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Damuth

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[54] **INVERTABLE CARDED BLISTER PACKAGE**

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[52] **U.S. Cl.** **206/463,** 206/459, 206/486

[51] **Int. Cl.** **B65d 73/00**

[58] **Field of Search** ..... 206/461–471, 206/476, 477, 485, 486, 493, DIG. 29; 211/59; 40/128, 5, 67, 28 R; 283/18–20

[56] **References Cited**

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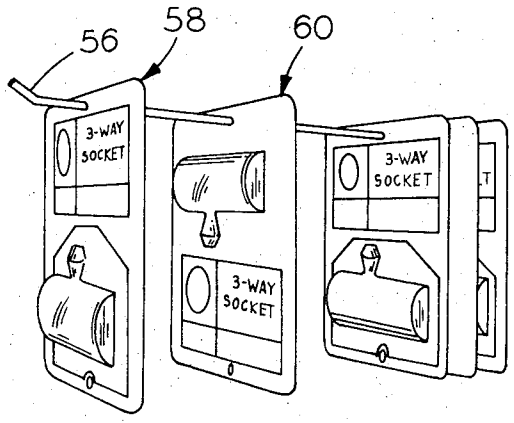
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[57] **ABSTRACT**

An improved package for high density display of articles on display cards is provided by mounting a product on a card so that it is equally visible from both sides of the card and by providing a mounting hole for pegboard mounting and display of the card and article at each end of the card. In order to facilitate display of the card with either end up, the printed information on the face of the card is inverted on one side of the card with reference to that on the other side.

