A package includes an outer structure that defines an internal space. The package includes a window in the outer structure having a window perimeter shape. The package includes a product located in the internal space. The product defines a product silhouette and the window perimeter shape is indicative of the product silhouette.
PACKAGE WITH INDICATIVE WINDOWS

BACKGROUND OF THE INVENTION

[0001] Many consumers today are overwhelmed at the retail shelf trying to locate a particular product form among many different product forms. This problem is complicated by a large variety of packages having similar colors, designs, and/or graphics. As such, consumers are unable to quickly navigate the retail shelf to locate the desired product. Thus, there exists a need for packages that clearly and quickly communicate the product form located within the various packaging.

SUMMARY OF THE INVENTION

[0002] The present invention addresses these needs by providing packages having windows that are indicative of the product form located within the package. In one aspect, the present invention provides a package having an outer structure that defines an internal space and includes a window having a window perimeter shape. The package also includes a product located in the internal space. The product defines a product silhouette and the window perimeter shape is indicative of the product silhouette.

[0003] In various embodiments, the product may be a digital tampon, an applicator tampon, or a feminine pad. In various embodiments, the outer structure may be made of card stock.

[0004] In some embodiments, the window may be a physical opening wherein the contents of the package, located in the internal space, can be touched from an external space. In some embodiments, the window may be cut through the outer structure and may be at least partially covered by a transparent material.

[0005] In some embodiments, the products may be individually wrapped and at least two individually wrapped products may be visible through the window.

[0006] In some embodiments, a first product may be individually wrapped in a first wrapper having a first color and a second product may be individually wrapped in a second wrapper having a second color different than the first color. The first wrapper and the second wrapper may be visible through the window.

[0007] In some embodiments, the outer structure may be made of a flexible poly film and the flexible poly film may be printed to define the window.

[0008] In another aspect, the present invention provides an array of packages. The array includes a first package having a first outer structure that defines a first internal space and includes a first window having a first window perimeter shape. The first package also includes a first product located in the first internal space wherein the first product defines a first product silhouette and wherein the first window perimeter shape is indicative of the first product silhouette. The array also includes a second package having a second outer structure that defines a second internal space and includes a second window having a second window perimeter shape. The second package also includes a second product located in the second internal space wherein the second product defines a second product silhouette and wherein the second window perimeter shape is indicative of the second product silhouette. In the array, the first product silhouette is different than the second product silhouette.

[0009] In various embodiments of this aspect, the first product may be a feminine pad without wings and the second product may be a feminine pad with wings.

[0010] In some embodiments of this aspect, the first product may be an applicator tampon and the second product may be a feminine pad.

[0011] In some embodiments, the first outer structure may be made of paper board and the second outer structure may be made of poly film.

[0012] In some embodiments of this aspect, the array includes a third package having a third outer structure that defines a third internal space and includes a third window having a third window perimeter shape. The third package also includes a third product located in the third internal space wherein the third product defines a third product silhouette and wherein the third window perimeter shape is indicative of the third product silhouette. In the array, the first product silhouette, the second product silhouette, and the third product silhouette are all different.

[0013] In some embodiments, the first product may be an applicator tampon, the second product may be a feminine pad without wings, and the third product may be a feminine pad with wings.

[0014] In some embodiments, the first package may have a design theme, a predominant color, and a brand name and the second package may have the same design theme, the same predominant color, and the same brand name.

[0015] In some embodiments, the first package may include a product image and the product image and the window perimeter shape may coordinate to create a composite image.

[0016] In another aspect, the present invention provides a package having an outer structure that defines an internal space and includes a simulated window having a simulated window perimeter shape. The package also includes a product located in the internal space wherein the product has a product silhouette and wherein the simulated window perimeter shape is indicative of the product silhouette.

[0017] In some embodiments of this aspect, the product may be a digital tampon, an applicator tampon, or a feminine pad.

[0018] In some embodiments of this aspect, the outer structure may be made of card stock.

BRIEF DESCRIPTION OF THE DRAWINGS

[0019] FIG. 1 representatively illustrates a front perspective view of an exemplary package of the present invention.

[0020] FIG. 1A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 1.

[0021] FIG. 1B representatively illustrates an exemplary method for determining a product silhouette.

