March 10, 1970 A. KATZMAN 3,499,597

DISPLAY PACKAGE

Filed July 15, 1968 2 Sheets-Sheet 1

FIG. 1

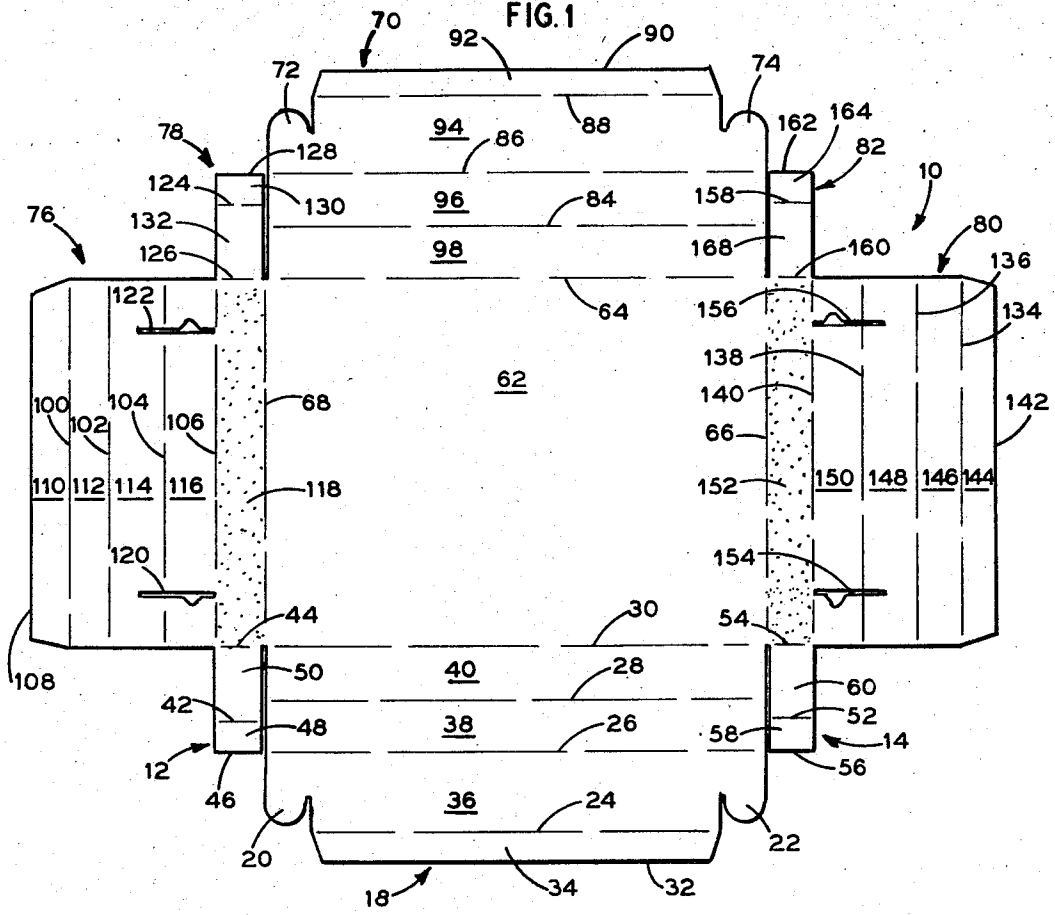


FIG. 2

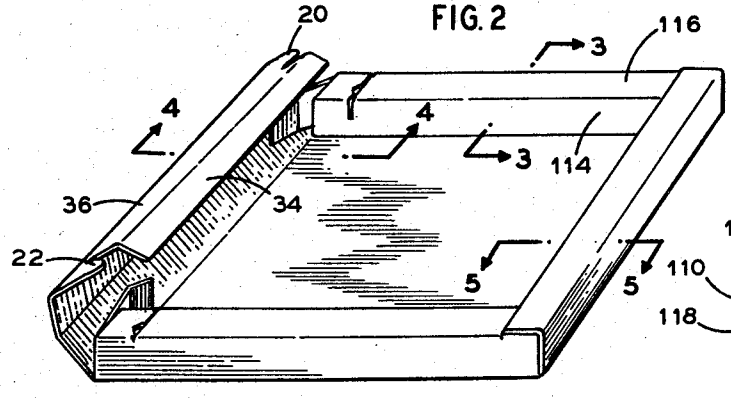


FIG. 3

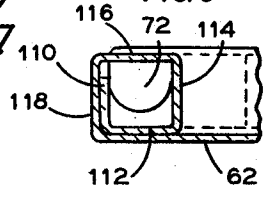


FIG. 4

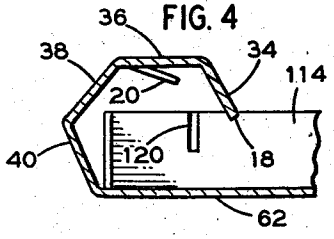
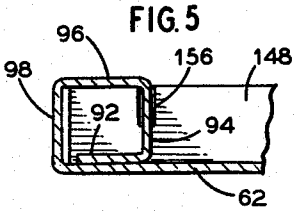


FIG. 5



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FIG. 6

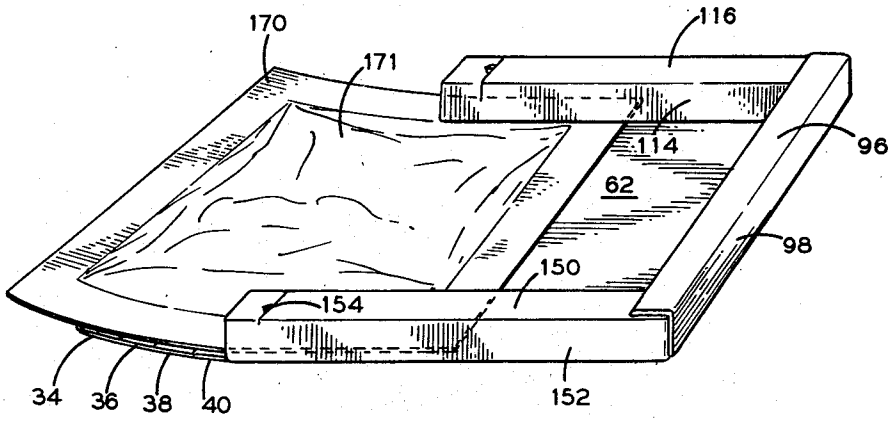
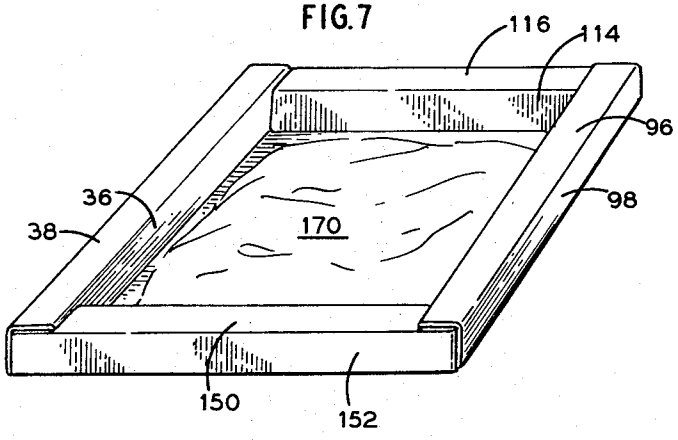


FIG. 7



United States Patent Office 3,499,597 Patented Mar. 10, 1970

3,499,597

DISPLAY PACKAGE

Abe Katzman, Scarsdale, N.Y., assignor to S. L. Kaye Company, New York, N.Y., a corporation of New York

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Int. Cl. B65d 5/22, 25/10, 25/54
U.S. Cl. 229—34 5 Claims

ABSTRACT OF THE DISCLOSURE

This invention relates to a package and display device, and the process for making said device, wherein a bold frame is positioned around and secured to the edges of a back member and removably supports a sheet member having an article holding pocket.

This invention relates generally to a packaging and display device and, more specifically, pertains to a device which presents a bold frame and support structure which can be positioned about and support an embossed display pocket, a packaged article to be displayed being positioned within the embossed pocket.

It is an object of this invention to provide a packaging and display device which can be shaped and assembled quickly and easily.

It is another object of this invention to provide a packaging and display device which can be non-destructively opened for removal of the article contained therein.

It is still another object of this invention to provide a packaging and display device which can be used for both display and storage of an article contained therein.

It is also an object of this invention to provide a packaging and display device which can be used after the article contained therein has been removed or consumed.

It is an additional object of this invention to provide a packaging and display device which is economic to build.

