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2,937,742

DISPENSING DEVICE FOR MERCHANDISE

Filed April 7, 1958

2 Sheets-Sheet 1

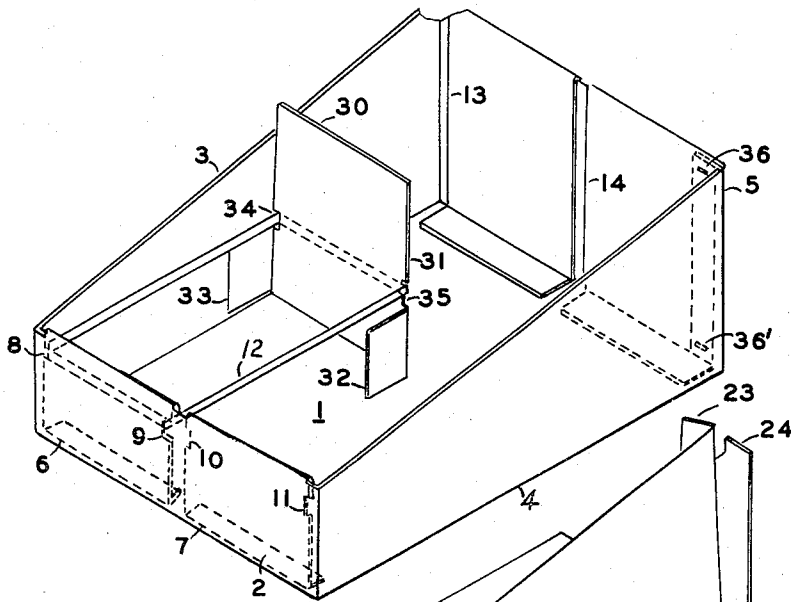


FIG 2

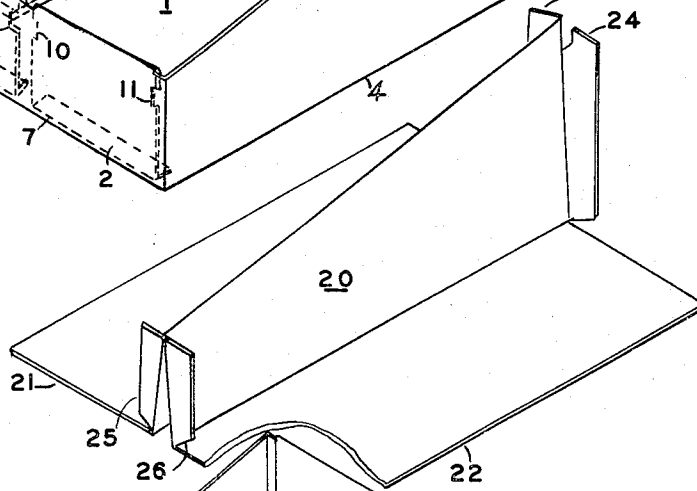


FIG 3

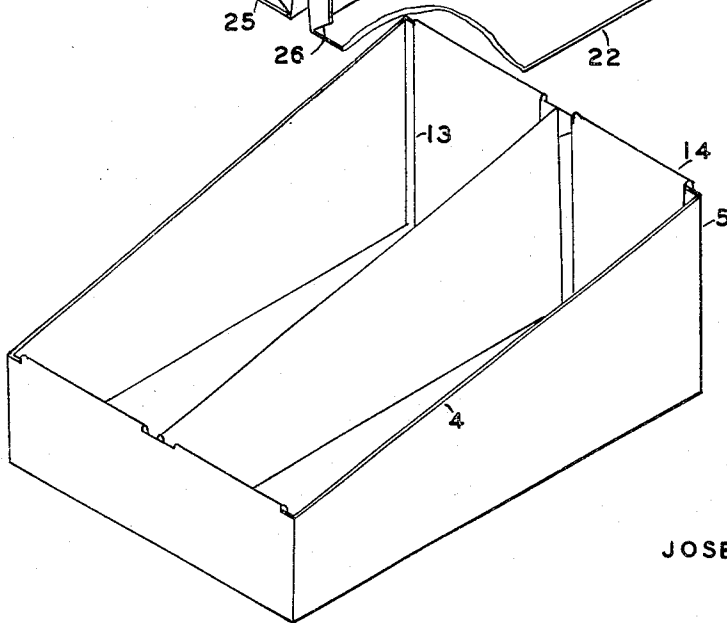


FIG 1

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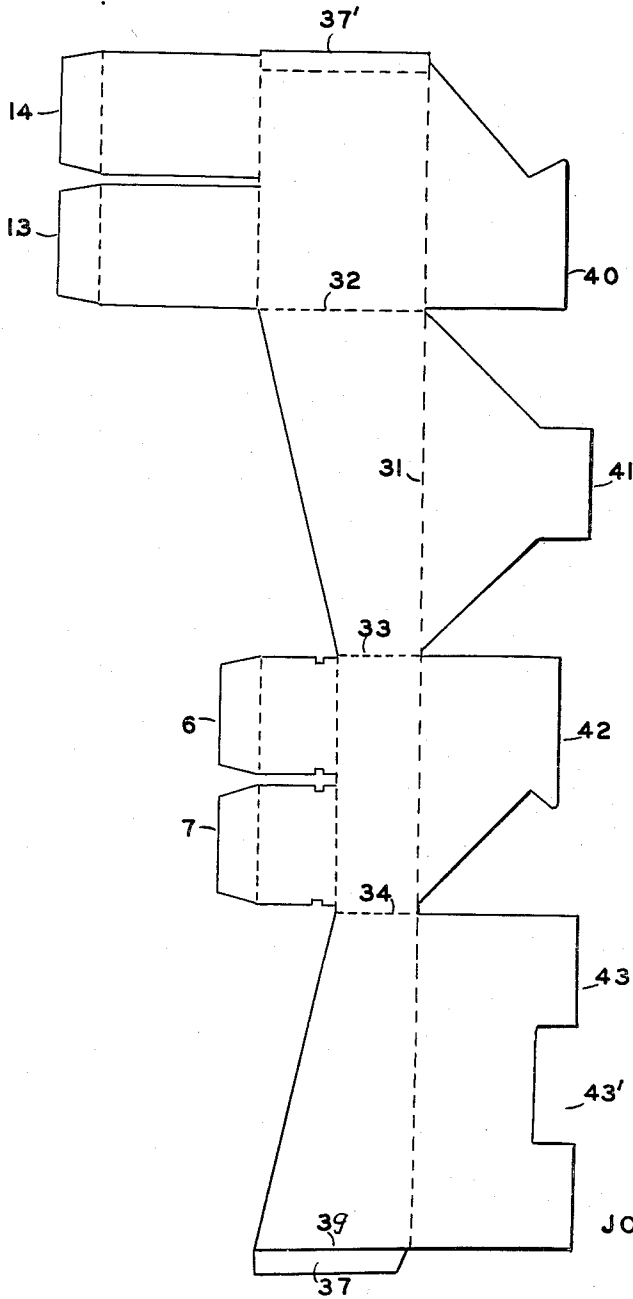


FIG 4

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1

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**DISPENSING DEVICE FOR MERCHANDISE**

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4 Claims. (Cl. 206—44.12)

This invention relates to a dispensing means for articles or merchandise packaged in containers.

More particularly the invention relates to a display box, tray or rack which provides means for moving the articles or containers to the front of the box or tray as articles or containers are removed from the front.

The invention generally comprises a box of wood, metal, plastic, or cardboard, and at least one elastic band arranged to move the containers to the front as the front container is removed.

This application is an improvement of my Patent No. 2,774,467, dated Dec. 18, 1956, having the same title. The present application greatly improves the structural features of the box, eliminates many parts, and makes the device easier to manufacture and assemble.

The elastic or resilient member may be of rubber, plastic, or other equivalent. Neoprene would be preferable for use in cold storage or freezer chambers.

One purpose of this invention is to promote advertising copy at point of purchase in retail stores, thereby attracting the purchaser to a specific product when placed among competitive brands.

The display unit may be originally packed with enough units to make up a shipping container. The store clerk opens the shipping carton and is able to mark each individual product with his price marker. He then takes one display unit out and puts it on the shelf. This helps him fill a shelf in one motion.

The customer is attracted to the product by the advertising copy. When she removes her purchase, the merchandise from the rear moves forward automatically. The mechanism is activated by a simple, inexpensive elastic band of rubber, neoprene, plastic, or spring means.

Accordingly, a principal object of the invention is to provide a new and improved dispensing tray or box or rack for the display of packaged merchandise on store shelves or counters.

Another object of the invention is to provide a new and improved rack for dispensing merchandise.

Another object of the invention is to provide new and improved dispensing means for packaged merchandise or articles having means to feed the merchandise towards the front as packages or articles are removed from the front.

Another object of the invention is to provide new and improved container means for packages or articles.

These and other objects of the invention will be apparent from the following specification and drawings, of which:

Figure 1 is a perspective view of an embodiment of the invention.

Figure 2 is a perspective view of the embodiment of Figure 1 with the divider member removed.

Figure 3 is a perspective view of the divider member and,

Figure 4 is the pattern for the box member.

