June 3, 1930. A. J. TANNER 1,761,598

PACKING AND DISPLAY CONTAINER

Filed Sept. 4, 1928 2 Sheets-Sheet 1

FIG. 1.

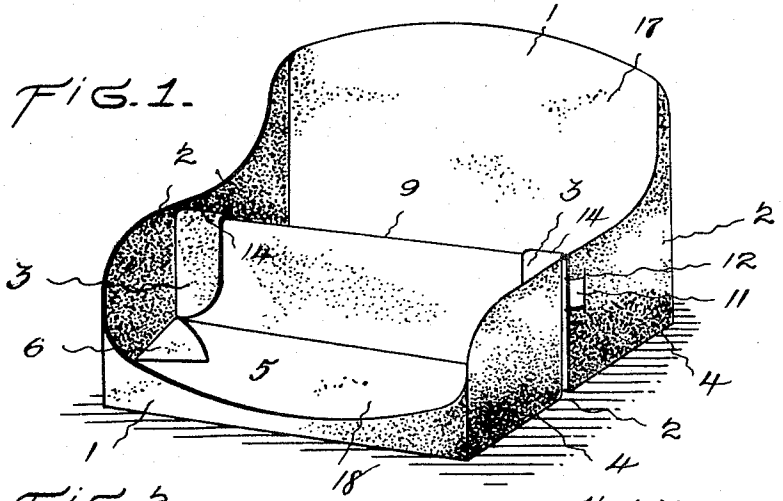


FIG. 2.

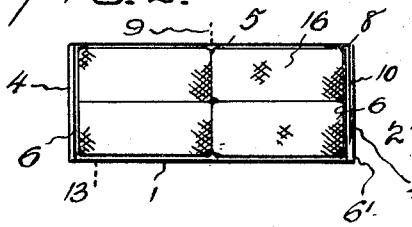


FIG. 3.

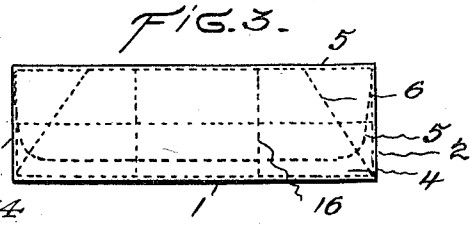
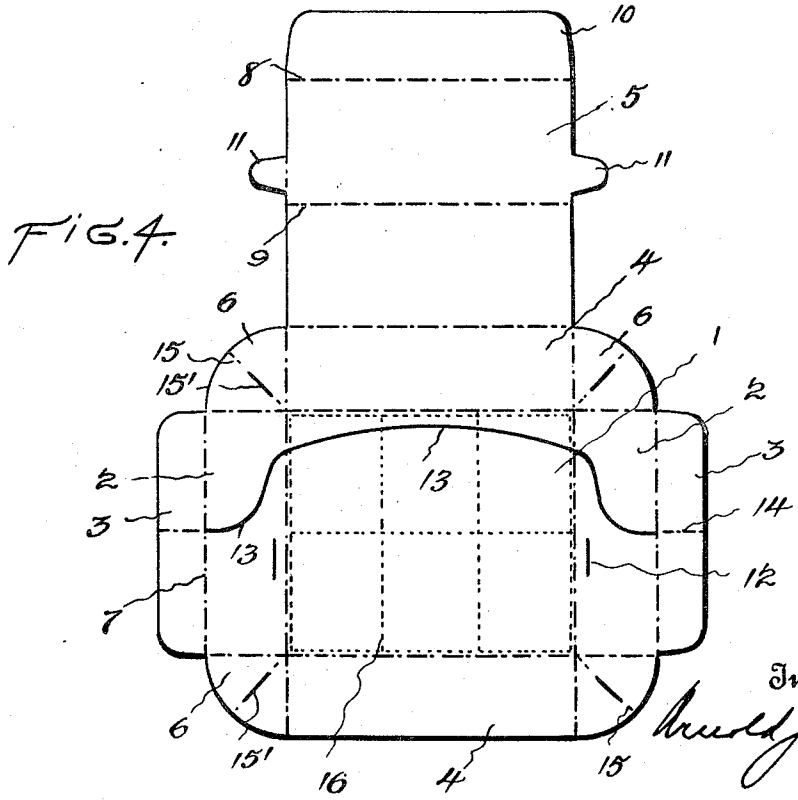


FIG. 4.



Inventor

Arnold J. Tanner

June 3, 1930. A. J. TANNER 1,761,598

PACKING AND DISPLAY CONTAINER

Filed Sept. 4, 1928 2 Sheets-Sheet 2

FIG. 5.

