March 9, 1965 I. SHILLMAN 3,172,531

PACKAGING DEVICE

Filed June 13, 1962

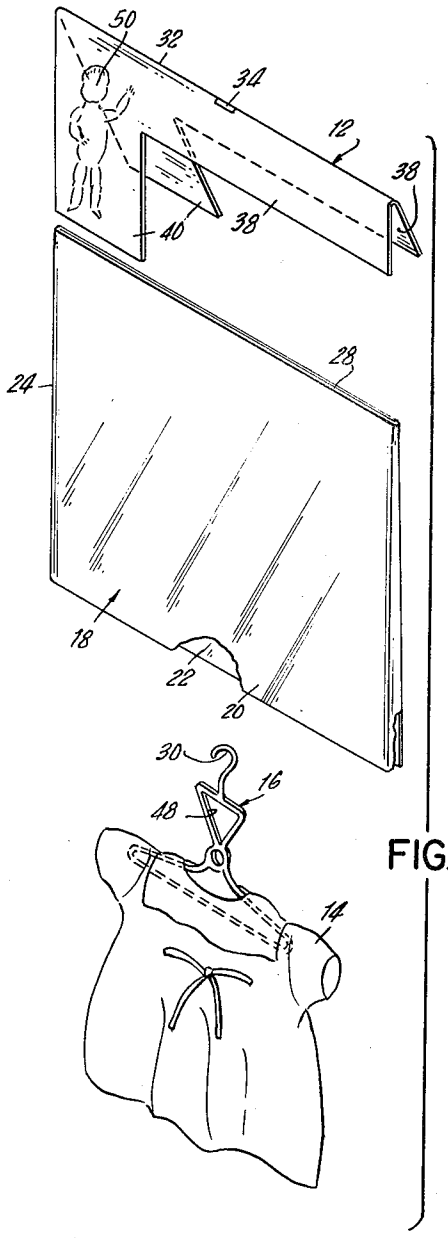
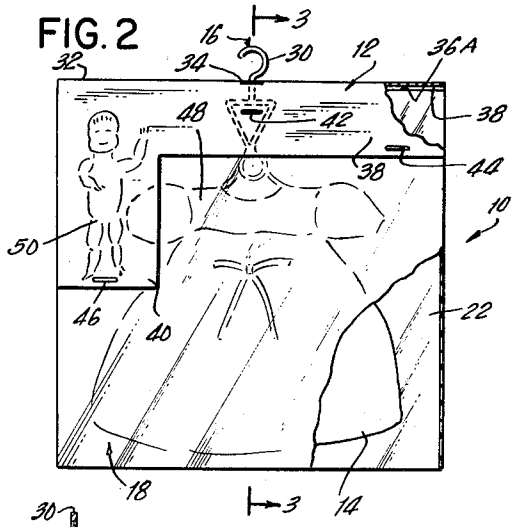


FIG. 1

FIG. 2



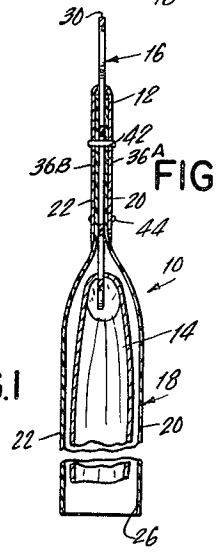


FIG. 3

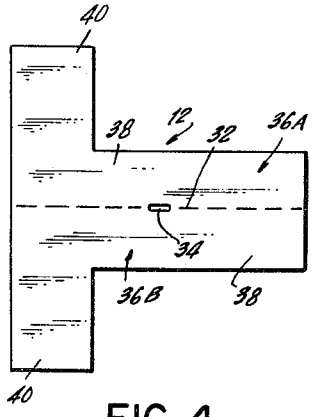


FIG. 4

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United States Patent Office 3,172,531 Patented Mar. 9, 1965

3,172,531

PACKAGING DEVICE

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Filed June 13, 1962, Ser. No. 202,324
2 Claims. (Cl. 206—45.34)

The present invention relates to a packaging device.

Studies of retail purchasing habits have resulted in the detection of the phenomenon known as "impulse buying." In an attempt to take advantage of this psychological trait of the consumer, various advances have been made in the art of displaying and packinging many different types of articles of merchandise. However, it has been found to the quite difficult to exploit said psychological consumer urge where the article being packaged is not self contained in the sense that it must be used in connection with a separately sold article. This problem is especially acute in the sale of dresses for dolls which are sold separately or which may already be in the possession of the consumer.

In view of the foregoing, it is an object of the present invention to provide a packaging device to increase the sale of an article intended to be used with a different article of merchandise.

It is another object of the present invention to provide a packaging device having provision to illustrate the use of the packaged article in connection with another article of merchandise.

It is a further object of the present invention to provide a highly novel packaging device for doll dresses or the like.

