July 9, 1968 E. GANTZ 3,391,783

COMBINATION DISPLAY PACKAGE AND STORAGE AND TRAVEL KIT

Filed Nov. 21, 1966

FIG. 1

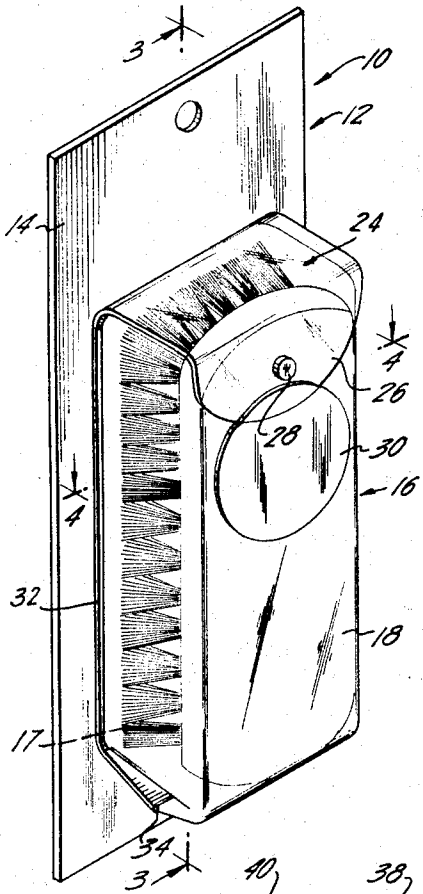


FIG. 2

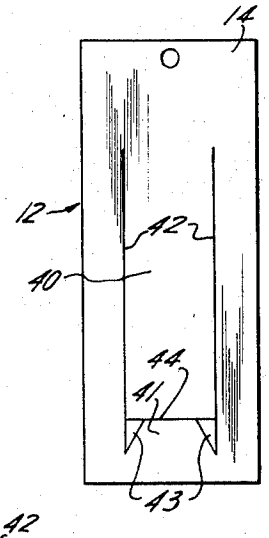
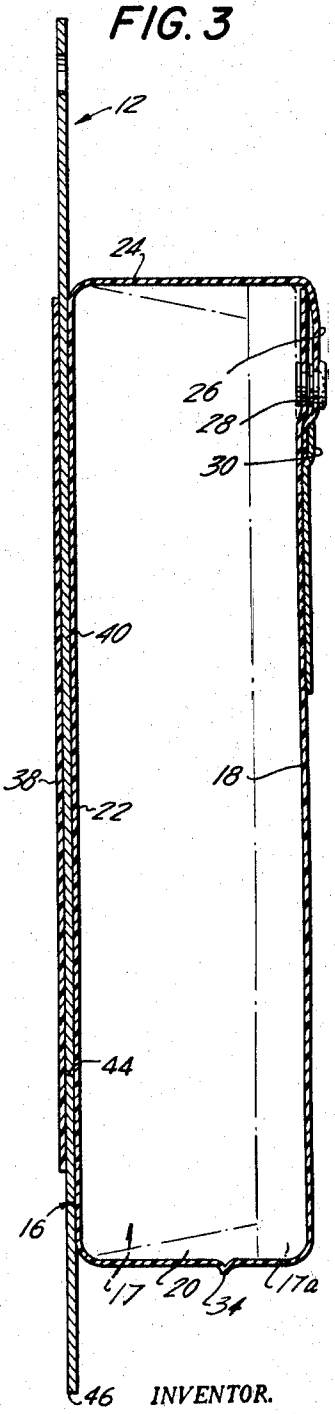


FIG. 3



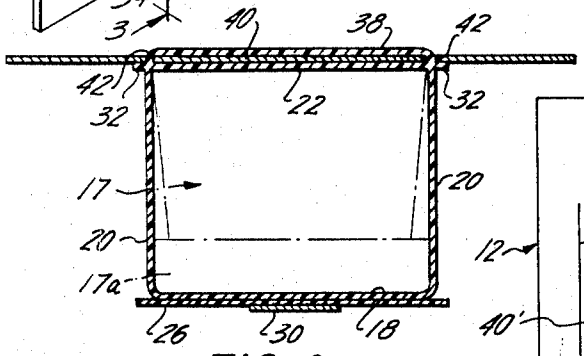


FIG. 4

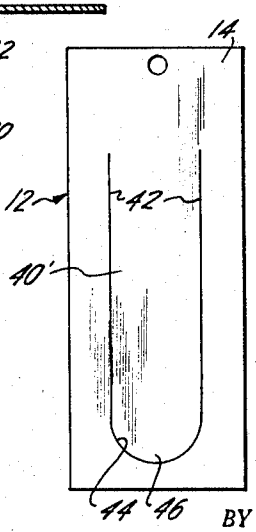


FIG. 6

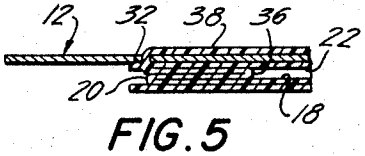


FIG. 5

INVENTOR.
EMANUEL GANTZ

BY Harry Cole

ATTORNEY

United States Patent Office 3,391,783 Patented July 9, 1968

3,391,783

COMBINATION DISPLAY PACKAGE AND STORAGE AND TRAVEL KIT

Emanuel Gantz, Harrison, N.Y., assignor to Gant Brushes, Incorporated, Port Chester, N.Y., a corporation of New York

