

Dec. 18, 1945.

M. I. WILLIAMSON ET AL

2,391,285

DISPLAY CONTAINER AND BLANK THEREFOR

Filed Jan. 25, 1943

2 Sheets-Sheet 1

Fig. 1.

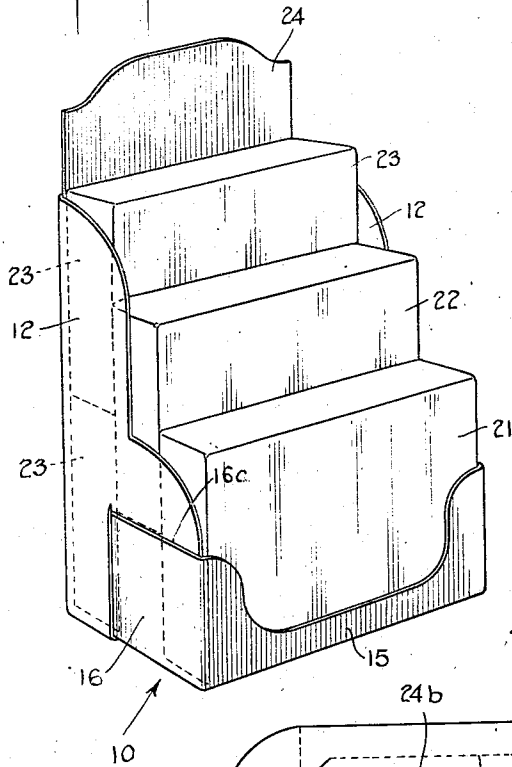


Fig. 2.

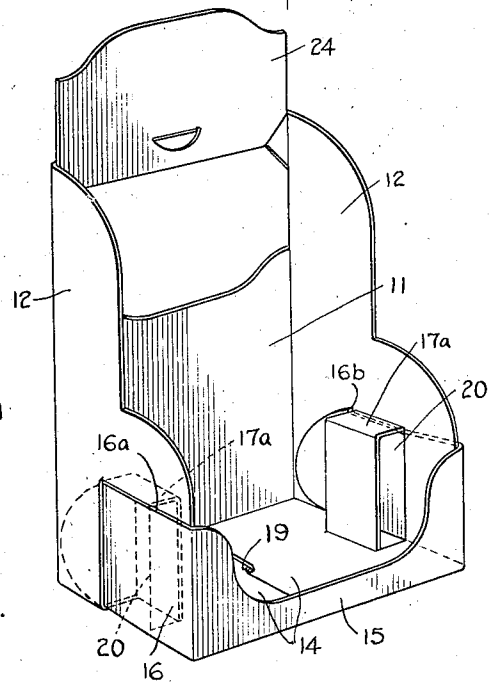
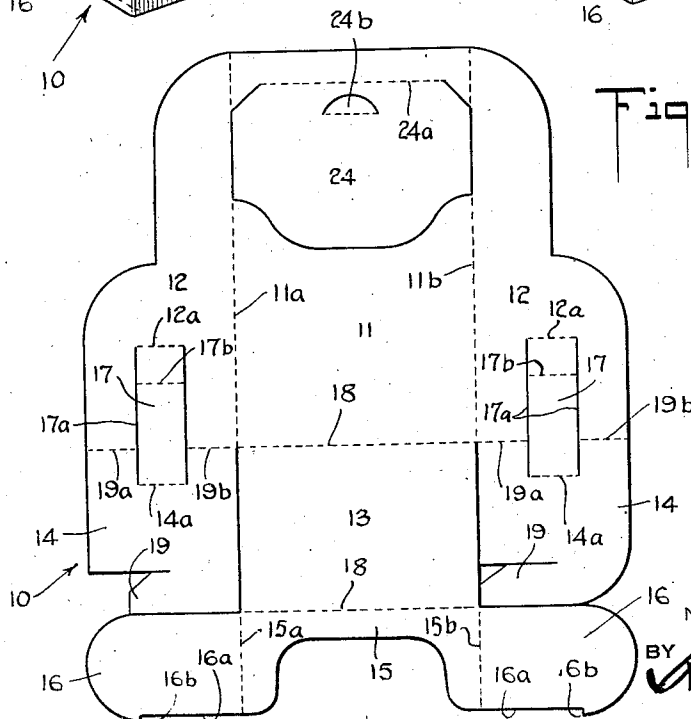


Fig. 3



INVENTORS  
MARSHALL I. WILLIAMSON  
RAYMOND FINK  
BY *Henry J. Roche*  
THEIR ATTORNEY

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2 Sheets-Sheet 2

Fig. 4.

