

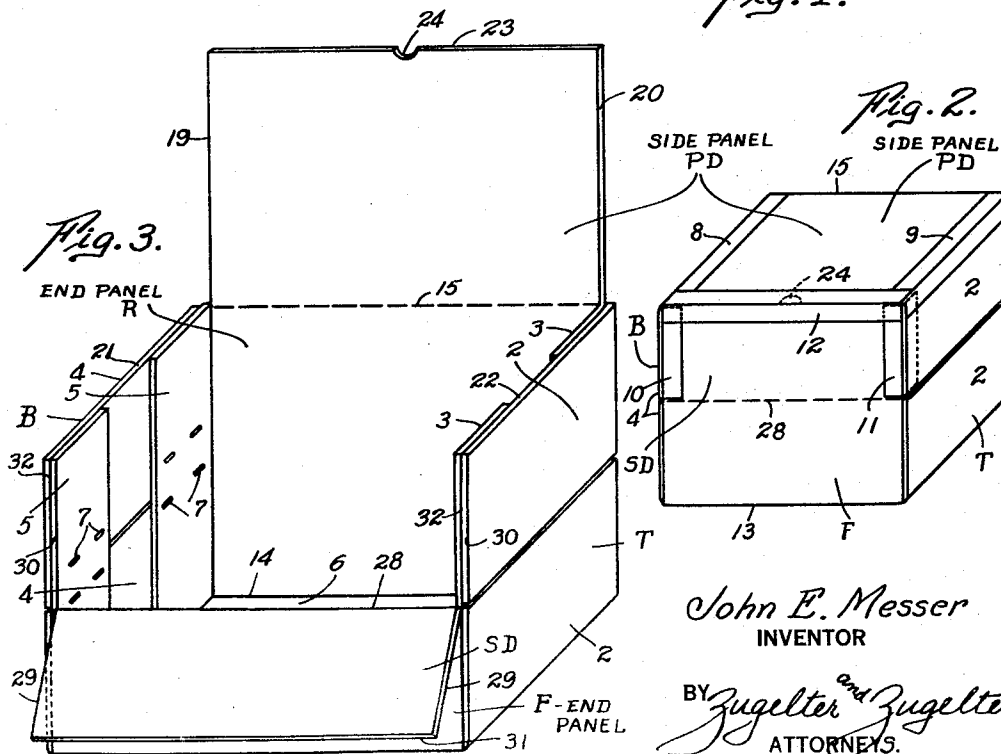
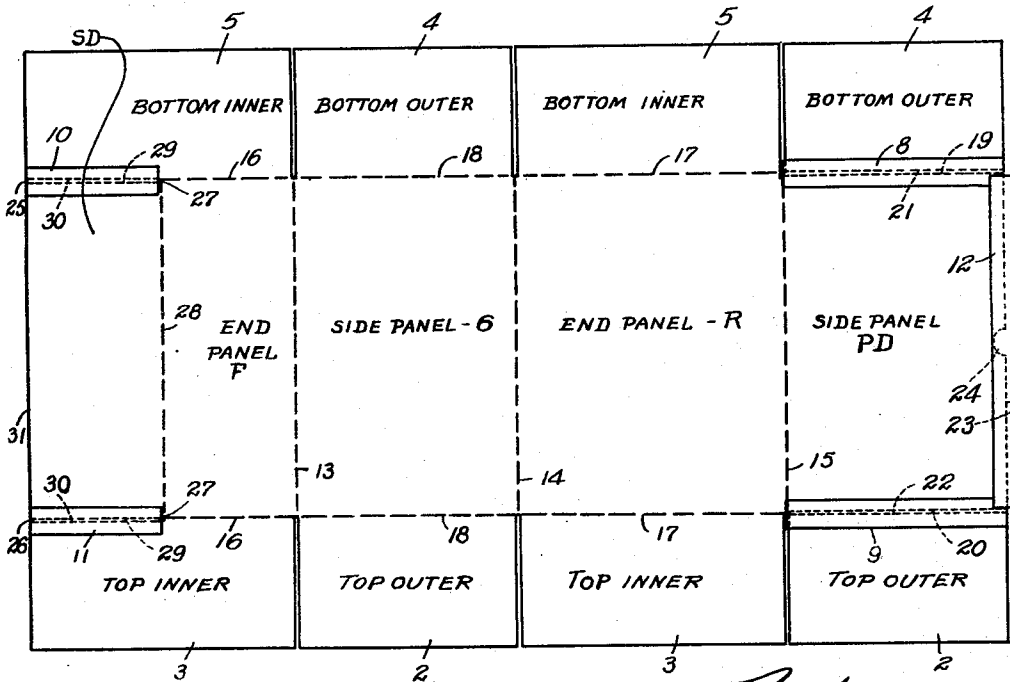
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DOUBLE DOOR DISPLAY CARTON

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DOUBLE DOOR DISPLAY CARTON

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3 Claims. (Cl. 206-44)

The present application is a continuation in part of my pending application entitled Display carton, filed February 17, 1941, and bearing Serial No. 379,223.