Other and further advantages and objects of the present invention will become apparent to those skilled in the art from a consideration of the following application taken in connection with the appended drawings.

In the drawings which illustrate the best mode presently contemplated for carrying out the invention:

FIGURE 1 is an exploded view of a sales package utilizing a packaging device pursuant to the present invention;

FIGURE 2 is a front elevation view of the sales package shown in FIGURE 1, with portions broken away for purposes of illustration;

FIGURE 3 is a sectional view on line 3—3 of FIGURE 2; and

FIGURE 4 is a plan view of a packaging device pursuant to the present invention.

Referring now to the drawing in detail, there is shown a sales package **10** utilizing a packaging device or collar **12** pursuant to the present invention. As here shown, the sales package **10** comprises a doll's dress **14** provided on a hanger **16**, a transparent bag or container **18** and said collar **12**.

The dress **14** is a conventional doll dress of the type sold for a doll's wardrobe and may be fabricated from any material suitable for this purpose. The hanger **16** is also of conventional construction and is formed preferably of a suitable plastic. The bag or container **18** is formed of suitable transparent sheet material, preferably a plastic suitable for the purpose. The bag has opposing front and rear walls **20** and **22**. The bag is closed at the opposite side edges **24** thereof, being open at the bottom **26** and preferably closed at the top **28** thereof. The dress **14** is inserted in the bag **18** through the open bottom thereof and when positioned therein, the hook **30** or hanger of projects through the top **28** of the bag.

Pursuant to the present invention, provision is made for the collar **12**. The collar is formed of a suitable sheet material such as relatively stiff cardboard or paper board. The collar is cut or blanked from such sheet material and is generally T-form, as best shown in FIGURE 4, and is provided with a longitudinal center fold line **32**. An elongated aperture **34** is provided centrally of said fold line. When the collar is folded along its fold line there is provided the integral companion L-shaped portions **36A** and **36B**. Each L-shaped portion comprises an elongated portion **38** which extends longitudinally of the fold line and a portion **40** which extends laterally from the fold line to provide a depending tab in the folded condition of the collar, as best shown in FIGURES 1 and 2.

In assembling the sales package **10**, the dress is first inserted or positioned in bag **18** with the hanger hook **30** projecting from the closed bag top, as explained above. The collar is then folded upon itself along fold line **32** so that the integral portions **36A** and **36B** are in opposition. The hook **30** is passed through the collar aperture **34** so that the upper portion of bag **18** is encompassed between said L-shaped collar portions **36A** and **36B**. The collar is then secured to the bag in any suitable manner, preferably by wire staples. As here shown in FIGURE 2, three wire staples are used. Staple **42** is inserted below central collar aperture **34**, passing between the triangular aperture **48** of the hanger so as to secure together collar portions **36A** and **36B** and the upper portions of bag walls **20** and **22** disposed therebetween. Staple **44** is inserted adjacent the free ends of the elongated portions **38** so as to secure together said portions and walls of bag **18** therebetween. The third staple **46** is inserted adjacent the free ends of the depending collar tabs **40** to also secure together said tabs and the bag walls therebetween.

Pursuant to a highly desirable feature one or both of tabs **40** is provided with indicia **50** which portray a doll. The doll portrayal may either show an undressed or partially dressed doll of the type which can be dressed with the dress **14** or it may show a doll already wearing dress **14**. In any event, the doll portrayal has the effect of specifically relating dress **14** to a specific doll type so as to increase the sales appeal of the package, especially by showing the doll already wearing the dress **14**.

In addition to providing an area on which a doll can be portrayed, the tabs **40** serve to protect the package **10** and the contents thereof. This is achieved from the fact that the tabs extend the covered portion of the bag and also serve as manual grasping portions when the package is handled by customers or sales people.

It will be apparent that changes and modifications may be made in the described invention without however departing from the scope of the appended claims.

I claim:

1. A sales package comprising a transparent bag which is closed at the top edge and side edges thereof, a hooked hanger within said bag, a doll dress mounted on said hanger, a collar having a longitudinal central fold line and opposing complementary L-shaped portions at opposite sides of said fold line, said collar straddling said bag at the top of said bag so that said L-shaped portions overlie the walls of said bag at the bag top, said hanger hook projecting through said bag and through said fold line, said L-shaped portions defining tabs which depend from said fold line, said tab projecting beyond the lower marginal edge of said collar, first staple means securing said L-shaped portions to said bag at said lower marginal edge of said collar and adjacent to one side edge of said bag, second staple means securing said tabs to said bag below said first staple means and adjacent to the other side edge of said bag, and third staple means intermediate said first and second staple means securing said L-shaped portions to said bag, said third staple means being above said first staple means and securing said hanger to said bag.

2. A sales package as in claim 1, said hanger having an aperture defined below said hanger hook, and said third staple means extending through said aperture.

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