Oct. 11, 1966 L. R. BERNSTEIN 3,278,015

COMBINATION ENVELOPE AND DISPLAY DEVICE

Filed July 30, 1964

2 Sheets-Sheet 1

Fig. 1.

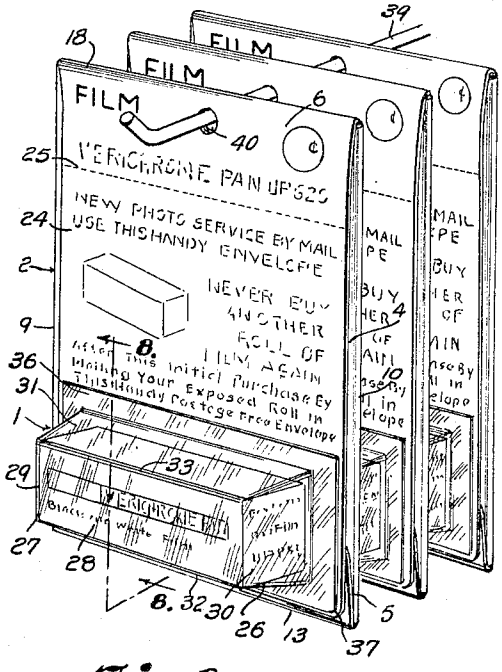


Fig. 2.

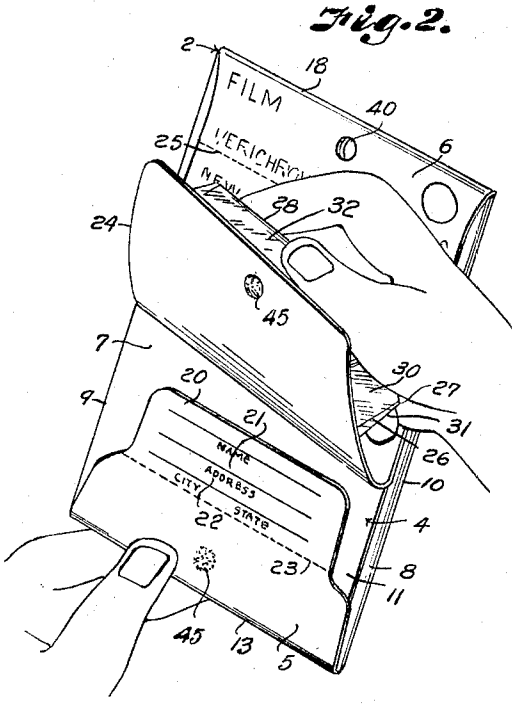
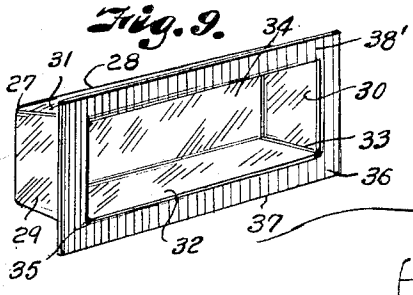


Fig. 3.



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Fig. 4.

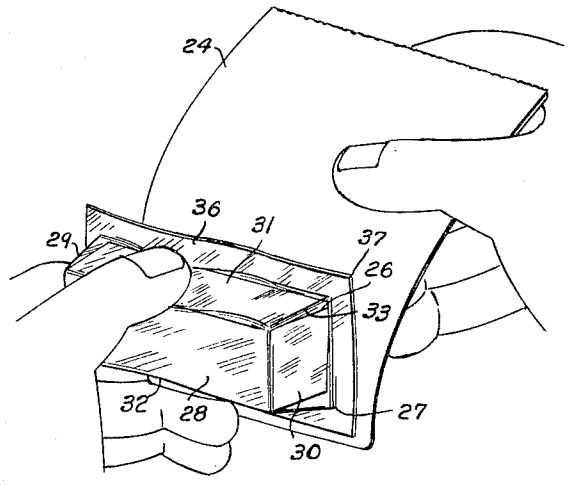


Fig. 5.