[0022] FIG. 2 representatively illustrates a front perspective view of an exemplary package of the present invention.

[0023] FIG. 2A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 2.

[0024] FIG. 3 representatively illustrates a front perspective view of an exemplary package of the present invention.

[0025] FIG. 3A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 3.

[0026] FIG. 4 representatively illustrates a front perspective view of an exemplary package of the present invention.

[0027] FIG. 4A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 4.
FIG. 5 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 5A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 5.

FIG. 6 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 6A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 6.

FIG. 7 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 7A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 7.

FIG. 8 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 8A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 8.

FIG. 9 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 9A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 9.

FIG. 10 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 10A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 10.

FIG. 11 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 11A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 11.

FIG. 12 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 12A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 12.

FIG. 13 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 14 representatively illustrates a front perspective view of an exemplary package of the present invention.

FIG. 14A representatively illustrates a front perspective view of a display that includes multiple packages of FIG. 14.

FIG. 15 representatively illustrates exemplary arrays of packages of the present invention.

FIG. 16 representatively illustrates a front perspective view of an exemplary package of the present invention having a simulated window.

FIG. 16A representatively illustrates a top plan view of an exemplary product located within the package of FIG. 16.

DETAILED DESCRIPTION OF THE DRAWINGS

The present invention provides a package having windows that are indicative of the product located in the package. Referring now to FIG. 1, an exemplary package 10 is illustrated. The package 10 includes an outer structure 12 that defines an internal space 14 and an external space 16. The package 10 also includes at least one window 18 having a window perimeter shape 20.

The package 10 also includes at least one product 22 located in the internal space 14. Referring now to FIG. 1A, a top perspective view of the product 22 of FIG. 1 is representatively illustrated. The product 22 defines a product silhouette 24 and the window perimeter shape 20 is indicative of the product silhouette 24. Specifically, in this embodiment, the product silhouette 24 is a "dog-bone" shape and the window perimeter shape 20 is a "dog-bone" shape. Thus, the window perimeter shape 20 readily identifies the package 10 as containing products 22 having a dog-bone shape. This is believed to be beneficial for a consumer trying to locate a particular product form amidst many other product forms on a retail shelf or other setting.

The product 22 may include any suitable components within the product silhouette 24. For example, the product 22 may include a liquid pervious topsheet 26 and a liquid impervious backsheet 28. The product 22 may also include one or more absorbent layers located between the topsheet 26 and the backsheet 28. For example, the product 22 may include a first absorbent layer 30 overlying a second absorbent layer 32. The entire topsheet 26 defines a body side surface 34 that is generally positioned next to the body of the wearer in use. Likewise, the entire backsheet 28 defines a garment side surface 36 that is generally positioned next to the clothing of the wearer in use.

As used herein, the term "window" refers to a portion of a package wherein the contents of the package, located in the internal space, are viewable through said portion from the external space. The term "window" includes physical openings wherein the contents of the package, located in the internal space, can be touched from the external space. The term "window" also includes physical openings that are partially or completely covered by one or more transparent materials such that the contents of the package, located in the internal space, are viewable through the transparent materials from the external space. The term "window" also includes a portion of a transparent printed package that is unobscured by the printing and thus remains transparent such that the contents of the package, located in the internal space, are viewable through said unobscured and transparent portion from the external space. The windows depicted herein are illustrated as being located completely on one side of the package. However, it will be readily appreciated that in various embodiments, the windows may span across more than one side of the package. In some embodiments, a portion of a window may be located on a front face of the package and a portion of the window may extend around an edge of the package to one or more adjacent sides.

As used herein, the term "window perimeter" refers to the outer boundary of the total area defined by the window.