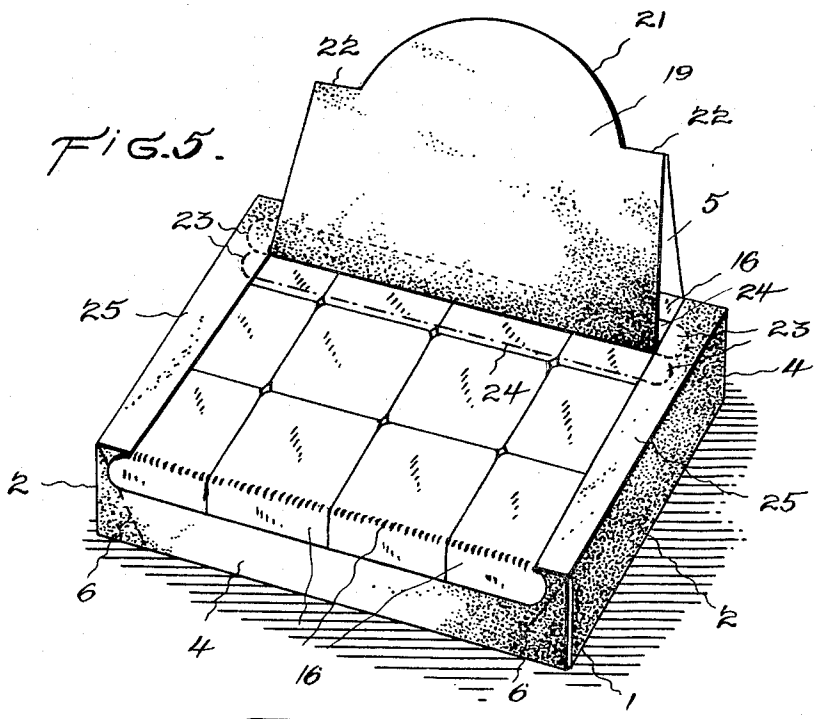
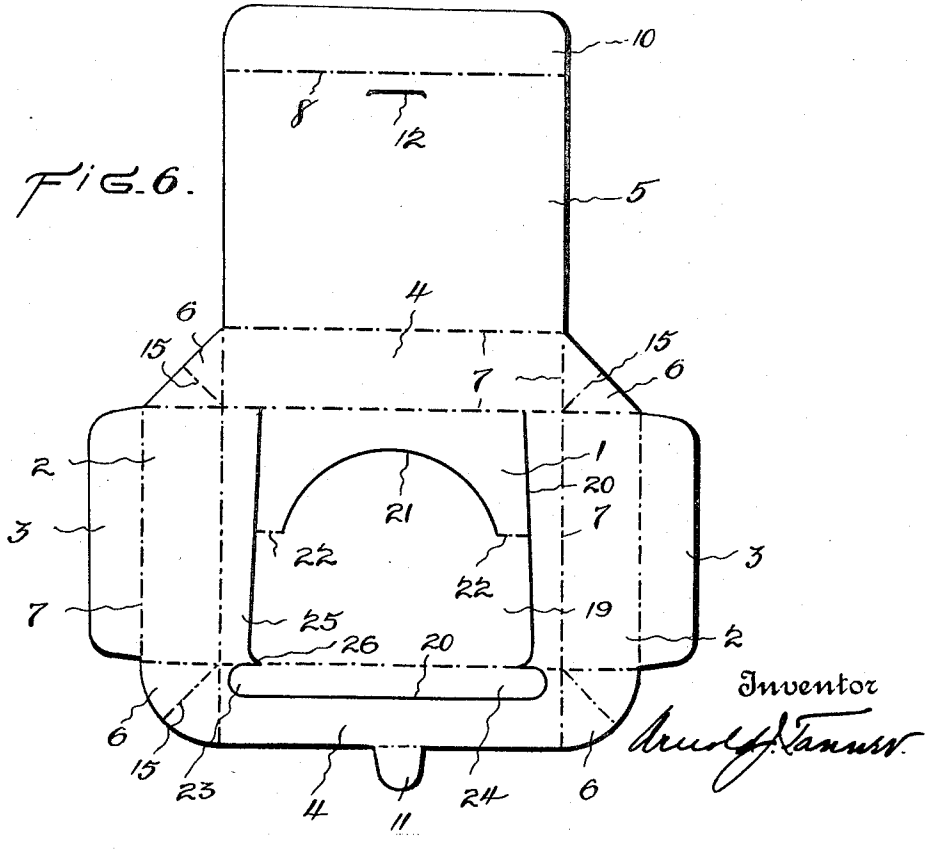


FIG. 6.



Inventor

Arnold J. Tanner

Patented June 3, 1930 1,761,598

UNITED STATES PATENT OFFICE

ARNOLD J. TANNER, OF NORTH HAVEN, CONNECTICUT

PACKING AND DISPLAY CONTAINER

Application filed September 4, 1928. Serial No. 303,741.

