June 21, 1960 G. E. FAGAN ET AL 2,941,670

MERCHANDISE DISPLAY DEVICE

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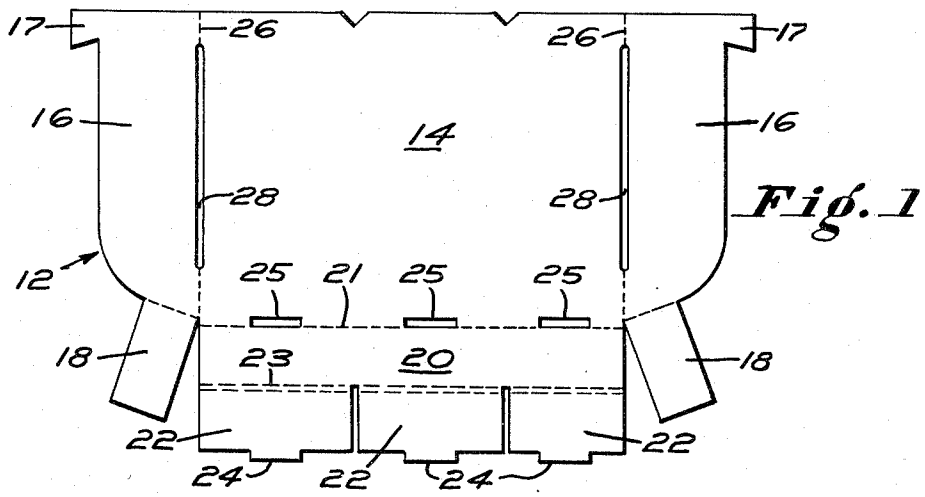


