

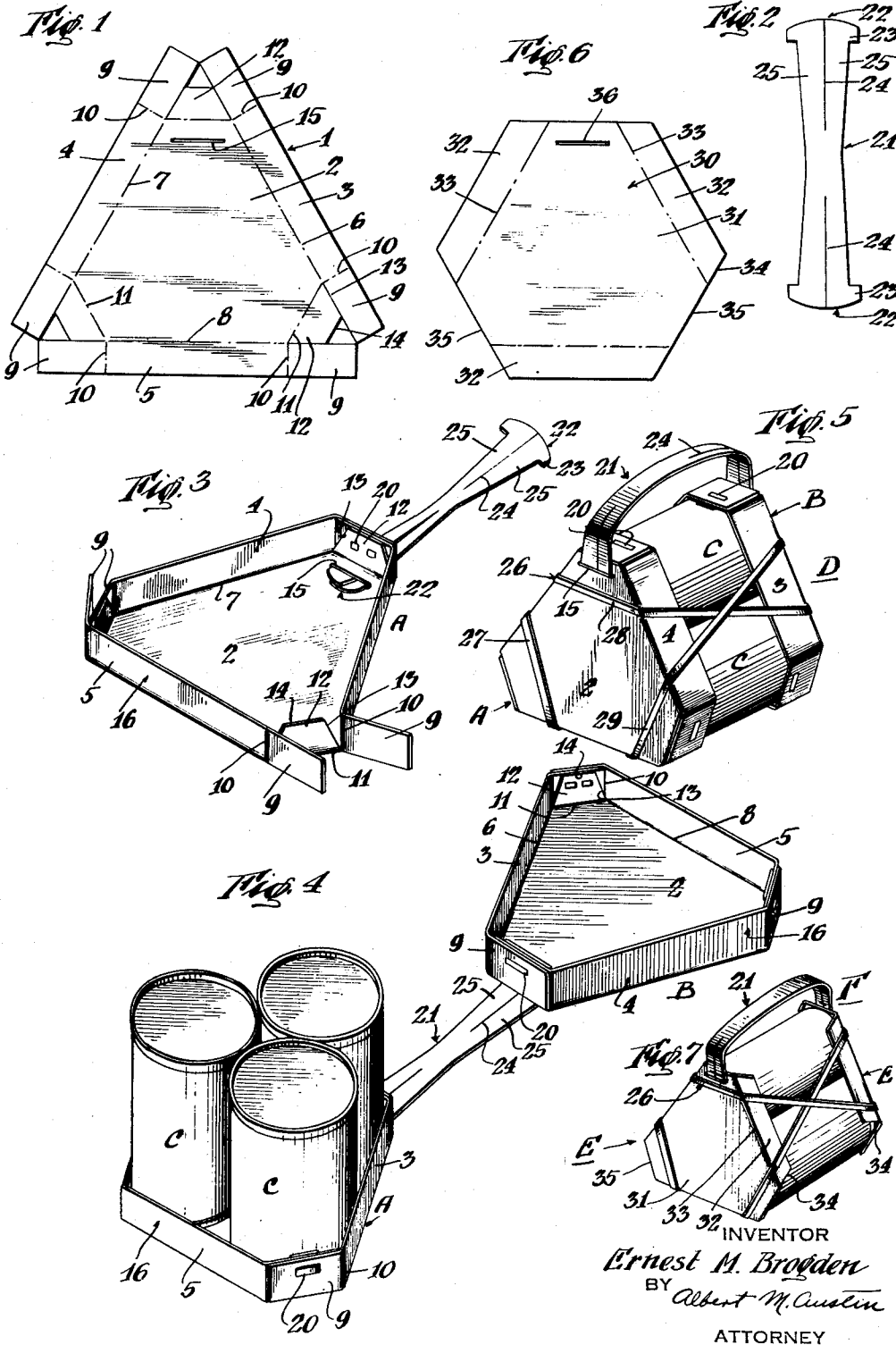
Nov. 17, 1942.