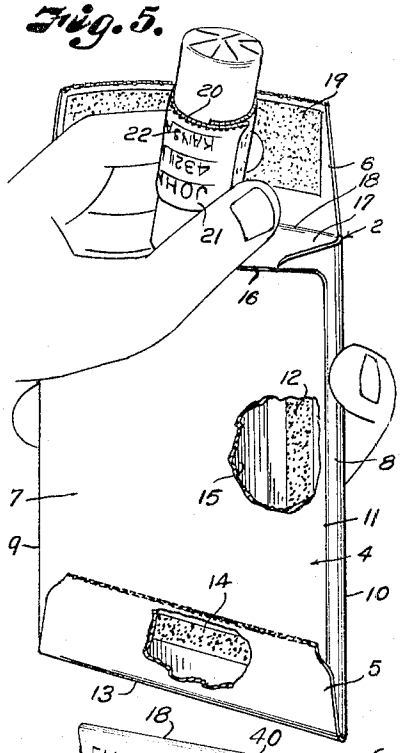


Fig. 6.

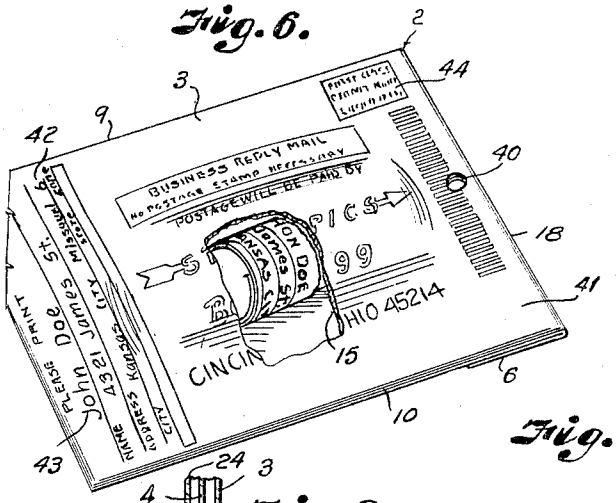


Fig. 7.

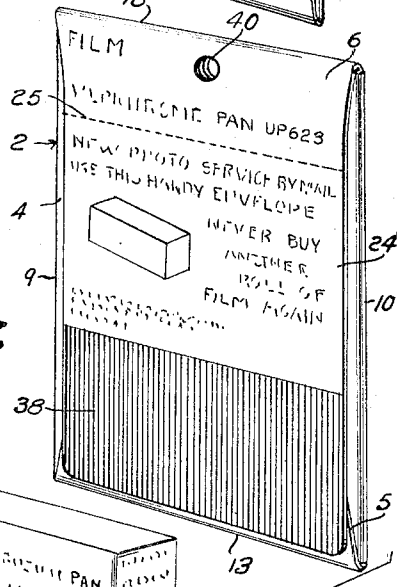
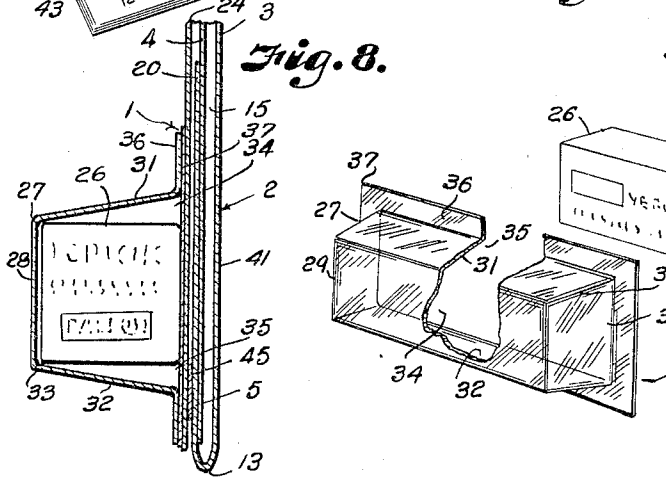


Fig. 8.



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3,278,015

COMBINATION ENVELOPE AND DISPLAY DEVICE

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7 Claims. (Cl. 206—47)

This invention relates to a combination envelope and display device for an article of merchandise, such as a package of film, and which envelope is used to mail the film to a film processing company after exposure, thereby promoting sales of film and the services of the film processing company.

