Aug. 1, 1950 W. A. RINGLER 2,517,030

DISPLAY AND DISPENSING CARTON

Filed June 15, 1945

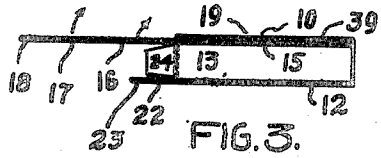


FIG. 3.

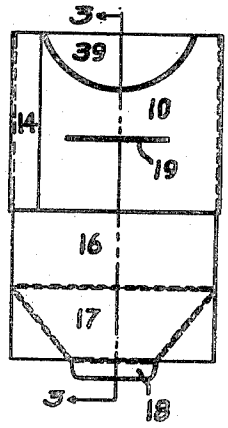


FIG. 2.

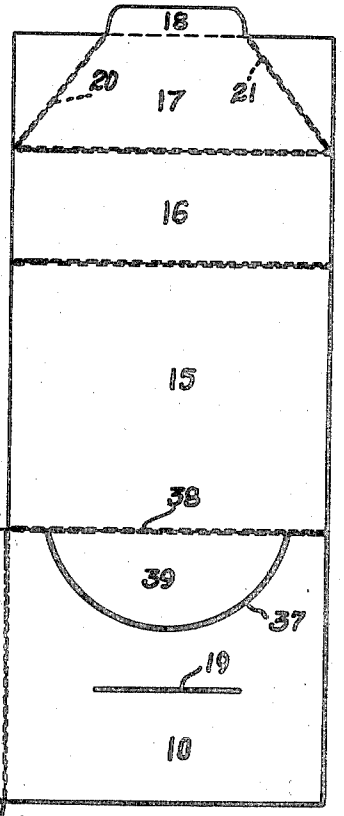
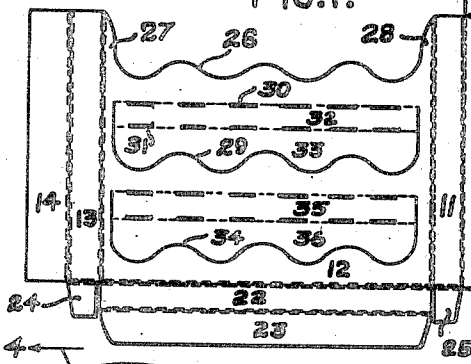


FIG. 1.



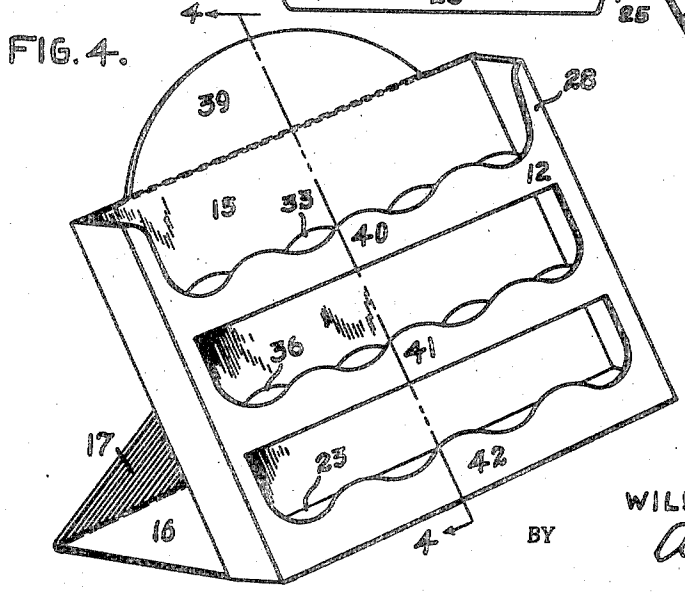


FIG. 4.