Fig. 1

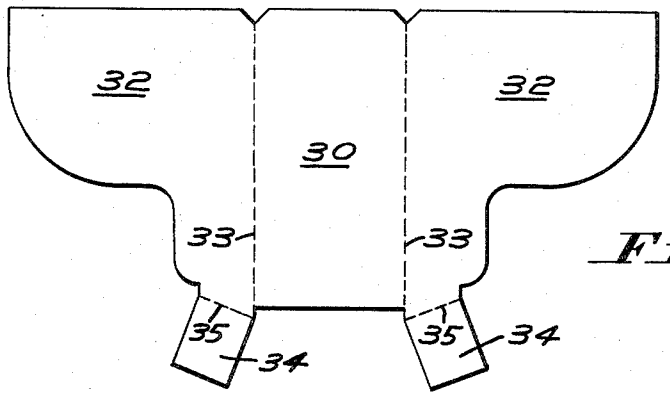


Fig. 2

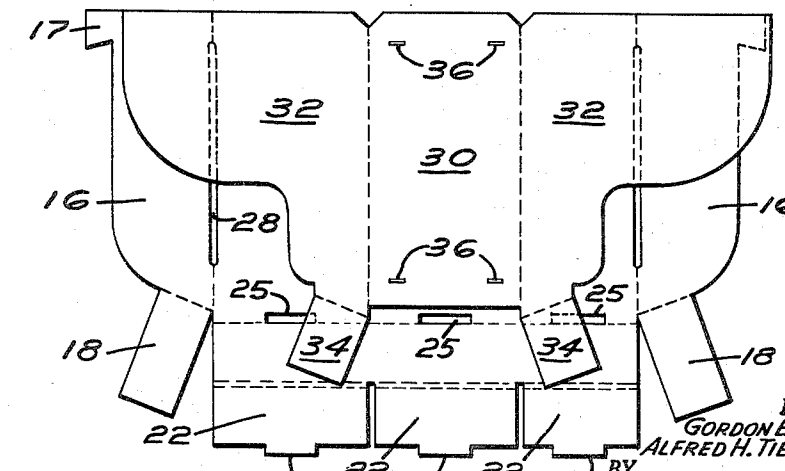


Fig. 3

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MERCHANDISE DISPLAY DEVICE

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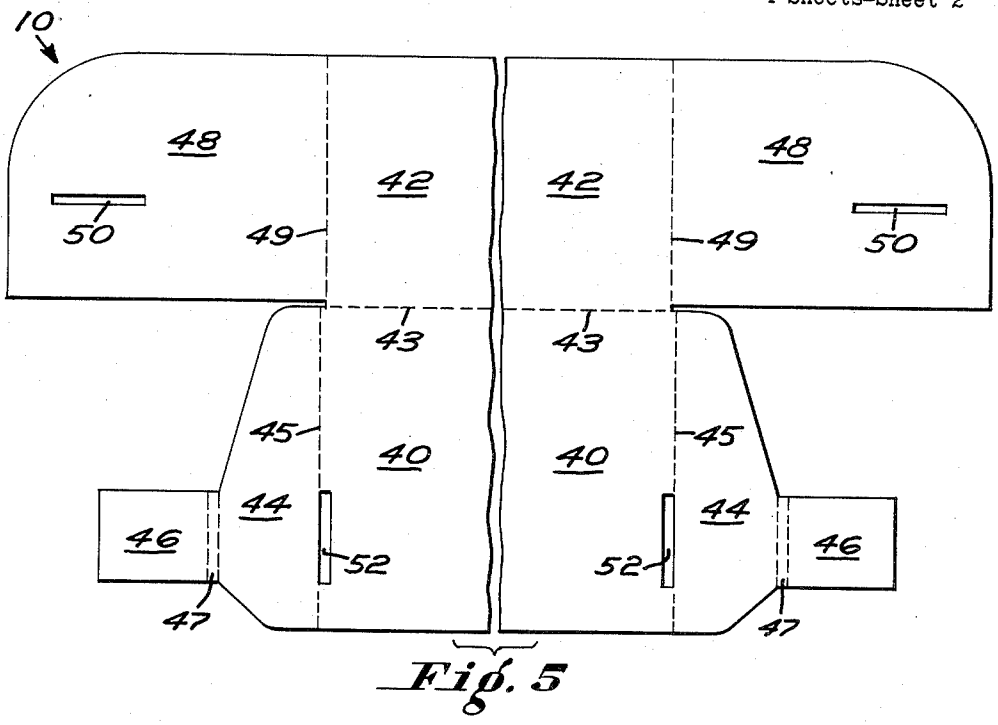


Fig. 5

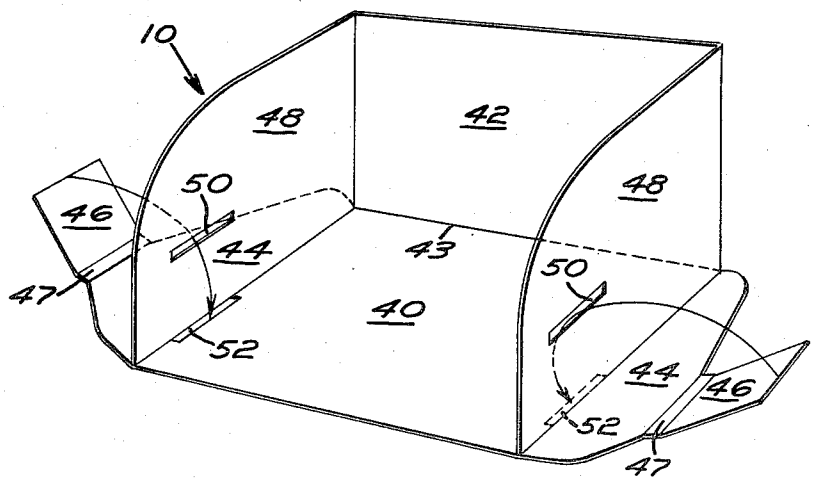


Fig. 6

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MERCHANDISE DISPLAY DEVICE

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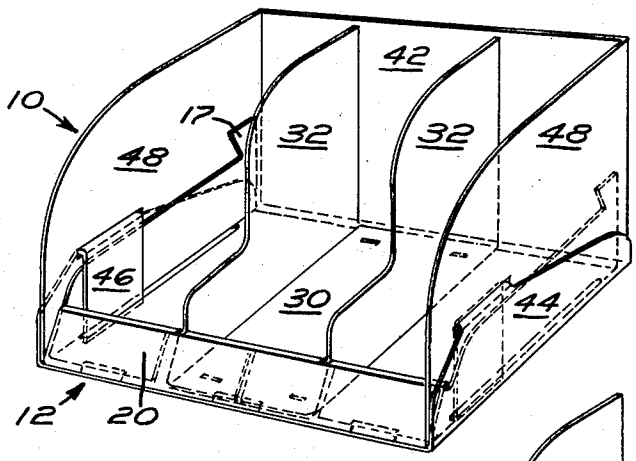