Continuation-in-part of application Ser. No. 552,182, May 23, 1966. This application Nov. 21, 1966, Ser. No. 595,937

5 Claims. (Cl. 206—78)

ABSTRACT OF THE DISCLOSURE

A merchandise display holder comprises a reusable container which is releasably mounted on an individual display card. The container is formed of flexible plastic sheets to provide a passageway outside of the container which will receive a pair of oppositely directed tongues formed into the card, and is provided with folded sides so that when empty, the container will lie flat, and when filled, will not distort the passageway.

This application is a continuation-in-part of Ser. No. 552,182, filed May 23, 1966.

This invention relates to a merchandise display package and holder. The invention also contemplates the provision of a merchandise package which can be removably mounted on a holder for the package in such manner as to provide an attractive display of the merchandise in the package and further so that the container can be preserved and used as a storage container, or as a travel kit, for the article or merchandise.

Blister packaging of merchandise is now widely utilized and has certain advantages especially in respect to the way the merchandise is arranged on a holder with a sealed covering through which the merchandise can be displayed and observed.

The present invention has for its primary object the provision of a display package which possesses certain of the advantages of blister packaging, but which is much less expensive than the blister packaging. Moreover, in the case of blister packaging, it is necessary to destroy the covering over the merchandise in order to remove the latter from the package, whereas in accordance with the present invention, the container for the merchandise can be readily opened so as to provide access to the interior of the container without impairing the holder, whereby the container can be used, if desired, as a storage container for the merchandise, or as a traveling kit, or both.

Briefly described, the display package of the present invention comprises a display member adapted to have the packaged article removably mounted thereon, and a container for the article, or other merchandise, adapted to be mounted on said member in removable relation thereto by inserting a part of the mounting member between two rear walls or confronting parts of the container in such manner that said part of the mounting member snugly fits between the confronting surfaces of said parts of the container. A closure member is provided on the container and is releasable for movement from a closed position to an open position to provide access to the interior of the container for the removal of the article therefrom and for the insertion of the article into the container, and this can be done while the container is in position on the mounting member as well as when the container is removed from the mounting member.

The above and other objects, features and advantages of the present invention will be fully understood from the following description considered in connection with the accompanying illustrative drawings, in which:

FIG. 1 is a perspective view of a display holder and package embodying the present invention;

FIG. 2 is a front view, in elevation, of the mounting member;

FIG. 3 is a sectional view on the line 3—3 of FIG. 1, but on a larger scale;

FIG. 4 is a cross-sectional view on the line 4—4 of FIG. 1, but on a larger scale; and

FIG. 5 is a fragmentary sectional view showing a part of the mounting member and a part of the container in a flat or collapsed condition of the container; and

FIG. 6 is a front view, in elevation, of a second embodiment of the mounting member.

Referring now to the drawings in detail, the display holder **10** comprises a mounting member **12** which is formed of cardboard having an ornamented front surface **14** in relation to which the packaging container **16** is disposed. The packaging container **16** is preferably so dimensioned in relation to the article to be packaged therein that the article snugly fits in the container but can be readily removed from and readily reinserted in the container. For illustrative purposes only, a shoe brush **17** is shown in the container, the back of said brush being indicated at **17***a*. It will be understood, however, that the container may receive more than one article or merchandise in various forms.

As here shown, the container **16** is preferably formed of transparent film-like material, for example, but without limitation, plastic such as a vinyl plastic. Also, the plastic film material of which the container **16** is formed is preferably a heat sealable plastic. Said container comprises a front wall **18**, opposite side walls **20**, and a rear wall **22**. A resealable cover **24** is integral with and extends from the top of the rear wall **22** and includes a flap **26**, which can be releasably secured to the outer surface of the front wall **18** by a snap fastener **28**. A sticker **30** may be provided to minimize the possibility of accidental or surreptitious opening of the flap **26**, and may be coated with pressure sensitive adhesive on its under surface for releasable securement to the wall **18** and the flap **26**. The sides **20** and the front **18** of container **16** are preferably formed of a single layer of the plastic material, and the rear edge portions of the side walls **20** and the bottom edges of front wall **18** and side walls **20** are heat sealed to the side edges and bottom edge, respectively, to the rear wall **22** as indicated at **32** in the case of the side edges (FIG. 4) and as indicated at **34** in the case of the bottom edge (FIGS. 1 and 3). As illustrated by FIG. 5, the side walls **20** are creased along a longitudinal extended medium line as indicated at **36** in FIG. 5 so that until the article is to be inserted within the container **16**, the container is substantially flat so that a large number of such containers can occupy a relatively small space until they are used for packaging the merchandise.