As used herein, the term "product silhouette" refers to the outline 50 of the shadow 52 cast on a surface 54 from a product 56 and a light source 58 wherein the product 56 is removed from a package, removed from a wrapper (if applicable), unfolded (if applicable), fully extended, wings extended (if applicable), and suspended above the surface 54 and wherein the light source 58 is positioned at a 90 degree angle to a major surface 60 of the product 56 which in turn is positioned at a 90 degree angle to the surface 54 as illustrated in FIG. 1B. The light source 58 is positioned a sufficient distance 62 from the major surface 60 to cast the shadow 52 on the surface 54. As used herein, the term "major surface" refers to either the body side surface or the garment side surface of a pad, liner, diaper, or the like. The term "major surface" refers to a plane parallel to the longitudinal centerline of an applicator tampon or a digital tampon. The term "major surface" refers to the front portion of a pull-on garment such as a training pant or brief.
As used herein, the term “indicative” refers to a first complex shape that is representative, suggestive, illustrative, substantially similar to, substantially the same, the same as, or the same as a second complex shape. In most cases, if a first complex shape is indicative of a second complex shape, the first shape and the second shape will have a similar number of sides, arcs, and straight edges. Also, in most cases, the first shape and the second shape will have similar angles and proportions. The term “indicative” does not necessarily mean that the first shape is the same size as the second shape. The term “indicative” does not refer to simple shapes such as circles, ovals, rectangles, squares, or the like.

The outer structures 12, described herein, may be made of any suitable materials. For example, the outer structures 12 may be made of card board, card stock, paper, paper board, plastic, polymer film, woven material, non-woven material, metal, or the like, and combinations thereof. The windows 18 may be formed in the outer structure 12 by any suitable means. For example, the windows 18 may be die cut, laser cut, stamp cut, water cut, or the like, or combinations thereof. In some embodiments, the outer structures 12 may be made of paper board and the windows 18 may be formed in the outer structure 12 by die cutting.

The outer structure 12 may define any suitable shape or size. The outer structure 12 may include any suitable number of sides. For example, as illustrated in FIG. 1, the outer structure 12 may be a six-sided structure wherein the sides are generally joined together to form a hexahedron. In some embodiments, the outer structure 12 may also include handles, gussets, opening features, flaps, folds, lids, lines of weakness, and the like, and combinations thereof.

In some embodiments, the windows 18 may be created from essentially transparent material used as the outer structure 12. In these embodiments, a first portion of the transparent material may be made non-transparent by printing, painting, dyeing, or other suitable means and a second portion of the transparent material may be left un-altered (i.e., essentially transparent). The un-altered portion may be sufficiently surrounded by the non-transparent portion to define a window 18 in the outer structure 12. For example, the outer structure 12 may be made of an essentially transparent polyethylene or polypropylene film and the outer structure 12 may be printed with any suitable ink via flexographic, gravure, inkjet, or other suitable means, or combinations thereof to define windows 18 that remain transparent.

The products 22 located within the packages 10 may be any suitable type of product. For example, the products 22 may be diapers, training pants, adult incontinent articles, feminine hygiene products, and the like. In some embodiments, the products 22 may be feminine hygiene products such as tampons, applicator tampons, panty liners, pads, pessaries, and the like. Exemplary products are disclosed in detail in U.S. Pat. Nos. 7,427,277 and 4,921,474 and U.S. Patent Applications 2005/0059942; 2009/0054864; and 2009/0204090 which are incorporated herein by reference in their entireties to the extent consistent herewith.

Referring now to FIGS. 2 and 2A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 2 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.
indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 4A.

[0067] Referring now to FIGS. 5 and 5A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 5 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0068] The product 22 of FIG. 5 is illustrated in a partially cut-away top plan view in FIG. 5A. As can be seen in FIG. 5A, the product 22 includes a topsheet 26 and a back sheet 28 in facing relation. The product 22 also includes a first absorbent layer 30 and a second absorbent layer 32 located between the topsheet 26 and the back sheet 28. When the product 22 is unfolded and fully extended, the product 22 defines a product silhouette 24. In this embodiment, the window perimeter shape 20 of the package 10 is substantially the same as the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 of the package 10 of FIG. 5 is indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 5A.

[0069] Referring now to FIGS. 6 and 6A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 6 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0070] The product 22 of FIG. 6 is illustrated in a partially cut-away top plan view in FIG. 6A. As can be seen in FIG. 6A, the product 22 includes a topsheet 26 and a back sheet 28 in facing relation. The product 22 also includes a first absorbent layer 30 and a second absorbent layer 32 located between the topsheet 26 and the back sheet 28. The product 22 also includes side-panels or wings 38 that extend from longitudinal side edges 40. When the product 22 is unfolded and fully extended and the wings 38 are fully extended, the product 22 defines a product silhouette 24. In this embodiment, the window perimeter shape 20 of the package 10 is substantially the same as the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 of the package 10 of FIG. 6 is indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 6A.

