

[54] **DISPLAY CARD**

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[52] **U.S. Cl.** 40/21 B, 40/124.1

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[58] **Field of Search** 40/124.1, 310, 311, 306, 40/307, 21 B; 206/79; 229/74

[57]

ABSTRACT

Disclosed is an interlocking display card for mounting on the neck of a bottle and the blank therefor.

[56]

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UNITED STATES PATENTS

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9 Claims, 3 Drawing Figures

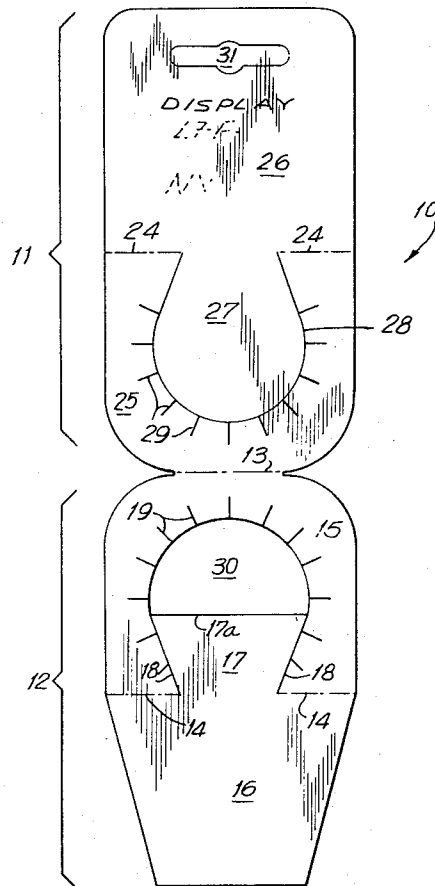


FIG. 1

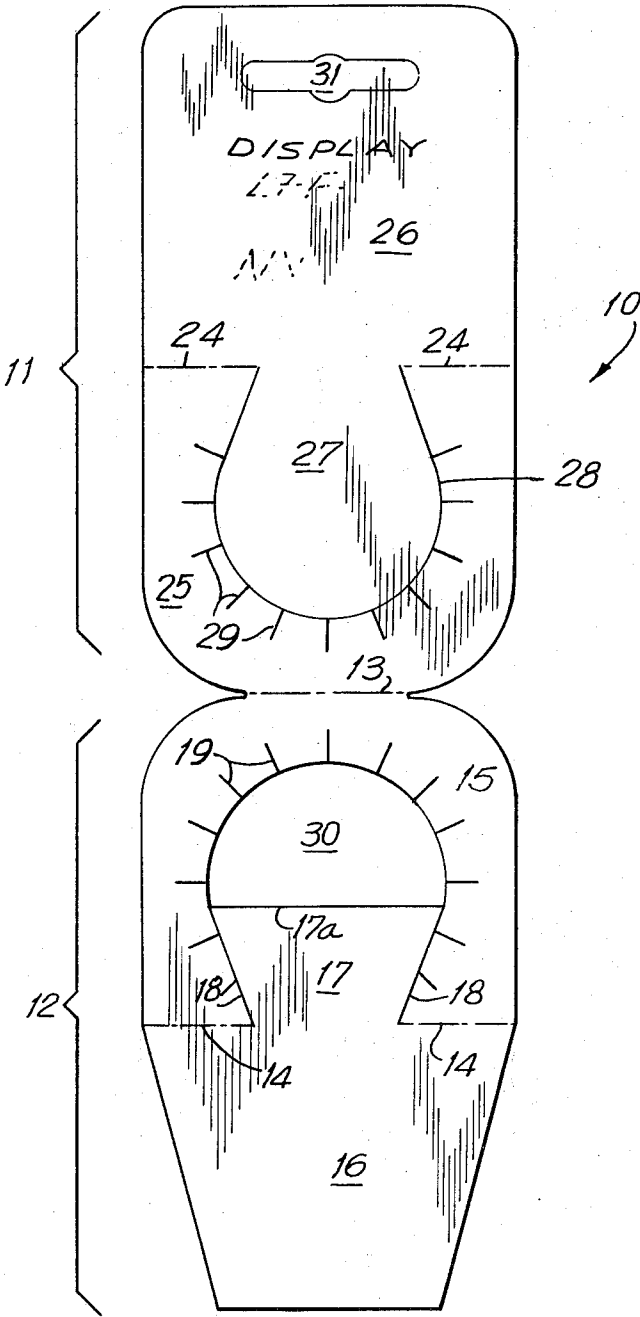


FIG. 2

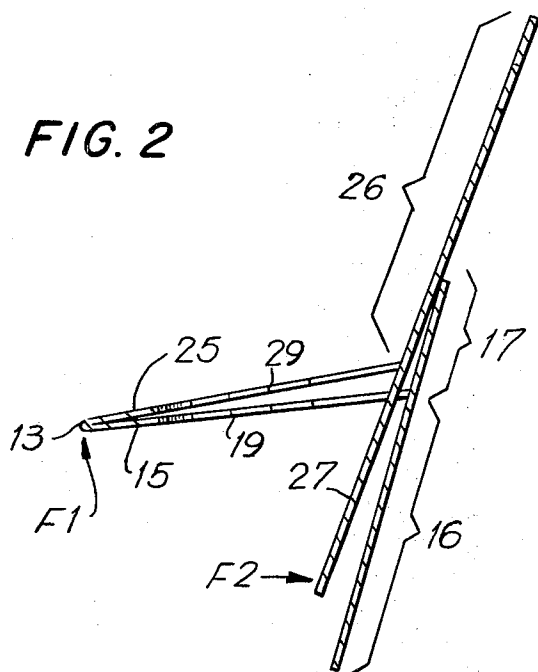
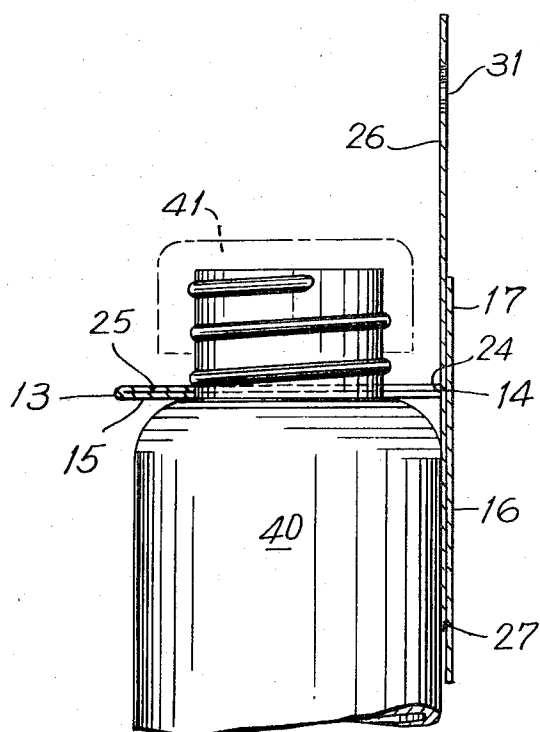


FIG. 3



DISPLAY CARD

BACKGROUND OF THE INVENTION

For a number of reasons, it is desirable to provide bottles with a display card. For example, such cards and the displays appearing thereon may be used to attract the attention of shoppers and thus promote the sale of the bottle associated therewith. Also, the display space available on such cards may be employed to convey information to the purchasers as to the use of the item which is purchased. For example, in the sale of infants nursing bottles, the card may contain instructions with respect to the proper use of the bottle. Additionally, the use of a display card may facilitate the display of the article to which it is attached, e.g. the display card, if properly constructed and mounted, may allow the article to be suspended from a rack.

Since the purpose of such a card is largely in the nature of a display promotional or information conveying device, the construction of the card should be of a nature which minimizes both the material cost and the cost of forming the card and affixing it to a bottle. Although the prior art discloses a number of forms of display cards, it will be evident from the following description of the instant invention that the display card disclosed herein possesses, in combination, a number of structural features which act in concert so as to result in an especially useful article.

Examples of prior art patents which disclose display cards are U.S. Pat. Nos. 2,397,716, 2,835,059, 1,860,547, 2,177,359, 1,536,445 and 2,837,848.

SUMMARY OF THE INVENTION

The display card disclosed herein includes two face abutting collar members which are foldably connected along one side. An upwardly extending tab is foldably connected to the top one of the two collar members. Similarly, a downwardly extending tab member is foldably connected to the bottom one of the two collar members. Extending downwardly from the top tab and connected thereto is a tongue which is abuttingly disposed in front of the lower tab member. The lower tab member includes an upwardly extending tongue which is abuttingly disposed adjacent to the back of the upper tab member.