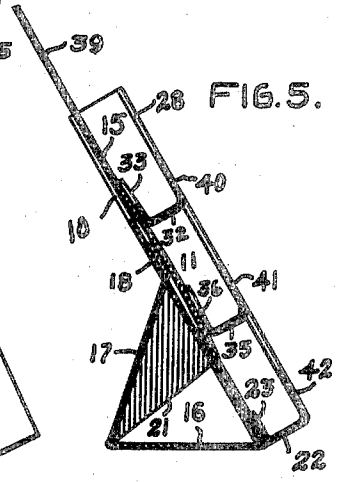


FIG. 5.

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DISPLAY AND DISPENSING CARTON

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3 Claims. (Cl. 211—73)

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My invention relates to folding cartons which are capable of acting to protect their contents during shipment, of displaying the contents and of assisting in the dispensing of them during retail merchandising.

Specific objects of my invention are the provision of improved structures of this general type, more particularly, structures which are unitary in form, devoid of unattached parts which must be assembled together, and inexpensive to produce. It is an object of my invention to provide a structure which can be assembled completely at the factory of the producer of the contents, and which requires no manipulation on the part of the retail merchandiser, except for one simple engagement operation to erect the stand.

It is an object of my invention to provide a structure for display and merchandising purposes wherein the articles are supported and displayed in a plurality of assemblies on individual tiers or supports within the carton. It is also an object of my invention to provide a carton which, while it securely retains the several articles against accidental displacement, permits their ready removal for sale and does not enforce the removal of the articles in any particular order. Thus the carton is well adapted for the display and merchandising of a plurality of kinds, styles, colors, and the like, of articles of a general class; and permits the purchaser to select that article which he wants and which may then be removed from the assembly without undue inconvenience and with a minimum of disturbance of the other articles.

These and other objects of my invention which will be set forth hereinafter or will be apparent to one skilled in the art upon reading these specifications, I accomplish by that construction and arrangement of parts, of which I shall now describe an exemplary embodiment. The embodiment chosen is a carton designed especially for the display and merchandising of individually packed typewriter ribbons, which may be in a plurality of colors or of widths or other characteristics for different typewriters and are nevertheless made readily available as set forth above. Reference is made to the accompanying drawings wherein:

Figure 1 is a plan view of a blank for the exemplary embodiment.

Figure 2 is a plan view showing the tubed and erected structure.

Figure 3 is a sectional view taken along the line 3—3 of Figure 2.

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Figure 4 is a perspective view of the erected carton in display position.

Figure 5 is a sectional view taken along the line 4—4 of Figure 4.

In the blank I provide a back wall 10, a side wall 11, a front wall 12, a side wall 13, and a glue flap 14 in the order named. To the upper edge of the back wall, I attach another wall section of similar size, 15, to which in turn is articulated the base 16 and the brace portion 17 of an easel structure, the purpose of which is to hold the assembled carton in an upright but slantwise position for display. The brace portion of the easel terminates in a tuck member 18 and the back wall 10 is provided with a slit 19 to accept the tuck member. Triangular corner portions of the easel brace may be provided with diagonal score lines 20 and 21, if desired, so that these portions may be bent over angularly to stiffen the brace.

The front wall has articulated to its lower edge a bottom wall member 22 bearing an articulated tuck flap 23. I prefer to provide at the bottom of the side walls flaps 24 and 25, all of these parts constituting a tuck closure for the bottom of the carton.

I next make provision for forming from the board of the front wall of the carton a plurality of tiers including supports so designed as to maintain assemblies of articles in line and to display them individually, even though other articles are removed from below them. In other words, I construct from the front wall of my carton shelf-like supports for rows of articles, and concurrently form in the front wall openings through which the articles are displayed. To this end the top portion of the front wall is cut away on a line indicated at 26 so as to expose portions of the upper row of articles. Preferably, the line 26 has an ornamental shape and is so configured as to leave side portions of the front wall, as at 27 and 28, to retain the articles and to afford continuity of board for the score lines at the side edges of the front wall. Below the cut-away portion, I provide another and generally similar cut line 29 demarking a portion of the board which is formed by score lines 30 and 31 into a wall portion 32 for sustaining the topmost row of articles and a tuck portion 33, the function of which will hereinafter be set forth.

