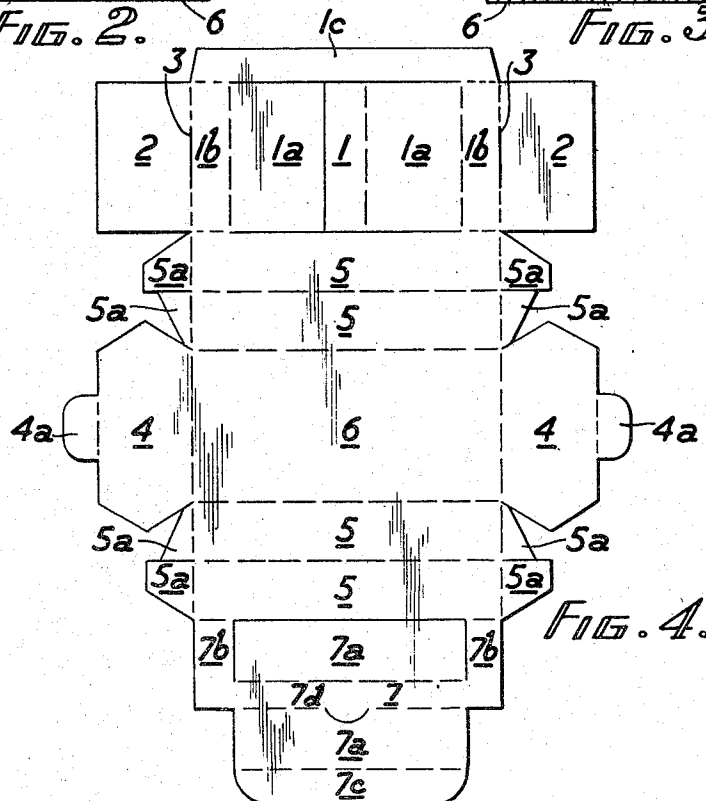
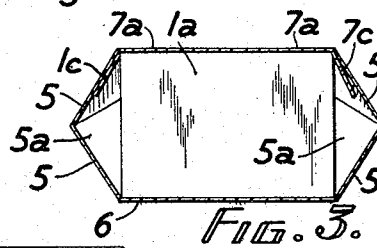
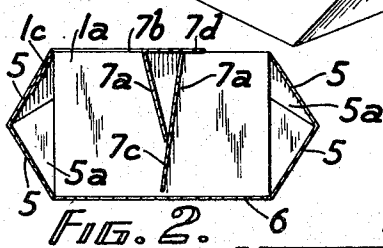
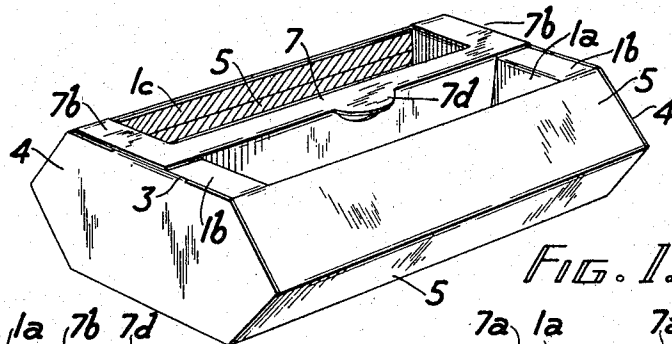


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W. T. S. HENDRICK
DISPLAY CARTON AND BOX
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DISPLAY CARTON AND BOX

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2 Claims. (Cl. 206—45.31)

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This invention relates to boxes of the carton type which are used for displaying articles and more particularly to an improved box which may also be used as a container for such articles.

The object of the invention is to provide a box or carton of this type which can be used to display its contents or to cover them as desired.

The invention consists in a box for displaying and containing articles wherein a hinged top panel is provided with tongues which are foldable either to a position in which they project inside the box to form a partition, the contents of the box being then displayed, or to a position in which the tongues lie in the plane of the panel and form a cover for the box.

In one embodiment of the invention which will be described and which is shown in the accompanying drawings the box or carton is designed and shaped for the display and subsequent carriage of confectionery such as chocolates or the like of cylindrical shape and is made from a sheet or blank of cardboard or similar material which is cut or folded into flaps and panels.

In the drawings:

Figure 1 is a perspective view of the box with the top panel in position for displaying its contents.

Figure 2 is a transverse section through the box shown in Figure 1.

Figure 3 is a transverse section through the box with the top panel in position forming a cover to the box.

Figure 4 is a plan view of a blank from which the box may be formed.

The finished carton is relatively flat and hexagonal in cross-section having rectangular top and bottom panels 7, 6, the top panel 7 being cut in such a way as to allow it either to be folded partly within the carton as a partitioning frame for display purposes as shown in Figures 1 and 2 or to be opened out so that it can be used as a lid or cover to the carton for carriage purposes as shown in Figure 3. The front and rear sides of the carton are formed by two rectangular sheets each of which is folded centrally along its length to provide side panels 5 conforming with the edges of adjacent hexagonal end panels 4. There is further provided a reinforcing panel 1 and a series of internal strengthening panels and flaps, more clearly shown in Figure 4.

