

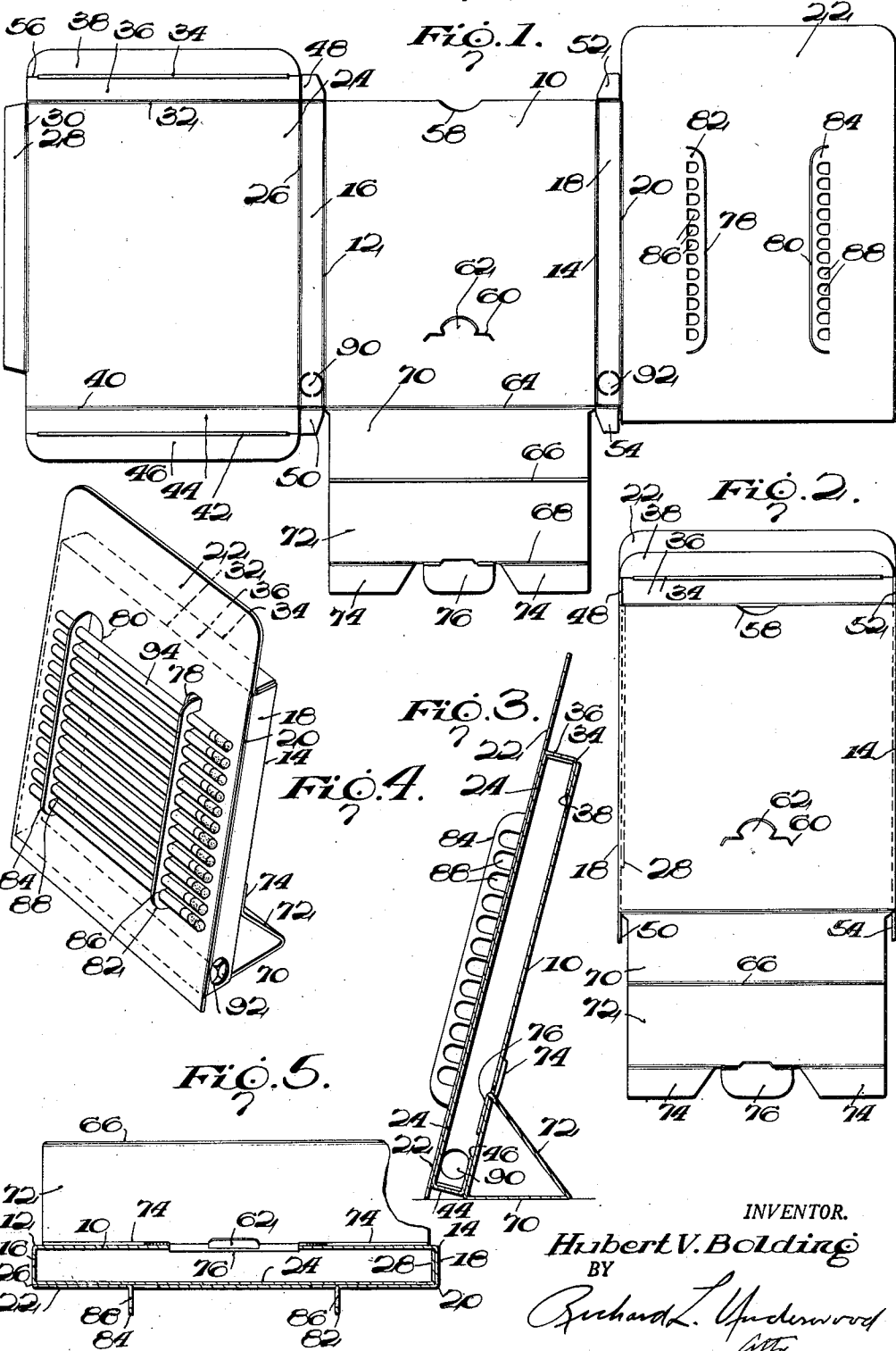
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DISPENSING DISPLAY CARTON

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DISPENSING DISPLAY CARTON

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This invention relates to a carton for displaying and dispensing articles. While in basic principle the invention is adapted to handle articles of any shape, I have described the same in conjunction with elongated articles such as pencils.

An object of the invention, broadly, is to provide a collapsible carton from a single blank of sheet material which will serve efficiently as a shipping container or carton for articles of the class described, and which may be readily set up as a display carton effectively exhibiting the goods contained while at the same time permitting successive removal of articles sold from within the carton without disturbing in any manner the visual display.

