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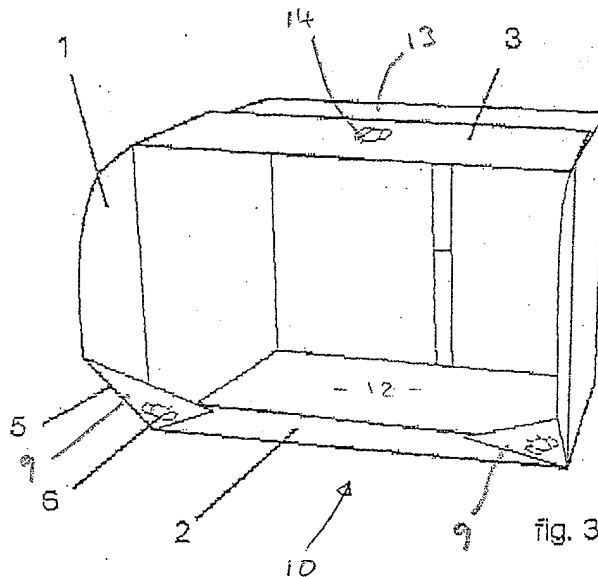
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(54) **display carton**

(57) A case 10 for containment and display of goods comprises a main flap 2 which can be secured in a closed position so as to retain the case contents during transit, the main flap 2 also being securable in a partially open position at an angle to an adjacent side 12 of the case, so that, with that adjacent side oriented to form a

base of the case, the angled main flap retains loose contents against spillage from the case and forms an opening for display of contents; characterised in that side flaps 1 are provided on two case sides 11 neighbouring said adjacent side 12, the side flaps having locking features 6, 7 for securing them to the main flap 2 with the main flap in the partially open position.



EP 1 500 596 A2

Description

[0001] This invention relates to packaging, for example secondary packaging, and to the presentation of goods in retail outlets.

[0002] There exist in the marketplace many examples of packaging used for containing and the displaying of goods. Such packaging is normally either placed on shelving systems or formed into free-standing stacks. The packaging is constructed in such a way that it can transform from a usually fully enclosed transit and/or storage configuration, into some form of display mode, in which the contents are exposed for customer selection. For example, the packaging may take the form of a closed case having a tear-out side portion.

[0003] Current packaging displays, particularly in the retail environment, usually consist of entirely dedicated, purpose built units or are made up of secondary packaging with supportive components, e.g. display headers, tagged on. Executing these solutions incurs additional expense through the supply chain, in materials, labour and time.

[0004] US-A-3241737 (Steinbock) relates to a display, dispensing and shipping container comprising a cover flap which can be opened to reveal an inner protective flap and a panel having wing brace panels attached to its sides along fold lines. The panel and wing brace panels can be hinged outwardly to form a bin-like feature from which, with the container turned on its side, contents may be displayed and served. One of the wing brace panels carries a tab which locks inside the container to hold the panel and wing brace panels in their hinged-out position.

[0005] US-A-4138051 (Zicko) discloses a container providing a similar fold-out dispensing bin, which is locked into the folded-out position by tabs provided in side panels of the bin and which engage in slots formed in the main body of the container.

[0006] US-A-4382514 (Williams) concerns a carton whose top closure is formed with a gusseted, fold-out dispenser flap. With the carton turned on its side, the dispenser flap may be opened and closed to dispense or store products in the container.

[0007] There exists a need for transit/display or dispensing convertible packaging which is simple to transform and attractive in display mode, which allows ready access to the packaging contents for customer selection whilst resisting accidental spillage of the contents in display mode, and which produces minimal in-store waste as a result of transformation. Advantageously the packaging should also be economical in materials and readily recyclable. These needs are met at least in part by a case as defined in claim 1. Further preferred and/or advantageous features of the invention are set out in the subclaims.

[0008] Illustrative embodiments of the invention will now be described with reference to the accompanying drawing in which:

Fig. 1 shows in perspective a scooped front case embodying the invention in its transit or storage mode;

Fig. 1a shows a blank of foldable sheet material, e.g. corrugated board, which may be used to form the case of Fig. 1;

Fig. 2 shows in perspective the case of Fig. 1 with the top flaps unfixed and ready to be reassembled into its display mode;

Fig. 3 shows in perspective the case of the preceding Figures with the top flaps now assembled into a display mode;

Fig. 4 shows in perspective a case similar to the preceding Figures, but having opposed access openings each provided with a scoop-like feature formed in accordance with this invention; and

Fig. 5 shows a number of stacked cases embodying the invention.

[0009] Referring to Figs. 1 and 1a of the drawings, the case 10 is erected from a blank 20 of corrugated board or similar foldable sheet material. The case 10 may be of a regular or non-regular style (Fig. 1) having at least four closure flaps, 1, 2, 3. These extend from adjacent case sides 11, 12, 13 respectively. The flaps on erection of the case 10 are folded inwardly through 90° and are secured in the transit or storage position shown in Fig. 1, to form a lid closure which fully encloses the case 10 contents. The outermost flaps 2, 3 are retained using any suitable temporary fixing method, such as adhesive tape 4 or staples (not shown).