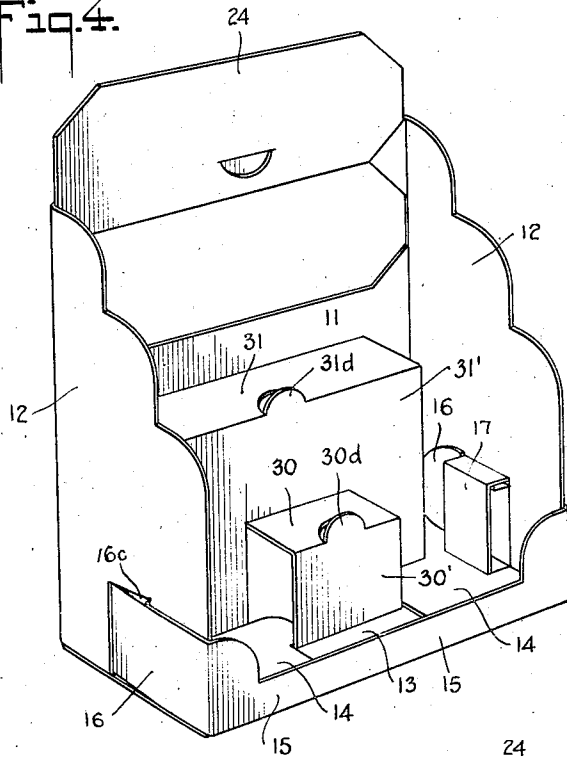


Fig. 5.

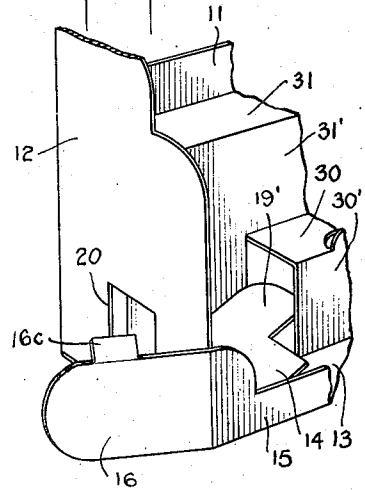


Fig. 6.

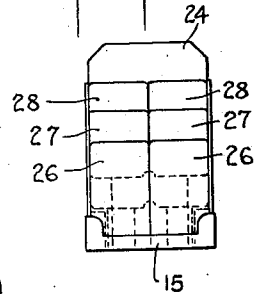
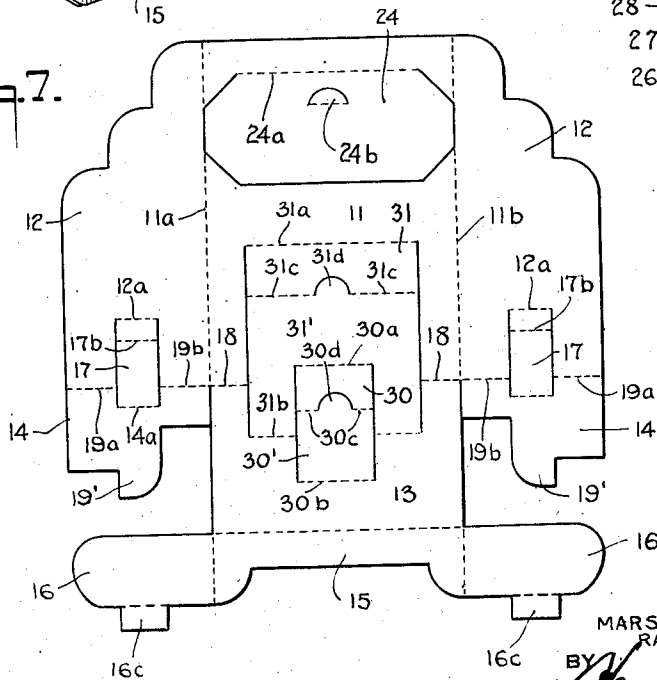


Fig. 7.



