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(19) **United States**(12) **Patent Application Publication****Abood et al.**(10) **Pub. No.: US 2010/0326857 A1**(43) **Pub. Date: Dec. 30, 2010**(54) **SYSTEM FOR POSITIONING BOTTLES IN A BASKET****Publication Classification**(75) Inventors: **Ryan D. Abood**, Manchester, NH (US); **Jeffrey R. Abood**, Portsmouth, NH (US); **Stuart McCandless**, Danbury, CT (US)(51) **Int. Cl.**
B65D 65/00 (2006.01)(52) **U.S. Cl.** **206/427**

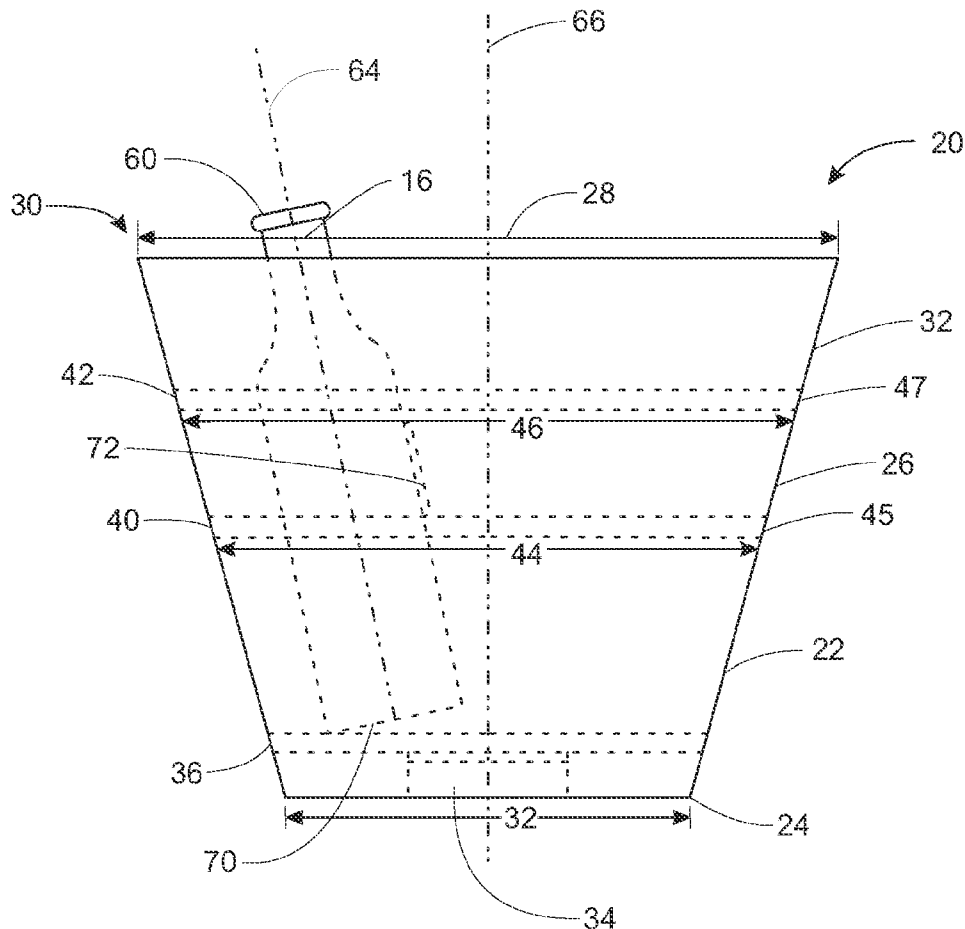
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(60) Provisional application No. 61/269,892, filed on Jun. 30, 2009.

ABSTRACT

A display system for holding a plurality of bottles has a container having a side wall. A first support piece has a side edge to engage the side wall of the container. The first support piece has a center point and a plurality of openings or cut-outs spaced from the center point by a first set distance. Each opening or cut-out is adapted to receive a bottle. A second support piece has a side edge to engage the side wall of the container. The second support piece has a center point and a plurality of openings or cut-outs spaced from the center point by a second set distance which is greater than the first set distance. Each opening is adapted to receive a bottle. The positioning of the openings in the first support and the second support is such that bottles when placed in the display system are oriented non-perpendicular to the plane of the support piece.