[0071] Referring now to FIGS. 7 and 7A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 7 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0072] The product 22 of FIG. 7 is illustrated in a top plan view in FIG. 7A. As can be seen in FIG. 7A, the product 22 includes a shell 42 and an absorbent structure 44. The shell 42 defines a body-facing surface 46 and a garment-facing surface 48. The product 22 may include body adhesive 49 on at least a portion of the body-facing surface 46 for attachment to the body of the wearer. When the product 22 is unfolded and fully extended, the product 22 defines a product silhouette 24. In this embodiment, the window perimeter shape 20 of the package 10 is substantially the same as the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 of the package 10 of FIG. 7 is indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 7A.

[0073] Referring now to FIGS. 8 and 8A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 8 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0074] The product 22 of FIG. 8 is illustrated in a top plan view in FIG. 8A. As can be seen in FIG. 8A, the product 22 includes an absorbent structure 44 and a shell 42. The absorbent structure 44 is configured for disposition adjacent a female wearer's vaginal region. The shell 42 is configured for supporting the absorbent structure 44 at the vaginal region. The shell 42 has a body-facing surface 46 and a garment-facing surface 48. The body-facing surface 46 has an adhesive 49 thereon for adhering the shell 42 directly to the wearer. When the product 22 is unfolded and fully extended, the product 22 defines a product silhouette 24. In this embodiment, the window perimeter shape 20 of the package 10 is substantially the same as the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 of the package 10 of FIG. 8 is indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 8A.

[0075] Referring now to FIGS. 9 and 9A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 9 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0076] The product 22 of FIG. 9 is illustrated in a top plan view in FIG. 9A. As can be seen in FIG. 9A, the product 22 includes an absorbent structure 44 and a shell 42. The absorbent structure 44 is configured for disposition adjacent a female wearer's vaginal region. The shell 42 is configured for supporting the absorbent structure 44 at the vaginal region. The shell 42 has a body-facing surface 46 and a garment-facing surface 48. The body-facing surface 46 has an adhesive 49 thereon for adhering the shell 42 directly to the wearer. When the product 22 is unfolded and fully extended, the product 22 defines a product silhouette 24. In this embodiment, the window perimeter shape 20 of the package 10 is substantially the same as the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 of the package 10 of FIG. 9 is indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 9A.

[0077] Referring now to FIGS. 10 and 10A, another exemplary package 10 having a window perimeter shape 20 that is
indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 10 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0078] The product 22 of FIG. 10 is illustrated in a partially cut-away sectional view in FIG. 10A. As can be seen in FIG. 10A, the product 22 is generally an applicator tampon 64. The applicator tampon 64 has a longitudinal centerline 66. The applicator tampon 64 of FIG. 10A is illustrated in a partially cut-away section view taken along the longitudinal centerline 66 to illustrate internal components. The applicator tampon 64 generally includes a barrel 68, a telescoping section 70, a plunger 72, and a pledget 74. The barrel 68 generally includes the pledget 74 located therein. The barrel 68 also includes one or more petals 78 to facilitate expulsion of the pledget 74. Prior to use, the plunger 72 may be positioned within the telescoping section 70 to provide a “compact” design. The plunger 72 may then be extended and rigidly engaged with the telescoping section 70 such that force applied to the plunger 72 is translated to the telescoping section 70 to expel the pledget 74 from the barrel 68. The pledget 74 may also include a string 76 to facilitate removal of the pledget 74 after use. When the product 22 is fully extended, the product 22 defines a product silhouette 24. In this embodiment, the window perimeter shape 20 of the package 10 is representative of the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 of the package 10 of FIG. 10 is indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 10A.

[0079] Referring now to FIGS. 11 and 11A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 11 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0080] The product 22 of FIG. 11 is illustrated in a side view in FIG. 11A. As can be seen in FIG. 11A, the product 22 is a digital tampon 80. The digital tampon 80 has a longitudinal centerline 66. The digital tampon 80 of FIG. 11A generally includes a pledget 74 and a string 76 to facilitate removal of the pledget 74 after use. The product 22 defines a product silhouette 24. In this embodiment, the window perimeter shape 20 of the package 10 is indicative of the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 of the package 10 of FIG. 11 is indicative of the product silhouette of the product 22 located within the package 10 and illustrated in FIG. 11A.

