tab portion facing the potential consumer, or when placed on a shelf with the tab portion held in the plane of a wall panel in a relatively inconspicuous manner. Additionally, when suspended from a hook, the aperture remaining in the wall panel from which the tab portion is removed is conveniently sealed against contamination by elongated dust flaps or other appendages of the frame.

Having thus described my invention, I claim:

1. A display container having a frame member of relatively rigid and opaque sheet material providing a front wall panel, rear wall panel and side and top and bottom end wall panels, top end wall panel being hinged to said front wall panel at the upper end thereof and having an incision therein with a pair of spaced leg portions unconnected at one end thereof and defining a tab portion hinged to the body of said frame member at said unconnected end, which is generally aligned with the hinged connection between said top and front wall panels, said tab portion being dimensioned and located in said top end wall panel and being manually pivotable outwardly and upwardly of the body of said frame member about said hinged end to project upwardly from the body of said frame member with the exterior surface of said tab portion facing towards and being substantially coplanar with said front wall panel, said tab portion having an aperture forming portion therein for seating upon hooks and the like adapted to be spaced above the body of said frame member upon pivoting outwardly therefrom for convenient hanging of the container, said incision tapering from the exterior surface of said top wall panel to a wider dimension at the interior surface thereof to restrain said tab portion from inadvertently pivoting outwardly from the plane of said top wall panel, said frame having dust flaps underlying said top wall panel, said front wall panel having a window aperture therein and a window member of transparent material extending across said window aperture and secured to said frame member.

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2. A display container having a frame member integrally formed of a relatively rigid and opaque sheet material providing a front wall panel, rear wall panel, side wall panels, bottom wall panel, a top wall panel hingedly connected to the upper margin of said front wall panel along a hinge line, and dust flaps hingedly connected to the upper margins of said side wall panels, said top wall panel having an incision therein with a pair of spaced leg portions unconnected at one end thereof, said one end of said leg portions being at said hinge line and said incision defining a tab portion hingedly connected to said front wall panel at said hinge line, said tab portion being dimensioned and being manually pivotable outwardly and upwardly of the body of said frame member about said hinge line to project upwardly from the body of said frame member with the exterior surface of said tab portion being substantially coplanar with the exterior surface of said front wall panel, said tab portion having an aperture forming portion therein for seating upon hooks and the like adapted to be spaced above the body of said frame member upon pivoting outwardly therefrom for convenient hanging of the container, said dust flaps underlying said tab portion to block completely the resulting aperture formed by the unfolded tab portion, said incision tapering from the exterior surface of said top wall panel to a wider dimension at the interior surface thereof to restrain said tab portion from inadvertently pivoting outwardly from the plane of said top wall panel, said front wall panel having a window aperture therein; and a window member of transparent material extending across said window aperture and secured to said frame member.

3. A blank for a display container having a frame member integrally formed from relatively rigid and opaque sheet material and with weakening lines therein defining a front wall panel, rear wall panel, side wall panels, bottom wall panel, a top wall panel hingedly connected to the upper margin of said front wall panel along a hinge line, and dust flaps hingedly connected to

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the upper margins of said side wall panels, said top wall panel having an incision therein with a pair of spaced leg portions unconnected at one end thereof and extending to said hinge line and defining a tab portion hingedly connected to said front wall panel at said hinge line, said tab portion being dimensioned and being manually pivotable upwardly and outwardly of said frame member about said hinge line from the erected container to project upwardly from the body thereof with the exterior surface of said tab portion being substantially coplanar with the exterior surface of said front wall panel, said tab portion having an aperture forming portion therein for seating upon hooks and the like, adapted to be spaced above the body of said frame member in the erected container for convenient hanging of the container, said dust flaps being configured and dimensioned to completely underlie the aperture resulting from the unfolding of said tab portion in the erected container, said incision tapering from the exterior surface of said top wall panel to a wider dimension at the interior surface thereof to restrain said tab portion from inadvertently pivoting outwardly from the plane of said top wall panel, said front wall panel having a window aperture therein; and a window member of transparent material extending across said window aperture and secured to said frame member.

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