

July 13, 1948.

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2,445,280

SHIPPING AND DISPLAY CARTON

Filed April 30, 1945

4 Sheets-Sheet 1

Fig. 1.

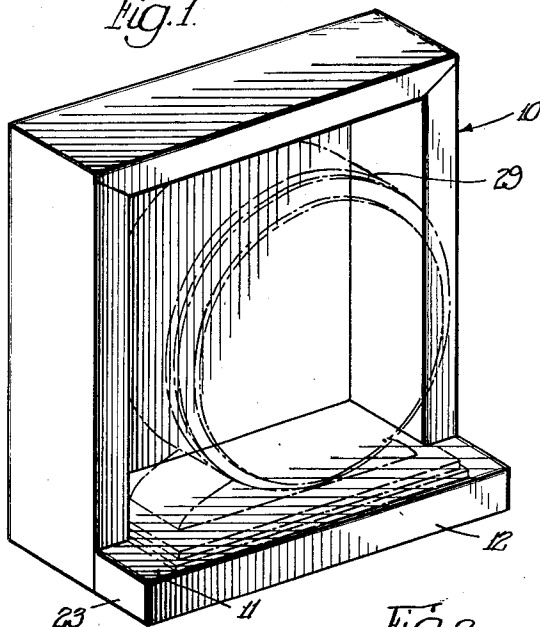


Fig. 2.

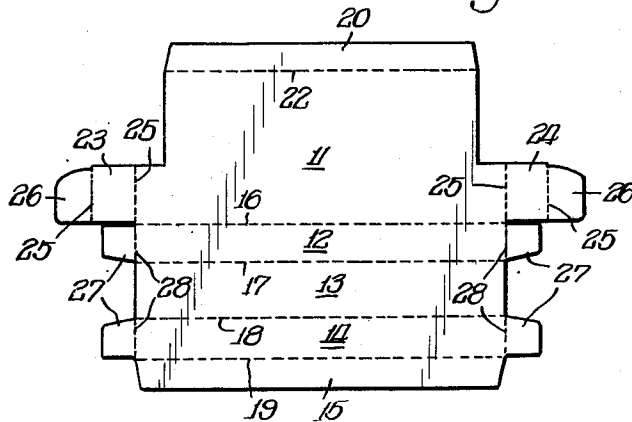
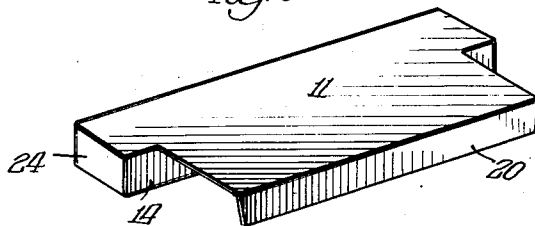


Fig. 3.