This invention relates to a shipping carton, and particularly to one made of rugged and substantial corrugated board, the carton being improved in such a manner as to serve both as a shipping container and as a display device for the contents of the carton after the carton has served its protective function as a shipping enclosure.

An object of the invention is to obviate the need for removing the contents or merchandise from the shipping carton and repacking them in a display container or bin for sales or dispensing purposes.

Another object is to provide a shipping carton of the character stated, which may be manufactured inexpensively using commonly available carton machinery and materials which are standard and procurable on the market.

Another object of the invention is to provide a shipping and display carton having the advantages stated, but which is so assembled as to require no alteration in present methods of filling and handling on the part of the packer.

Another object is to provide a shipping and display carton of the kind referred to, which renders the contents readily accessible directly from the shipping carton after being set up in display position, in which display position the merchandise is exposed at the top and at the front of the carton.

The foregoing and other objects are attained by the means described herein and disclosed in the accompanying drawing in which:

Fig. 1 is a plan view of the blank from which the double door display carton of this invention is formed.

Fig. 2 is a perspective view of the carton embodying the invention, the carton being sealed in closed condition.

Fig. 3 is a view similar to Fig. 2, but on a larger scale, showing the top and front of the carton opened for display purposes.

In the accompanying drawing is illustrated a shipping carton of the kind formed from heavy or corrugated board, for example cardboard, said carton being constituted of the following parts: A pair of top outer flaps 2-2, a pair of top inner flaps 3-3, a pair of bottom outer flaps 4-4, a pair of bottom inner flaps 5-5, an end panel R, a parallel opposed end panel F of the same size as end panel R, a side panel PD, and an opposed

side panel 6 in spaced parallelism with the side panel PD.

In examining the drawing, it should be understood that the carton of Fig. 2 when in position for the packing of merchandise therein, will be rotated counterclockwise through 90° so as to stand on its bottom B. The flaps 2-2 and 3-3 thereupon will be seen to constitute the top T of the carton and these ordinarily will extend either outwardly of the open top, or will be disposed in parallelism with the panels and end panels to which they are hinged. The bottom B, prior to filling of the carton with merchandise ordinarily will be securely closed by means of an adhesive, or clips 7, or both. Certain corners or edges of the carton will be joined together by means of tough and relatively indestructible sealing strips indicated by the characters 8, 9, 10, 11 and 12.

The sealing strips are adhesive coated, as explained in my copending application, and the body or base material of the sealing strip material is preferably of tough and substantial material, for example a fabric or a very tough long fibre paper. The nature of each sealing strip shall be such that it may be peeled off or stripped from its location upon the carton shown assembled in Fig. 2, without tearing either the sealing strip or the carton. In other words, a sealing strip made of cloth, with one of its faces carrying a tacky adhesive, would perform the desired function of the sealing strips utilized in connection with the present invention. The adhesive may be one that remains tacky at all times or a glue that dries hard, the only essential thing being that the strip material shall possess sufficient durability and toughness to enable peeling thereof from the carton without tearing.

With the shipping carton of the invention disposed in the Fig. 3 condition for display purposes it will be seen that the bottom B is at the left, and the top T is at the right, the carton then standing on its side panel 6. The other side panel PD then is uppermost, and it may be swung as a primary door PD into a vertical or upright position as indicated. A secondary door SD, formed from the end panel F, or the front of the carton when in display position, opens forwardly and downwardly to afford access or visibility to the contents of the shipping carton at the front F. In the display position the end panel which is opposed to the panel F, becomes the rear panel R of the display unit.