Still another object of the invention is to so construct and arrange a carton of the character involved that the same may be partially assembled in flat condition for ready shipment in stacks and may be stored in stacks of flat collapsed cartons until such time as they are used, at which time individual cartons may be removed from the stack and easily and rapidly set up for filling and shipment to the customer, who will ultimately further modify the carton form to condition it for display and dispensing.

An important feature of the invention resides in the manner in which the various walls and panels of the carton overlie one another when the carton is loaded and ready for shipment. The blank is so arranged that both front and back walls are reinforced by overlying panels during shipment, thus providing extra resistance against breakage or injury to the articles contained therein.

Various other objects and meritorious features of the invention will be apparent from the following description taken in conjunction with the drawings, wherein like numerals refer to like parts throughout the several figures, and wherein:

Fig. 1 is a plan view of the blank used in forming the carton;

Fig. 2 is a plan view of the carton partially set up;

Fig. 3 is a vertical section through the carton set up for display and dispensing;

Fig. 4 is a perspective illustrating articles positioned for display, and

Fig. 5 is a top plan view of the carton.

Referring now particularly to Fig. 1, which illustrates a blank of sheet material die cut and impressed with score lines for folding in accordance with the invention, the blank comprises a back wall 10, to opposite margins of which are

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connected by score lines 12 and 14 side walls 16 and 18. Connected to the outer margin of side wall 18 by a score line 20 is display panel 22. This display panel is coextensive in width with back wall 10 but extends in a longitudinal direction substantially above the upper margin of the back wall and somewhat below the lower margin of the back wall for a purpose to be described more fully hereinafter.

A front wall 24 is connected by score line 26 to the outer margin of side wall 16, the front wall being coextensive in width with the back wall and display panel and coextensive in longitudinal dimension with the back wall. A tab 28 is connected to the free margin of front wall 24 by a score line 30 and adhesive is applied to the under face of said tab as viewed in Fig. 1 for a purpose more clearly to be brought out later.

Connected to the upper margin of front wall 24 by score line 32 is a top cover portion divided by score line 34 into two sections 36 and 38. Similarly connected to the lower margin of the front wall by score line 40 is a bottom cover portion divided by score line 42 into sections 44 and 46. Locking tabs 48 and 50 are connected by score lines, respectively, to the upper and lower margins of side wall 16 and locking tabs 52 and 54 are connected by score lines, respectively, to the upper and lower margins of side wall 18.

Top and bottom cover portions are die cut inwardly from each side a short distance along the fold lines 34 and 42, respectively, as indicated at 56 in conjunction with the top cover portion, for cooperation with the locking tabs 48, 50, 52 and 54 after the carton has been filled and the top and bottom covers are closed.

The top margin of back wall 10 is notched at midpoint as indicated at 58 and a slot 60 delineating a tab 62 at its midportion is die cut centrally of the back wall some distance from the bottom margin thereof. Connected to the bottom margin of the back wall 10 by a score line 64 is an easel panel divided by score lines 66 and 68 into a main support section 70, a pedestal section 72, and a bearing section 74. The bearing section 74 is die cut to provide at its center a locking tab 76 which cooperates with the slot 60 when the assembled carton is set up for display and dispensing purposes.

The display panel 22 is die cut along lines 78 and 80 to form a pair of opposed strips 82 and 84, in each of which is die cut a series of vertical aligned openings as indicated at 86 and 88. The strips 82 and 84 may be moved outwardly away from the plane of the display panel into a vertical

position with reference to said panel, the relatively small amount of material between the openings in each of the strips making this possible without the use of a score line along the outer edges of the openings in the respective strips.

Closely adjacent the bottom margin of the side walls 16 and 18 are score lines or interrupted die cuts delineating circular openings 90 and 92. The material within the circular score lines or die cuts may be readily punched out to provide openings permitting access into the interior of the carton after the same has been set up and such access is desired.

In assembling the carton for shipment, the blank is folded about score lines 26, 12, 14 and 20, the adhesive-bearing tab 28 is folded about score line 30, and the tab is adhered to the inner face of side wall 18. The display panel 22 after so folding overlies front wall 24 and is co-extensive therewith insofar as width is concerned. This display panel is adhered to the front panel, preferably by means of glue applied in a vertical strip along the margin of front wall 24 which lies adjacent side wall 16. The cartons in this initial state of assembly may be readily stacked in flat sheet form for shipment to the article manufacturer, the walls being biased around the fold lines delineating margins of the side walls 16 and 18.