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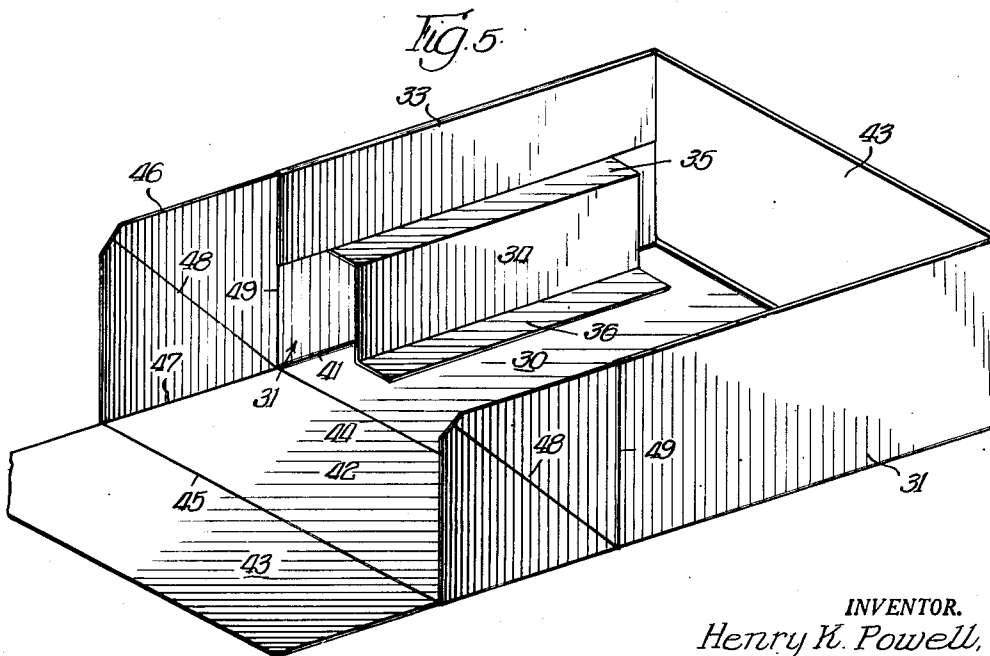
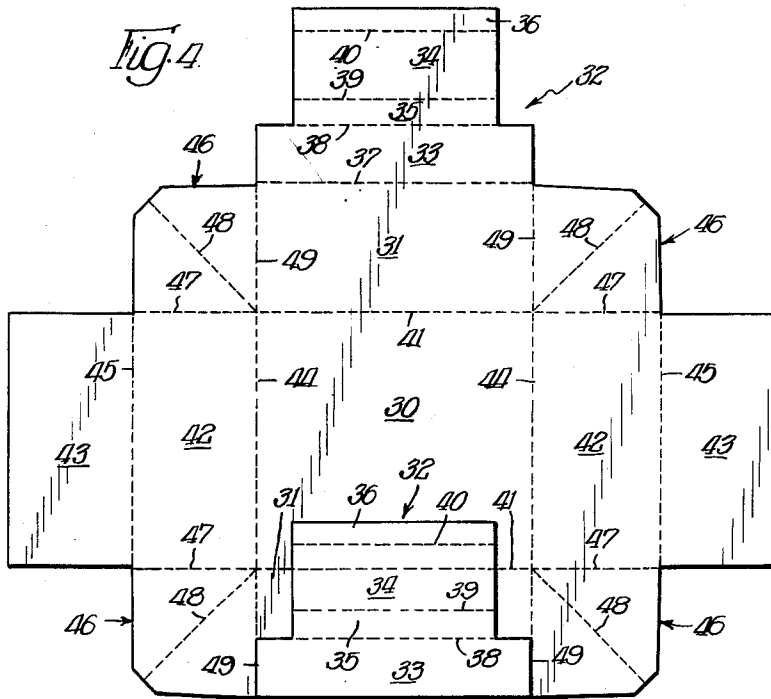
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4 Sheets-Sheet 2