E. M. BROGDEN
MERCHANDISING PACKAGE

2,301,927

Filed April 23, 1936

2 Sheets-Sheet 1



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2 Sheets-Sheet 2

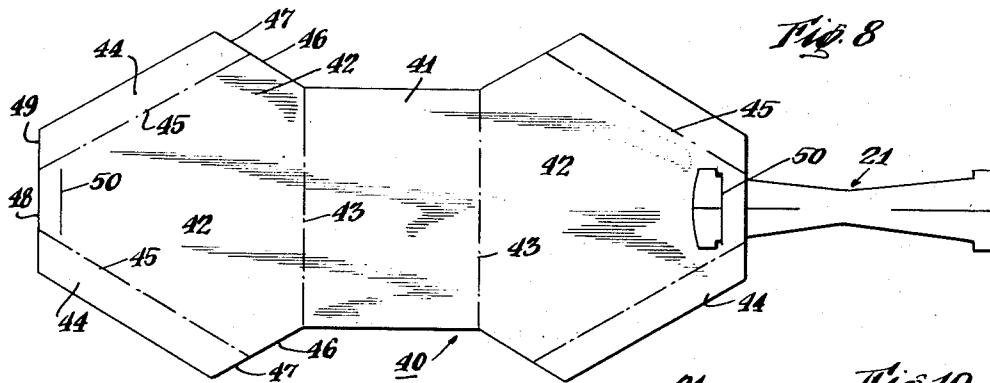


Fig. 8

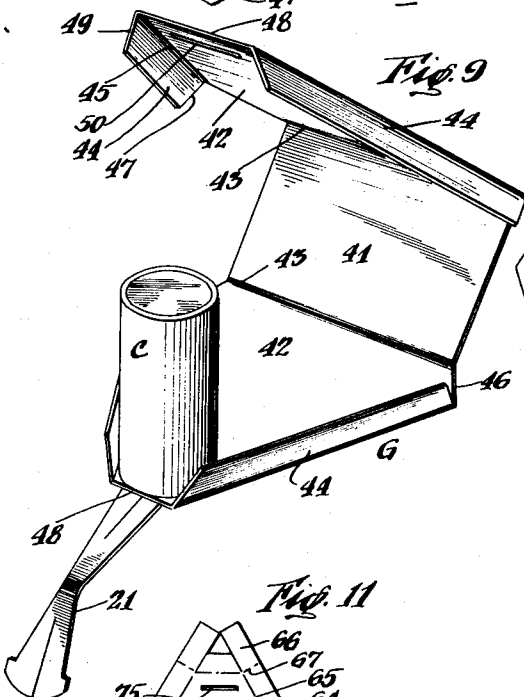


Fig. 9

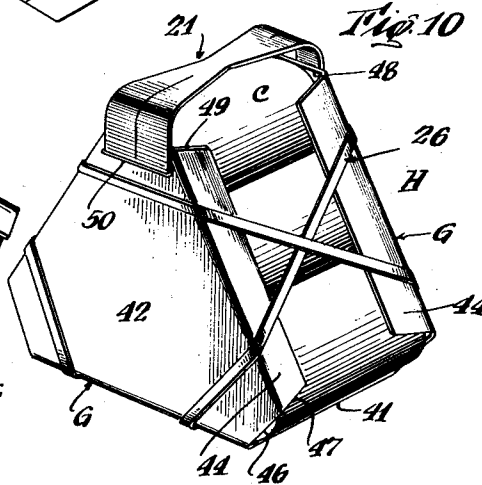


Fig. 10

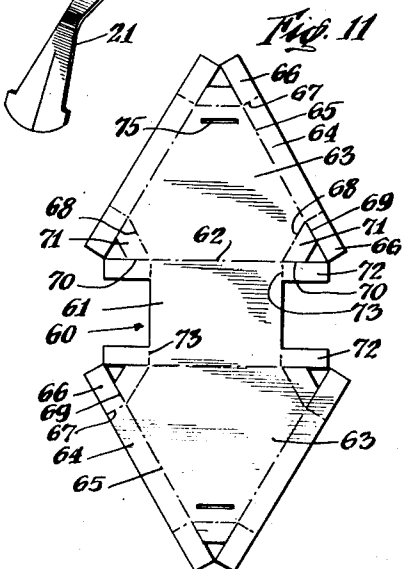


Fig. 11

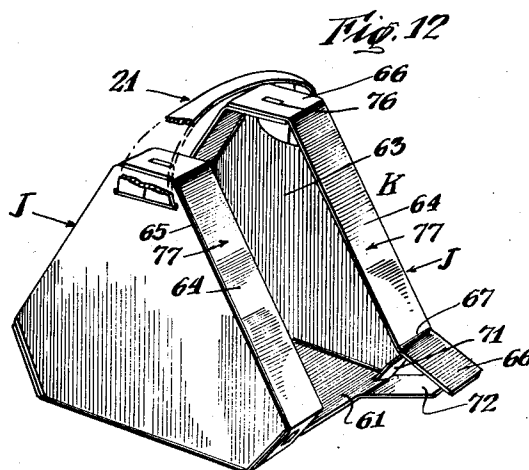


Fig. 12

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2,301,927

MERCHANDISING PACKAGE

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14 Claims. (Cl. 206—46)

This invention relates to merchandising packages and more particularly to an improved merchandising medium for cylindrical or prismatic articles, cans, and commodities.