The carton as illustrated in Fig. 2 has been assembled for loading prior to shipping. For purposes of convenience lead pencils 94 have been illustrated as a type of elongated article to which the invention is adapted. The bottom of the carton is first closed by tucking section 46 of the cover portion into the carton, section 44 which forms the bottom being locked in position at each side by locking tabs 50 and 54 which engage in slots 56 at each end of the cover portion. The articles are then loaded into the open top and the top cover portion is closed in the same manner as has been described in conjunction with the bottom cover. In forming the box, display panel 22 has already been adhered to the front wall of the carton and before shipment the easel panel composed of sections 70, 72 and 74 is folded flat along score line 64 into face-to-face contact with the back wall of the carton. In this manner the front wall of the carton is provided with a double reinforcement and the back wall is substantially reinforced by the overlapping easel panel. The likelihood of injury or destruction of the carton contents during shipment is thereby substantially reduced.

Where the carton is formed of relatively flexible material, such as pasteboard, the top portion of the display panel 22 which extends beyond the adjacent front wall of the carton may be rolled over the closed top of the carton for shipping purposes, thus further reinforcing the closed top and back wall of the carton.

On receipt of the fully packed carton by a vendor who wishes to display the articles and dispense the same, the easel section is set up as clearly illustrated in Fig. 3 by folding the same outwardly along score lines 66 and 68 and inserting the tab 76 into the slot 60 in the back wall of the carton. Bearing sections 74 lying on either side of the tab 76 rest against the back wall 10 and the main support section 70 is adapted to rest on a horizontal support.

The display panel 22 extends down beyond the margin of the underlying front wall of the carton a distance indicated in Fig. 3 by the letter x, which distance is less than the width of side

walls 16 and 18 and sufficient to raise the front wall of the carton above the horizontal support on which section 70 lies, thus positioning the carton and its display panel on the horizontal support at an angle to the vertical for more effective display purposes. The material within the die cuts delineating openings 90 and 92 is removed to provide access to the articles within. A number are removed for insertion into the aligned openings 86 and 88 in opposed strips 82 and 84. The articles in position for display and thus supported by the strips, which have been forced out into a plane normal to that of the front wall of the panel, are clearly shown in Fig. 4.

When sales are made the articles may be removed from the inside of the carton one by one through openings 90 or 92 and the remaining stock of articles within the carton will flow downwardly by gravity so that at all times until the carton is empty there will be an article disposed for ready removal through either of the openings 90 or 92. When the contents remaining after the display articles have been positioned are depleted, the articles themselves on display may be disposed of.

From the foregoing it will be seen that I have provided from a single blank of sheet material a carton which is readily set up for shipment to the article manufacturer in flat condition and readily expanded by him for loading and subsequent shipment to the vendor of his manufactured product. The carton is well reinforced at the most vulnerable places, the front and back walls of the carton, and it may be readily and quickly set up by the vendor to provide an effective display of the contents, at the same time functioning as a dispensing container for the major portion of the contents which are left intact in the carton as it arrives from the shipper. It will be apparent that, if desired, the carton may embody two separate and distinct compartments for loading different items and that they could be dispensed separately in the manner illustrated and displayed together or separately on the display panel.

While I have disclosed a preferred embodiment of my improved carton, various modifications may be apparent to those skilled in the art and for that reason I wish to limit myself only within the scope of the appended claims.

What I claim is:

1. A carton formed from a single blank of sheet material for displaying and dispensing articles, said carton comprising front, back and side walls, closures for the top and bottom, a display panel integral with one side wall overlying the front wall and secured thereto, said panel extending beyond the bottom margin of the front wall, an easel support panel connected to the bottom margin of the back wall, cooperating tongues and slots in the back wall and easel panel, respectively, engageable with one another to hold the panel in carton-supporting position, said display panel including portions movable outwardly from the plane of the panel to position articles for display, and aligned openings in the bottoms of the side walls through which articles may be removed.

2. A carton formed from a single blank of sheet material for displaying and dispensing elongated articles, said carton comprising front, back and side walls, closures for the top and bottom, an easel support panel connected to the bottom margin of the back wall, said panel being divided by score lines and foldable therealong into a flat

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section constituting a main support for an adjoining section extending upwardly from the back margin of the flat section into supporting engagement with the back wall of the carton, a display panel integral with one side wall overlying the front wall and extending beyond the bottom margin thereof to support the front wall of the carton above the plane of said flat section constituting the main support, said display panel including portions movable outwardly from the plane of the panel to position articles for display, and aligned openings in the bottoms of the side walls through which articles may be removed.

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