The present invention relates to folding containers useful for packing and displaying merchandise and the invention is applicable to various types of containers which are arranged to be opened so as to display and permit dispensing of the merchandise contained therein.

Heretofore, many different types of containers or boxes in this general class have been proposed and in some instances the container is a previously set up box structure hinged along a horizontal axis in the center of the front wall so that one part of the box opens out to form a stand in such a way that said part serves as a support for the entire box by providing an extended bearing surface. In one form of box previously proposed, the box when closed is of a rectangular or other shape according to the nature and size of the goods contained therein and which box is divided into the two parts aforesaid by a line which is cut diagonally across the sides of the box from said folding center line to the opposite corners of the box. Said cut line is extended across the top or back of the box so as to permit folding back of one section against the other on said hinged center line. In a box so constructed or arranged, one section, which is the rear one, forms the main or only receptacle for containing the merchandise and the other section, brought in front of the rear section forms the cover of the box when closed. When the box is open for display, the top of the cover and the bottom of the container section lie on the same level. In this position, some of the contents of the containing section may be placed in the cover section so that the merchandise can be arranged in different ways to provide the desired display thereof. In some instances, the folding line is above the center so that the bottom of the containing section lies in a higher plane than the cover and in which case means must be provided for supporting the rear section.

The object of the present invention is to improve and simplify the construction of the container in such a way that a more rigid structure is obtained. Besides this advantage, the improved container gives material advantage in the packing of the container.

According to this invention, the improved container is composed of a one sheet blank in the form of a folder or wrapper which is assembled by being folded around the merchandise to be packed. The novel features of the present invention and details of construction necessary to apply the invention to different types of containers will be more fully described hereinafter with reference to the accompanying drawings, wherein—

Figure 1 is a perspective view showing the improved container in its set up position open for display;

Figure 2 is a cross section of the improved container in its closed position;

Figure 3 is a rear elevation of the closed container;

Figure 4 is a plan view of the blank of which one form of the improved container is composed;

Figure 5 is a perspective view showing the invention as applied to another type of container, and

Figure 6 is a plan view of the blank used for constructing the container last referred to.

In the embodiment of the invention illustrated in Figures 1, 2, 3 and 4 of the drawings, the improved container is composed of a one piece blank which is cut and scored to form a number of sections and these sections are designated by reference numerals which identify the various sections in the assembled and set up container shown in Figure 1. The several sections are a central section 1, side sections 2, and end sections 3 extending laterally from said side sections 2. Sections 4 extend from the central section 1 and section 5 extends from one of said sections 4. The sections 2 and 4 are united at their ends by corner sections 6. The said sections, excepting sections 6, are defined by score lines 7 and the blank folds on these score lines to form the container. The extension 5 is scored on the lines 8 and 9, score 8 permitting the end of the extension to be folded to form a tuck-in flap 10. Tongues 11 extend laterally from the extension 5 so as to provide retentive means which are engaged in slots 12

when the blank is assembled to form the container. The central section 1 is cut transversely on the line 13 and which line is continued in a diagonal direction across the side sections 2. The ends of said cut line terminate at the score lines 14 located transversely across the center of the end sections 3. The corner sections 6 are scored diagonally on the line 15 and to facilitate folding, part of this line 15 is cut through the stock as shown by the line 15'.

In assembling the improved folder, the blank is laid down flat on the table, for example, and the merchandise, represented in the drawings as being a number of cartons 16, are, in the required number, placed on top of the blank, carelessly or otherwise. The side sections 2 are then folded upwardly against the merchandise, then the front section 4 is folded, also against the contents, so that the corner sections 6 are folded diagonally and inwardly to form a bellows-like fold. These folded corner sections bear against the merchandise to provide a pocket 6' between themselves and the section 4. The other section 4 is then folded against the merchandise. The extension 5 is then folded over to cover the merchandise and the flap 10 is engaged within the said pocket. To insure the retension of this covering extension in position, the tongues 11 are engaged in the slots 12. The folder in this position forms an efficient packing device with only the addition of an outer cover which may be ordinary wrapping paper, a sleeve or telescoping cover or, in fact, if no outer cover is needed to protect the container, a string tied around the box will insure a safe packing for the merchandise.