As will be observed from the disclosure of Fig. 1 the cardboard blank in its entirety is rectangular

and regular as to shape. The side panels **6** and **PD**, and the end panels **F** and **R** are in line, and meet each other along the scores **13**, **14** and **15**. By means of a pair of parallel score lines **16—16**, the front panel **F** is separated from the top inner flap **3** and the bottom inner flap **5**. The parallel score lines **17—17** similarly separate the end panel or rear panel **R** from the remaining top inner and bottom inner flaps **3** and **5**. The side panel **6** has its bottom outer flap **4** and its top outer flap **2** hinged along the pair of parallel score lines **18—18**. The spaces shown on Fig. 1 between the various top flaps and the succession of bottom flaps, make it clear that the flaps are all separated from one another.

At the extreme right of Fig. 1 it will be seen that the side panel **PD**, which in the display condition of the carton becomes the primary door, has its side edges **19** and **20** joined to the adjacent bottom outer flap and top outer flap, respectively, by means of the sealing strips **8** and **9**. The cut edges **21** and **22** of the flaps **4** and **2**, respectively, may be severed very smoothly so that when they are uncovered in the display condition of the carton, said edges will present a smooth and pleasing appearance. Likewise, the side edges **19** and **20** of the panel **PD** are to be finished or dressed in the interest of appearance. The same applies to the free edge **23** of the panel or primary door **PD**. If desired, the free edge **23** of the primary door panel may be notched out at **24** or otherwise furnished with a finger grip portion to facilitate opening the door panel to the Fig. 3 position.

The end panel **F**, which becomes the front of the carton when in the display condition carries the secondary door **SD** which may conveniently be furnished by simply cutting a pair of slits or slots **25** and **26** along the score line **16**, to a location within the body portion of the end panel **F**. As shown herein, the slots or slits terminate at **27**, and as a matter of choice, the termini of the slots or slits may be joined together by means of a score line **28** to provide a hinge line about which the secondary door may be swung to the open or closed positions. The slits or slots preferably are die cut, or otherwise formed with a smooth edge, so as to impart to the secondary door a pair of finished edges **29—29**, while at the same time furnishing a pair of finished edges **30—30** at the front access opening, as may best be understood by referring to Fig. 3. The sealing strips **10** and **11**, when in place upon the carton, cover the slots or slits **25** and **26**, respectively (Fig. 1), and maintain the secondary door **SD** normally in a closed position as illustrated by Fig. 2.

When the blank of Fig. 1 is shaped to produce the shipping carton of Fig. 2, the sealing strip **12** will extend along the terminal edges **23** and **31** of the primary and secondary doors, thereby to maintain the cubic formation of the carton. The recess or finger grip notch **24** preferably will be covered by the sealing strip. Before the carton of Fig. 2 is filled with merchandise, of course, the top flaps **2—2** and **3—3** will be extended rather than folded upon one another, so as to afford access to the interior of the shipping carton. After filling, the carton ordinarily will be closed at its top **T** by either gluing or stapling the top flaps **2—2** to the underlying flaps **3—3** in accordance with common practice.

It may here be noted that all of the sealing strips may be applied when the shipping carton is shaped and ready for packing with merchan-

dise, so that the packer need not be concerned with the sealing strips in any manner whatsoever. In the packaging of layer goods, bottles or articles requiring partitions or dividers, and under other possible conditions requiring packing through the access doors, it may be more convenient to leave the application of the sealing strips to the packer, rather than to the box manufacturer. After the carton is shaped up in readiness for reception of merchandise, the various flaps **2—2** and **3—3** that form the top of the carton may be freely swung upwardly and outwardly just as may the top flaps of any conventional carton. It should be noted that the sealing strip **11** will not interfere with the swinging movements of the top flaps, as it does not fasten the outer flap **2** to the secondary door **SD** but instead lies between the outer flap **2** and the inner top flap **3** to which it is secured. In other words, one leg of the sealing strip will be disposed within the space **32** between a top outer flap and a top inner flap as indicated in Fig. 3. The same arrangement may be present at the bottom **B** of the carton, so far as concerns the sealing strip **10**.

Referring now to Fig. 2 it should clearly be apparent that removal of the adhesive sealing strips **12**, **8** and **9** will enable the recipient of the carton to lift the primary door **PD** and rotate it about its hinge line **15** for disposition thereof to an upright position. This will afford access, with very little effort and time expenditure to the merchandise encased within the carton. If the merchandise be in the form of packaged goods, it may be considered desirable to expose a greater area of the packaged goods for display, in which event it is necessary only to strip the sealing elements **10** and **11** from the carton and thereby free the secondary door **SD** in order that it may be moved about its hinge line **28** for disposition to the Fig. 3 relationship to the carton. The faces of the primary door and the secondary door which are exposed in the display condition of the carton, may carry suitable advertising material to be exposed concurrently with display of the carton contents.

