

June 7, 1966

R. GUYER
DISPLAY CARTONS

3,254,758

Filed March 29, 1965

2 Sheets-Sheet 1

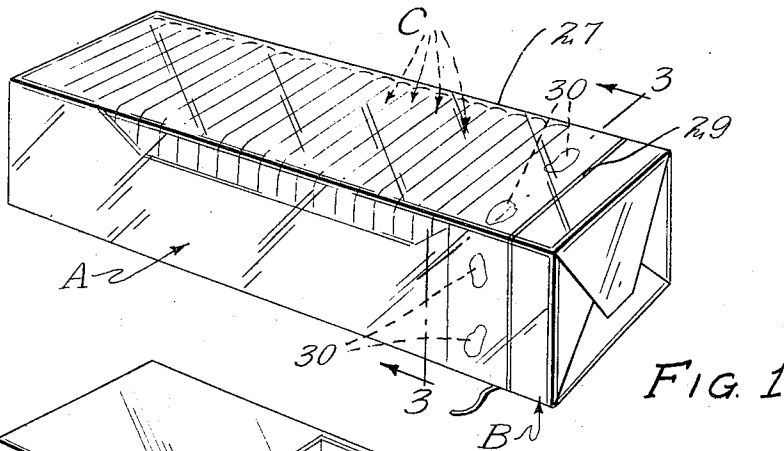
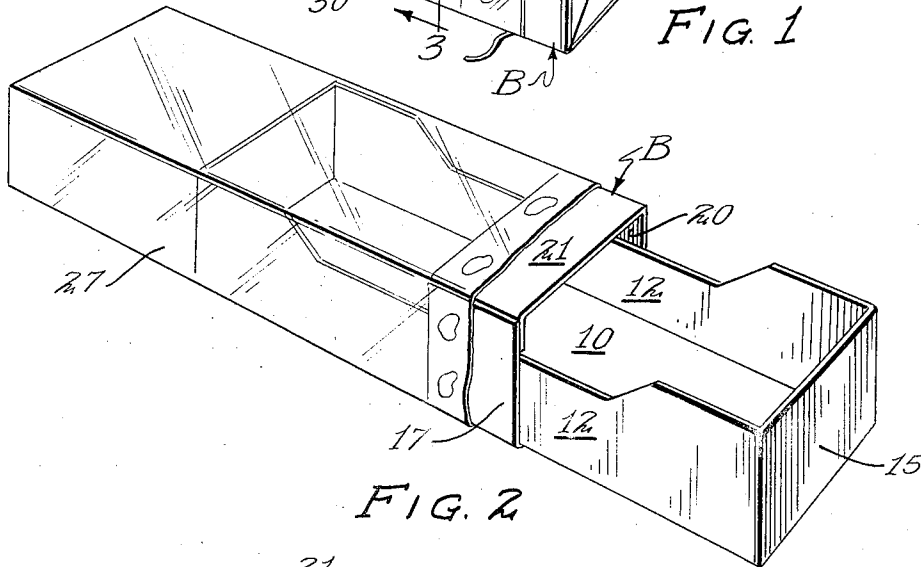
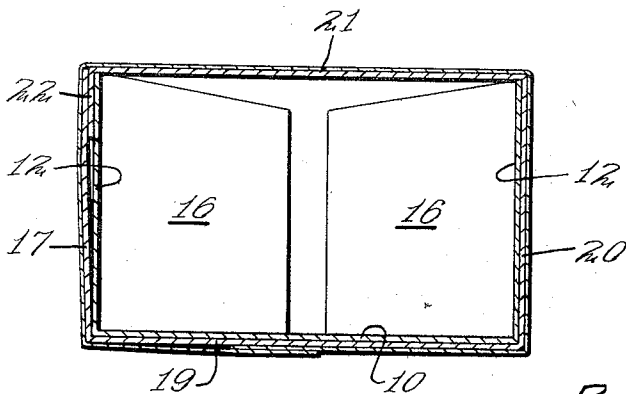


FIG. 3

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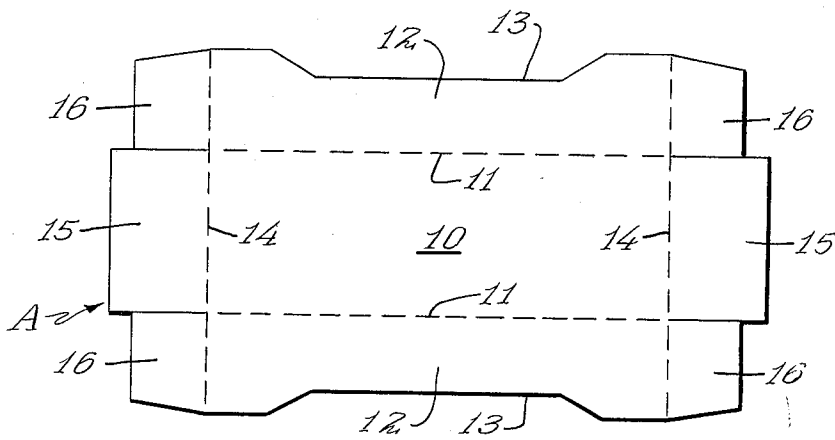