[0081] Referring now to FIGS. 12 and 12A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 184 of the product 22 located therein is illustrated. The package 10 of FIG. 12 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0082] The product 22 of FIG. 12 is illustrated in a perspective view in FIG. 12A. As can be seen in FIG. 12A, the product 22 is generally a brief 160 having a waist opening 162 and a pair of leg openings 164. The brief 160 includes a front portion 166 and a back portion 168. The front portion 166 and the back portion 168 are joined together at the sides 170 and at the crotch 172. The brief 160 may include an absorbent 176 and/or a waist band 174 in various embodiments. In various embodiments, the brief 160 may include a top sheet 178 and a back sheet 180 in facing relation. In various embodiments, the absorbent layer 176 may be located between the topsheet 178 and the back sheet 180. When the front portion 166 of the brief 160 is separated from the back portion 168 along the plane defined by element 182, the fully extended front portion 166 defines a product silhouette 184. In this embodiment, the window perimeter shape 20 of the package 10 is suggestive of the product silhouette 184. Thus, the window perimeter shape 20 of the window 18 is indicative of the product 22 located within the package 10.

[0083] Referring now to FIG. 13, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 13 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0084] The product 22 of FIG. 13 is illustrated in a top plan view in FIG. 2A. As can be seen in FIG. 2A, the product 22 includes a topsheet 26 and a back sheet 28 in facing relation. The product 22 also includes a first absorbent layer 30 and a second absorbent layer 32 located between the topsheet 26 and the back sheet 28. The product 22 also includes wings 38 extending from longitudinal side edges 40. When the product 22 is fully extended and the wings 38 are fully extended, the product 22 defines a product silhouette 24.

[0085] In this embodiment, majority of the window perimeter shape 20 of the package 10 is substantially the same as a majority of the product silhouette 24. Thus, the window perimeter shape 20 of the window 18 is indicative of the product 22 located within the package 10.

[0086] Referring now to FIGS. 14 and 14A, another exemplary package 10 having a window perimeter shape 20 that is indicative of the product silhouette 24 of the product 22 located therein is illustrated. The package 10 of FIG. 14 includes an outer structure 12 that defines an internal space 14 and an external space 16. The outer structure 12 includes a window 18. The window 18 defines a window perimeter shape 20. The package 10 also includes products 22 located within the internal space 14. The products 22 are visible from the external space 16 via the window 18.

[0087] The product 22 of FIG. 14 is illustrated in a top plan view in FIG. 2A. As can be seen in FIG. 2A, the product 22 defines a longitudinal centerline 66 which in turn defines a first half 188 and a second half 190. The package 10 of FIG. 14 also includes a product image 186. As used herein, the term “product image” refers to a depiction of at least a portion of a product. For example, in FIG. 14, the product image 186 is a depiction of the second half 190 of the product 22 located within the package 10. The product image 186 may be created
using any suitable means. For example, the product image 186 may be printed on the outer structure 12 of the package 10 using ink jet printing, flexographic printing, gravure roll printing, and the like, and combinations thereof. In some embodiments, the product image 186 may be provided on a separate material and joined to the outer structure 12 via any suitable means. For example, the product image 186 may be printed on a substrate that is in turn adhered to the outer structure 12 like a sticker.

[0088] In various embodiments, a product image 186 and a window perimeter shape 20 may combine to create a composite image. As used herein, the term “composite image” refers to a construction that includes a product image coordinated with a window perimeter shape to create a unitary image. For example, referring to FIG. 14A, multiple packages 10 of FIG. 14 are illustrated in a display condition such as may be arranged on a retail shelf. The multiple packages 10 each include a product image 186 and a window 18 having a window perimeter shape 20. The multiple packages 10 each include products 22 having a product silhouette 24 as illustrated in FIG. 2A. The window perimeter shape 20 of a first package 92 in combination with a product image 186 of a second package 94 creates a composite image 191. Likewise, the window perimeter shape 20 of the second package 94 in combination with the product image 186 of a third package 96 creates a composite image 191. Finally, the window perimeter shape 20 of the third package 96 in combination with the product image 186 of a fourth package 98 creates a composite image 191. The composite images 191 are indicative of the products 22 located within the various packages 92, 94, 96, and 98.