Other objects and many of the attendant advantages of this invention will be readily appreciated as the invention becomes better understood by reference to the following detailed description when considered in connection with the accompanying drawings, wherein:

FIG. 1 is a top view of a blank shaped in accordance with the phesent invention;

FIG. 2 is an isometric view of a partially formed blank in accordance with the invention;

FIG. 3 is a sectional view along the line 3—3 of FIG. 2;

FIG. 4 is a sectional view along line 4—4 of FIG. 2;

FIG. 5 is a sectional view along the line 5—5 of FIG. 2;

FIG. 6 is an isometric view of a structure in accordance with the present invention illustrating a frame and support structure formed from the blank of FIG. 1, in combination with a partially inserted embossed pocket for a product;

FIG. 7 is an isometric view of a structure in accordance with the invention illustrating the frame and support structure in combination with an embossed pocket for a product.

Similar reference characters refer to identical elements throughout the several views of the drawings.

Referring to FIG. 1, there is illustrated a blank **10** which may be cut and, if desired, marked or scored for forming.

The member or blank **10**, which can be of sheet material such as paper, cardboard, plastic, thin metallic or metallized sheets or the like, each of which can be bent and which can retain its bend without breaking

or cracking, is cut to a shape desired such as that illustrated in FIG. 1. The sheet member **10** can be of a thickness which will permit easy working of the sheet yet still possess a stiffness or rigidity sufficient to provide support for itself under moderate handling and still maintain the form desired.

The blank **10** is shaped to provide a back member **62** defined by fold creases or lines **30**, **64**, **66** and **68** which can be provided to facilitate the bending of blank **10** along designated lines. Projecting or extending outwardly from the line **30** of the back member is a first flap member **18** having two locking tabs **20**, **22**; and, projecting outwardly from the line **64** of the back member **62** is a second projection member **70** having two locking tabs **72**, **74**.

Projecting outwardly from the line **68** of the back member **62** is a holding member **76** having two outwardly projecting ears **12**, **78**; and, projecting outwardly from the line **66** of the back member **62** is a holding member **80** having two outwardly projecting ears **14**, **82**.

The flap member **18** can support fold lines **24**, **26**, and **28**. The first fold line **24** is positioned a short distance back from the edge **32** to provide a base section **34** defined by the edge **32** and the fold line **24**. The second fold line **26** is positioned further back on the flap **18** to provide an inside rail seciton **36** defined by the fold line **24** and the fold line **26**. The third fold line **28** is positioned still further back on the flap member **18** to provide a top section **38** defined by the fold line **26** and the fold line **28**. The fold line **30**, which is positioned still further back on the flap member **18**, provides an outside rail section **40** defined by the fold line **28** and the fold line **30**.

Flap member **70** is a mirror image of flap member **18**. Referring now to flap member **70**, there can be provided thereon fold lines **84**, **86** and **88**. The first fold line **88** is positioned a short distance back from the edge **90** to provide a base section **92** defined by the edge **90** and the fold line **88**. The second fold line **86** is positioned further back on the flap member **70** to provide an inside rail section **94** defined by the fold line **88** and the fold line **86**. The third fold line **84** is positioned still further back on the flap member **70** to provide a top section **96** defined by the fold line **86** and the fold line **84**. The fold line **64**, which is positioned still further back on the flap member **70**, provides an outside rail section **98** defined by the fold line **84** and the fold line **64**.

Holding member **76** can be provided with fold lines **100**, **102**, **104**, and **106**. The first fold line **100** is positioned a short distance back from the edge **108** to provide an inside holding member **110** defined by the edge **108** and the fold line **100**. The second fold line **102** is positioned further back on the holding member **76** to provide a floating base section **112** defined by the fold line **100** and the fold line **102**. The third fold line **104** is positioned still further back on the holding member **76** to provide an inside rail seciton **114** defined by the fold line **102** and the fold line **104**. The fourth fold line **106** is positioned still a greater distance back on the holding member **76** to provide a top section **116** defined by the fold line **104** and the fold line **106**. The fold line **68** is also positioned still further back on the holding member **76** to provide an outside rail and holding section **118** defined by the fold line **106** and the fold line **68**.

An adhesive material, which can be of the pressure sensitive type, is applied to the surface of the outside rail and holding section **118**. A first slot **120** having a width equal to or slightly larger than the thickness of the sheet material **10** can extend from the fold line **106** to a point

slightly beyond the fold line **104** and is positioned to accommodate tab **20**.