Certain commodities are customarily sold in units consisting of a predetermined number of articles of uniform size and shape, such as boxes or cans, and it is often desirable to assemble the components of such a unit into a convenient package in which the units can be conveniently shipped, stored, carried and dispensed. Such a package should include an economical, easily manufactured and assembled container for retaining the components of a unit together and affording the necessary protection thereto.

According to the present invention, a predetermined number of cylindrical or prismatic articles of merchandise, such as boxes, cans, or other unwrapped relatively rigid articles, of generally columnar form, having substantially the same length and, most desirably, substantially the same diameter, are arranged in the form of a generally triangular prismatic mass or group. A container or carrier formed of paperboard or other suitably stiff but flexible fibrous sheet material is disposed about the mass to retain the individual articles in the desired relative positions. The container or carrier preferably comprises a pair of generally triangular end portions overlying the ends of the mass of articles and having flanged portions engaging the sides of the articles adjacent the ends. Suitable means, which in certain embodiments of the invention may desirably include an elastic band, may be provided for maintaining the end portions against the articles in assembled package form.

The container or carrier may be made in numerous forms but preferably comprises spaced end members either separately formed or integrally connected by one or more side wall portions. A loop handle for carrying the package may be provided comprising a strip of paperboard or other suitable flexible material suitably attached to corresponding apexes of the container end members; and, in various practical embodiments of the invention, such handle may function importantly in maintaining, or assisting to maintain, the aforesaid end members in proper relation to each other and to the contained articles.

The package may include a suitable number of articles such as boxes, cans, or unwrapped articles of sufficient rigidity to permit the package to be stacked with other similar packages. The novel shape of the package permits con-

venient stacking in a minimum space and in such manner that each package provides maximum resistance to crushing from superjacent packages. The prismatic shape of the package also makes the package easy to handle and carry.

Various other features and advantages of the invention will be apparent from the following particular description and from an inspection of the accompanying drawings.

Although the novel features which are believed to be characteristic of this invention will be particularly pointed out in the claims appended hereto, the invention itself, as to its objects and advantages, and the manner in which it may be carried out, may be better understood by referring to the following description taken in connection with the accompanying drawings forming a part thereof, in which:

Fig. 1 is a top plan view showing a blank suitable for forming an end portion member of my container, two such blanks for each container being required;

Fig. 2 is a top plan view showing a blank suitable for forming a handle for the container;

Fig. 3 is a perspective view of the blank shown in Fig. 1 partially set up to form an end portion of the container, the handle being shown assembled therewith;

Fig. 4 is a perspective view showing a pair of the assembled end members and connecting handle ready to be assembled around a plurality of cylindrical articles of merchandise.

Fig. 5 is a perspective view of the completed package assembled in accordance with the invention;

Fig. 6 is a top plan view of a blank adapted to form a modified end portion;

Fig. 7 is a perspective view of a completed package assembled from a pair of blanks as shown in Fig. 6;

Fig. 8 is a top plan view of a blank suitable for forming still another type of container, a handle being shown already assembled with the blank;

Fig. 9 is a perspective view of the blank and handle of Fig. 8 partially set up, this view illustrating the method of packing the container;

Fig. 10 is a perspective view of the completed package formed from the blank and handle shown in Fig. 8;

Fig. 11 is a top plan view of still another form of container-forming blank; and

Fig. 12 is a perspective view of the blank shown in Fig. 11 set up but devoid of contents.

In the following description and in the claims,

various details will be identified by specific names for convenience, but they are intended to be as generic in their application as the art will permit. Like reference characters denote like parts in the several figures of the drawings.

In the drawings accompanying and forming part of this specification, certain specific disclosure of the invention is made for purposes of explanation, but it will be understood that the details may be modified in various respects without departure from the broad aspect of the invention.