The result of the arrangement explained above, is that the contents of the shipping carton need not be removed therefrom and placed in a display bin, or display container, for sales or dispensing purposes but may instead be allowed to remain within the original shipping carton since the carton treated in accordance with the invention performs very satisfactorily to display the contents. Unlike the conventional shipping carton, the carton of this invention is very easily opened and set up for display purposes. With the conventional carton, this is a laborious, time consuming operation due to the difficulty of breaking the seal existing between the top flaps **2—2** and **3—3** of the carton.

From the foregoing, it should be evident that I have provided an improved carton which may be manufactured by the use of existing standard box machinery at low cost, and that such carton possesses the necessary substantiality for shipping purposes while at the same time providing effectively for attractive display of its contents upon reaching its destination. The carton is a readily manufacturable article, is easily packed in the conventional manner, and may be opened quickly without the aid of tools and without injury to the fingers and finger nails of the recipient. The easel formed by each of the panels **PD** and **SD**,

and the die-cut edges of the parts exposed when the device is set up for display, serve to enhance the appearance of the display. Unlike the known forms of shipping cartons, the carton of the present invention may be opened as easily and quickly as if it were equipped with a zipper or slide fastener. This latter advantage is to be considered one of the primary objects of the present invention.

What is claimed is:

1. A combination shipping and display carton for merchandise, which in shipping condition comprises a pair of opposed side panels, and a pair of opposed end panels, all of said panels including means cooperating to form a rectangular structure, said cooperating means comprising a top outer flap permanently hinged to one edge of one of the side panels, and a bottom outer flap permanently hinged to an opposite edge of said one side panel, a second top outer flap and a second bottom outer flap each having a hinge edge, and temporary displaceable strip elements hinging said hinge edges to opposite edges of the remaining side panel, said remaining side panel having a hinge connection with one end panel to provide a primary door, the other end panel being divided into a stationary section and a movable section, with the movable section hinged for providing a secondary door swinging in a direction opposite to the direction of swing of the primary door, and temporarily applied strip means adapted to be peeled from the carton for the purpose of releasing the primary and secondary doors for swinging as stated, the primary door being notched to provide a finger grip normally covered by said strip means.

2. A combination shipping and display carton for merchandise, which in shipping condition comprises a pair of opposed side panels, and a pair of opposed end panels, each including an inner top and bottom flap, one of said end panels being slitted, and scored at the ends of its slits to furnish a secondary access door having a free edge, all of said panels including means cooperating to form a rectangular structure, said cooperating means comprising a top outer flap permanently hinged to one edge of one of the side

panels, and a bottom outer flap permanently hinged to an opposite edge of said one side panel, a second top outer flap and a second bottom outer flap each having a hinge edge, and temporary displaceable strip elements hinging said hinge edges to opposite edges of the remaining side panel, said remaining side panel including a hinge permanently joining one edge thereof with one end panel and leaving an opposite edge free to swing toward and from the free edge of the secondary access door, thereby to constitute a primary access door, a temporary displaceable adhesive strip joining the free edges of the primary and secondary access doors, and a pair of said strips each temporarily joining an end of the secondary access door with an adjacent inner flap of the slitted and scored end panel.

3. A blank for the production of a combination shipping and display carton, said blank comprising in flat formation a pair of end panels and a pair of side panels alternately related, and scored to define and join the panels, a top inner flap and a bottom inner flap for each end panel and hinged thereto, one of said end panels being slitted along the hinge connection with its bottom inner and top inner flaps, the slits extending equal distances inwardly of a free edge of said end panel so as to determine a line of bending of said end panel in the formation of a secondary access door therein, adhesive strip means of the type which is bodily displaceable, said strip means being temporarily applied over the slits aforesaid, a bottom outer flap and a top outer flap associated with each side panel, one of said side panels having a free terminal edge, a strip of displaceable adhesive material along said free terminal edge, in overhanging relationship thereto, for joinder with the free edge of the secondary door when the blank is folded and set up for use, and similar bodily displaceable adhesive sealing strips extending from the ends of the strip last mentioned, to the next adjacent end panel, for temporarily hinging a top outer flap and a bottom outer flap onto that side panel which includes the free terminal edge aforesaid.

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