Extending outwardly from holding member **76** and having a width that is equal to or less than the width of the outside rail and holding section **118** is the tongue member **12** which can be provided with two fold lines **42, 44**. Fold line **42** is positioned back from the edge **46** to form a locking flap **48** defined by the edge **46** and fold line **42**. Fold line **44** is positioned still further back from the edge **46** and can be aligned with fold line **30** to form a corner flap **50** defined by the fold line **42** and fold line **44**.

A second slot **122** having a width equal to or slightly larger than the thickness of the sheet material **10** and which can extend from the fold line **106** to a point slightly beyond the fold line **104** is positioned to accommodate tab **72**. Extending outwardly from holding member **76** and having a width that is equal to or less than the width of the outside rail and holding section **118** is the tongue member **78** which can support two fold lines **124, 126**. Fold line **124** is positioned back from the edge **128** to form a locking flap **130** defined by the edge **128** and fold line **124**. Fold line **126** is positioned still further back from the edge **128** and can be aligned with fold line **64** to form a corner flap **132** defined by the fold line **124** and fold line **126**.

Holding member **80** is provided with fold lines **134, 136, 138**, and **140**. The first fold line **134** is positioned a short distance back from the edge **142** to provide an inside holding member **144** defined by the edge **142** and the fold line **134**. The second fold line **136** is positioned further back on the holding member **80** to provide a floating base section **146** defined by the fold line **134** and the fold line **136**. The third fold line **138** is positioned still furthr back on the holding member **80** to provide an inside rail section **148** defined by the fold line **136** and the fold line **138**. The fourth fold line **140** is positioned still a greater distance back on the holding member **80** to provide a top section **150** defined by the fold line **138** and the fold line **140**. The fold line **66** is also positioned still further back on the holding member **80** to provide an outside rail and holding section **152** defined by the fold line **140** and the fold line **66**. An adhesive material, which can be of the pressure sensitive type, for example, is applied to the surface of the outside rail and holding section **152**. Two laterally spaced slots **154, 156** each having a width equal to or slightly larger than the thickness of the sheet material **10** extend from the fold line **140** to a point slightly beyond the fold line **138**. Slot **154** is positioned to accommodate tab **22**; and, slot **156** is positioned to accommodate tab **74**.

Extending outwardly from holding member **80** and having a width that is equal to or less than the width of the outside rail and holding section **152** is the tongue member **14** which can support two fold lines **52, 54**. Fold line **52** is positioned back from the edge **56** to form a locking flap **58** defined by the edge **56** and fold line **52**. Fold line **54** is positioned still further back from the edge **56** and can be aligned with fold line **30** and fold line **44** to form a corner flap **60** defined by the fold line **52** and fold line **54**.

Extending outwardly from holding member **80** and having a width that is equal to or less than the width of the outside rail and holding section **152** is the tongue member **82** which can support two fold lines **158, 160**. Fold line **158** is positioned back from the edge **162** to form a locking flap **164** defined by the edge **162** and fold line **158**. Fold line **160** is positioned still further back from the edge **162** and can be aligned with fold line **64** to form a corner flap **168** defined by the fold line **158** and fold line **160**.

Sections **152, 118, 98** and **40** are of the same width; sections **150, 116, 96** and **38** are of the same width; and sections **148, 94, 114** and **36** are of the same width. Sections **34** and **92** are of the same width but not greater than the width of sections **38, 96**, respectively. Section **110, 144** are of the same width but not greater than the width of sections **118, 152**.

In forming the shaped member **10**, a right angle bend is made along each fold line of holding members **76, 80** and flap members **18, 70**.

Referring to FIGS. 1, 2 and 3 and to the folding or forming of holding member **76**, section **110** is bent upward to form a right angle bend along the fold line **100**; section **112** is bent upward to form a right angle bend along the fold line **102**; section **114** is bent upward to form a right angle bend along the fold line **104**; section **116** is bent upward to form a right angle bend along the fold line **106**; and, section **118** is bent upward to form a right angle bend along the fold line **68**.

The various sections are sized to fit within each other as illustrated in FIG. 3, one side of section **110** being locked to a side of section **118** by the adhesive on section **118**. It is to be noted that section **112** can contact but is not secured to back member **62**.

In a similar manner, holding member **80** is formed, one side of section **144** being locked to a side of section **152** by the adhesive on section **152** to position section **146** in contact with but not secured to back member **62**.