Referring now to Fig. 1, there is shown a triangular-shaped blank 1 formed from paperboard or other suitable material suitably cut and scored to provide a generally triangular face section 2 and elongated generally rectangular side sections 3, 4, 5, extending from the edges of the face section 2 and bendable about score lines 6, 7 and 8 respectively. A slot 15 is provided adjacent the apex of the face section 2 for receiving a handle to be described hereinafter.

Securing flaps 9, bendable about a score line 10, extend from each end of the side sections 3, 4 and 5. Connecting adjacent score lines 10 is a score line 11 which defines a trapezoidal flap 12 at each corner of the face section 2. The trapezoidal corner sections 12 each have side edges 13 defined by cut lines and an outer edge 14.

The blank 2 may be set up to form the end member A, shown in Fig. 3. The side sections 3, 4 and 5 are bent up along the score lines 6, 7 and 8, respectively, and corner sections 12 are bent up along score lines 11. The connecting flaps 9 are then bent inwardly along score lines 10 and secured to each other and to the corner section 12 in a suitable manner, as by a staple 20 or by a suitable adhesive. When thus set up, the side sections 3, 4 and 5 and the corner sections 12 and flaps 9, constitute a continuous, upstanding and self-sustaining flange 16.

A second and similar end member B may be formed in an identical manner and the two end members A and B connected by a handle 21. Referring to Fig. 2, the handle 21 may comprise an elongated strip of paperboard or other suitable material having head portions 22 provided with barbs 23 and an elongated slot 24 dividing each end of the strip into two half strips 25. The strip is connected to each end member by overlapping the half strips 25, inserting each end into its corresponding slot 15 whereafter the half strips are sprung or spread apart so that the barbs 23 lock against the ends of the slot 15.

In packing the container, one of the end members A is disposed on a suitable supporting surface and a suitable number of articles of the same length, for example, the cans C, are disposed thereon and abutting the flange 16, as shown in Fig. 4. Thereafter the other end member B is disposed over the top ends of the cans C and a binder such as an elastic band 26 is applied to the assembled end members to secure them against the cans, whereby the face sections 2, which are held in substantially parallel relation to each other and perpendicular to the longitudinal axes of the cans retain the cans C against longitudinal displacement and the flange 16 retains the cans against lateral displacement, thus forming a rigid package in the general form of an equilaterally triangular right prism. Various types of binders may be provided but the arrangement shown in Fig. 5 has been found particularly suitable. A single elastic band 26 is applied to the end members in three loops 27, 28 and 29,

each engaging a corner of the assembled end members and cans.

A package generally similar to the package D shown in Fig. 5 may be formed from a pair of blanks 30, each formed as shown in Fig. 6. The blank 30 has a generally triangular face section 31 and trapezoidal side sections 32 extending from the edges of the face section 31. The side sections 32 are bendable about score lines 33 and the end edges 34 preferably constitute continuations of lines 35 constituting corner edges of the face section 31.

The blank 31 is set up to form an end member E (Fig. 7) by bending the side sections 32 about score lines 33 so that the side sections extend generally perpendicular to the face section 31. A container F is constituted by two end members E, and a handle 21 is attached thereto in a manner similar to that described above by thrusting its barbed ends through slots 36, one of which is provided in each end member as shown. A suitable binder 26 may be provided to retain the end members E and the enclosed articles in a rigid fully assembled package.

It will be seen that the package F formed from the end members E has the general appearance of the package D shown in Fig. 5 but has no corner flanges, and the side flanges 32 are not self-sustaining but are maintained in upstanding position against the contents by the binder. The package F can be formed very economically since a minimum quantity of material is required to form the blanks. The essential manufacturing operations consist only in cutting and scoring the end-forming blanks 30 and the handle-forming blank 21. In packing, the handle is applied to the end members, the contents inserted and the binder 26 applied, in the same general manner before described.

Referring now to Fig. 8 there is shown a blank 40 suitable for forming a container of somewhat modified structure, which includes integrally the end members and a connecting member. In the blank 40 as here illustrated, said connecting member is provided by the rectangular bottom section 41, while the end members are provided by sections 42 of generally equilaterally triangular form whose bases are defined by the score lines 43. The effective length of the connecting member, i. e., the distance between the score lines 43, should be substantially equal to the length of the articles which the container or carrier is designed to hold. A side section 44 of trapezoidal shape extends from each of the two free edges of the section 42 and is joined thereto along the score line 45. The side sections terminate in ends 47 and 49 constituting continuations of corner edges 46 and 48 respectively of the end sections 42.