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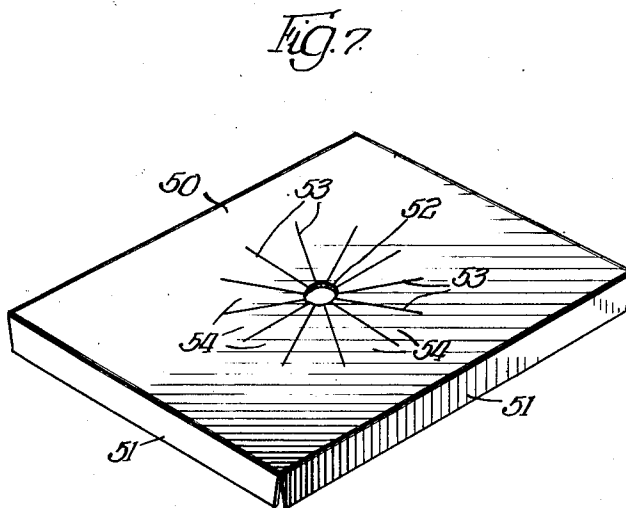
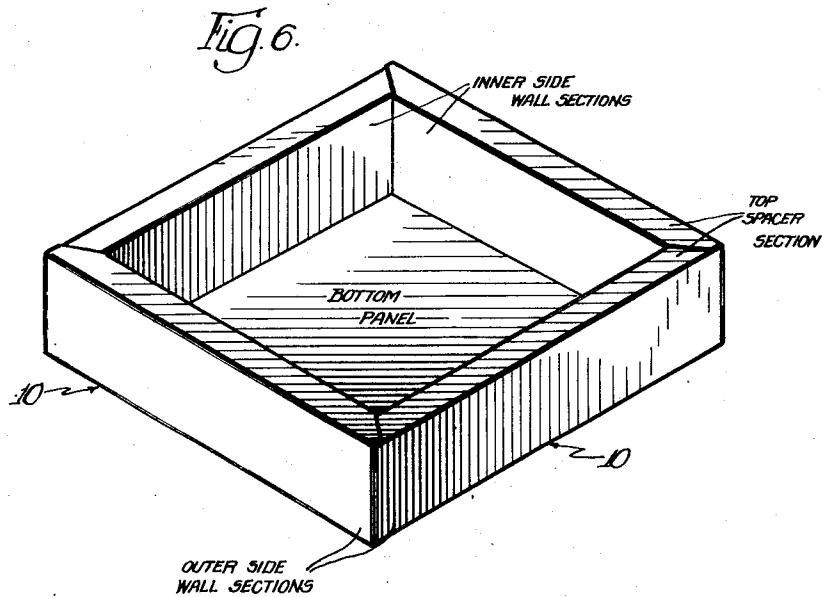
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SHIPPING AND DISPLAY CARTON

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4 Sheets-Sheet 3



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SHIPPING AND DISPLAY CARTON

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4 Sheets-Sheet 4

Fig. 8

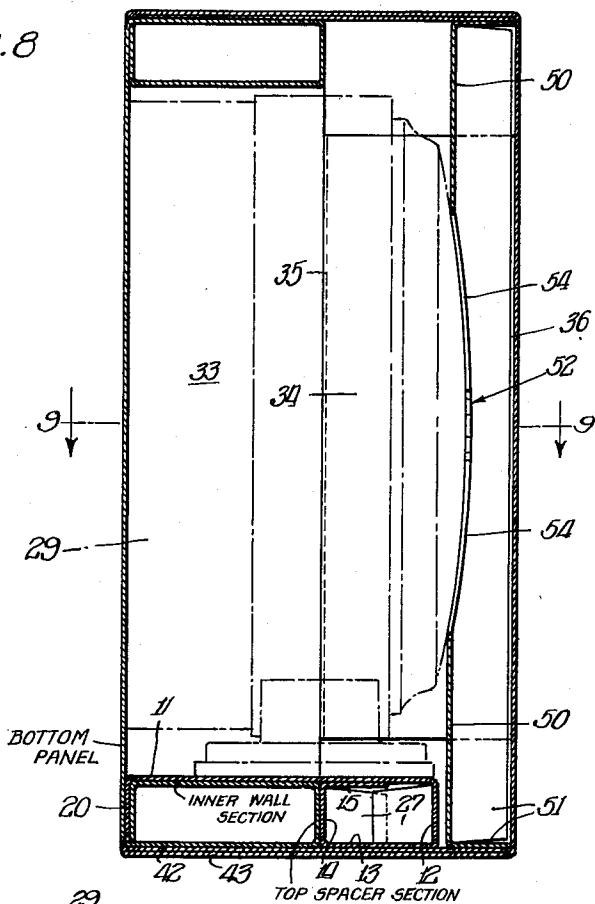
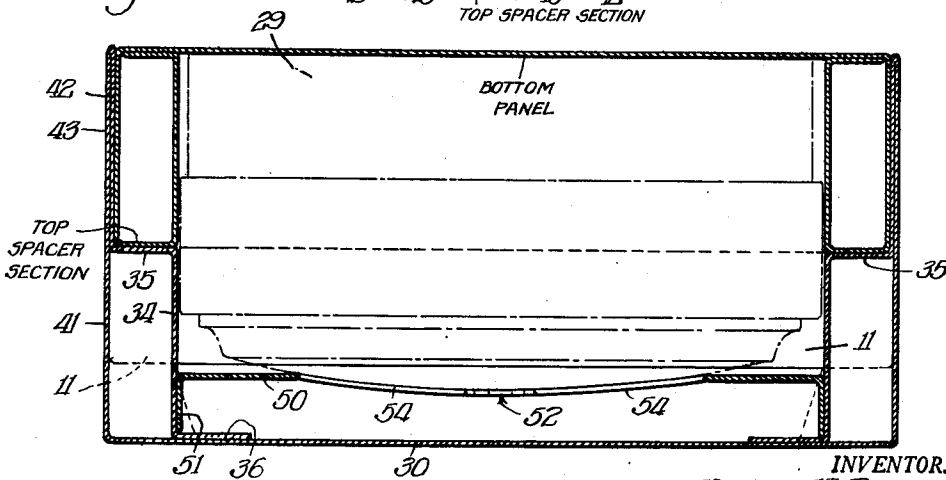