Fig. 7

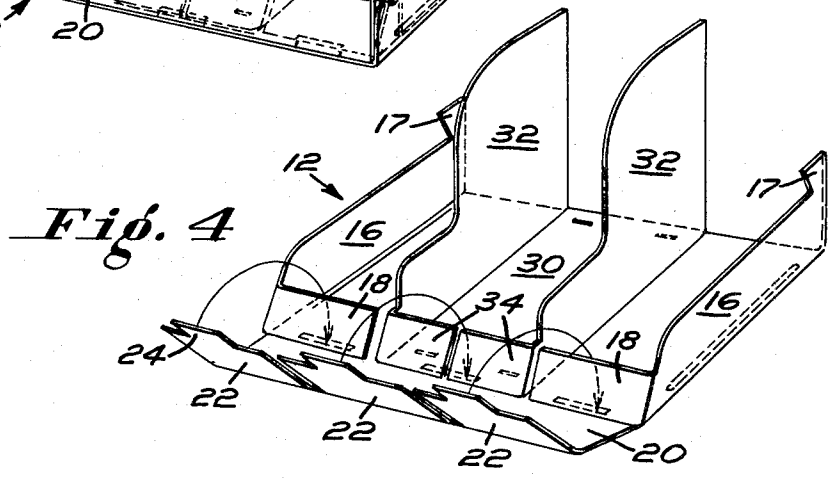


Fig. 4

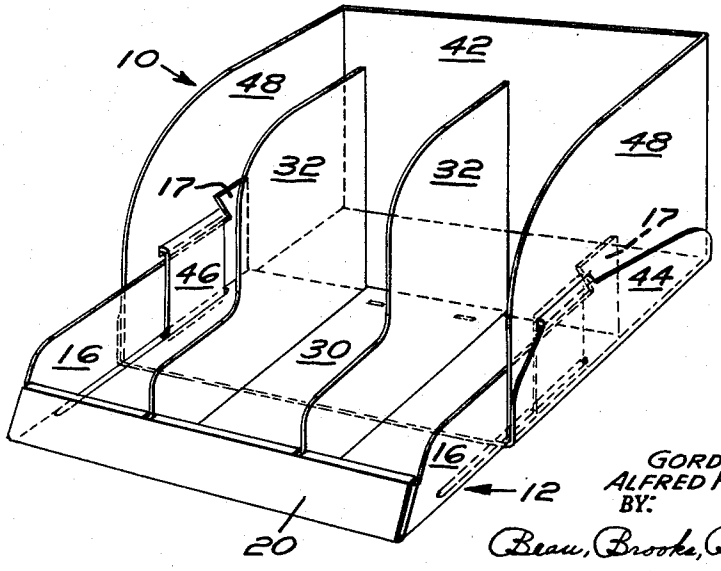


Fig. 8

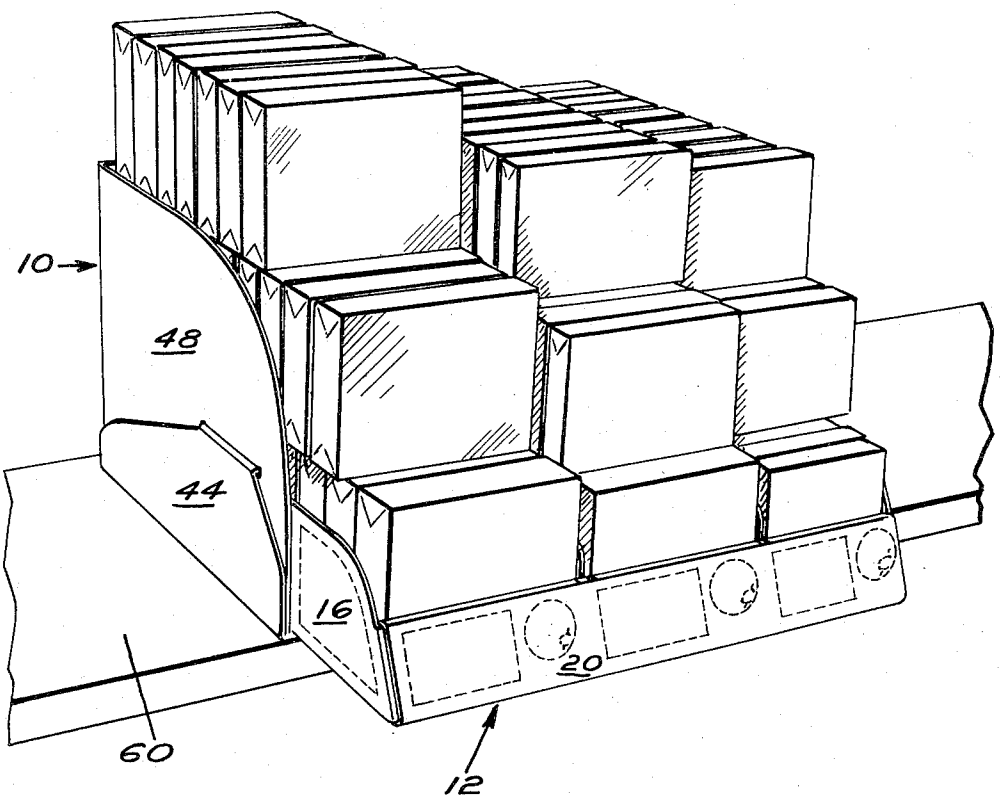
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Fig. 9