[0010] Removing the temporary fixing 4 from the flaps 2, 3, reorienting the case with the side 12 lowermost and reassembling the flaps into display mode completes the transition from transit/storage mode (e.g. as secondary packaging) to a display case (Fig. 3). Perforations 5 forming diagonal fold lines (Fig. 2) and die cut locking features 7 in the side flaps 1 and apertures 6 in the main flap 2 allow these flaps to be reassembled to provide a "scoop" feature (as seen in Fig. 3). The main flap 2 which is adjacent and attached to the now lowermost side 12 is folded at a certain angle to slope upwardly and outwardly away from the adjacent side 12, thus retaining loose or spilling product inside the case 10. The main flap 2 is held in this position by the two side flaps 1 which are folded along the perforation lines 5 to provide flap portions 9 which can be locked to the main flap 2 by inserting their respective locking features 7 through corresponding apertures 6 in the flap 2. As best shown in Fig. 1, the locking feature 7 is attached to the remainder of its flap 1 by a neck portion 7a and has lateral ears 7b for securely locking it in the corresponding aperture 6.

[0011] The fourth flap 3 can be locked back against the adjacent side 13 of the case using a locking feature 14 and slot 15 similar to the feature 7 and slot 6 or of equivalent function (Fig. 3). Alternatively the flap 3 can be torn off and discarded. For this purpose it may be attached to the remainder of the case by a line of weak-

ness (e.g. perforations, not shown).

[0012] Various modifications will be readily apparent. For example, the position of the locking features 7 and apertures 6 can be reversed. More than one fold line 5 may be provided on each side of the erected case. The fold lines 5 may be provided in the flap 2 as well as or instead of in the flaps 1. Any suitable locking arrangement can be used, selected from the many known kinds, as appropriate. Different flap shapes and/or fold lines within the flaps can be used to make scoop-like features of various different configurations in the display mode. As shown in Fig. 4, both sets of closure flaps at the top and bottom of the case in transit mode may be transformable to form such scoop-like features on opposite sides of the case in display mode. Several cases transformed into the display mode may be stacked to form a product display stand as illustrated in Fig. 5.

the side flaps and/or main flap comprise fold lines (5) delineating flap portions (9) which are attached to the other of the side and/or main flap (1, 2) by the locking features (6, 7) when the main flap is in the partially open position.

7. A case as defined in any preceding claim in which the main flap (2) in the partially open position forms a scoop-like feature extending upwardly and outwardly from an open side of the case (10).
8. A case as defined in claim 7 comprising two such scoop-like features adjacent respective access openings formed by respective main flaps (2) in the partially open position.
9. A retail display unit comprising a plurality of cases as defined in any preceding claim, stacked together.

Claims

1. Erected or as a blank (20), a case (10) for containment and display of goods, comprising a main flap (2) which can be secured in a closed position so as to retain the case contents during transit, the main flap (2) also being securable in a partially open position at an angle to an adjacent side (12) of the case, so that, with that adjacent side oriented to form a base of the case, the angled main flap retains loose contents against spillage from the case and forms an opening for display of contents; **characterised in that** side flaps (1) are provided on two case sides (11) neighbouring said adjacent side (12), the side flaps having locking features (6, 7) for securing them to the main flap (2) with the main flap in the partially open position.
2. A case as defined in claim 1 in which the main flap (2) is one of four closure flaps (1, 2, 3) forming a lid or base of the case (10) during transit.
3. A case as defined in claim 1 or claim 2 in which the side flaps (1) comprise closure flaps (1, 2, 3) forming a lid or base of the case (10) during transit.
4. A case as defined in any preceding claim in which the locking features comprise an aperture (6) in one of the main or side flaps (1, 2), a tab (7) insertable through the aperture and delineated from the other of the main or side flaps by a cut line.
5. A case as defined in claim 4 in which the tab (7) comprises a neck portion (7a) by which it remains attached to the flap (1) from which it is formed, and a pair of lateral ears (7b) which lock the tab in the aperture (6) in use.
6. A case as defined in any preceding claim in which