Fig. 9



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UNITED STATES PATENT OFFICE

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SHIPPING AND DISPLAY CARTON

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8 Claims. (Cl. 206-44)

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The present invention relates to improvements in cartons. More particularly, it pertains to a closed shipping and display carton having a novel arrangement of parts whereby a commodity contained therein can, upon removal of the cover and especially upon placing the commodity receiving compartment, or carton bottom, in an upright position, be afforded maximum display by a platform construction permitting the commodity to extend a substantial distance beyond the outer confines of the compartment while maintaining the same in upright position, and the provision of such a platform construction, as well as such an assembly of parts, is a principal object of the invention.

A specific object of the invention is the provision of a platform, preferably separately insertable, to be used in conjunction with a carton bottom member, or commodity receiving compartment, in a manner such that the platform can be so connected with the carton bottom member that it will support a commodity or article contained therein when the same is raised to upright position for display purposes.

Another object of the invention is the provision of such a platform, or insert, particularly adapted for use with carton bottom members, preferably of the display type, which bottom members have foreshortened walls, that is, walls shorter than normally used which will permit the commodity or article packaged therein to extend beyond the outer confines of said walls when supported in upright position by the platform to provide maximum display characteristics.

A further object of the invention is the provision of a carton cover member having shoulders, or ledges, to support the tops of the wall sections of a carton bottom member, in which the walls are foreshortened to permit the article or commodity to extend therebeyond, as well as having recessed portions adapted to receive a platform for supporting the commodity as aforesaid when the complete package is prepared from such an assembly of parts.

It is also an object of the invention to provide a shouldered and recessed cover member for such a package in which the cover member carries a supporting cushion member to protect fragile articles during storage and shipping.

Other objects of the invention will in part be obvious and will in part appear hereinafter.

The invention accordingly comprises an article of manufacture possessing the features, properties, and the relation of elements which will be exemplified in the article hereinafter described

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and the scope of the application of which will be indicated in the claims.

For a fuller understanding of the nature and objects of the invention reference should be had to the following detailed description taken in connection with the accompanying drawings, in which:

Fig. 1 is a perspective view illustrating a particular assembly of carton parts embodying the invention showing such a carton with the cover removed depicting the enhanced display features of the bottom member and platform arrangement when the same is placed in upright position;

Fig. 2 illustrates a preferred form of blank adapted to provide a platform, or separate insert, for the bottom member, or compartment, of a carton bottom member, preferably of the type illustrated in Fig. 1;

Fig. 3 is a perspective view of the blank of Fig. 2 folded and secured together as a platform, or insert, construction;

Fig. 4 is a plan view of a blank of board material, with one extension folded over, illustrating a preferred embodiment of a cover arrangement to be utilized in conjunction with the bottom and platform combination depicted in Fig. 1;

Fig. 5 is a perspective view showing the blank of Fig. 4 with all but one wall erected into position;

Fig. 6 is a perspective view of a preferred display type of bottom member, as illustrated in Fig. 1, particularly useful in practicing the present invention;