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MERCHANDISE DISPLAY DEVICE

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Filed Oct. 9, 1956, Ser. No. 614,925

6 Claims. (Cl. 211—49)

This invention relates to an improved merchandise display device which is open at the front and top thereof for visual display of the contents when placed on a store counter or shelf. The invention is particularly characterized by the fact that the bottom structure of the container is telescopically adjustable forwardly and rearwardly, to correspondingly vary the volumetric capacity of the device. Furthermore, it is a particular feature of the invention that the relatively slidable bottom member terminates in an upwardly bent front panel or lip portion for retaining the displaced merchandise against dislodgment. Also, the bottom structure of the device is adjustable so as to project merchandise displayed by the device outwardly beyond the line of other merchandise disposed on the same counter or shelf, whereby the merchandise so supported is the most prominently displayed.

One of the objects of the invention is to provide an improved merchandise display device embodying the features aforesaid, which is of structurally simplified and inexpensively fabricated form.

Another object is to provide a display device as aforesaid which is readily adjustable to suit a large variety of merchandise loadings with utmost facility and convenience.

Still another object of the invention is to provide an improved display container as aforesaid which is readily adjustable at all times to avoid the appearance of a partially filled display container, as merchandise is progressively removed from the container.

Other objects and advantages of the invention will appear from the specification hereinafter.

In the drawings:

Fig. 1 is a plan view of the blank from which is formed one portion of the adjustable bottom subassembly of the display device of the invention;

Fig. 2 is a plan view of the blank from which is fabricated the second component of the bottom subassembly of the device;

Fig. 3 illustrates an initial step in the fabrication of the bottom subassembly unit of the device;

Fig. 4 illustrates in perspective the bottom subassembly device in substantially completed form;

Fig. 5 illustrates the plan view form of the blank from which the main container component of the device is fabricated;

Fig. 6 is a perspective view illustrating diagrammatically a step in the fabrication of the blank of Fig. 5;

Fig. 7 is a perspective view of the display device of the invention subsequent to final assembly of the main container and bottom components thereof; showing the bottom unit in contracted position;

Fig. 8 is a view corresponding to Fig. 7, but showing the bottom unit in forwardly extended position; and

Fig. 9 is a perspective view showing the device in merchandise displaying condition, with the bottom unit thereof in extended position.

The display device of the invention comprises generally a main container component designated **10**, and a