In the particular exemplary embodiment, a third and generally similar cut line 34, lies below the others, again partially outlining a flap-like portion of the board which is demarked by

score lines into a sustaining shelf portion 35 and a tuck flap 36.

A display flap may be formed in the rear wall 10 by a cut line 37, which may have any desired ornamental shape. The carton may, of course, be printed or decorated in any suitable way.

In the finished carton the wall portion 15 will lie inwardly of and parallel to the back panel 10. This may be accomplished by a hand insertion step after the body of the carton has been tubed. It also may be accomplished by sending the blanks through an ordinary carton folding and tubing machine in a direction parallel to the score line 38 by which the panels 10 and 15 are articulated together, and folding the blank on that score line. Then the folded blanks may be sent again through the machine and tubed, by being bent upon a pair of the score lines articulating body walls together; and the glue flap 14 will be adhesively attached to an outer edge portion of the back wall 10. Where the wall portion 15 is folded first with respect to the back wall, the glue flap will be adhesively secured to the outer surface of the back wall 10, as shown in Figure 2. Otherwise, it may be secured to the inner surface of the back wall.

The tubed carton will be in knock-down form, and may be so shipped to the carton buyer and stored by him. It will be a tubular structure with wall 15 extending within the tube and paralleling the back wall 10, and with portions 16, 17 and 18 extending therebeyond at the bottom of the carton. Figures 2 and 3 illustrate this condition, excepting that the tubular portion of the carton has been erected or squared up.

When the carton has been squared up, the two flaps 24 and 25 may be bent over inwardly, the portion 22 bent at a right angle to the front panel 12, and the tuck flap 23 bent over and inserted into the carton in front of wall portion 15, thus forming a bottom for the carton. The bottom forms one of the tiers for supporting assemblies of articles.

Next, the flap-like portions of the board in the front panel 12 are turned inwardly so that portions 32 and 35 form additional shelves or supports, the tuck portions 33 and 36 extending upwardly in parallelism with wall portion 15 and frictionally binding thereagainst. This relationship of parts is illustrated best in Figure 5.

The particular exemplary embodiment of my structure presents three vertically spaced tiers or shelves. Each is of channel shape, having a bottom 32 or 35 or 22, a rear upstanding portion 33 or 36 or 23, and a front upstanding portion 40 or 41 or 42 formed from unsevered portions of the board of the front panel 12. Thus articles are securely retained on the shelves or tiers.

Also it will be noted that unsevered side portions of the front panel are preferably provided. These not only make for strength, but inhibit accidental removal of articles. After the erection of the shelves or tiers, they may be filled with assemblies of articles, as will be clear, end articles in each assembly being moved sidewise before the insertion of the final articles. Articles are individually available during merchandising as readily as they are insertable. If a particular desired article is at the end of an assembly where it is retained by an unsevered side portion of the front panel, it is only necessary to remove another article, and slide the desired one sidewise.

The projecting portions 16, 17 and 18 can be bent upwardly over the back panel 10, and the filled carton is then ready for inclusion (usually with others) in an outer package, wrapping, or shipping case, for transportation to purchasers thereof, who will use them in storing, displaying and merchandising the contained articles.

The purchaser is required merely to bend the projecting board portions along the score line 43 between parts 16 and 17, and insert the tab 18 into the slot 19 in the back wall 10. Thereupon part 16 forms the base and part 17 the brace of an easel, shown in Figures 4 and 5, which supports the carton slantwise erect in a good display position. The purchaser may also, if desired, bend over the triangular portions of part 17 demarked by score lines 20 and 21 so that they lie at an angle to and stiffen the brace. He will raise or pull upwardly the display panel 39.