Each face or end section 42 is provided with a slot 50 adjacent its outermost apex for the purpose of receiving a handle 21 which may be similar to that shown in Fig. 2 and described above. In Fig. 8 the handle 21 is shown inserted into one of the slots 50.

The blank 40 may be set up to form a container G by bending the side sections 44 about score lines 45 to form spaced flanges and bending face sections 42 about the score lines 43.

A package is assembled, for instance, by inserting the handle 21 in one of the slots 50 and supporting the container G on a flat surface, whereafter a suitable number of the articles which are to form the contents as, for example, cans C, are disposed on one of the face sections 42. The container G is closed by drawing the free face sec-

tion 42 down against the upper ends of the cans C and thereafter inserting the free end of the handle 21 in the slot 50 of the face section 42. The package may be completed by applying a suitable binder, such as elastic band 26, over the container G in a manner similar to that described above, thereby providing a package H of generally triangular prismatic contour similar to that shown in Fig. 10.

Referring now to Fig. 11, there is shown still another form of blank suitable for forming a container or carrier in accordance with the invention. The blank 60 comprises a generally rectangular bottom section 61 and generally triangular face or end sections 63 extending from opposite edges of the bottom section 61 and bendable about score lines 62. The face sections 63 are similar and each has an elongated rectangular side section 64 extending from each free edge and bendable about a score line 65.

Extending from the ends of each side flange 64 are corner flaps 66 bendable about score lines 67. Score lines 68 extend diagonally across the corners of the face section 63 and cooperate with cut lines 69 and 70 in defining a trapezoidal corner section 71 bendable about score lines 68. Extending from the free edges of the bottom section 61 adjacent the corner sections 71, are corner flaps 72 similar to the corner flaps 66. Corner flaps 72 are bendable about score lines 73.

The blank 60 is set up to form a container K (Fig. 12) by bending up the face sections 63 along score lines 62, bending up side sections 64 along score lines 65, and bending in corner sections 71 and corner flaps 66 and 72. The corner flaps 66 and 72 and the corner sections 71 are secured together by suitable means such as a staple 76 or a suitable adhesive, to form continuous self-sustaining flanges 77. Each face section 62 and its corresponding flange 77 constitutes an end member J.

A complete package (not shown) is assembled by disposing the container K on a suitable supporting surface and disposing the contents in one of the end members J whereafter the other end member is disposed over the top ends of the contents and the other end of the handle 21 is inserted in the slot 75 of the top end member to lock the end members together against the contents.

In this form of container, as well as that of Figs. 8-10, the bottom section 61 and handle 21 serve to prevent separation of the end members 63 and the self-sustaining flanges retain the contents, hence it is not necessary to provide any binder or other separate retaining means.

The present invention provides a package which can be quickly and easily assembled without the aid of special packing apparatus. The package occupies a minimum amount of space which is not substantially greater than the space occupied by the contents, if the same are not packaged. By reason of the novel shape of the package it can be easily stored, shipped, handled or carried. It offers great resistance to crushing, strains, protects the contents against injury, and yet permits immediate inspection without opening the container.

The container or carrier can be easily and economically manufactured from paperboard or other suitable material and requires a minimum amount of material as compared with the cubical bulk of the contents packed. The container is suitable for assembly with articles bearing labels which advertise the goods. Since a considerable

surface area of the contained cans (e. g.) remains exposed, they may be readily cooled or heated without removal from the package.

The container or carrier may be made of sufficiently rigid material to afford considerable protection to the contents, or, where the contents comprise rigid cans or boxes, the carrier may be made of comparatively light material. Since the contents are arranged in a triangular stack, the weight of the contents, when the package is carried by the handle, causes the articles to wedge against the container and thus the articles are firmly held against rattling. Also, the elastic band serves to retain the container or carrier against the contents and automatically prevents the container from becoming loose.

In other words, since outward movement of the margins of the carrier ends on one side of the package, specifically the lower side, is prevented by appropriate means such as the elastic band (Figs. 5, 7, 10), or the bottom section which flexibly connects the lower margins of said ends (Figs. 8-12), and since on the opposite or upper side of the package said carrier ends are connected to each other only by the flexible handle secured to the upper margins thereof, said ends being therefore free to move inwardly on the upper side of the package except as prevented by the cans or other columnar articles held within the carrier, the weight of the carrier contents causes the handle, because of its flexibility, to exert a positive inward pull upon the upper margins of the container ends, thereby firmly pressing said ends into terminal engagement with the contained columnar articles whose axes are generally parallel to the handle and perpendicular to the carrier ends.