Fig. 7 is a preferred type of cushion member for use in connection with the cover member shown in Fig. 5 for protection of fragile commodities during storage and shipping;

Fig. 8 is a transverse sectional view of a completed package, that is, one in which a completely erected cover member of the type shown in Fig. 5 is placed over the bottom member and platform shown in Fig. 1 with the cushion member of Fig. 7 positioned in the cover member, the commodity contained therein being depicted in dotted line position for clarity in illustration; and

Fig. 9 is a transverse sectional view taken along the lines 9-9 of Fig. 8 and looking in the direction of the arrows.

Referring more particularly to Figs. 1 and 6 of the drawings, there is illustrated at 10 a bottom member, or compartment, of a carton for shipping and display purposes with the top member of the carton removed and the bottom member placed in upright position. This type of bottom member is now well known and belongs to the so-called display type of carton. That is, it belongs

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to the class of cartons having double or spaced apart walls joined by top spacer sections to give a frame-like effect to articles or commodities placed therein for shipping purposes as well as for display purposes.

This type of carton is formed from a single blank of material and the walls erected into the position shown in accordance, for example, with the disclosures of the Frankenstein Reissue Patent No. 21,158. However, for use in conjunction with the present invention it should be noted that the walls are fore-shortened, that is, they are not of the depth of the cover member of the type illustrated, for example, in Fig. 5. The importance of shallow side walls resides in the fact that they permit articles, or commodities, placed therein to project beyond the outer confines of the walls so that such articles can readily be displayed. In addition, a distinct advantage is the large amount of paper which is saved by such bottom constructions and this is a further object of the invention.

In order to permit such a bottom member to be placed in an upright position, and at the same time securely to hold a commodity in display position, a platform, or separate insert, is used in connection with the assembly, all as more fully illustrated in Figs. 2, 3, 8 and 9 and this is a particular feature of the invention. The blank of Fig. 2 comprises a platform panel 11 and has projecting from one end thereof a front panel 12, a bottom panel 13, a rear panel 14 and a glue flap 15. These panels are provided by score or crease lines 16, 17, 18 and 19. Along the opposite edge of panel 11 is another panel 20 provided by the crease line 22. This panel serves the same purpose as the front panel 12 and the rear panel 14 in that it holds the platform panel 11 in raised position. In addition to this, the panel 20 is an interlocking panel for securing the same in a bottom member as shown at 10 when the bottom member is placed in upright position to provide a base. The exact nature of the interlocking arrangement also will appear more fully hereinafter.

At remaining ends of the platform blank are panels 23 and 24 which form end walls for the platform and these are provided by score lines 25, 25, thereby also providing tuck-in flaps 26, 26. Extending from the panels 12 and 14 are pairs of additional tuck-in flaps 27, 27 and these are provided by the score lines 28, 28. Preferably, the panel, or glue flap, 15 has applied thereon a stripe of adhesive. In erecting the blank into a platform, or insert, the panels 12, 13, 14 and 15 are folded around the score lines 16, 17, 18 and 19. The glue panel 15 is secured to the bottom of the panel 11. The tuck-in flaps 27 are folded toward and upon each other around the score lines 28, 28, and thereupon the panels 23 and 24 are brought into overlying position on their respective tuck-in flaps 27, 27, upon being folded downwardly along the score lines 25, 25. The tuck-in flaps 26, 26 are tucked between the spaced apart platform walls provided by the side panels 12 and 14, and the top and bottom panels 11 and 13 respectively.

As seen in Fig. 1 such a platform, or insert, is first placed within the carton bottom member 10 and held in hooked, or interlocking, position. It should be understood that it is within the contemplation of the invention to provide such a platform which is not necessarily a separate insert but which can be an extension of one of the sections of the blank from which such a bottom

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member, as that illustrated in 10, is made. It will be seen that the platform member is preferably cut out in such a manner that the platform panel 11 and the bottom panel 13 are spaced apart approximately the same distance as the inner and outer side wall sections of the bottom member 10, and also that there is an interfitting arrangement between the platform panel 11 and the walls of the bottom member so that the panels 23, which provide end walls for the platform, are flush with the outer side wall sections of the bottom member.