The cardboard blank prior to cutting is generally rectangular in shape and slightly longer than the combined transverse perimeter of the completed carton. The width of the blank is somewhat greater than the combined longitudinal pe-

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rimeter of the bottom 6 and the end panels 4 of the finished carton.

The panels and flaps comprising a complete carton are located contiguously on the blank, with the longer dimension of the carton extending across the width of the blank.

The length of the blank shown in Figure 4 is divided into five adjoining main panels comprising in sequence a reinforcing panel, rear side, bottom, front side and the top display or cover panel for the carton. The first of these panels is the reinforcing panel 1 which is rectangular in outline and cut so as to provide a pair of square carton lining tongues 1a which are foldable downwardly from the ends of the panel to leave a marginal strengthening strip 1b extending across the top at each end of the carton. The outer edge of each of these strips is contiguous with one of the longer sides of a rectangular inner end panel 2 and is provided with a centrally disposed slot 3 which is adapted to receive an interlocking tab 4a on an outer end panel 4 when the carton is assembled. This reinforcing panel 1 is further provided with a longitudinal marginal flap 1c which, in the finished carton, is glued to the inner face of one of the side panels 5.

The four side panels 5 on the blank are each provided with a pair of contiguous end closing flaps 5a one at each of their ends, these flaps being formed by slitting each side panel outwardly from its corners and from the mid point of its end edges.

The bottom panel 6 of the carton is flanked at each end by an upwardly foldable outer hexagonal end panel 4, one longer side of which is contiguous with the bottom panel. The outside longer edge of each of these panels carries an interlocking tab 4a which, in the assembled carton is engageable with the slot 3 formed in each end of the top reinforcing panel, as described above.

The top display or cover panel 7 is substantially rectangular in shape and provided with two rectangular tongues 7a which are foldable from the centre thereof. The central strip with which these flaps are contiguous is integral with a pair of transverse strips 7b which extend across half the carton, from back to front, and overlie the marginal strengthening strips 1b on the top reinforcing panel. The tongue 7a which is adjacent the edge of the blank is provided with a longitudinally extending tab 7c which is foldable either to form a base for the flaps when used as display partitions or to secure the top display or

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cover panel when it is used as a lid for the carton. A semi-circular tab 7d is upwardly foldable from the central strip to facilitate upward or opening movement of the top panel.

In order to assemble the carton for display purposes the bottom panel 6 is laid flat, the sides 5 being folded upwardly into an erect position and bent longitudinally so that each defines a side of the hexagonal ends of the carton. The reinforcing panel 1 is now folded parallel to the bottom panel 6 and its longitudinal marginal flap 1c is glued or otherwise secured to the upper opposite side panel 5. The end closing flaps 5a on the front and rear side panels are now folded inwards and the carton lining tongues 1a and inner end panels 2 are bent downwardly from the reinforcing panel 1, the body forming operation being completed by folding the outer end panels 4 upwardly and engaging their interlocking tabs 4a with the corresponding slots 3 in the reinforcing panel.

The combined top display and cover panel 7 is now bent over the open top of the carton, the rectangular tongues 7a thereon being folded downwards from the centre to provide a central partition supported on the longitudinally extending tab 7c for separating and displaying two rows of chocolates or the like.

The carton is preferably enclosed with cellophane or other transparent covering material to protect the contents of the carton during display or prior to sale.

When once the transparent wrapping is removed the two rectangular tongues 7a can be folded to lie in the plane of the panel 7 and form a lid or cover to the carton, the tab 7c being folded downwards inside the adjacent side panel 5 to keep the cover closed.

Whilst the embodiment described is formed from a cardboard carton blank, such a blank may be of any material which is easily cut or folded into the panels or flaps as described, and it will be apparent that whilst the invention describes the construction of a simple carton for the display of cylindrical objects such as chocolates the invention is suitable for the reception of any other shape of article appropriate to a box of altered design which utilises the principle of the invention.

What I claim is:

1. A box for displaying and containing articles comprising a bottom panel, side panels, vertical end panels, a reinforcing panel parallel to and

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adjacent to each of said end panels, a top panel extending between the upper edges of each of said end panels and the reinforcing panel adjacent thereto and a lid panel continuous with one of said side panels and adapted to bend upwardly to give access to the interior of the box, said lid panel comprising marginal portions, a central portion extending between said marginal portions, and tongue portions continuous with and extending from either edge of said central portion and adapted to bend downwardly from a position in which the tongue portions are in the plane of said lid panel so that said lid panel is adapted to provide a hinged cover for the body portion into a position in which said tongue portions extend downwardly in a plane transverse to that of said lid panel so as to provide a partition in the box.

2. A box for displaying and containing articles produced from a single blank cut and folded to form a bottom panel, side panels, vertical hexagonal end panels, a reinforcing panel parallel to and adjacent to each of said end panels, a top panel extending between the upper edges of each of said end panels and the reinforcing panel adjacent thereto, and a lid panel continuous with one of said side panels and adapted to bend upwardly from a position in which said lid panel rests on said top panels, said lid panel comprising marginal portions, a narrow central portion extending between said marginal portions, a lifting tab adapted to bend upwardly from said central portion, and tongue portions continuous with and extending on either side of said central portion and adapted to bend downwardly from a position in the plane of said central and marginal portions, in which position the lid panel is adapted to provide a hinged cover for the box to a position to provide a wedge-shaped partition extending between said reinforcing panels.

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