[0089] In various embodiments, the products 22 may be individually wrapped in any suitable wrapping material such as polymer films, woven materials, non-woven materials, or the like, or combinations thereof. In various embodiments, the products 22 may be individually wrapped in wrappers 82 wherein at least two individually wrapped products 22 are visible through the window 18. For example, as illustrated in FIG. 1, six products 22 are individually wrapped in six wrappers 82 and are visible through the window 18.

[0090] In various embodiments, the individually wrapped products 22 may be wrapped in wrappers 82 having more than one color per wrapper 82. In some embodiments, some individually wrapped products 22 may be wrapped in a wrapper 82 having a first color and some individually wrapped products 22 may be wrapped in a wrapper 82 having a second color different than the first color and being located within the same package 10. For example, as illustrated in FIG. 2, six products 22 are individually wrapped in six wrappers 82. At least one of the wrappers 82 has a first color 84, at least one of the wrappers 82 has a second color 86, at least one of the wrappers 82 has a third color 88, and at least one of the wrappers 82 has a fourth color 90 wherein all the colors 84, 86, 88, and 90 are different.

[0091] In some aspects, the present invention also provides an array of packages having windows that are indicative of the products located within the respective packages. Referring now to FIG. 15, an exemplary array of packages 102 is illustrated. The array of packages 102 includes a first package 104 and a second package 106. In some embodiments, the various packages described herein may be suitable for use as the first package 104 and/or the second package 106. The first package 104 has a first outer structure 108 that defines a first internal space 110 and a first external space 112. The first package 104 also includes a first window 114 having a first window perimeter shape 116. The first package 104 also includes a first product 118 located in the first internal space 110. For illustration, an exemplary first product 118 from the first package 104 is shown in a fully extended top view next to the first package 104. The first product 118 defines a first product silhouette 120 and the first window perimeter shape 116 is indicative of the first product silhouette 120.

[0092] The second package 106 in the array of packages 102 has a second outer structure 122 that defines a second internal space 124 and a second external space 126. The second package 106 includes a second window 128 having a second window perimeter shape 130 in the second outer structure 122. The second package 106 also includes a second product 132 located in the second internal space 124. For illustration, an exemplary second product 132 from the second package 106 is shown in a fully extended top view next to the second package 106. The second product 132 defines a second product silhouette 134 and the second window perimeter shape 130 is indicative of the second product silhouette 134. In the array of packages 102, the first product silhouette 120 is different than the second product silhouette 134 and thus the first window perimeter shape 116 is different than the second window perimeter shape 130.

[0093] Referring again to FIG. 15, a second exemplary array of packages 136 is illustrated. The array of packages 136 includes a first package 104, a second package 106, and a third package 138. In some embodiments, the various packages described herein may be suitable for use as the first package 104 and/or the second package 106 and/or the third package 138. The first package 104 has a first outer structure 108 that defines a first internal space 110 and a first external space 112. The first package 104 also includes a first window 114 having a first window perimeter shape 116. The first package 104 also includes a first product 118 located in the first internal space 110. For illustration, an exemplary first product 118 from the first package 104 is shown in a fully extended top view next to the first package 104. The first product 118 defines a first product silhouette 120 and the first window perimeter shape 116 is indicative of the first product silhouette 120.

[0094] The second package 106 in the array of packages 102 has a second outer structure 122 that defines a second internal space 124 and a second external space 126. The second package 106 includes a second window 128 having a second window perimeter shape 130 in the second outer structure 122. The second package 106 also includes a second product 132 located in the second internal space 124. For illustration, an exemplary second product 132 from the second package 106 is shown in a fully extended top view next to the second package 106. The second product 132 defines a second product silhouette 134 and the second window perimeter shape 130 is indicative of the second product silhouette 134. In the array of packages 102, the first product silhouette 120 is different than the second product silhouette 134 and thus the first window perimeter shape 116 is different than the second window perimeter shape 130.