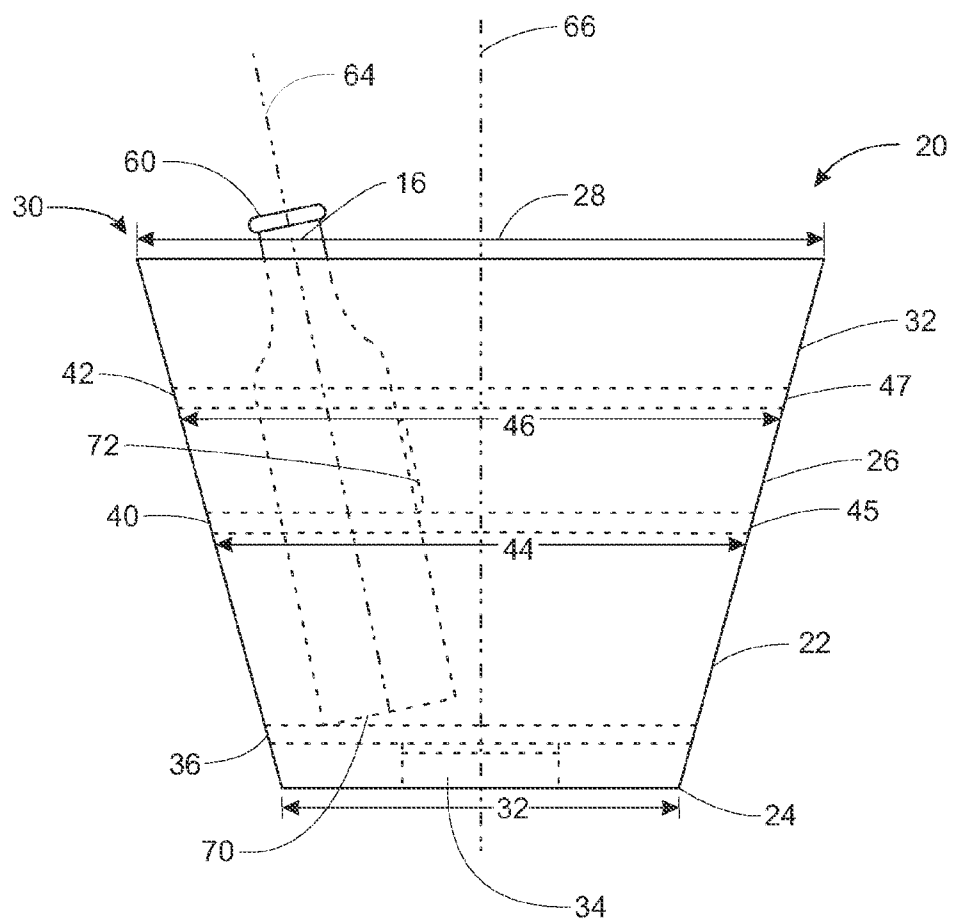


FIG. 1

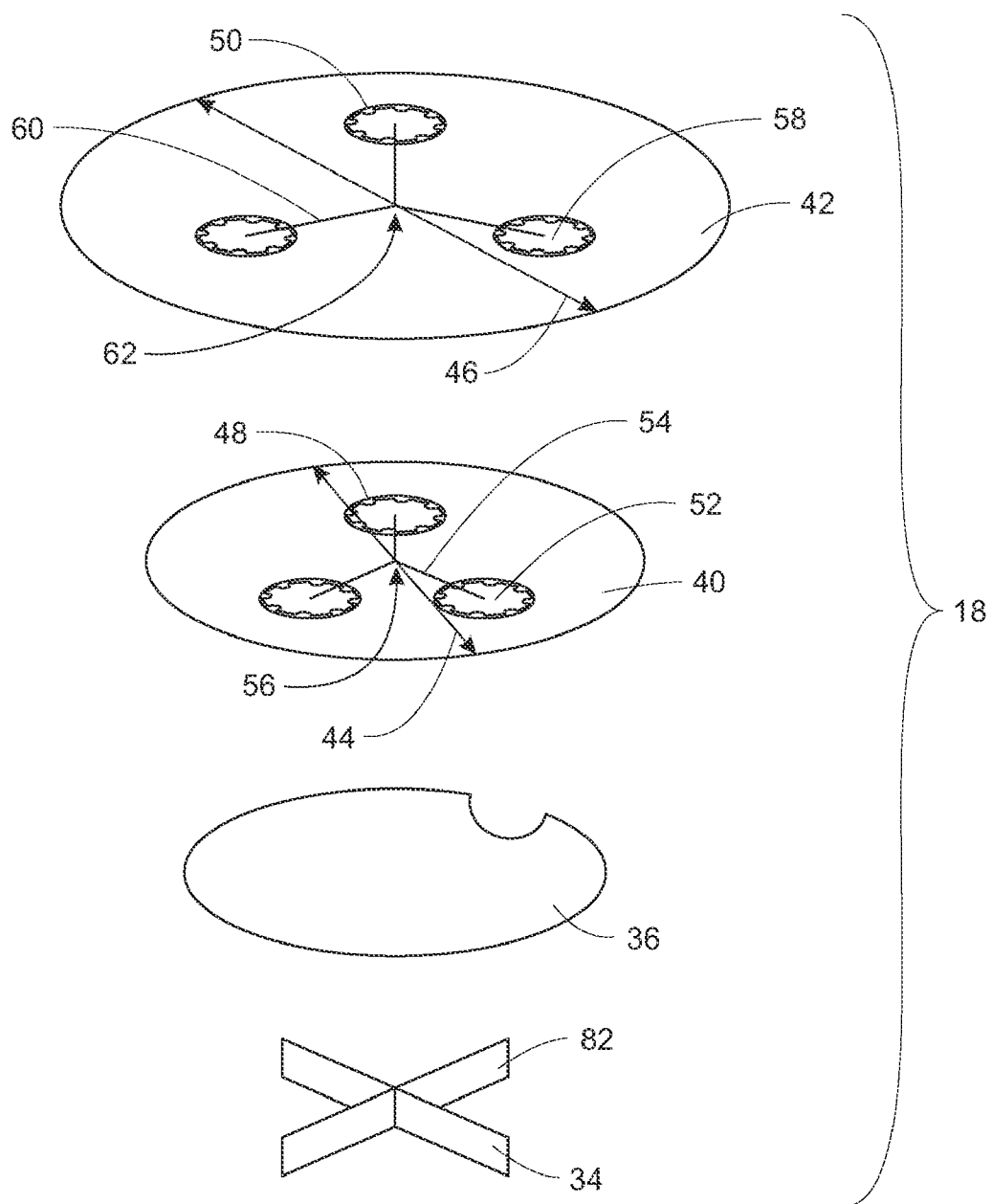


FIG. 2

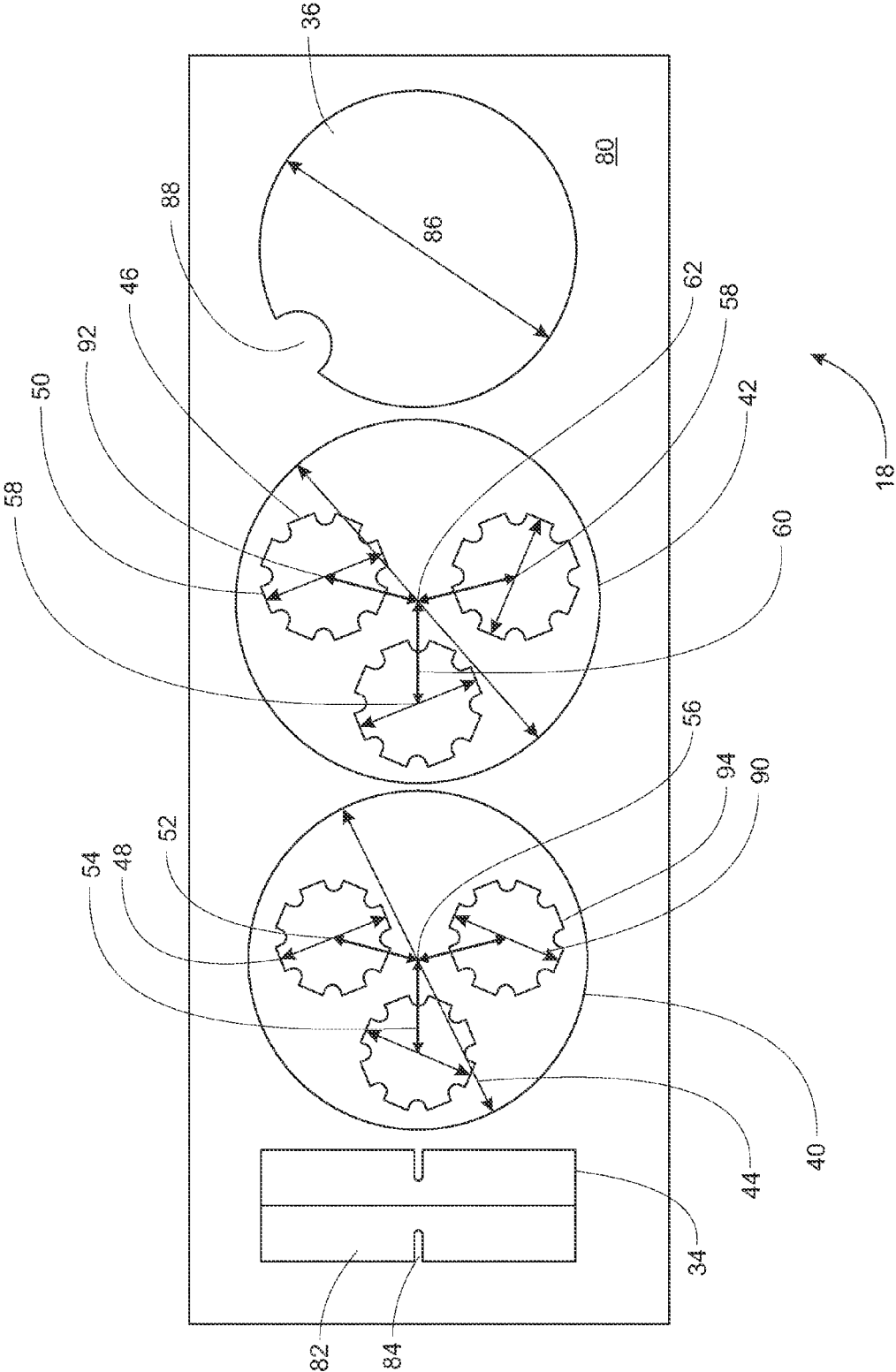


FIG. 3

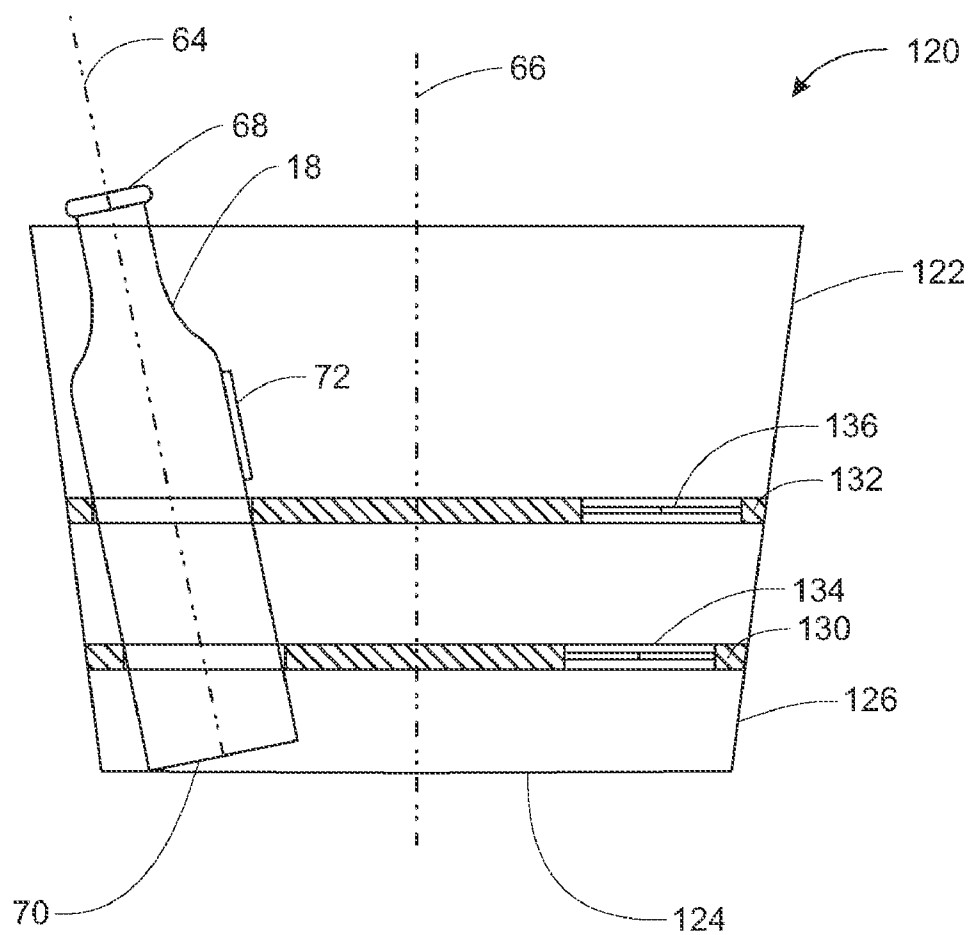


FIG. 4A

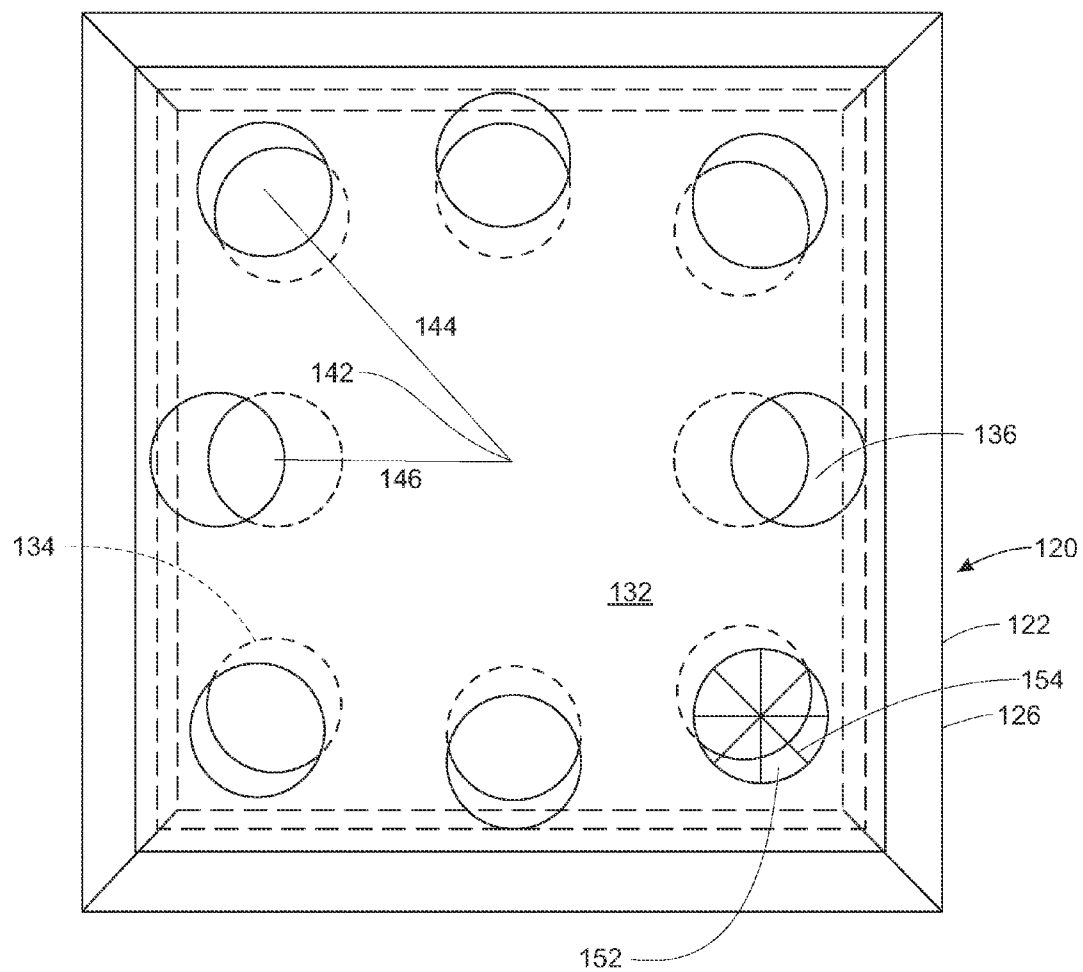


FIG. 4B

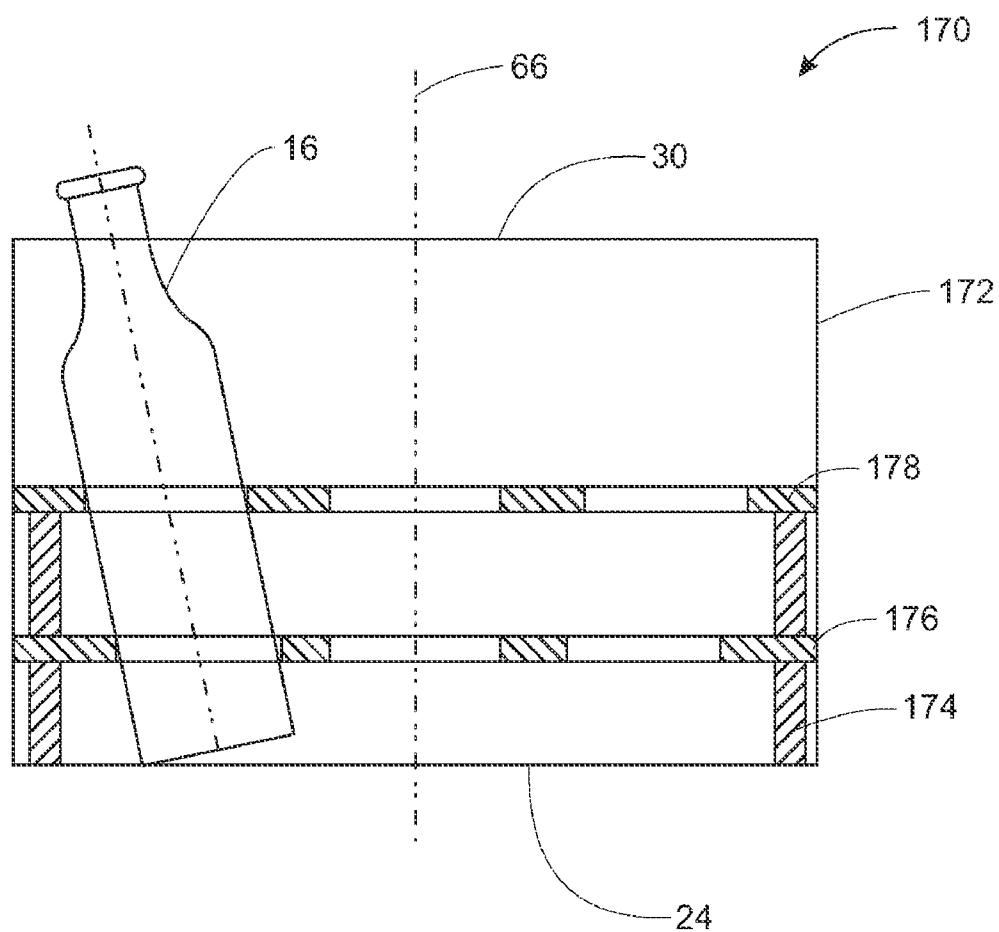


FIG. 5

SYSTEM FOR POSITIONING BOTTLES IN A BASKET

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of Provisional Patent Application 61/269,892 filed on Jun. 30, 2009.

TECHNICAL FIELD OF THE INVENTION

[0002] The present invention is a system for positioning multiple bottles in a basket. More specifically, it is a system for positioning multiple bottles in a basket so that the bottles are stationary and are displayed more attractively.

BACKGROUND OF THE INVENTION