Flap member **18** can now be formed. Referring to FIGS. 1, 2, 4 and 5, section **34** is bent upward to form a right angle bend along the fold line **24**; section **36** is bent upward to form a right angle bend along the fold line **28**; section **38** is bent upward to form a right angle bend along the fold line **28**; and section **40** is bent upward to form a right angle bend along the fold line **30**. At the same time, the locking flap **48** of the projecting tongue member **12** is bent upward at a slight angle; and, corner flap **50** is bent upward to form a right angle bend along the fold line **44**. The bent flap **18** is now fitted into locking position with the formed holding members **76, 80**, the tab **20** being positioned within slot **120** and tab **22** being positioned within slot **154**. Additionally, the bent projecting tongue members **12, 14** are positioned within the open ends of the folded flap or flap member **18**, the locking flaps **48, 58** engaging and being positioned on top of the base section **34**; and the corner flaps **50, 60** forming closed corners.

Flap member **70** is formed in the same manner as main flap member **18** had been formed. However, before main flap member **70** is fitted into locking position with the formed holding member **76, 80**, an embossed display pocket which can enclose partially an article is positioned relative to the back member **62**.

Referring to FIGS. 6 and 7, a sheet of material **170** such as plastic, paper, metal foil or the like is embossed or shaped to provide a raised pocket **171**. The sheet of material **170** can be relatively thin and can be colored or, as desired, transparent, translucent or opaque. The pocket or embossed area of the sheet of material **170** can be shaped to display a fictional character, a symbol, a design or the like; and within the pocket or embossed area an article or product such as chocolate, ice-cream, candy or the like can be placed.

The embossed sheet of material together with the product received in the pocket **171** can be positioned by sliding adjacent to the back member **62**, the edges of the sheet of material being positioned between the back member **62** and section **34** of main flap member **18**, section **146** of holding member **80**, and section **112** of flap member **76**.

The flap member **70** then is fitted into locking position with the formed holding members **76, 80**, an edge of the sheet of material being positioned between the back member **62** and section **92** of flap member **70**.

To remove the product from the pocket of the sheet of material, one of the flap members **70, 18** is disengaged from the formed holding members **76, 80** and the sheet of material **170** together with the product is slidably removed.

The sheet of material **170** can be removed without destroying either the sheet of plastic or the shaped and formed member **10** and, therefore, can be used and reused a plurality of times.

If desired, a tab containing a cutout can be secured to the back of the back member **62** to permit the assemblage to be hung from a wall mounted hook.

What is claimed is:

1. A flat sheet of bendable material having four fold lines to define a back member; a first means extending from a first of said fold lines; a second means extending from a scond of said fold lines; a third means extending from a third of said fold lines; a fourth means extending from a fourth of said fold lines; first lock means coupled to said first means; second lock means coupled to said third means; first lock receiving means coupled to said second means and second lock receiving means coupled to said fourth means whereby each of said first, second, third and fourth means is folded upon itself to form respective hollow frame members along the edges of said back member and said first and second lock means engage said first and second lock receiving means to maintain said members in the folded position; said first lock means comprising a respective tab adjacent each end of said first means positioned to extend downwardly when said first means is formed into said hollow frame member; said second lock means comprising a respective tab adjacent each end of said third means positioned to extend downwardly when said third means is formed into said hollow frame member; said first lock receiving means comprising a slot adjacent each end of said second means positioned to the uppermost when said second means is formed into said hollow frame member and each being located to receive a respective tab projecting from said first and third means; said second lock receiving means comprising a slot adjacent each end of fourth means positioned to be uppermost when said fourth means is formed into said hollow frame member and each being located to receive a respective tab projecting from said first and third members.

2. The structure of claim **1**, including fold lines on said first and third means to provide an inside rail section, a top section and an outside rail section; and fold lines on said second and fourth means to provide a floating base section, an inside rail section, a top section and an outside rail and holding section.

3. The structure of claim **2**, including adhesive means to couple said floating base section to said outside rail and holding section on said second and fourth means.

4. The structure of claim **2**, including an inside holding member extending from said floating base section on said second and fourth means, and adhesive means to couple said inside holding member to said floating base section.

5. The structure of claim **4**, including a sheet of embossed material removably interposed between said back member and said first and second projecting members, said first and second holding members each having been formed into hollow frame members.

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U.S. Cl. X.R.

206—45.31