FIG. 5

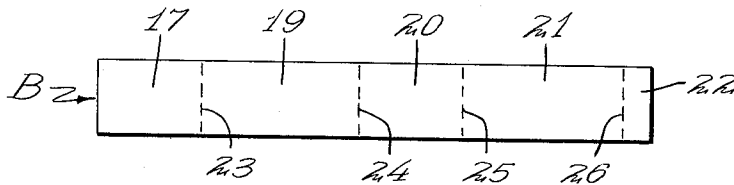


FIG. 6

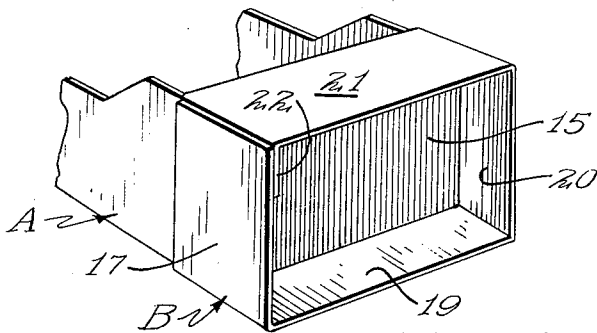


FIG. 4

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DISPLAY CARTONS

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4 Claims. (Cl. 206—45.33)

This invention relates to an improvement in display cartons and deals particularly with a package comprising an overwrapped tray which is constructed in such a manner that the over-wrapping forms a removable cover which may be used to reclose the package.

Many products are sold in open-top trays which are over-wrapped with a transparent film so that the contents can be viewed. Where the contents of the package comprise a single article, the overwrapping is merely torn off and the package discarded. However, where the contents are products such as a series of cookies or other such items, it is desirable that the package be provided with some means of reclosure. The present invention resides in a structure of this type.

Where an overwrapped tray is provided with a tear strip in the wrapper to facilitate the opening of the package, it is possible to slide the wrapper partially off from the package and to return it to position. However, the opening tape by means of which the wrapper is torn must usually be positioned at a point spaced from an end of the wrapper, so that even if the wrapper is partially removed and carefully returned to its starting position, it does not completely close the contents of the open-top tray. Furthermore, it is somewhat difficult to slide the wrapper due to its flexible nature.

I have found that these previous difficulties can be eliminated by providing a short sleeve of paperboard encircling the tray at one end thereof, and arranging the tear tape to encircle this sleeve. A portion of the overwrap adjacent the tear tape is attached to the paperboard sleeve. With this arrangement, after the tear tape has been operated to split the overwrap into two parts, the portion of the wrapper overlying said one end of said tray may be removed, leaving an open-ended cover attached to the sleeve which may be readily telescoped onto, or off from the tray, forming a telescoping closure.

A feature of the present invention resides in the provision of a tray having a transparent covering provided with an open end, and in providing a paperboard sleeve attached to, and reinforcing, the open end of the cover. The sleeve encircles one end of the tray while the transparent cover encircles the remainder of the tray and is secured to the sleeve. As a result, the cover may be slid partially off the tray to provide access to the tray contents, and may be returned to its starting position to completely enclose the tray contents.

These and other objects and novel features of the present invention will be more clearly and fully set forth in the following specification and claims.

In the drawings forming a part of the specification:

FIGURE 1 is a perspective view of a display package in closed condition.

FIGURE 2 is a perspective view of the package in partially open form.

FIGURE 3 is a vertical sectional view through the empty package, the position of the section being indicated by the line 3—3 of FIGURE 1.

FIGURE 4 is a perspective view of one end of the tray with the sleeve partially assembled thereupon.

FIGURE 5 is a diagrammatic view of the blank from which the tray is formed.

FIGURE 6 is a diagrammatic view of the blank from which the paperboard sleeve is formed.

The specific form of tray which is used in the combination is not of any material importance in the present invention, and may be made in various ways. In the particular arrangement illustrated, the tray A includes a rectangular bottom panel 10 which is hingedly connected along parallel fold lines 11 to side walls 12. In the particular arrangement illustrated, the edges of the side walls 12 which will form the upper edges are centrally notched as indicated at 13 to provide a better view of the tray contents.

The bottom panel 10 is connected along the remaining parallel end edges 14 to end wall panels 15. Corner flaps 16 are hingedly connected to opposite ends of the side walls 12 along fold lines which are substantially continuations of the fold lines 14. In the formation of the trays, the corner flaps 16 are adhered either to the inner surfaces of the end walls 15 as illustrated, or to the outer surfaces thereof.