[0003] Baskets containing various foodstuffs have been used as gifts for a long time. Recently, baskets containing multiple bottles of beverages, e.g., beer or wine, are being used as gifts. Different brands of a beverage may be included in a basket so that a recipient may compare the brands.

[0004] However, a recipient cannot immediately appreciate the variety of brands if the bottles are lying down in the basket or even if the bottles are standing up but resting against the sides of the basket. Moreover, if the bottles are loose in the basket, there is a risk that they will move around and break.

SUMMARY OF THE INVENTION

[0005] The present invention is a system to position multiple bottles in a gift basket so that the bottles are stationary, are standing, and are standing at angles displaying their labels.

[0006] In one embodiment, the display system for holding a plurality of bottles has a container having a side wall. A first support piece has a side edge to engage the side wall of the container. The first support piece has a center point and a plurality of openings or cut-outs spaced from the center point by a first set distance. Each opening or cut-out is adapted to receive a bottle. A second support piece has a side edge to engage the side wall of the container. The second support piece has a center point and a plurality of openings or cut-outs spaced from the center point by a second set distance which is greater than the set distance on the first support piece. Each opening is adapted to receive a bottle. The positioning of the openings in the first support and the second support is such that bottles when placed in the display system are oriented non-perpendicular to the plane of the support piece.

[0007] In one embodiment, the container has a bottom and an opening at the top. The container has at least four side walls and the walls are tapered such that the bottom of the container is smaller than the opening at the top of the container. In one embodiment, the container is a basket having a bottom and an opening at the top. The basket has a conical shape side wall such that the bottom of the basket is smaller than opening at the top of the basket.

[0008] In one embodiment, each of the openings or cut-outs is circular and has a plurality of fingers that are flexible to allow the opening to accept different size bottles.

[0009] In one embodiment, the display system has a platform and a cross piece for spacing the platform above the bottom of the basket therein spacing the bottle from the bottom of the basket.