INVENTOR  
MARSHALL I. WILLIAMSON  
RAYMOND FINK  
BY *Henry J. Lucka*  
THEIR ATTORNEY

## UNITED STATES PATENT OFFICE

2,391,285

## DISPLAY CONTAINER AND BLANK THEREFOR

Marshall I. Williamson, New York, N. Y., and  
Raymond Fink, Easthaven, Conn., assignors to  
National Folding Box Company, New Haven,  
Conn., a corporation of New Jersey

Application January 25, 1943, Serial No. 473,434

5 Claims. (Cl. 206—45)

The invention relates to improvements in display containers and blanks for forming the same.

More particularly, the invention relates to display containers for packaged items of merchandise, such as tobacco, candy and the like commonly sold at retail.

Embodiments of the invention display such packaged merchandise in effective visual arrangement, as in stepped tiers whereby major portions of the individual packages on each tier are exposed to view so that pertinent trade-mark and other sales indicia on each are visible. These characteristics serve to enhance sales of the packaged merchandise, and invite the placing by the retailer of the display container upon a counter or like support readily accessible to the purchaser.

By such tiered arrangement of the packages of merchandise, the invention affords the advantage of nesting or interfitting of two of the filled display containers to conserve shipping space and provide mutual protective support.

A primary feature of the invention resides in the particular configuration, cutting, and scoring of the flat blank of sheet material from which the display container is subsequently set up, whereby an internal structure is provided to support such merchandise in such stepped display relationship.

To effect such display relationship of the packaged merchandise, step formations are provided within the container, when the blank is set up, to support the packages in two or more tiers. These step formations give rise to openings visible from the exterior of the display container when the latter is partially set-up. These openings are adapted to receive suitably formed locking tongues, integrally or otherwise connected with the body portion of the blank, and which, when inserted in such openings in locking position, serve to secure the display in set-up condition and to conceal the openings from view.

Preferably, as is afforded by the invention, the blank is cut and scored so that such step formations will be automatically brought into position during the setting up of the blank to display condition, as by an inward flexing movement.

The display container may take variant forms of such structure, the same being duly dimensioned to conform to the particular dimensions of the merchandise to be displayed therein.

In the drawings:

Fig. 1 represents a front perspective view of one preferred embodiment of the invention, illustrating the same containing three tiers of packages

of merchandise, each tier comprising one package;

Fig. 2, a front perspective view corresponding to that of Fig. 1, but showing the display container as empty of merchandise;

Fig. 3, a plan view of the inside face of a blank typical of those which may be employed to form the embodiment of Figs. 1 and 2 of integral sheet material;

Fig. 4, a front perspective view corresponding to that of Fig. 2, but illustrating another preferred embodiment of the invention adapted to accommodate two merchandise packages on each tier;

Fig. 5, a fragmentary perspective view of the left-hand portion of Fig. 4, showing certain of the interengaging parts as about to be interengaged in the setting up of the display container from the flat collapsed condition;

Fig. 6, a front elevation of the embodiments of Figs. 4 and 5, drawn to a reduced scale, and illustrating the display of three tiers of merchandise, each tier made up of two packages;

Fig. 7, a plan view of the inside face of a blank typical of those which may be employed to form the embodiment of Figs. 4 and 5 of integral sheet material.

Referring to the embodiments shown in Figs. 1, 2 and 3, the illustrated display container, indicated generally 10, comprises a back panel 11, opposing side panels 12, 12 hingedly related to the back panel 11, and a bottom panel 13 hingedly related to the back panel 11. Hingedly related, respectively, to the side panels 12, 12 are panels 14, 14; these panels 14, 14 are arranged to interlock, and, when interlocked, are superimposed upon the bottom panel 13. Hingedly connected with the bottom panel 13 is a front panel 15, which interconnects the oppositely positioned side locking panels 16, 16.

In this embodiment, there are two step formations 17, 17, each step formation being provided in the blank by suitably cutting and scoring the material of a side panel 12 and of the therewith associated panel 14. The reference numerals 17a, 17a indicate lines of severing, the reference numerals 12a and 14a lines of scoring, and the reference numeral 17b an intermediate line of scoring, all contributing to the formation of a step 17 in the set-up display container.

The reference numerals 11a, 11b, 15a, 15b, 18, 19a and 19b all indicate score lines provided between the various panels concerned for enabling the blank of Fig. 3 to be folded into the set-up condition illustrated in Figs. 1 and 2.