The two collar members each include an aperture for receiving, for example, the neck of the bottle. Advantageously, each of the collar members may be provided with radial slits emanating outwardly from the aforementioned apertures.

Also described hereinafter is the blank from which such a display card may be erected. Preferably, the display card and blank are made of paperboard.

DESCRIPTION OF THE DRAWINGS

FIG. 1 is a plan view of a blank which may be erected to form a display card according to this invention.

FIG. 2 is a side view, in section, of an erected display card before it is mounted on a bottle.

FIG. 3 is a side view, partially in section, of the upper portion of a bottle whereon there is mounted a display card embodying this invention.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring to FIG. 1, there is shown therein a blank, generally referred to as 10, which may be erected to

form a display card in accordance with the instant invention. Referring more particularly to FIG. 1, it may be noted that the blank is provided with an intermediate transverse score line 13 which divides the blank into an upper section 11 and a lower section 12. The blank 10 may advantageously be notched. For example, as shown in FIG. 1, the blank 10 is notched in the region of the intermediate transverse score line 13 so as to provide somewhat the form of an hour glass shape.

The upper section 11 of the blank 10 is provided with two upper transverse score lines 24 which divide the upper section 11 into an upper tab member 26 and a lower collar member 25. The collar member 25 includes a cut line 28 which defines a locking tongue 27. As may be noted from FIG. 1, the locking tongue 27 is connected to and integral with the upper tab 26. The connection between the locking tongue 27 and the upper tab is not foldable, i.e. the score lines 24 do not extend across the blank. The upper collar member 25 is preferably provided with a plurality of radially extending slits 29.

The lower section 12 of the blank 10 is cut and scored in a manner analogous to the upper section 11. Thus, the lower section 12 includes two lower transverse score lines 14 which divide the lower section 12 into a lower tab member 16 and a lower collar member 15. The lower collar member 15 is provided with a cut line 18 which defines a lower tongue 17 that is connected to and integral with the lower tab 16. In the preferred embodiment of the invention as shown in FIG. 1, the lower tongue 17 is in the form of a truncated tongue, i.e. the lower tongue 17 is transversely cut such that the lower tongue 17 terminates at a transverse edge 17a and a cut out 30 is thereby defined. Similar to the construction of the upper section 11, the lower collar member 15 is preferably provided with a plurality of radially extending slits 19. The cut lines 18 and 28 are disposed so as to be substantially aligned with each other when the upper and lower collar members are folded to be in face to face relation.

Preferably, the blank 10 shown in FIG. 1 is made of paperboard.

As will become more apparent hereinafter, the upper tab 26 is generally available for display purposes, e.g. for advertising material and/or instructional material.

In order to erect the blank 10 of FIG. 1 into a display card, the blank is initially bent about the intermediate score line 13. As the upper and lower sections 11 and 12 come together, the upper tab 26 is bent upward about the score lines 24 thus causing the locking tongue 27 to pass through the cut out area 30. To facilitate this erection, the lower tongue 17 is truncated as shown in FIG. 1 thus providing the cut out area 30.

Simultaneously with the bending or depressing of the locking tongue 27 into the cut out area 30, the lower tab 16 is bent downward about the score lines 14 thus upwardly rotating the lower tongue 17. As these bending actions continue, it will be appreciated that the upper tongue 27 will be lockingly positioned within the aperture of the lower collar member 15, i.e., because of the shape of the tongue 27 and the aperture formed in the lower collar member, the tongue 27 lockingly engages the edges of the aperture formed in the bottom collar member.

Referring to FIG. 2, there is shown a side view of the display card which is formed from the above described

bending actions. In FIG. 2, it will be seen that the lower tongue 17 extends upwardly and is disposed behind the upper tab 26. The locking tongue 27 extends downwardly through the aperture or cut out in the lower collar member 15. Because the width of the locking tongue 27 is narrower adjacent to the fold line 24 than remote therefrom, the tongue 27, when positioned through the aperture of the lower collar member 15, is substantially self-locking. Referring to FIG. 2, it will be seen that the self-locking action is promoted by the tendency of the collar member 25 and the upper tab 26 to assume a flat condition. Additionally, this tendency to "flatten out" will cause the upper tab 26 to bear against the upper part of the lower tongue 17 and further promote self-locking. Such self-locking action is desirable because the display card can therefore be erected prior to being mounted upon a bottle. As such, the blank can be erected to form a card without the use of an adhesive.