false bottom member **12**. As illustrated in Fig. 1, the blank **12** is fabricated from any suitable sheet stock, such as cardboard, plastic, or sheet metal, by any suitable stamping die or the like so as to provide the blank **12** to comprise a generally rectangular central body portion **14** appended by side wing portions **16—16**, each of which is formed with an outstanding lug portion **17**. Flaps **18—18** extend from the forward end portions of each wing member **16**; the flaps **18—18** being arranged to extend somewhat obliquely way from the wings **16—16**. A front panel **20** extends forwardly of the main body portion **14** along a fold line **21** therebetween. Locking flaps **22** extend forwardly from the panel **20** and joined thereto along a double fold line **23**, and each terminates in an ear **24** for subsequent slip-fitted locking insertion in registering slots **25** formed along the fold line **21**. The wings **16** adjoin the body portion **14** at fold lines **26**, through which are formed elongate slots **28—28**. Fig. 2 illustrates the form of blank from which the second element of the false bottom component is fabricated. This blank may also be formed of any suitable sheet material such as cardboard, sheet metal, sheet plastic, or the like, and comprises a generally rectangularly shaped central body portion **30** appended at its opposite sides by wings **32—32** joining the body portion **30** at fold lines **33—33**. The wings **32—32** are subtended by locking flaps **34—34** adjoining the wing portion **32—32** along fold lines **35—35**. As illustrated in Fig. 3, the first step in fabrication of the sliding tray component of the device is to superpose the portion **30** of the blank of Fig. 2 substantially in the center of the portion **14** of the blank of Fig. 1, with the top edges of the two blanks disposed in congruent relation. The two blanks are then stapled together as indicated at **36**, or otherwise suitably fastened permanently together. The next step in operation of fabrication of the sliding tray portion of the device is illustrated in Fig. 4. It will be seen that the wings **32—32** are first folded into vertically standing attitudes. The side wings **16—16** are then similarly folded into vertically standing attitudes. The locking flaps **34, 34, 18, 18** are then folded inwardly as shown in Fig. 4, whereupon the front panel **20** is then bent upwardly about its fold line **21** so that the panel **20** lies against the front faces of the flaps **18, 34**. The locking flaps **22** are then folded over and rearwardly and then down into the interior of the device so that their extending tongue portions **24** slip-fit into the slotted apertures **25**, to lock the tray assembly in the attitude shown in Figs. 7, 8. Thus, it will be appreciated that the tray subassembly unit has opposite side walls **16—16**, a low front wall panel **20**, and intermediately disposed upright partitions **32, 32**.

Figs. 5, 6 illustrate fabrication of the main container portion **10** of the display device. As shown in Fig. 5, this portion of the device is formed from a blank of sheet cardboard or plastic or metal or the like to comprise a generally rectangularly shaped central body portion **40** comprising the base panel of the container adjoined by a back panel portion **42** by means of a fold line **43** disposed therebetween. The base panel portion **40** is appended at its opposite ends by end flaps **44** joining the base panel **40** at fold lines **45** and in turn appended respectively by lock flaps **46** joining the flaps **44** at double fold lines **47**. The back panel portion **42** is appended at its opposite ends by means of panel portions **48—48** joining the back panel **42** at fold lines **49—49**.

To set up the main container portion **10**, the blank illustrated in Fig. 5 is first folded along the fold line **43** so as to bring the back panel **42** into an upright standing position. The side panels **48—48** thereof are then folded forwardly along their fold lines **49—49** into parallel forwardly extending relation as shown in Fig.

6. The end flaps 44—44 are then folded upwardly along their fold lines 45 while the lock flaps 46 are slip-fitted through slots 50—50 formed in the panel portions 48—48. After the flaps 46 are slip-fitted through slots 50 they are bent downwardly about their double fold lines 47 so that their extreme end portions slip-fit downwardly into slots 52—52 formed along the fold lines 45—45. Actually, the ends of the flaps 46—46 are not inserted in the slots 52—52 until subsequent to assembly of the component 12 interiorly of the component 10. This last step in assembly of the display device of the invention is accomplished by simply sliding the tray component 12 into the open interior of the container component 10, as shown in Fig. 8 until such time as the upstanding lug portions 17—17 are disposed behind the positions of the locking flaps 46—46. These flaps are then folded downwardly and inserted at their extreme ends in the slots 52—52, thereby embracing the side panel 16—16 of the sliding tray component and at the same time cooperating with the upstanding lug portions 17—17 thereof to prevent subsequent unintended disassembly of the device. Thus, as illustrated in Figs. 7 and 8, the device is now in completed form and adapted to receive merchandise in stacked relation therein; the tray component 12 being readily slidable forwardly or rearwardly and telescopically in relation to the container portion 10 so as to thereby vary the volumetric capacity of the display device. Furthermore, by sliding the tray portion forwardly to project outwardly from the front edge of the main container portion 10, the merchandise at the front end of the tray device may be thereby projected out beyond the profile line of other merchandise on display on the same counter.

Fig. 9 illustrates, in perspective, application of the display device of the invention to a merchandise display project. As illustrated therein, a variety of packaged merchandise may be readily accommodated within a display device and the latter may be extended forwardly so that the front row of merchandise is thereby projected outwardly beyond the line of the counter 60 upon which the display device is rested. As shown in the drawings herewith, the blank of Fig. 2 may be dimensioned and disposed in relation to the blank of Fig. 1 so as to subdivide the interior of the container unit into compartments of any desired width dimensions. For example, as shown in the drawing herewith the device is compartmented to accommodate three rows of merchandise packages of different widths; but of course it will be understood that the device may be readily constructed so as to accommodate any other number of rows of merchandise of any dimension, as may be preferred. As shown in Fig. 9, the display device will initially be preferably loaded substantially to its fill, but as merchandise is sold from the display device and the front layers thereof become depleted, the sliding tray portion 12 may be simply pressed rearwardly so as to compact the remaining store of merchandise, thereby giving the appearance of a fully loaded display stand of somewhat smaller dimensions. This has an advantageous psychological effect and contributes to the appearance of tidiness of the display.