The manner in which the container **16** is constructed so that it can be readily mounted on the mounting member **12** will now be described.

As illustrated by FIGS. 3, 4 and 5, a rear part or wall **38** of heat sealable plastic film is heat sealed at its side edges to rear wall **22** externally of the container as indicated at **32** in FIGS. 4 and 5, thereby defining slot means in which a part or tongue **40** of the mounting member **12** can be inserted when the container **16** is assembled with said mounting member. The part **38** can be in the form of a plurality of laterally spaced bands transversely of wall **22**. Said part or tongue **40** is formed by cutting the member **12** along the lateral spaced lines **42** and along a lower line **44**, the end portion of part **40** opposite the severance line **44** being integral with mounting member **12**. A second part or tongue **41**, which is inserted in said slot means, is formed by cutting the member **12** below the

downwardly extending tongue **40** to provide a short, upwardly extending tongue **41**. Two triangular shaped portions **43** may be removed from the member **12** to provide the tongue **41** with a trapezoidal shape.

As clearly shown by FIGS. 3 and 4, part **40** extends downwardly into the slot means and has a snug fit between the confronting surfaces of rear parts wall members **22** and **38** of the container **16**, so that when said container is mounted on the mounting member it is firmly but releasably held in position on said mounting member. The part **41** extends upwardly into the slot means, and thus the slot means is captured between the opposed parts **40** and **41**, precluding the accidental loss of the container **16** from the mounting member **12**.

Thus it is seen that the package **10** has the advantages of a blister package without its disadvantages and, moreover, has advantages of its own, not possessed by a blister package in that the container or merchandise enclosure need not be destroyed in order to remove the merchandise and in that the container can be readily removed intact from the mounting member and used as a storage container for the article or articles packaged therein.

Since the mounting member **12** and the empty container **16** are both flat they can be stored in large quantities in small space either separately or in the assembled condition of member **12** and a container **16** thereon.

If desired the second part **41** may be omitted, as shown in FIG. 6, and reliance may be placed on the snug fit of the part **40'** in the slot means, and/or in an additional sticker, not shown, securing the wall **38** to the rear surface of the member **12**.

While there has been shown and described the preferred embodiment of the invention, it will be understood that the invention may be embodied otherwise than as herein specifically illustrated or described, and that certain changes in the form and arrangement of parts and in the specific manner of practicing the invention may be made without departing from the underlying idea or principles of this invention within the scope of the appended claims.

What is claimed is:

1. A merchandise display assembly comprising:

a display card and a container for merchandise releasably mounted thereon;

said container made of flexible sheet material, including:

two confronting walls;

one of said walls having lateral extensions terminating in spaced apart edges which are secured to the other of said confronting walls;

said lateral extensions being folded inwardly of said two confronting walls to respectively form an expandable wall at each side of the container;

said container having a top;

said walls being sealed to each other transversely of said container along a line spaced from said top; and,

an additional member secured to said container and, in conjunction with one of said confronting walls, defining a passageway;

said display card made of relatively stiff material, including:

a first tongue portion struck from said card and integral with said card at the base of said tongue;

said first tongue being disposed within said passageway; and

a second tongue portion struck from said card and integral with said card at the base of said tongue;

said second tongue being disposed within said way.

2. An assembly according to claim **1** wherein said passageway is tubular and has two spaced apart end openings:

said first tongue being disposed through one of said openings and said second tongue being disposed through the other of said openings.

3. An assembly according to claim **2** wherein said tongues are disposed on a common axis through said card with their respective bases being mutually spaced apart and their respective distal ends being mutually adjacent.

4. An assembly according to claim **3** wherein one of said tongues is relatively long and the other of said tongues is relatively short.

5. An assembly according to claim **1** wherein said confronting walls are front and rear walls, respectively, of the container, and said rear wall has a part in fixed relation thereto and overlapping said front wall and thereby forming a closure for the top of said chamber.

References Cited

UNITED STATES PATENTS

215,992	5/1879	Thornton	206—80
1,897,652	2/1933	Davis	206—80
1,973,641	9/1934	Locke	206—79
2,119,343	5/1938	Myers	206—80
2,840,235	6/1958	Volckening et al.	206—79
2,841,281	7/1958	Lefebure	206—79
3,136,409	6/1964	Schumann	206—15.1

JAMES B. MARBERT, *Primary Examiner.*

LOUIS G. MANCENE, *Examiner.*