Modifications may be made in my invention without departing from the spirit of it; and it will be realized that the size and shape of the carton, and the number of the tiers formed therein are not limitations. Having thus described my invention in one exemplary embodiment, what I claim as new and desire to secure by Letters Patent is:

1. A knock-down paperboard display carton comprising a front wall, side walls articulated to the side edges of the front wall, a glue flap articulated to an edge of one of the side walls, an outer back wall member articulated to an edge of the other side wall, a bottom wall and a tuck flap articulated to the bottom edge of the front wall, and an inner back wall element articulated to an edge of said outer back wall, said front wall being provided with at least one line of cut spaced from all edges thereof, forming a flap-like board portion articulated upwardly to the front wall and dimensioned for bending along an intermediate line to provide a portion extending transversely of the box and having sufficient frictional contact with said inner back wall element to maintain its transverse position, and a flap paralleling the inner back wall element and extending upwardly, said construction providing a tier for article support lying above said bottom wall which also forms a tier, the outer back wall having a display flap formed by a line of cut in said outer back wall, said line of cut terminating short of the ends of the upper edge of said outer back wall, said inner back wall element being of the size of the outer back wall and articulated to the upper edge thereof, and easel means for maintaining said box in a tilted upright position, said easel means being articulated to an edge of the inner back wall element.

2. A knock-down paperboard display carton comprising a front wall, side walls articulated to the side edges of the front wall, a glue flap articulated to an edge of one of the side walls, an outer back wall member articulated to an edge of the other side wall, a bottom wall and a tuck flap articulated to the bottom edge of the front wall, and an inner back wall element articulated to an edge of said outer back wall, said front wall being provided with at least one line of cut spaced from all edges thereof, forming a flap-like board portion articulated upwardly to the front wall and dimensioned for bending along an intermediate line to provide a portion extending transversely of the box and having sufficient frictional contact with said inner back wall element to maintain its transverse position, and a flap paralleling the inner back wall element and extend-

ing upwardly, said construction providing a tier for article support lying above said bottom wall which also forms a tier, the outer back wall having a display flap formed by a line of cut in said outer back wall, said line of cut terminating short of the ends of the upper edge of said outer back wall, said inner back wall element being of the size of the outer back wall and articulated to the upper edge thereof, and easel means for maintaining said box in a tilted upright position, said easel means being articulated to an edge of the inner back wall element and comprising a base panel, a brace panel articulated thereto and a tuck flap, said outer back wall having a slit therein to receive said tuck flap.

3. A knock-down paperboard display carton comprising a front wall, side walls articulated to the side edges of the front wall, a glue flap articulated to an edge of one of the side walls, an outer back wall member articulated to an edge of the other side wall, a bottom wall and a tuck flap articulated to the bottom edge of the front wall, and an inner back wall element articulated to an edge of said outer back wall, said front wall being provided with at least one line of cut spaced from all edges thereof, forming a flap-like board portion articulated upwardly to the front wall and dimensioned for bending along an intermediate line to provide a portion extending transversely of the box and having sufficient frictional contact with said inner back wall element to maintain its transverse position, and a flap paralleling the inner back wall element and extending upwardly, said construction providing a tier for article support lying above said bottom wall

which also forms a tier, the outer back wall having a display flap formed by a line of cut in said outer back wall, said line of cut terminating short of the ends of the upper edge of said outer back wall, said inner back wall element being of the size of the outer back wall and articulated to the upper edge thereof, and easel means for maintaining said box in a tilted upright position, said easel means being articulated to an edge of the inner back wall element and comprising a base panel, a brace panel articulated thereto and a tuck flap, said outer back wall having a slit therein to receive said tuck flap said tuck flap being of lesser length than said brace panel, said brace panel having diagonal score lines connecting the ends of said tuck flaps with the ends of the line of articulation of said brace panel to said base panel, and providing triangular ears which are bendable to stiffen said brace panel.

WILLIAM A. RINGLER.

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