Referring to the figures the invention generally com-

2

prises a box having a bottom portion 1, a front portion 2, side portions 3 and 4, and a back portion 5. The front portion 2 has a pair of flaps 6 and 7 which are adapted to fold inside the box. The flaps 6 and 7 each have a pair of notches 8 and 9 and 10 and 11, the purpose of which is to position an elastic band 12. The elastic band 12 is adapted to extend around a row of packages, not shown, and urge them to the front of the box as the front package is removed.

The back member has a pair of flaps 13 and 14 which are adapted to fold over inside the box. All of the front and back flaps are also adapted to fold along the bottom of the box. In other words all of the flaps have feet portions.

The divider member shown in Figure 3 is adapted to fit into the box. It comprises a folded vertical center portion 20 and a pair of bottom flaps or feet 21, 22, a pair of rear flaps 23, 24, and a pair of front flaps 25, 26. The divider member is adapted to fit into the box under the front and rear flaps of the box which are then folded down over the flaps of the divider.

In order to properly position the elastic band 12, at least one movable member 30 is provided. It comprises a vertical portion 31 and a pair of side flaps 32, 33 which are adapted to bear against the side of the divider and box respectively. The member 30 has a pair of notches 34 and 35 which have the same vertical height as the notches 8 and 9 of the front flap of the box. The elastic band 12 is located in all four notches and, therefore, will keep its position without sliding up and down on the containers, which are placed in front of movable member 30.

The box is constructed by taking the pattern shown in Figure 4 and folding it as indicated by the folding lines and interlocking the locking portions of the bottom. The box is held in position by glue or by a pair of staples 36 and 36', Figure 2. Alternatively, the box can be any standard folding box or container adapted to prepack merchandise easily for machine packing.

Figure 4 shows a pattern for the box member which is die cut in one piece. The bottom portions are to the right of the dotted line 31 and the upper portions are to the left thereof. The pattern is folded along the dotted line 31 along the fold lines 32, 33, 34, and 39, the tab 37 overlapping the portion 37' and being secured thereto by pasting or with staples. The bottom portions 40, 41, 42, and 43 are conventional and are locked into place, the portions 40 and 42 being placed on top of the portion 41, the tongue 41 fitting into and over the groove 43', the extending edges of the member 43 being on top of the members 40, 42.

The box is preferably constructed out of a good grade of cardboard and may be easily and quickly constructed. After the box is assembled the divider member is inserted and the front and back flaps of the box are then folded down to hold the divider member in position. The movable members are then inserted in the divided portions as shown in the figures, and the elastic band is placed in the notches of the front flaps and those of the movable members.

The invention has been illustrated as a double tray with a divider member in the center. However, the box may be made without the divider member if desired, in which case the movable members would have the same dimensions as the inside of the box. The box may be made in various sizes depending upon the size of the containers. The box has been shown having a shape tapering down towards the front but is not so limited. The purpose of tapering downwardly to the front is to make reading of the labels or other information on the front container of the box possible. The box may be converted into a shipping container by placing a conventional cover

3

4

over it which may then be sealed to the box by tape or other fastening means.

Alternatively, the dispensing means may not be a shipping container but may be a rack mounted on a permanent shelf.

I claim:

1. A dispensing tray for articles, comprising integrally formed bottom, front, back, and side members; said front and back members each having two flaps folded into said tray; said front flaps having two notches on their sides; a closed resilient member in said notches adapted to extend around said articles; a divider member having a vertical center portion, two bottom extensions, two front flaps and two rear flaps; said divider being fitted in said tray and held under said flaps of said front and back members of said tray.

2. A dispensing tray for articles, comprising integrally formed bottom, front, back, and side members; said front and back members each having two flaps folded into said tray against said front and back members; said front flaps having two notches on their sides; a closed resilient member in said notches adapted to extend around said containers; a divider member having a vertical center portion, two bottom extensions, two front flaps and two rear flaps; said divider being fitted in said tray and held under

said flaps of said front and back members of said tray, and a pair of movable members fitted in said divided tray, said movable members having notches, said resilient member being held in said last notches.

3. A dispensing tray for articles, comprising integrally formed bottom, front, and side members; said front and back members each having at least one flap folded into said tray; said front flap having two notches on its sides; and a closed resilient member in said notches adapted to extend around said articles.

4. A dispensing tray for articles, comprising integrally formed bottom, front, back, and side members; said front and back members each having at least one flap fitted into said tray; said front flap having two notches on its sides; a closed resilient member in said notches adapted to extend around said containers, and at least one movable member fitted in said tray, said movable member having notches, said resilient member being in said last notches.

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2,774,467	Michiel	Dec. 18, 1956