When it is desired to set up the improved device to display the goods, the package is broken so as to fold on the lines 9 and 14 as shown clearly in Figure 1. When so folded, a rear or containing member 17 and a front member 18 are formed. The main cut out part of the central section 1 forms the back wall of the rear member 17 and the lesser cut out part of the section 1 forms the front of the member 18. When properly opened, the contents of the container remain mostly if not entirely in the rear section 17 and to make a proper display of the goods, the front section is filled with contents taken from the rear member. When the goods are so arranged, a part of the back wall of the rear member is exposed and is utilized to display advertising matter. It will be noted that when open, the two members are folded so that the bottoms or bearing surfaces thereof are in the same plane so that the container will stand firmly in its position for display with the goods completely exposed and easily accessible for dispensing purposes.

In another embodiment of the invention, illustrated in Figures 5 and 6 of the drawings, a blank similar in all respects to the blank employed for the other embodiment is employed only in the latter instance, the central section 1 has a cut out portion 19 which is defined by the cut line 20. This cut out portion 19 is cut and scored on the line 21—22, line 22 being creased on which the cut out member 19 is folded when the said cut out 19 is intended to be used as a display card. The said cut out portion 19 has tongues 23 at the free end thereof and which tongues are carried on a folding strip 24 so arranged that the same may be folded inwardly or outwardly as shown in Figure 5. Whichever way this member is folded, the tongues 23 will engage under flanges 25 located at each side of said cut out portion 19. Preferably the cut out portion is tapered, being wider at the free end than at the other end. The edges of the flanges 25 are also tapered so that the cut out portion 19 when folded will be held in various raised positions by means of the engagement of said tongues 23 under the flanges 25 and the notches 26 engaging the edges of the flanges.

The present invention is applicable for use with various types of foldable packing and display containers as shown by the two described embodiments which both employ the salient feature of this invention consisting of the formation of a packing display container from a flat sheet blank which is folded around the merchandise to be packed. This in itself presents a material and valuable advantage in the packing of merchandise for it will be understood thereby the merchandise and the box is more conveniently packed and handling of previously set up boxes is eliminated when the said merchandise is directly wrapped with the improved folder. The improved folder provides a very firm and tight containing wrapper with the minimum consumption of board and this is an additional advantage. Besides this, the same general form of blank may be employed to produce distinct types of display boxes.

Various modifications may be made in carrying out the principle of this invention to apply the same to different types of folding containers and it is to be understood any modification coming fairly within the terms of the appended claims shall be covered thereby.

I claim—

1. A container of the class described composed of a single blank, said blank comprising a body divided into folding portions forming the side and end walls of the container, an extension from said body portion adapted to be folded to form the bottom of the container, said body forming the top of the container and said body being cut and scored so as to be opened to display the contents of the container.

2. A container of the class described com-

posed of a single blank, said blank comprising a body divided into folding portions forming the side and end walls of the container, an extension from said body portion adapted to be folded to form the bottom of the container, said body forming the top of the container, said body being cut and scored so as to be opened to display the contents of the container, and said portions forming the walls of the container being connected by corner pieces arranged to fold diagonally to provide receiving and retentive means for the free end of said extension.

3. A container of the class described composed of a single blank, said blank comprising a body divided into folding portions forming the side and end walls of the container, an extension from said body portion adapted to be folded to form the bottom of the container; said body forming the top of the container; said body being cut and scored so as to be opened to display the contents of the container; said portions forming the walls of the container being connected by corner pieces arranged to fold diagonally to provide receiving and retentive means for the free end of said extension, and additional means integral with said body for securing said extension in the closing position.

4. A container of the class described composed of a single blank, said blank comprising a body portion divided into folding portions forming the side and end walls of the container, an extension from said body portion adapted to be folded to form the bottom of the container; said body forming the top of the container; said body being partially cut out and scored so as to be opened to display the contents of the container, and said cut-out portion being arranged to fold on itself to provide a raised display device.

5. A container of the class described composed of a single blank, said blank comprising a body divided into folding portions forming the side and end walls of the container, an extension from said body portion adapted to be folded to form the bottom of the container, said body forming the top of the container and said body being partially cut-out and scored so as to be opened to display the contents of the container, said cut-out top portion being arranged to fold on itself to provide a raised display device, and means comprising flanges at the sides of the opening created by displacement of the said cut-out portion whereby said display device is retained in an adjustable raised position.

6. A container of the class described composed of a single blank comprising a body and an extension therefrom, said body being arranged to form a receptacle for merchandise, said extension providing a closure means for said receptacle and forming the bottom of the container, said body having a cut-out portion providing means for opening the container and said cut-out portion being arranged to fold on itself to provide a display device.

7. A container of the class described composed of a blank comprising a body and an extension therefrom, said body being arranged to fold from a flat position into a set up position wherein it surrounds the contents to form a receptacle therefor, said extension being folded and retained in the folded position to form the bottom of the container and said body being cut out to permit opening of the container to display the contents thereof.

Signed at New Haven, county of New Haven, State of Connecticut this first day of September, 1928.

ARNOLD J. TANNER.