[0095] The third package 138 in the array of packages 136 has a third outer structure 140 that defines a third internal space 142 and a third external space 144. The third package 138 includes a third window 146 having a third window perimeter shape 148 in the third outer structure 140. The third package 138 also includes a third product 150 located in the third internal space 142. For illustration, an exemplary third
product 150 from the third package 138 is shown in a fully extended top view next to the third package 138. The third product 150 defines a third product silhouette 152 and the third window perimeter shape 148 is indicative of the third product silhouette 152. In the second array of packages 136, the first product silhouette 120, the second product silhouette 134, and the third product silhouette 152 are all different and thus the first window perimeter shape 116, the second window perimeter shape 130, and the third window perimeter shape 148 are all different.

In various embodiments, herein packages may also include any suitable colors, themes, brand names, or the like. In some embodiments, the various packages in the various arrays may include common design themes, colors, graphics, brand names, and the like, and combinations thereof. For example, the various packages in the various arrays may all have the same predominating color and may all have the same brand name. Thus, even though the packages will have similarity and unity on the retail shelves, a consumer will readily be able to navigate said shelf to find the desired product form via the indicative windows.

Additionally, all combinations and/or sub-combinations of the disclosed embodiments, ranges, examples, and alternatives are also contemplated.

1. A package comprising
an outer structure that defines an internal space and
includes a window having a window perimeter shape and
a product located in the internal space wherein the product defines a product silhouette and wherein the window perimeter shape is indicative of the product silhouette.

2. The package of claim 1 wherein the product is a digital tampon, an applicator tampon, or a feminine pad.

3. The package of claim 1 wherein the outer structure comprises card stock.

4. The package of claim 3 wherein the window is a physical opening and wherein the contents of the package, located in the internal space, can be touched from an external space.

5. The package of claim 3 wherein the window is a cut through the outer structure and is at least partially covered by a transparent material.

6. The package of claim 3 wherein the products are individually wrapped and wherein at least two individually wrapped products are visible through the window.

7. The package of claim 3 wherein a first product is individually wrapped in a first wrapper having a first color and a second product is individually wrapped in a second wrapper having a second color different from the first color and wherein the first wrapper and the second wrapper are visible through the window.

8. The package of claim 1 wherein the outer structure comprises a flexible poly film and wherein the flexible poly film is printed to define the window.

9. The package of claim 8 wherein the products are individually wrapped and wherein at least two individually wrapped products are visible through the window.

10. An array of packages comprising
a first package having a first outer structure that defines a first internal space and includes a first window having a first window perimeter shape and a first product located in the first internal space wherein the first product defines a first product silhouette and wherein the first window perimeter shape is indicative of the first product silhouette and

a second package having a second outer structure that defines a second internal space and includes a second window having a second window perimeter shape and a second product located in the second internal space wherein the second product defines a second product silhouette and wherein the second window perimeter shape is indicative of the second product silhouette and wherein the first product silhouette is different than the second product silhouette.

11. The array of claim 10 wherein the first product is a feminine pad without wings and the second product is a feminine pad with wings.

12. The array of claim 10 wherein the first product is an applicator tampon and the second product is a feminine pad.

13. The array of claim 10 wherein the first outer structure comprises paper board and the second outer structure comprises poly film.

14. The array of claim 10 further comprising a third package having a third outer structure that defines a third internal space and includes a third window having a third window perimeter shape and a third product located in the third inter-
nal space wherein the third product defines a third product silhouette and wherein the third window perimeter shape is indicative of the third product silhouette and wherein the first product silhouette, the second product silhouette, and the third product silhouette are all different.

15. The array of claim 14 wherein the first product is an applicator tampon, the second product is a feminine pad without wings, and the third product is a feminine pad with wings.

16. The array of claim 10 wherein the first package has a design theme, a predominant color, and a brand name and wherein the second package has the same design theme, the same predominant color, and the same brand name.

17. The array of claim 10 wherein the first package includes a product image and wherein the product image and the window perimeter shape coordinate to create a composite image.

18. A package comprising an outer structure that defines an internal space and includes a simulated window having a simulated window perimeter shape and a product located in the internal space wherein the product has a product silhouette and wherein the simulated window perimeter shape is indicative of the product silhouette.

19. The package of claim 18 wherein the product is a digital tampon, an applicator tampon, or a feminine pad.

20. The package of claim 19 wherein the outer structure comprises card stock.