It has been the previous practice to vend the packaged film separately from envelopes bearing the address and advertising of the processor, consequently, such envelopes were distributed in various manners, in the hope that an envelope of the processor would reach the purchaser of the film. Obviously, random distribution of such envelopes has been expensive, and oftentimes the purchaser of the film was not supplied with the envelope of the processor.

Therefore, the present invention provides for attachment of a fresh film package directly to the film processor's envelope, in such manner that the envelope serves as a display card in the manner of the present day practice of packaging merchandise enclosed in a bubble. In this way, the film packages may be carried on a rack in an attractive display and in easy access of the prospective customer, thereby promoting sale of the film and the services of the film processing company.

In carrying out the invention, the envelope is provided with a detachable part upon which the bubble containing the package of film is attached, so that the detachable part can be removed without in any way injuring the envelope for use in mailing the film.

The invention also pertains to a method of securing the bubble to the detachable part of the envelope, in order that the film package is securely sealed therein when the bubble is attached to the envelope.

In accomplishing these and other objects of the invention, I have provided improved construction, the preferred form of which is illustrated in the accompanying drawings, wherein:

FIG. 1 is a perspective view of a plurality of envelopes constructed in accordance with the present invention, each carrying a bubble sealed article of merchandise, such as a roll of film, with the envelopes being shown carried upon an arm of a display rack.

FIG. 2 is a perspective view of the envelope with the part thereof that carries the merchandise being broken loose from its spot seal with the envelope, in preparation to detachment thereof.

FIG. 3 is a perspective view of the envelope showing the detachable part which carries the bubble enclosed package of film being removed from the envelope.

FIG. 4 is a perspective view showing the bubble being removed from the part to which it is sealed, for removal of the film package.

FIG. 5 is a perspective view showing the name and address tab portion of the envelope detached and wrapped around the exposed roll of film, and ready to be inserted into the envelope for mailing to the film processing company.

FIG. 6 is a perspective view of the envelope ready for mailing, with a portion of the front panel broken away to show the roll of film contained therein.

FIG. 7 is a perspective view of the envelope, film package, and bubble, shown in spaced apart relation, prior to insertion of the film in the bubble and sealing of the bubble to the part of the envelope.

FIG. 8 is an enlarged fragmentary section on the line 8—8 of FIG. 1, showing the film package in the bubble and the bubble sealed to the part of the envelope.

FIG. 9 is a perspective view of a portion of the bubble as viewed from the rear, showing a bonding coat applied thereto.

Referring more in detail to the drawings:

1 designates a combination envelope and article display device constructed in accordance with the present invention.

The envelope portion 2 is formed of a single blank of sheet material folded and sealed to provide a substantially rectangular front panel 3, a substantially rectangular back panel 4, a bottom flap 5, and a closure flap 6. The back panel 4 may be provided by side flaps 7 and 8 coextensive with respective sides of the front panel 3 and integrally connected therewith by folds 9 and 10, to overlie the inner face of the front panel 3. The side flap 7 preferably conforms with the size of the front panel and the side flap 8 is relatively narrow, so that the overlapping margins thereof provide a side seam 11 closed by an adhesive 12, sealing the overlapping margins of the side flaps together, as illustrated in FIG. 5. The bottom flap 5 is coextensive with the bottom edge of the front panel 3 and integrally connected therewith by a fold 13, and overlaps the lower marginal portions of the side flaps 7 and 8 for connection therewith by means of adhesive 14, to complete formation of the back panel 4. The panels 3 and 4 are thus connected along three of their edges by the folds 9, 10 and 13, to provide a pocket 15. The upper edges 16 of the side flaps 7 and 8 are unconnected with respect to the corresponding edge of the front panel 3, to provide an insert opening 17 for the pocket 15. The closure flap 6 is coextensive with the upper edge of the front panel and connected therewith on a line of fold 18, so that the closure flap may be folded over the insert opening 17 and sealed to the upper marginal portion of the back panel 4 by gum 19, preferably applied to the inner face of the closure flap 6, as shown in FIGS. 3 and 5, when the envelope 2 is to be used for mailing the article of merchandise displayed, as hereinafter described.