[0010] In one embodiment, the support pieces are formed of cardboard. In one embodiment, the support pieces are formed of foam.

[0011] In one embodiment of a display kit for holding a plurality of bottles in a container having a side wall, the kit has a first support piece having a side edge to engage the side wall of the container. The first support piece has a center point and has a plurality of openings or cut-outs spaced from the center point by a first set distance. Each opening is adapted to receive a bottle. The kit has a second support piece which has a side edge to engage the side wall of the container. The second support piece has a center point and has a plurality of openings spaced from the center point by a second set distance which is greater than the first set distance. Each opening is adapted to receive a bottle. The positioning of the openings in the first support and the second support is such that bottles when placed in the display system are oriented non-perpendicular to the plane of the support piece.

[0012] These aspects of the invention are not meant to be exclusive and other features, aspects, and advantages of the present invention will be readily apparent to those of ordinary skill in the art when read in conjunction with the following description, appended claims and accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[0013] The foregoing and other objects, features, and advantages of the invention will be apparent from the following description of particular embodiments of the invention, as illustrated in the accompanying drawings in which like reference characters refer to the same parts throughout the different views. The drawings are not necessarily to scale, emphasis instead being placed upon illustrating the principles of the invention.

[0014] FIG. 1 is a sectional view of a display system according to the present invention;

[0015] FIG. 2 is an exploded view of components of a display kit of the present invention;

[0016] FIG. 3 is a top view of components of the display kit;

[0017] FIG. 4A is a sectional view of an alternative embodiment of a display system;

[0018] FIG. 4B is a top view of the alternative embodiment of FIG. 4A; and

[0019] FIG. 5 is a sectional view of an alternative embodiment of a display system.

DETAILED DESCRIPTION OF THE INVENTION

[0020] The present invention is a display system 20 that allows the positioning of multiple bottles 16 in a basket 20 so that they are stationary and are displayed attractively. It should be noted that references to a basket herein include not only baskets but all containers.

[0021] Referring to FIG. 1, a sectional view of the display system 20 is shown. The display system 20 of the basket 22 with a bottom 24 and with a sloping side 26 such that the diameter 28 of the open top 30 of the basket 22 is greater than the diameter 32 of the bottom 24 of the basket 22. The system 20 has an x-shaped support 34 placed on the bottom 24 of the basket 22.

[0022] The system 20 has a platform 36 placed in the basket 22 on the interlocked cross piece 34. The system 20 also has a pair of support pieces 40 and 42 for supporting the bottle 16 as discussed above. The first support piece 40 is placed in the basket 22 and stops parallel to the bottom 24 when the inner

diameter of the basket 22 equals the diameter 44 of the first support piece 40. A side edge 45 of the first support piece 40 is engaging the side wall 26 of the basket or container 22. The second support piece 42 is then placed in the basket 22 and stops parallel to the bottom 24 when the inner diameter of the basket equals the diameter 46 of the second support piece 42. A side edge 47 of the second support piece 42 is engaging the side wall 26 of the basket 22. Because the diameter 46 of the second support piece 42 is larger than diameter 44 of the first support piece 40, the second support piece 42 stops above the first support piece 40 in the basket 22.

[0023] Referring to FIG. 2, an exploded perspective view of components of the display kit 18 is shown. The display kit 18 includes the first support piece 40, the second support piece 42, the platform 36, and the X-shaped support 34. The display kit 18 with the basket 22 forms the display system 20 to display the bottles 16. The first support piece 40 and the second support piece 42 are both planar and generally circular. As indicated above, the first support piece 40 has a diameter 44, and the second support piece 42 has a diameter 46.

[0024] Each of the support pieces 40 and 42 has a plurality of substantially circular cut-outs 48 and 50 respectively. The circular cut-outs 48 of the support piece 40 each have a center point 52 which is a specific distance or radius 54 from a center point 56 of the first support piece 40. The circular cut-outs 50 of the second support piece 42 each have a center point 58 which is a specific distance or radius 60 from a center point 62 of the second support piece 42. The radius 60 for the circular cut-outs 50 in the second support piece 42 is larger than radius 54 for the circular cut-outs 48 in the first support piece 40.

[0025] The second support piece 42 is positioned during installation or rotated so that the substantially circular cut-outs 50 of the second support piece 42 are generally aligned with substantially circular cut-out 48 of the first support piece 40. In that the distance 60 from the center point 58 of cut-out 50 to the center 54 of the second support piece 42 is larger than the distance 54 from the center point 56 of cut-out 48 to the center 52 of the first support piece 40, this causes a bottle 16 placed in the cut-out 50 in the second support piece 42 and the cut-out 48 in the first support piece 40 to stand stationary along an axis that extends through the center point 52 of the cut-out 48 and the center point 58 of the cut-out 50. This axis 64 is canted from a vertical center axis 66 of the basket 22, as seen in FIG. 1, resulting in the bottle 16 tilting so that a top 68 of the bottle 16 is a greater distance from the vertical center axis 66 of the basket 22, as seen in FIG. 1, than a bottom 70 of the bottle 16. This tilt because of the placement of the cut-outs 48 relative to the cut-outs 50 results in the axis 64 and the bottles 16 placed in the cut-outs or openings 48 and 50 being not perpendicular to the plane of first support piece 40 or the second support piece 42. (The plane of the first support piece 40 and the plane of the second support piece 42 are generally parallel). The tilt to the bottle 16 causes a label 72 of the bottle 16 to be displayed and results in a more attractive display. Additional bottles 16 can be placed in the other cut-outs.