We claim:

1. A merchandise display device comprising a main container member having a central body portion, a back panel, side panels, end flaps and lock flaps on said end flaps; and a tray portion comprising a body portion and side wing portions having slide limit lugs extending upwardly therefrom, said tray slidably inserted within said container member to rest upon said central body portion and to be slidable thereon in forward and rearward directions; each of said side panels having a slot substantially parallel to the central body portion and through which one of said lock flaps is passed and beyond which said lock flap extends, said lock flaps being folded over portions of said sliding tray device to guide it and being located in the path of said slide limit lugs, for engagement by the lugs, to maintain the display device in assembled relation.

2. A merchandise display device including in combination a main container member having a central body portion, an upstanding back panel, means associated with said back panel, for maintaining it upstanding, upstanding side panels, two upstanding end flaps and a lock flap attached to the outer edge of each of said end flaps, said main container member also having a slot adjacent each juncture of said central body portion and one of said end flaps; and a tray slidably inserted within said container member to rest upon said central body portion, said tray comprising a body portion and two upstanding side wing portions, said tray also having a tray slot adjacent each juncture of said tray body portion and one of said side wing portions and aligned with one of said first slots, each of said side panels having a slot substantially parallel to the central body portion, said lock flaps attached to one of said end flaps passing through one of said side panel slots and one of said tray slots and held by one of said first slots thereby overlying said wing portion to maintain the unit in assembled relation.

3. A merchandise display device including in combination a main container member having a central body portion, an upstanding back panel, at least one upstanding side panel, at least one upstanding end flap and a lock flap attached to said end flap, said main container member also having a first slot adjacent the juncture of said central body portion and said end flap and a second slot in said side panel vertically above and aligned with said first slot; and a tray slidably inserted within said container member to rest upon said central body portion, said tray comprising a body portion and at least one upstanding side wing portion, said tray also having a tray slot adjacent the juncture of said tray body portion and said side wing portion and aligned with said first slot, said lock flap attached to said end flap passing through said second and tray slots and held by said first slot thereby overlying said wing portion to maintain the unit in assembled relation.

4. A merchandise display device including in combination a main container member having a central body portion, an upstanding back panel, at least one upstanding side panel, at least one upstanding end flap, and a lock flap attached to the outer edge of said end flap, said main container member having a first slot in said central portion parallel to the juncture of said central body portion and said end flap, said side panel having a slot vertically above and aligned with said first slot; and a tray slidably inserted within said container member to rest upon said central body portion, said tray comprising a body portion and at least one upstanding side wing portion adjacent said end flap, said tray having at least one tray slot in its body portion adjacent to and aligned with said first slot, said lock flap attached to said end flap passing through said side panel slot and said tray slot and held by said first slot and overlying said wing portion, thereby maintaining the unit in assembled relation.

5. A merchandise display device comprising a main container member having a central body portion, an upstanding back panel, at least one upstanding side panel, at least one upstanding end flap and lock flap connected to said end flap; and a tray slidably inserted within said container member to rest upon said central body portion, said tray comprising a tray body portion and at least one upstanding side wing portion adjacent said side panel; said side panel having a slot substantially parallel to the central body portion and through which said lock flap attached to said end flap is passed and beyond which it extends downwardly engaging said one side wing portion of said tray, thereby guiding said tray and maintaining the unit in assembled relation.

6. A merchandise display device comprising a main container member having a central body portion, a back panel, at least one side panel, at least one end flap and a lock flap on said end flap; and a tray slidably inserted within said container member to rest upon said central body portion and to be slidable thereon in forward and rearward direction, said tray comprising a body portion and at least one side wing portion having a slide limit lug extending therefrom, said one side panel having a slot substantially parallel to the central body portion and through which said lock flap is passed and beyond which it extends, said lock flap being folded over a portion of said sliding tray device to guide it and being located in the path of said slide limit lug, for engagement by the lug, to maintain the display device in assembled relation.

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