Further structural characteristics of the embodiment will become apparent upon setting up the display container, which may be accomplished by folding the blank on the several indicated score lines. By exerting pressure upwardly on the panels 17, 17 from beneath the blank, while folding on the score lines 19a and 19b, such panels are formed into steps 17, 17 disposed inwardly of the display container. It will be observed that the thus-formed step formations 17, 17, are arranged in substantial alignment with one another, and in particular have their respective article-supporting panels in substantial horizontal alignment. When the side panels 12, 12 are folded forwardly, the interlocking panels 14, 14 are interlocked and adapted to lie over and flatwise upon bottom panel 13, and when front panel 15 is raised, side-locking panels 16, 16 are brought flatwise against the side wall panels 12, 12 and their tongue-end portions are slid inside the display container under the step formations 17, 17 until their hook-like locking formations 16b, 16b catch hold of the respective step formations and so lock such display container securely in set-up condition. It should be noted that the side-locking panels 16, 16 serve additionally to cover the apertures resulting in side-wall panels 12, 12 when the step formations 17, 17 are formed therefrom.

It is understood that the component parts of the display containers are duly dimensioned with respect to the merchandise to be displayed. As an illustration, as indicated in Fig. 1, the merchandise is in the form of identical packages. One package, denoted 21, is received within and fills a forward space within the display container, and provides the lowermost—and foremost—tier. The next package, denoted 22, rests upon and straddles the oppositely disposed step formations 17, 17, and forms the second tier. In the rearmost space of the display container, two packages 23 and 23 are received. One of the packages 23 rests upon the interlocked panels 14, 14 rearwardly of the step formations 17, 17. The other of the packages 23 is superimposed on the first and presents, in an uppermost and rearmost tier, the third visually displayed package.

Desirably, and as shown, an extension panel, denoted 24, may be blanked from the material of the back panel 11, and hingedly connected therewith by the score line 24a, whereby the panel hingedly connected therewith by the score line 24a, whereby the panel 24 may be swung forward and upward, to extend above the back panel 11. Such panel 24 may receive any desired printed matter and it will be noted that such printed matter may be impressed in the same operation with any printed matter desired on the exterior faces of the side panels and/or locking panels.

The tab 24b may also be provided by suitably cutting and scoring the material of the panel 24. It provides for locking the panel 24 in display position relative to the upper edge of the back panel 11.

The embodiment of the invention shown in Figs. 4 through 7 comprises the essential structural and functional features of the embodiment shown in Figs. 1, 2 and 3, and like parts are denoted by like reference characters. The embodiment of Figs. 4 through 7 is constructed and dimensioned to display three tiers of packaged merchandise, but in tiers of two or more packages disposed side-by-side, as indicated in Fig. 6, for example, two packages 26, 26 in the lower-

most and foremost disposed tier, two packages in the intermediate or central tier, and two packages 28, 28, in the topmost and rearmost tier.

As appears from Figs. 4 and 5, and by reference to the blank shown in Fig. 7, the step formation 31, 31', is formed of material jointly of the bottom panel 13 and back panel 11, by cutting as indicated and by scoring on the lines 31a, 31b, and 31c. The ledge tab 31d is formed by suitably cutting the material of the tread portion 31, as indicated, referred to more fully hereinafter, and serves to positively retain the packages 28, 28, see Fig. 6, of the topmost and rearmost tier.

To support the packages of the intermediate tier, such as the packages 27, 27, cooperatively with the oppositely related step formations 17, 17, the intermediate step formation 30, 30' is provided, see Figs. 4, 5 and 7, by suitably cutting the material jointly of the bottom panel 13 and of the riser portion 31', and scoring at the indicated score lines 30a, 30b, 30c, similarly as with respect to the above described step formation 31, 31'.

To facilitate assembly and for reinforcing the step formation upon being set-up, which is effected automatically when folding the bottom 13 at its hinging score line 18—18, the bottom overlapping panels 14, 14 are of lesser extension, as compared with those of Figs. 1, 2, and 3, and are provided with locking projections 19', 19', arranged and dimensioned to be swung through the respective end openings of the step formation 30, 30', until they rest upon the bottom panel 13, and frictionally engage the inner face of the riser portion 30' of the step formation 30, 30'.