In conjunction with the bottom member, 10 and the platform arrangement illustrated, a novel type of cover member is provided. In the drawings, the commodity which has been illustrated in dotted line position, represents an alarm clock. The clock is first placed in the compartment, or bottom member, and may be supported by a back piece such as a band of cardboard (also indicated by dotted lines) in Fig. 8, at 29. This is a well known construction in which a strip of cardboard is formed into a ring in order to hold the operating mechanisms of the clock away from the bottom panel.

The cover member, preferably comprises a single blank of carton material such as that illustrated in Fig. 4. This comprises a bottom center panel 30. Oppositely extending from the center panel 30 are outer wall sections and inner wall sections. The outer wall sections consist of panels 31, 31 and the inner wall sections comprise a group of panels indicated generally at 32, 32. Each inner wall has a first panel member 33, 33 extending from the outer wall sections and a second panel member 34, 34. Between each first panel member 33 and each second panel member 34 are spacer strips 35, 35, the second panel members 34 preferably terminating in glue flaps 36, 36. All of the members on each inner wall sections 32 are defined by score, or crease, lines 37, 38, 39 and 40.

From the remaining sides of the center panel 30 are oppositely disposed panels providing outer wall sections 42, 42, and inner wall sections 43, 43. These sections are defined by score lines 44, 44, and 45, 45.

Each first panel member 31, 31 is connected to the inner wall sections 42, 42 by a generally square panel member indicated generally at 46, these members being defined by score lines 47, and 49. Each panel 46 has a diagonal score line 48, which provides a bellows type of fold.

In Fig. 4 one of the sections 32 is folded over along score line 37 for purposes of ease of illustration. It will be understood that the opposite section 32 will be similarly folded in preparing the blank for shipping, preferably after the panels, or glue flaps, 36, have been secured to the center panel 30.

Referring to Fig. 5, in which the cover member is shown substantially completely assembled, it will be seen that an important feature of the invention is the removal from the panels 34, 35 and 36 of a portion thereof so that they are not as wide as the panel 33. Preferably, the latter extends across the length of the outer wall section 31 so as to form a double wall structure. Each second panel member 34, because of the spacer strip 35, is preferably spaced away from the outer wall section 31 a substantial distance and held in this position by the panel, or glue flap, 36 if the latter is secured to the bottom panel. The cutting away of the panels 34, 35 and 36, at opposite ends, provides a recess which

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is well adapted bracingly to receive the platform, or separate insert extension, where it protrudes beyond the walls of the bottom member as will more fully appear hereinafter. Of course, the recess need not be provided at both ends unless a particular type of construction, or assembly, is desired, but this is a matter of choice and convenience for ease in packing and assembling the various parts to provide a package of the type disclosed. It will be seen from Fig. 5 that the mere raising of the panels 31, 31 around the crease lines provided at 41, 41, will position the panels 33, 34, 35 and 36 from a flattened condition to the stepped condition illustrated, thus providing a shoulder because of the spacer strip 35 which is well suited to act as a stop or blocking point for the top spacer sections of the inner and side walls of the bottom member against which they come to rest in abutting relation or lie closely adjacent thereto when the cover member is placed over the bottom member.

Before assembling the cover member with respect to the bottom member and platform, there is preferably placed against the center panel 30, between the second wall panel members 34, 34, a cushion member such as that disclosed in Fig. 7. This cushion comprises panel 50 of suitable board or cardboard material. Preferably, the panel is approximately equal in area to the center panel 30 of the cover member. It has downwardly projecting flaps 51, 51, bent around suitable score or crease lines to hold it in raised position. Any figure or design may be cut into the panel 50 to accommodate the particular commodity, or article, which it is intended to pack. For example, as illustrated in connection with the clock disclosed in dotted line position in Figs. 1, 8 and 9 a circular center portion has been cut in such a manner as to provide the cushion effect for the face of the clock. That is, a center portion has been removed as indicated generally at 52, and radially therefrom, slits 53 have been made to provide segments 54. This construction provides a resilient surface adapted to space the commodity away from the center panel 30 in such a manner as to provide an excellent cushion.