The envelope of the present invention is adapted for use with various articles of merchandise, however, the combination envelope and display device illustrated in the drawings is especially constructed for use in connection with the sale of photographic films, and for enclosing the film after exposure thereof in mailing film to the processor for development and making prints thereof as may be ordered. Therefore, the envelope illustrated has an extension or tab 20 along the upper edge of the bottom flap 5, and which freely overlies the back panel, so that it may have an area 21 on which the name and address 22 of the purchaser of the film may be applied, as later described, and which may be detached from the bottom flap 5 along a line of tear, as indicated by the line of perforations 23. The extension 20 may have dried gum thereon, whereby the processor may apply it to an envelope in which the developed film and prints are mailed to the customer.

Extending from one of the flaps of the envelope, preferably the closure flap 6, is a panel 24 that overlies substantially the remainder of the back panel 4 not covered by the closure flap, as shown in FIGS. 1 and 7. The panel 24 is detachable from the closure flap 6 on a transverse line of tear, indicated by a line of perforations 25.

The panel 24 constitutes the face side of a display for a fresh package of film 26 that is retained on the panel 24, preferably along the lower marginal portion thereof, in a transparent bubble-like shell 27 which is formed of cellulose acetate or similar transparent material. In the illustrated instance, the bubble-like shell 27 is of a shape

conforming to the shape of the film package **26**. The bubble **27** may be pressed into shape from a single sheet of transparent material to provide a front portion **28**, sides **29** and **30**, and upper and lower wall portions **31** and **32**, all preferably joined together on rounding curves **33** to provide a recess **34** having an open back **35** through which the film package **26** is placed in the recess.

The sides **29** and **30** and the wall portions **31** and **32** have outwardly extending lateral flanges **36** that form a continuous frame **37** for attachment to the lower marginal portion of the detachable panel **24**, for example, by heat sealing.

In order to heat seal the flanges **36** to the material of the detachable panel **24**, a bond is used between the flanges **36** and the surface of the panel **24**. The bond may be applied as a coating **38** to the portion of the panel to be covered by the shell to bond with the paper, as indicated by the shading in FIG. 7. One type of coating which is satisfactory is known by the name "Proxseal 19–231–A," manufactured by the Proclin Products Company, of Chicago, Illinois. When the coating **38** is applied, the bubble or shell **27** is readily heat sealed therewith to complete seal the film package securely to the detachable panel of the envelope. An alternate method is to apply a coating to the flange **36** as shown by the shaded lines designated **38'** in FIG. 9.

In order that the envelopes bearing the film packages may be suspended from arms **39** of a rack or the like, not shown, the upper portions of the envelope are provided with apertures **40** (FIG. 1) that extend through the front and back panels **3** and **4** and the closure flap **6**.

In carrying out the invention, the outer face **41** of the front panel **3** is printed with the name and address of the film processor, and one end thereof is printed, as at **42**, for application of a return address **43**. If desired, a corner of the front panel **3** may be provided with a prepaid stamp **44** or the corner may have an area indicating that a postage stamp is to be applied thereto.

The outer face of the back panel **4**, as well as the inner and outer faces of the detachable panel **24**, provide space for advertising copy relating to the film and the services of the film processor.

The blank which forms the envelope part of the device may be printed, and the coating **38** applied thereto. The side and bottom flaps are folded and sealed. The closure flap **6** with the panel **24** is folded over the body of the envelope. If desired, the panel **24** may be spot sealed as indicated at **45**. All of such operations are in accordance with standard envelope making practices. The openings **40** may be punched after folding the closure flap. The bubbles or shells **27** may be formed in proper size, depending upon the size of the film package **26** to be placed therein.

To complete assembly of the display device, the film package **26** is placed in the bubble or shell **27**, after which the frame or flange portion **37** is seated on the coating **38** and secured thereto as by heat sealing the flange portion **37** and the coating **38** together. If desired, the alternate application of the bonding material may be used as shown in FIG. 9.

The film package **26** when thus incased is securely fixed to the envelope part and is attractively displayed through the transparency of the shell without handling thereof.

The display devices thus assembled are carried on the arms **39** of a rack for the convenience of the customer, as shown in FIG. 1.

The customer, after purchase of the film with the envelope part as a single unit, is assured of being made aware of the services of the film processor.