A sleeve is indicated in general by the letter B and is of a width which is relatively short as compared to the length of the tray A. The sleeve B includes a side wall panel 17, a bottom panel 19, a side wall panel 20, a top wall panel 21, and a glue flap 22, the panels being foldably connected along parallel fold lines 23, 24, 25, and 26. The dimensions of the panels of the sleeve are slightly greater than the dimensions of the vertical section of the tray. When the glue flap 22 is adhered in face contact with the side wall panel 17, the sleeve may be placed about the tray by sliding the sleeve to one end thereof. When in place, the sleeve B is located with one end flush with the end wall 15 of the tray A.

After the tray has been set up, it is filled in the usual manner with a series of articles such as the cookies C. The sleeve B is then assembled on one end of the tray as indicated in FIGURE 4 of the drawings.

The filled tray and sleeve is now in readiness to be operated. If the overwrap material is capable of being heat sealed to the sleeve, the transparent wrapper may now be wrapped about the tray to extend longitudinally thereof, and the ends of the wrapper are folded and sealed together. Preferably, the ends of the wrapper overlap on the undersurface of the tray forming a longitudinal seam which is also sealed in tubular form. The wrapper 27 is provided with a tear tape 29 on its inner surface, the tear tape being of a type well-known in the art. A portion of the wrapper 27 is sealed to the sleeve B and the area inwardly of the tear tape 29, or most remote from the end of the tray with which the sleeve is flush. If the wrapper is not readily heat sealable to the sleeve, spots of adhesive indicated at 30 may be provided on the sleeve prior to the wrapping operation.

The package thus formed is substantially air-tight and moisture-tight, and serves to protect the contents C. When the package is to be opened, the tear tape 29 is grasped and an area of the wrapper encircling the sleeve is removed, dividing the wrapper into a main body portion and an end portion. The short end portion is withdrawn from the sleeve and discarded. When this has been done, the remainder of the wrapper serves as a slidable cover. By applying slight pressure to opposite sides of the sleeve, the sleeve may be moved longitudinally of the tray to provide access to the carton contents. After a desired quantity of the contained material has been removed, the sleeve B may be again slid longitudinally of the tray into its original position. In this position, the tray is entirely closed. Thus while the wrapper itself is somewhat shorter in length than the tray after the tear strip has been removed, the sleeve extends to the end of the tray forming a complete closure.

In accordance with the patent statutes, I have described the principles of construction and operation of my im-

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provement in display cartons; while I have endeavored to set forth the best embodiment thereof, I desire to have it understood that obvious changes may be made within the scope of the following claims without departing from the spirit of my invention.

I claim:

1. A display package including
an elongated tray,
a sleeve encircling one end of said tray and slidable longitudinally of said tray,
a wrapper enclosing said tray and said sleeve, and secured to said wrapper, and
a removable tear strip on said wrapper and encircling said sleeve,
whereby when said tear strip is removed and the adjoining end of the wrapper removed, the remainder of the wrapper and said sleeve provides a telescoping closure.
2. The structure of claim 1 and in which said sleeve is narrow relative to the length of said tray.
3. A display package including
an elongated open-topped tray,
a sleeve encircling said tray adjacent one end of said tray and slidable longitudinally thereof,
said sleeve being narrow relative to the length of said tray,
a transparent wrapper enclosing said tray and sleeve,
a tear tape secured to said wrapper and encircling said sleeve intermediate the ends thereof, and
said wrapper being secured to said sleeve only in the area thereof between said tear tape and the end of said sleeve most remote from said one end of said tray,
whereby when said tear strip is removed and the end of said wrapper overlying said one end of said tray is removed, the remainder of said wrapper and said sleeve provides a telescoping removable cover for said tray.
4. A display packing including
a tray including a rectangular bottom panel,

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side walls hinged to opposite edges of said bottom panel and extending upwardly therefrom,
end walls hinged to opposite ends of said bottom panel and extending upwardly therefrom,
corner flaps connecting said side and end walls,
a sleeve extending about one end of said tray and including a bottom portion underlying said bottom panel side portions connected to said bottom portion and overlying said side walls, and a top portion connecting the upper edges of said side portions and overlying the top of said tray,
a transparent wrapper enclosing said tray and said sleeve,
a tear strip secured to said wrapper and extending about said sleeve intermediate the ends thereof, and
means securing said wrapper to said sleeve only in the area of said sleeve most remote from said one end of said tray,
whereby when said tear strip is removed and the portion of said wrapper enclosing said one end of said tray is removed, the remainder of said wrapper and said sleeve may be moved longitudinally of said tray to provide a telescoping closure.

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