[0026] Referring to FIG. 3, a top view of components of the display kit 18 is shown. The display kit is formed of a planar piece of material 80. The display kit 18 includes the X-shaped support 34, the platform 36, the first support piece 40, and the second support piece 42. The X-shaped support 34 has a pair of cross pieces 82 which each have a slot 84. The slots 84 of the cross pieces 82 can be interlocked to form an X-shaped support 34. The platform 36 is a circular piece with a diameter

86 and a cut-out 88. The cut-out 88 makes it easier to install and remove from the basket 22.

[0027] The first support piece 40 is a circular piece with a center point 56 and the plurality of substantially circular cut-outs 48, each with a cut-out diameter 90. Each of the substantially circular cut-outs 48 has a center 52, respectively, which is a first distance or radius 54, respectively, from the center 56 of the first support piece 40.

[0028] The second support piece 42 likewise in this embodiment is a circular piece with a center point 62 and the plurality of substantially circular cut-outs 50, each with a cut-out diameter 92. Each of the substantially circular cut-outs 50 has a center point 58, respectively, which is a distance or radius 60 from the center 62 of the second support piece 42.

[0029] The diameter 46 of the second support piece 42 is larger than the diameter 44 of the first support piece 40, which is larger than the diameter 86 of the platform 36 resulting in the components capable of being placed in the basket 22 only in one order. With the distance or radius 60 of the cut-outs or openings 50 to the center point 62 in the second support piece 42 a greater distance or radius 54 of the cut-outs or openings 48 to the center point 56 of the first support piece 40, the center 58 and 52 of the cut-outs 50 and 48 define an axis 64, as best seen in FIG. 1. While the diameter 90 of the cut-out 48 is the same as the diameter 92 of the cut-out 50 in the embodiment shown, it is recognized in some embodiments it may be preferred to have different diameters.

[0030] Still referring to FIG. 3, each of the cut-outs 48 in the first support piece 40 and the cut-outs 50 in the second support piece 42 have a plurality of fingers 94. The fingers 94 are deformable therein allowing bottles 16 of different sizes to be positioned in the cut-outs 48 and 50. For larger diameter bottles 16, the fingers deflect 16, producing a larger diameter opening up to the diameters 90 and 92 of the cut-outs 48 and 50, respectively.

[0031] In one embodiment, the basket 22 is circular and has a display kit 18 for positioning three bottles 16. The material 80 that forms the display kit 18 is 275 lb. test cardboard. The components of the display kit 18 in this embodiment can all be cut from one 8.75" by 26.5" piece of 275 lb. test cardboard. Again, it should be noted that other rigid materials known to those skilled in the art, such as Styrofoam, may be used instead of cardboard.

[0032] Referring to FIG. 4A, a sectional view of an alternative embodiment of a display system 120 is shown. In contrast to the previous embodiment in which the basket 22 is circular, display system 120 has a rectangular container 122 which in the embodiment shown is generally square. The container has a bottom 124 and a plurality of sides or side walls 126. The display system 120 has a first support piece 130 and a second support piece 142. Each support piece has a plurality of substantially circular cut-outs or openings 134 and 136, respectively. In contrast to the previous embodiment, the display system 120 does not have a platform or cross pieces at the bottom 124 of the container 122.

[0033] Referring to FIG. 4B, a top view of the alternative embodiment of the display system 120 of FIG. 4A is shown. The four side walls 126 of the container 122 angle inwardly as the walls 126 head toward the bottom 124. The second support piece 132 is shown with eight substantially circular cut-outs 136. In the embodiment shown, the substantially circular cut-outs 136 are arranged from a center point of the second support piece 132. The center point 142 is aligned with the vertical center line of the container 122. In contrast to the

previous embodiment, the substantially circular cut-outs **136** are located at two different specified distances or radius. The four substantially circular cut-outs **136** located in the corner of the container **122** have a specific distance or radius **144** from the center point **142** which is greater than specific distance or radius **146** for the four other substantially circular cut-outs **136**. The substantially circular cut-outs **134** of the first support piece **130** are shown partially in solid line and partially in hidden line in the FIG. **4B**. Referring back to FIG. **4A**, a bottle **16** is shown with a center axis **64**.

[0034] In the previous embodiment, the support pieces **40** and **42** had fingers **94** which projected into the cut-outs **48** and **50**, but do not completely fill the cut-outs **48** and **50**. In addition, the fingers **94** are formed of a deformable but non-resilient material such as cardboard. In contrast in this embodiment, the substantially circular cut-outs **136** of the second support piece **132** are filled in with a resilient material **152** having a plurality of cuts **154** in a resilient material so that the material **152** generally fills the substantially circular opening **136**. Therefore, when a bottle **16** is inserted the material **152** flexes out of the way and substantially retains the bottle **16**, but when no bottle **16** is in the circular opening **136**, the opening is filled. It is contemplated that such a display system would be used where the user would be using the display system multiple times in contrast to that of the previous embodiment where the display kit **18** portion of the display system **20** would be discarded by the user upon bringing the display system **20** and associated bottles **16** to the end user.