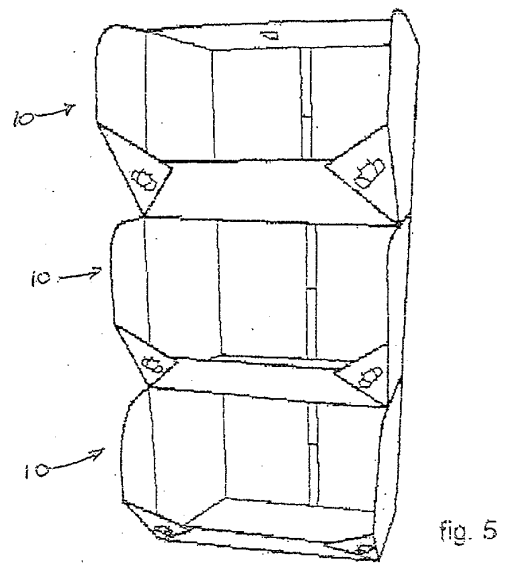
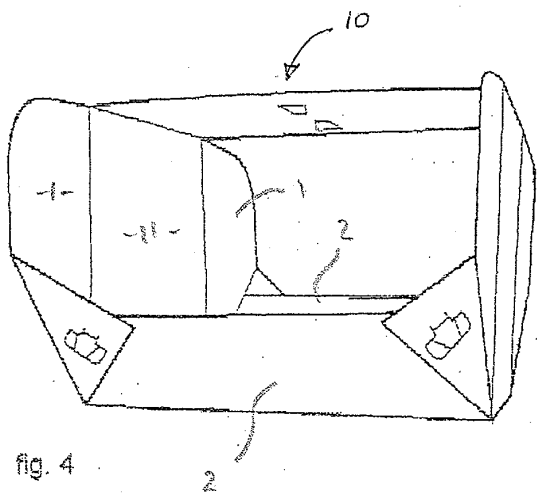
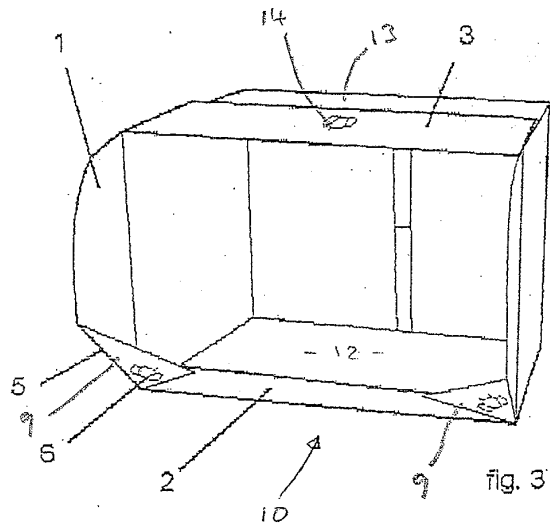
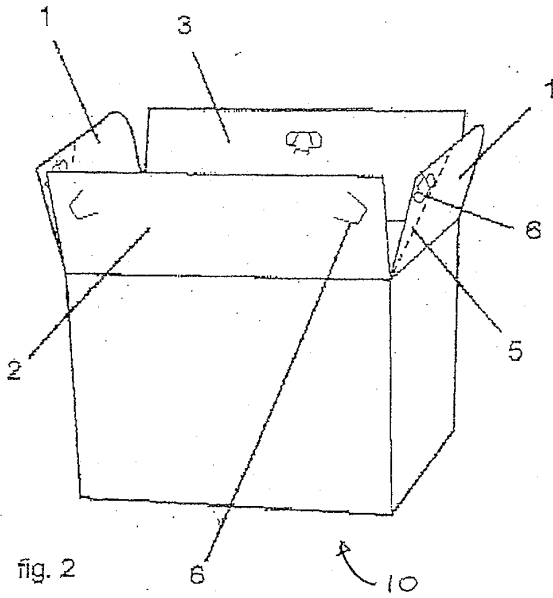
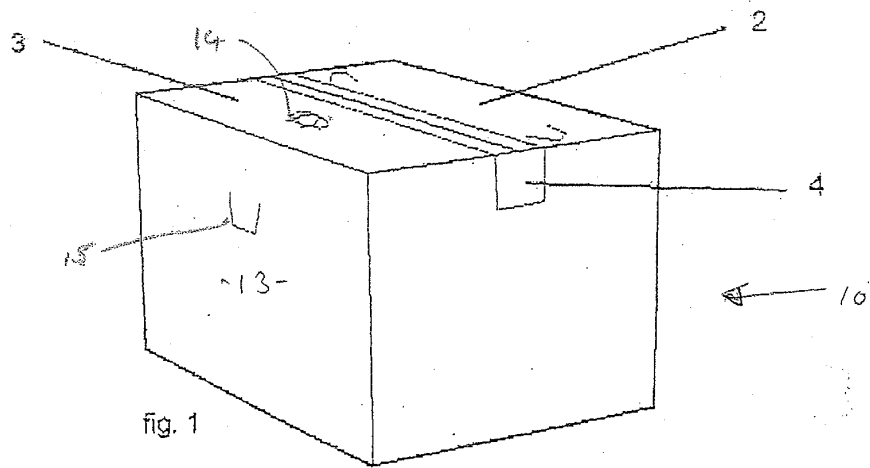


Fig. 1a