The panel portion **24** bearing the film package **26** is easily removed by first breaking the spot seal **45**, if provided, as shown in FIG. 2, after which the panel portion **24** is detached from the envelope portion **2** by tearing along the line of perforations **25**, as shown in FIG. 3, to leave the envelope portion intact for use as a mailing envelope. The panel **24** may then be pulled loose from the bubble or shell **27**, as shown in FIG. 4, freeing the film package **26** for removal of the film, after which the panel **24** may be discarded.

After exposure of the film, the film is wrapped. The tab **20** is detached along the line of perforations **23** and the name and address of the film owner is filled in on the area **21**, after which the tab is wrapped about the roll of film, as shown in FIG. 5, to be dropped into the pocket **15** of the envelope, as also shown in FIG. 5, together with an order and payment for the order. The closure flap **6** is folded and sealed to the back panel **4** by means of the gum **19**. The sender will fill in the return address **43** on the front panel and apply a stamp if needed. Since the envelope is self-addressed, it is ready to be deposited in the mail for delivery to the processor.

The processor, after developing the film and filling the order for prints, returns the developed film and prints in an envelope to which the tab **20** has been applied.

What I claim and desire to secure by Letters Patent is:

1. A combination envelope and display device for an article of merchandise, including

an envelope providing a pocket adapted to contain the article of merchandise for mailing,

a panel having one edge connected with a part of the envelope on a line of severance and overlying one side face of the envelope, and

a transparent bubble for containing the article of merchandise and having marginal portions in sealed connection with the panel to retain the article of merchandise on display in said bubble.

2. A combination envelope and display device for an article of merchandise as described in claim **1**, and including

a spot of adhesive connecting the panel with the envelope at a place remote from the line of severance for holding the panel in substantially flat condition against said face of the envelope.

3. A combination envelope and display device for an article of merchandise as described in claim **1**, and including

a bonding material between the marginal portions of the bubble and adhesive with the surface of the panel to facilitate connection with said marginal portions of the transparent bubble.

4. A combination envelope and display device for an article of merchandise, including

a substantially rectangular front panel,

side flaps connected with two opposite sides of the front panel and partially lapping each other,

adhesive sealing the lapped portions of the side flaps together,

a bottom flap connected with the bottom edge of the front panel by a fold to lap lower marginal portions of the side flaps,

adhesive sealing the bottom flap to the lower marginal portion of the side flaps,

a closure flap connected with the other edge of the front panel by a fold overlying the upper marginal portions of the side flaps,

a panel extending from one of said flaps and overlying the other of said flaps,

a transparent bubble for containing an article of merchandise and having marginal portions in sealed contact with the panel to secure the bubble to the panel, and

a bonding material between the panel and marginal portions of said bubble for enhancing the seal of the bubble with the panel.

5. A combination envelope and display device for an article of merchandise as described in claim **4**, and including

a spot of adhesive connecting the panel with the op-

posite flap for holding the panel in substantially flat condition.

6. A combination envelope and display device for an article of merchandise, including

substantially rectangular front and rear panels overlying each other and connected together along three edges of the panels to provide a pocket having an insert opening between the remaining edges of the panels,

a closure flap connected with one of the panels by a fold extending along the insert opening and overlying the other panel,

a panel connected with and extending from the closure flap in overlying relation with the said other panel and having a line of severance at said connection,

a spot of adhesive connecting the panel with the said other panel at a place remote from the fold of the closure flap to cooperate with said fold of the closure flap in holding the panel in substantially flat condition,

a bonding material on the surface of the panel, and

a transparent bubble for containing an article of merchandise and having marginal portions in sealed contact with the bonding material to seal the bubble to the panel.

7. A combination envelope and display device for an article of merchandise, including

substantially rectangular front and rear panels overlying each other and connected together along three edges of the panels to provide a pocket having an

insert opening between the remaining edges of the panels,

a closure flap connected with one of the panels by a fold extending along the insert opening and overlying the other panel,

a panel connected with and extending from the closure flap in overlying relation with the said other panel and having a line of severance at said connection,

a spot of adhesive connecting the panel with the said other panel at a place remote from the fold of the closure flap to cooperate with said fold of the closure flap in holding the panel in substantially flat condition,

a transparent bubble for containing an article of merchandise and having marginal portions in sealed contact with the bonding material to seal the bubble to the panel, and

a bond coating on the marginal portions of said bubble enhancing said seal with the panel.

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