The beveled corners and inclined sides insure that the container fits snugly against the contents and there are no substantial portions of the container which are not reinforced and supported by the contents. Thus not only are the contents protected against crushing or damage, but the container is also strengthened thereby and the package can be subjected to considerable rough handling without impairing the attractive appearance thereof.

While certain novel features of the invention have been disclosed and are pointed out in the annexed claims, it will be understood that various omissions, substitutions and changes may be made by those skilled in the art without departing from the spirit of the invention.

What I claim is:

1. A carrier for generally prismatic or cylindrical articles comprising similar opposed flanged end members spaced to provide open opposite sides; means connecting and maintaining the end members and the flanges thereof in spaced parallel relation against the contents of the container including elements engaging the flanges and extending across only a part of said open sides, arranged to expose the contents at said sides; and a flexible handle member connecting the end members at points adjacent one side of the carrier.

2. A carrier as set forth in claim 1 in which the end members are generally triangular and the handle connects registering apexes thereof.

3. A carrier as set forth in claim 1 in which the end members are connected by a bottom member integral with the end members, the handle member connecting said end members at the locations opposite the bottom member.

4. A carrier as set forth in claim 1 in which

the end members are separable from each other and include intumed marginal portions extending substantially around the peripheries of said members forming sockets enclosing opposite ends of said articles.

5. A carrier for generally prismatic or cylindrical articles of substantially uniform size and shape, such as cans or the like, comprising opposed end members, a bottom member flexibly connecting the end members and a flexible handle member opposite the bottom member likewise connecting the end members to form a generally rectangular tubular prismatic container body with substantially open sides, merchandise-retaining flanges extending from the margins of the end members across only a portion of said sides and unconnected except at such margins to other portions of the container; and means for holding the flanges in merchandise-engaging position while maintaining said sides in open condition.

6. A carrier as set forth in claim 5 in which the flexible handle member is an elongated strip having barbed ends engaged in slots in said end members.

7. A container as set forth in claim 5 in which at least the end sections and bottom section are formed integrally from a single sheet of material.

8. A carrier as set forth in claim 5 in which the member opposite the bottom member is constructed of flexible fibrous sheet material to form a handle and is connected to at least one of the end members by a tongue and slot connection.

9. A merchandise package comprising a plurality of elongated articles arranged side by side with their ends in alinement to form a compact prismatic mass, opposed end members each extending across alined ends of said articles and provided with flanges extending along the sides of the articles, the flanges at opposite ends being spaced to expose portions of the sides of the articles; and means including a flexible handle connecting the end members and maintaining said members and flanges in confining engagement with the articles, said end members, at the points of their connection to said handle, being free to move inwardly toward each other except as prevented by said articles.

10. A package as set forth in claim 9 in which the flanges are maintained in article-engaging position by elastic bands.

11. A package as set forth in claim 9 in which the end members are connected at opposite margins by a bottom member and the handle respectively.

12. A package as set forth in claim 9 in which the end members are generally triangular, and are connected by a bottom member, the handle being connected to apexes of the end members opposite the bottom member; and flange-retaining means is provided extending across the flanges and a portion of the faces of the merchandise mass intermediate the bottom section and handle, leaving the remainder of said faces exposed.

13. A merchandise package comprising the combination, with a group of articles of merchandise generally columnar in form, substantially uniform in size and disposed with their longitudinal axes substantially parallel, of a carrier comprising oppositely disposed ends terminally engaging said group of articles, means effective to maintain such engagement with respect to the carrier and margins on one side of said group, and a flexible handle disposed on the opposite side of the group and connecting the carrier ends, said carrier ends being free to move inwardly at said opposite side except as prevented by said articles, said handle being adapted and arranged to exert an inward pull on said ends when the package is lifted by the handle.

14. A merchandise package comprising the combination, with a group of articles of merchandise generally columnar in form, substantially uniform in size and disposed with their longitudinal axes substantially parallel, of a carrier comprising oppositely disposed ends terminally engaging said group of articles and provided with flange means laterally confining said group but leaving most of its lateral surface uncovered, a member extending along one side of said group and flexibly connecting said carrier ends, and a flexible handle disposed on the opposite side of the group and connecting the carrier ends, said carrier ends being free to move inwardly at said opposite side except as prevented by said articles, said handle being adapted and arranged to exert an inward pull on said ends when the package is lifted by the handle.

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