After assembling the various parts as above indicated, that is, after providing the bottom member, or compartment, 10 of the carton as shown in Fig. 6, a platform, or insert, as shown in Figs. 2 and 3 is inserted into the carton in such a manner that the panel member 20 of the platform hooks behind the bottom of one of the inner wall sections and against the bottom panel permitting the entire platform to project into one of the above described recesses provided by the cutaway sections of the panels 34, 35, and 36 in the cover member, and with top spacer sections of the bottom member coming to rest against the shoulder members provided by the spacer strips 35, 35, of the cover member.

Such a package arrangement has many advantages. It will be appreciated that the platform, or insert, can be used in connection with other types of cartons where it is desired to enhance the display characteristics of various commodities. The entire carton arrangement is not only an excellent shipping container but a display type of box as well. Such an arrangement gives maximum display of the product, lends accessibility to the product, makes for ease of consumer inspection and holds such articles as clocks, dolls, household appliances, and the like, in an upright position with safety, thus providing a

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shipping container which becomes an excellent sales container.

It will thus be seen that the objects hereinbefore set forth may readily and efficiently be attained, and since certain changes may be made in the above article and different embodiments of the invention could be made without departing from the scope thereof, it is intended that all matter contained in the above description or shown in the accompanying drawing shall be interpreted as illustrative and not in a limiting sense.

It is also to be understood that the following claims are intended to cover all of the generic and specific features of the invention herein described, and all statements of the scope of the invention which, as a matter of language, might be said to fall therebetween.

Having described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. In a carton of the character described, the improvement which comprises a center panel, walls oppositely extending from said center panel, said walls comprising outer wall sections and inner wall sections, said inner wall sections each having a first panel member extending from said outer wall sections toward said center panel and a second panel member, spaced from said outer wall section, also extending toward said center panel, a spacer strip connecting said first and second panel members and providing a shoulder and spacing said second panel member from said outer wall section, said wall sections having portions removed from the ends of the spacer strip and the second panel member to provide a recessed area, and walls extending from the remaining sides of said center panel, comprising an outer wall section and an inner wall section, said inner wall section extending toward said recessed area.

2. A shipping and commodity display carton, comprising in combination a cover member constituting a center panel, walls oppositely extending from said center panel, said walls comprising outer wall sections and inner wall sections, said inner wall sections each having a first panel member extending from said outer wall sections toward said center panel and a second panel member, spaced from said outer wall section, also extending toward said center panel, a spacer strip connecting said first and second panel members and providing a shoulder and spacing said second panel member from said outer wall section, said wall sections having portions removed from the ends of the spacer strip and the second panel member to provide a recessed area, walls extending from the remaining sides of said center panel, comprising an outer wall section and an inner wall section, said inner wall section extending toward said recessed area, a bottom member for said carton to receive said commodity, comprising a bottom panel having oppositely disposed spaced apart outer and inner wall sections, a platform member connected to one of said spaced apart inner and outer wall sections and projecting from said bottom member, said bottom member extending into said cover member and an inner and outer wall section of said bottom member lying adjacent a shoulder of said cover member provided by said spacer strip, and said platform member projecting into said recessed area.

3. A shipping and commodity display package, comprising in combination a cover member con-

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stituting a center panel, walls oppositely extending from said center panel, said walls comprising outer wall sections and inner wall sections, said inner wall sections each having a first panel member extending from said outer wall sections toward said center panel and a second panel member, spaced from said outer wall section, also extending toward said center panel, a spacer strip connecting said first and second panel members and providing a shoulder and spacing said second panel member from said outer wall section, said wall sections having portions removed from the ends of the spacer strip and the second panel member to provide a recessed area, walls extending from the remaining sides of said center panel, comprising an outer wall section and an inner wall section, said inner wall section extending toward said recessed area, a bottom member for said carton to receive a commodity having oppositely disposed wall sections, a platform insert cooperatively associated with one of said wall sections and projecting from said bottom member, said bottom member extending into said cover member, and said insert projecting into said recessed area, the commodity in said package being supported by said platform and projecting beyond the wall sections of the bottom member when the latter is placed in an upright position, thereby providing maximum display of said commodity.