The tab 30d, formed by suitably cutting the material of the tread portion 30, as indicated, is advantageous in serving to positively retain the packages 27, 27, Fig. 6, of the intermediate tier.

It will be observed that the material of the step formation 30, 30', is partly in common with the material of the step formation 31, 31', and accordingly when the blank is folded at the fold line 18, the step formations 30, 30' and 31 and 31' are progressively advanced with respect to the plane of the rear panel 11.

The embodiment of Figs. 4, 5, 6 and 7 includes a locking tab 16c for each of the locking panels 16, 16; these tabs 16c are an alternate form of locking means as compared with the hook formations 16b of the above described embodiment, shown in Figures 1, 2, and 3. The tabs 16c respectively engage the under-faces of the tread portions of their associated step formations 17, after insertion of the panel 16 within the respective openings formed upon setting up the step formations 17, 17, and are respectively locked by the forward cut edges of the stated openings. These locking tabs 16c add to the bracing of the step formations and assist in supporting the merchandise packages 27, 27, placed upon the step formations 17, 17.

Only one intermediate step formation 30, 30', is illustrated in the embodiment of Figs. 4 through 7, but it is obvious that several, arranged side-by-side in spaced relationship, may be provided where the display container is to hold more than two packages side-by-side in a single tier.

Whereas we have described our invention by reference to specific forms thereof, it will be understood that many changes and modifications may be made provided they do not depart from the scope of the claims.

We claim:

1. In a folding display container, the combination of side wall panels; a pair of bottom panels extending, respectively, from the lower ends of said side wall panels and folded inwardly of said display container angularly with respect to said side wall panels; a pair of substantially oppositely disposed foldable step formations associated, respectively, with said side wall panels and extending inwardly of said display container, said step formations being formed of panels which result from cutting the material of said side wall panels and of their said associated bottom panels, respectively; a back wall panel extending intermediate the said side wall panels and joining the latter together; a front wall panel; a bottom-forming panel extending intermediate the said back wall panel and the said front wall panels and joining them together; and a pair of locking panels extending from opposite ends of said front wall panel and folded backwardly against the outside faces of said side wall panels, respectively, said locking panels being provided with locking formations which extend within said display container adjacent said step formations and lock thereat serving to retain said display container in set-up condition.

2. In a folding display container, the combination of side wall panels; a pair of bottom panels extending, respectively, from the lower ends of said side wall panels and folded inwardly of said display container angularly with respect to said side wall panels; a pair of substantially oppositely disposed foldable step formations associated, respectively, with said side wall panels and extending inwardly of said display container, said step formations being formed of panels which result from cutting the material of said side wall panels and of their said associated bottom panels, respectively; a back wall panel extending intermediate the said side wall panels and joining the latter together; a front wall panel; a bottom-forming panel extending intermediate the said back wall panel and the said front wall panel and joining them together; a pair of locking panels extending from opposite ends of said front wall panel and folded backwardly against the outside

faces of said side wall panels, respectively, said locking panels being provided with locking formations which extend within said display container adjacent said step formations and lock thereat serving to retain said display container in set-up condition; and one or more additional foldable step formations disposed within said display container, said additional step formations being formed of panels which result from cutting the material of said back wall panel and of said bottom-forming panel.

3. Structure as recited in claim 2 wherein the said pair of bottom panels are formed to partially extend within one or more of said additional step formations for aiding in retaining said display container in set-up condition.

4. Structure as recited in claim 1 wherein the forming of said step formations results in exterior openings in said side wall panels, and wherein said locking panels extend over said openings and serve to cover them from view.

5. In a folding display container, the combination of two wall panels formed integrally and hingedly related along a line of score; a step formation projecting inwardly of the angle included between said two panels when the display container is set up, one of said two panels when set up extending vertically, said vertically extending panel embodying an opening when set up, said step formation being integral with said two wall panels and formed of portions of the integral material of said two wall panels; a third wall panel formed integrally with one of the two said wall panels and hingedly related thereto along a line of score; and a locking panel extending from said third wall panel and adapted for insertion through said opening of said vertically extending wall panel, from the outside of said included angle and under said step formation, said locking panel having locking formations which engage said step formation and effectively support the same in set-up condition when the display container is set up, said locking panel when its said locking formations are engaged serving to conceal said opening of said vertically extending wall panel.

MARSHALL I. WILLIAMSON.  
RAYMOND FINK.