[0035] Referring to FIG. **5**, a sectional view of an alternative embodiment of a display system **170** is shown. In contrast to the previous embodiments where the basket has tapered walls wherein the diameter or size of the bottom is smaller than that of the top, the display system **170** has a container **172** with vertical side walls so the bottom **24** is the same diameter as the opening **30**. In contrast to the previous embodiments, the display kit **18** contains a plurality of spacers **174** which position the pair of support pieces **176** and **178** apart from each other. Similar to the previous embodiments, the cut-outs **180** positioned for receiving the bottles **16** are at different radius or specific distances from a vertical center axis **66** of the container **172**.

[0036] While the principles of the invention have been described herein, it is to be understood by those skilled in the art that this description is made only by way of example and not as a limitation as to the scope of the invention. Other embodiments are contemplated within the scope of the present invention in addition to the exemplary embodiments shown and described herein. Modifications and substitutions by one of ordinary skill in the art are considered to be within the scope of the present invention.

[0037] While the bottle **16** and the cut-outs or openings **48** and **50** are shown circular, it is recognized that the container and the openings to receive the container could have a different shape. For example, the container could be oval, square or rectangular.

[0038] It is recognized that the bottle could be a disposable container such as a travel size shampoo, travel size conditioner, travel size mouth wash and the container **22** is located in the bathroom of a bed and breakfast.

[0039] While the container/bottles are showed with the top of the bottle angled outward in the container, it is recognized that it might be desired to have all the bottles with the tops tilted inward.

1. A display system for holding a plurality of bottles, the system comprising:

- a container having a side wall;
- a first support piece having a side edge to engage the side wall of the container, the first support piece having a center point, the first support having a plurality of openings spaced from the center point by a first set distance, each opening adapted to receive a bottle; and
- a second support piece having a side edge to engage the side wall of the container, the second support piece having a center point, the second support having a plurality of openings spaced from the center point by a second set distance which is greater than the first set distance of the first support piece, each opening adapted to receive a bottle, wherein the positioning of the openings in the first support and the second support is such that bottles when placed in the display system are oriented non-perpendicular to the plane of the support piece.

2. A display system of claim **1** where the container has a bottom and an opening at the top, the side wall of the container is at least four side wall and the walls are tapered such that the bottom of the container is smaller than the opening at the top.

3. A display system of claim **1** wherein the container is a basket having a bottom and an opening at the top, the side wall having a conical shape such that the bottom of the basket is smaller than the opening at the top.

4. A display system of claim **3** wherein each opening is circular and has a plurality of fingers that are flexible to allow the opening to accept different size bottles.

5. A display system of claim **4** further comprising a platform and a pair of cross pieces for spacing the platform above the bottom of the basket therein spacing the bottle from the bottom of the basket.

6. A display system of claim **5** wherein the support pieces are formed of cardboard.

7. A display system of claim **5** wherein the support pieces are formed of foam.

8. A display kit for holding a plurality of bottles in a container having a side wall, the kit comprising:

- a first support piece having a side edge to engage the side wall of the container, the first support piece having a center point, the first support having a plurality of openings spaced from the center point by a first set distance, each opening adapted to receive a bottle; and
- a second support piece having a side edge to engage the side wall of the container, the second support piece having a center point, the second support having a plurality of openings spaced from the center point by a second set distance which is greater than the first set distance, each opening adapted to receive a bottle, wherein the positioning of the openings in the first support and the second support is such that bottles when placed in the display system are oriented non-perpendicular to the plane of the support piece.

9. A display kit of claim **8** wherein each opening is circular and has a plurality of fingers that are flexible to allow the opening to accept different size bottles.

10. A display kit of claim **8** further comprising a platform and a pair of cross pieces for spacing the platform wherein the platform spaces the bottle from the bottom of the basket.

11. A display kit of claim 8 wherein the support pieces are formed of cardboard.

12. A display kit of claim 8 wherein the support pieces are formed of foam.

13. A display system for holding a plurality of consumable containing containers, the system comprising:

a display container having at least one side wall;

a first support piece having at least one side edge to engage the at least one side wall of the display container, the first support piece having a center point, the first support having a first set of openings spaced from the center point by a first set distance and a second set of openings spaced from the center point by a second set distance, each opening adapted to receive one of the consumable containing containers; and

a second support piece having at least one side edge to engage the at least one side wall of the display container, the second support piece having a center point, the second support having a first set of openings spaced from the center point by a first set distance which is greater than the first set distance of the first support piece and a second set of openings spaced from the center point by a second set distance which is greater than the second set distance of the first support piece, each opening adapted to receive one of the consumable containing containers, wherein the positioning of the openings in the first support and the second support is such that the consumable

containing containers when placed in the display system are oriented non-perpendicular to the plane of the support piece.

14. A display system of claim 13 where the display container has a bottom and an opening at the top, the at least one side wall of the display container is at least four side wall and the walls are tapered such that the bottom of the display container is smaller than the opening at the top.

15. A display system of claim 13 wherein the display container is a basket having a bottom and an opening at the top, the at least one side wall is a side wall having a conical shape such that the bottom of the basket is smaller than the opening at the top.

16. A display system of claim 13 wherein the first set distance and the second set distance of the first support piece are the same and the first set distance and the second set distance of the second support piece are the same.

17. A display system of claim 13 wherein the first set distance of the first support piece is greater than the second set distance of the first support piece and the first set distance of the second support piece is greater than the second set distance of the second support piece.

18. A display system of claim 13 further comprising at least one spacer for positioning the first support piece and the second support piece in the display container.

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