In FIG. 2, the two arrows labeled F1 and F2 indicate reaction forces which are exerted upon the erected display card when the card is mounted on a bottle. Considering the nature of these forces, it will be appreciated that as a result of these reaction forces, the two collar members 15 and 25 will be urged into a face abutting relation, thus aligning the apertures therein, and the two collar members will essentially be positioned perpendicular to the upper and lower tabs 26 and 16. Additionally, the upper tab 26 and the tongue 27 will be essentially co-planar with the lower tab 16 and the lower tongue 17.

Referring to FIG. 3, an erected display card is shown mounted on a bottle 40. As may be noted, the neck of the bottle 40 extends through the aligned apertures provided in the collar members 15 and 25. If the bottle 40 includes a cap, e.g., cap 41, the radial slits 19 and 29, which are shown in FIG. 1, permit the collar members to pass over the cap. As may be clearly seen in FIG. 3, the collar members 15 and 25 are in face abutting relation and the upper tab 26 extends upwardly therefrom and the locking tongue 27 extends downwardly through the apertures in the collar members. Additionally, the upwardly extending lower tongue 17 and the lower tab 16 are essentially co-planar with the upper tab 26 and the locking tongue 27.

Considering FIG. 3 in more detail, another advantage of this invention may be noted. Thus, the presence of the upwardly extending lower tongue 17 acts as a reinforcing member to maintain the upper tab 26 in an erect or upright position. Additionally, it will be appreciated that although the locking tongue 27 and the lower tongue 17 cooperate to maintain the display card in a proper configuration, nevertheless these tongues are supplied without additional material because they are formed from the cut outs which form the apertures in the collars 15 and 25.

With regard to the collar members 15 and 25, it may also be noted that additional strength is obtained by providing a collar having a double thickness.

To facilitate the display of the article on which the card is mounted, the upper tab 26 may be provided with an aperture 31 whereby the card and its associated article may be suspended from a hook.

Although a preferred embodiment of this invention has hereinbefore been described, it will be appreciated that other forms of this invention will be perceived by those skilled in the art without departing from the

scope of this invention as defined by the claims appended hereto.

I claim:

1. A paperboard blank, which is assemblable to form a bottle mounted display card, which comprises:
 - a. an intermediate transverse score line dividing said blank into an upper and a lower section;
 - b. upper transverse score lines dividing said upper section into an upper tab and an upper collar member;
 - c. lower transverse score lines dividing said lower section into a lower tab and a lower collar member, said upper and lower collar members being foldably connected by said intermediate score line;
 - d. said upper collar member including a locking tongue, said locking tongue being integral with said upper tab and separated from said upper collar member by a cut line; and
 - e. said lower collar member including a lower tongue, said lower tongue being integral with said lower tab and separated from said lower collar member by a cut line.
2. The blank of claim 1 wherein said upper and lower collar members are each provided with a plurality of radially extending slits beginning at said cut lines.
3. The blank of claim 2 wherein the longitudinal sides of said blank are notched adjacent said intermediate score line.
4. A paperboard blank which is assemblable to form a bottle mounted display card comprising:
 - a. an intermediate transverse score line dividing said blank into an upper and a lower section;
 - b. upper transverse score lines dividing said upper section into an upper tab and an upper collar member;
 - c. lower transverse score lines dividing said lower section into a lower tab and a lower collar member, said upper and lower collar members being foldably connected by said intermediate score line;
 - d. said upper collar member including a locking tongue, said locking tongue being integral with said upper tab and separated from said upper collar member by a cut line; and
 - e. said lower collar member including a truncated tongue, said truncated tongue being integral with said lower tab and separated from said lower collar member by a cut line.
5. The blank of claim 4 wherein said upper and lower collar members are each provided with a plurality of radially extending slits beginning at said cut lines.
6. The blank of claim 5 wherein the longitudinal sides of said blank are notched adjacent said intermediate score line.
7. A display card which comprises:
 - a. two face abutting collars foldably connected along one side, each collar having an aperture therein;
 - b. an upwardly extending tab foldably connected to the top one of said collars;
 - c. a downwardly extending tab foldably connected to the bottom one of said collars;
 - d. an upwardly extending tongue integral with said lower tab and disposed behind said upper tab; and
 - e. a locking tongue integral with said upper tab and extending downwardly through said apertures and disposed in front of said lower tab.
8. The display card of claim 7 wherein said upper and lower collars include a plurality of slits radially extending from the edge of said apertures.
9. The display card of claim 7 wherein said lower tongue is a truncated tongue.

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