4. A shipping and commodity display package, comprising in combination a cover member constituting a center panel, walls oppositely extending from said center panel, said walls comprising outer wall sections and inner wall sections, said inner wall sections each having a first panel member extending from said outer wall sections toward said center panel and a second panel member, spaced from said outer wall section, also extending toward said center panel, a spacer strip connecting said first and second panel members and providing a shoulder and spacing said second panel member from said outer wall section, said wall sections having portions removed from the ends of the spacer strip and the second panel member to provide a recessed area, walls extending from the remaining sides of said center panel, comprising an outer wall section and an inner wall section, said inner wall section extending toward said recessed area, a bottom member for said carton to receive a commodity having oppositely disposed wall sections, a platform insert cooperatively associated with one of said wall sections and projecting from said bottom member, said bottom member extending into said cover member, said insert projecting into said recessed area, the commodity in said package being supported by said platform and projecting beyond the wall sections of the bottom member when the latter is placed in an upright position, thereby providing maximum display of said commodity, and a resilient cushion device carried by said cover member between the inner wall sections of said cover member to protect said commodity before removal of said cover member for display purposes and during shipping.

5. In a display carton having a rear wall, a bottom outer wall section and a bottom inner wall section overlying said outer wall section and projecting toward said rear wall, which bottom wall sections constitute a double bottom wall for said carton, and an insert for said carton comprising a platform panel for supporting a commodity in display position, said panel overlying said double bottom wall and projecting outwardly of said carton, and said panel having a downwardly de-

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pending flap disposed between said rear wall and the inner edge of said inner bottom wall section adapted to receive said flap therebetween and to maintain said platform panel in position within said carton.

6. In a display carton having a rear wall, a bottom outer wall section and a bottom inner wall section overlying said outer wall section and projecting toward said rear wall, which bottom wall sections constitute a double bottom wall for said carton, and an insert for said carton comprising a platform panel for supporting a commodity in display position, said panel overlying said double bottom wall and projecting outwardly of said carton, and said panel having a downwardly depending flap disposed between said rear wall and the inner edge of said inner bottom wall section adapted to receive said flap therebetween and to maintain said platform panel in position within said carton, and a downwardly projecting panel at the other end of said platform to hold the same in raised position and disposed outside of said carton.

7. In a display carton having a rear wall, a bottom outer wall section and a bottom inner wall section overlying said outer wall section and projecting toward said rear wall, which bottom wall sections constitute a double bottom wall for said carton, an insert for said carton comprising a platform panel for supporting a commodity in display position, said panel overlying said double bottom wall and projecting outwardly of said carton, and said panel having a downwardly depending flap disposed between said rear wall and the inner edge of said inner bottom wall section adapted to receive said flap therebetween and to maintain said platform panel in position within said carton, and spaced apart walls downwardly projecting from the other end of said platform to hold the same in raised position and disposed outside of said carton.

8. In a display carton having a rear wall, a bottom outer wall section and a bottom inner wall section overlying said outer wall section and projecting toward said rear wall, which bottom wall sections constitute a double bottom wall for said carton, and an insert for said carton comprising a platform panel for supporting a commodity in display position, said panel overlying said double bottom wall and projecting outwardly of said carton, and said panel having a downwardly depending flap disposed between said rear wall and the inner edge of said inner bottom wall section adapted to receive said flap therebetween and to maintain said platform panel in position within said carton, spaced apart walls downwardly projecting from the other end of said platform to hold the same in raised position and disposed outside of said carton, and a bottom panel connected between said spaced apart walls underlying said platform, which bottom panel is also disposed outside of said carton.

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