8 Claims, 5 Drawing Figures



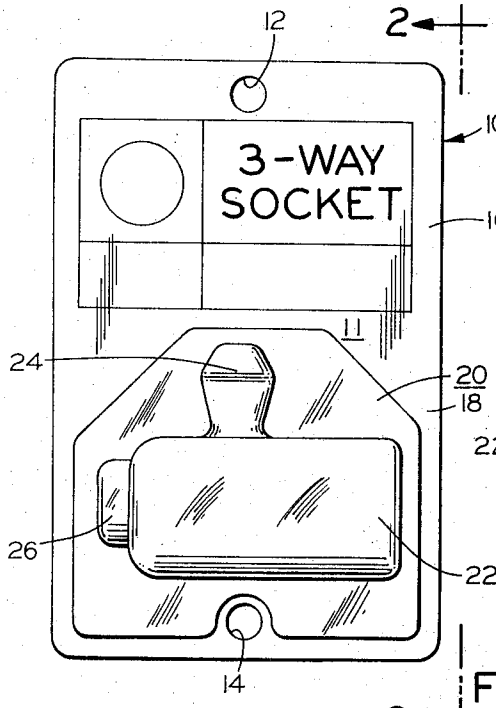


FIGURE 1

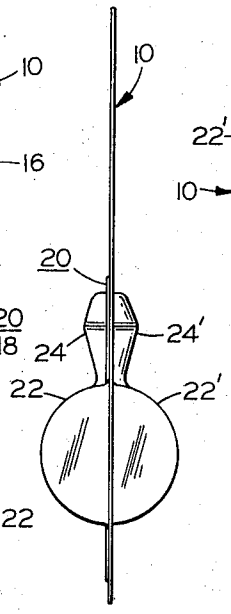


FIGURE 2

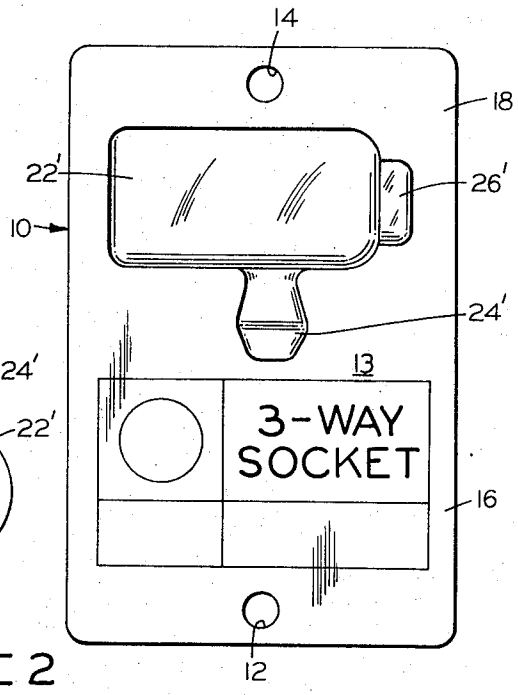


FIGURE 3

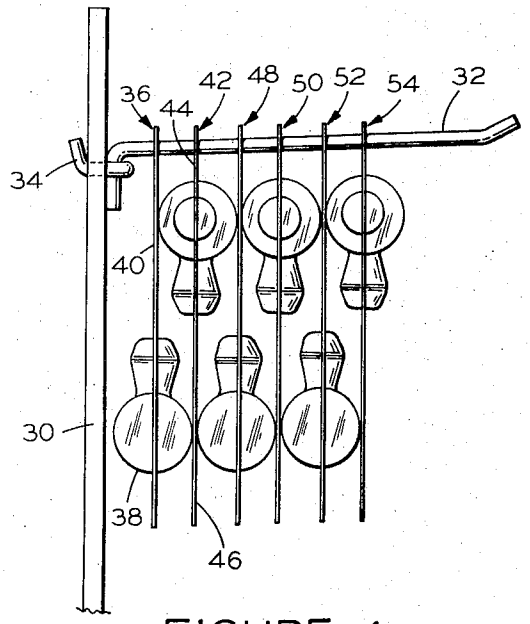


FIGURE 4

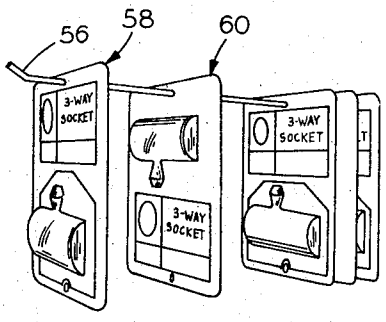


FIGURE 5

INVERTABLE CARDED BLISTER PACKAGE

BACKGROUND OF THE INVENTION

The present invention relates to improved display of articles for sale to customers in self service types of merchandise displays. More particularly, it relates to a novel package for use in carded merchandise display where the cards are hung from elongated hooks extending out from a supporting surface, usually a pegboard surface.

It is well known that there is a great convenience to shoppers in self service retail stores where the merchandise and the information relating to the merchandise, such as the description of the product and the catalog and other identifying numbers, are readily visible to the prospective purchaser. Numerous packages have been provided which contain the articles to be offered for sale and also have imprinted on the packages some information which is helpful to the prospective purchaser and which is readily evident because of the vertical hanging display of the various articles offered for sale. In general, through the use of such packages, it has been possible to inform the prospective purchaser of needed information regarding the article which he seeks without consuming the time of a clerk or store attendant who could otherwise devote his time to stocking and pricing and the related duties with which detail store employees are normally concerned. Moreover, the diversity of merchandise in many stores is such that a retail clerk cannot be well informed on all of them and the carded information is often more reliable than that available from a store attendant.

The value of packages which place in ready view of the purchaser both the article to be purchased and information pertaining thereto, has been demonstrated over a period of years to be very valuable to the consumer, and displays of this type have proliferated in many mass merchandising stores throughout the country.

In general, it is known that the storage of a larger number of articles on a hook is advantageous both to the store owner and to the consumer inasmuch as it permits the store owner to spend less time in stocking the merchandise display and it enables the consumer-purchaser to find the article which he seek more readily, i.e., there is a lower incidence of empty hooks. However, where the article to be displayed is itself quite thick or bulky, there is a limit on the number of the carded articles which can be mounted on a display hook of the conventional size employed in stores. For example, where a hook of some 10 inches in length is employed, it is possible to stack ten cards on the hook where each of the articles mounted on the individual cards is itself about 1 inch in thickness.

The problem of loading more merchandise on a display hook has been solved in part by placing the article to be displayed off center and to one side of the card, and alternating the side to which the article is mounted when the card is mounted on the hook. One problem with this type of display is that where the article is off center, and the hole in the card is centered, the card tends to hang at an angle to bring the article by force of gravity under the point of support on the hook unless it is nested with and opposed by a second, alternated item. Where the hole is provided over the article, the advantage of alternating the cards is lost so that in either case there is some disadvantage to using the side-to-side off-center article display of the prior art.

OBJECTS OF THE INVENTION

It is accordingly one object of the present invention to provide a package which permits higher density packing and display of articles as displayed on merchandise hooks.

Another object is to provide a merchandise display in which a larger number of articles are displayed on a merchandise rack hook.

Still another object is to provide a low cost packaging for articles which facilitates ready identification by prospective purchasers of the nature, quantity and qualities of the articles displayed.

Still other objects will be in part apparent from, and in part pointed out in, the description which follows.

SUMMARY OF THE INVENTION

The present invention provides a card having printing matter on each side of the card where the printed matter is inverted on one side with reference to the other. It also includes two hang-holes through which the display hook is inserted in mounting the cards for display. The package also includes a window in the card which may have a silhouette of the article to be displayed. The package also includes means for retaining the article readily visible from each side of the card.

Such a package may have a blister holding the article in place in the window so that the article can be seen well from either side and means for holding the blister to the card.

Also two cards may be sandwiched together to hold a blister or similar means for retaining the article to be displayed readily visible in matched windows extending through both cards.

BRIEF DESCRIPTION OF THE DRAWING

The description of the invention which follows will be made clearer by reference to the accompanying drawing in which:

FIG. 1 is a front elevational view of a card package as provided by the present invention.

FIG. 2 is a side elevation of a card as illustrated in FIG. 1 taken along the line 2—2 of FIG. 1.

FIG. 3 is a rear elevation of the card package as illustrated in FIG. 1 but with the card inverted relative to the position shown in FIG. 1.

FIG. 4 is a side elevation of packages as provided by this invention mounted on a merchandise display hook with alternate cards being inverted relative to each other.

FIG. 5 is a perspective view of the merchandise display generally as shown in FIG. 4 with the front cards of the display spread out for clarity of illustration.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

Referring now to the Figures, a card **10** is provided with an upper peg mounting hole or hang-hole **12** and a lower peg mounting or hang-hole **14.** Actually as will be evident from comparison of FIGS. **1** and **3,** the upper hole of FIG. **1** corresponds to the lower hole of FIG. **3,** and vice versa, as the same card is shown in an inverted position in FIG. **3** with reference to the position shown in FIG. **1.**

Where a single card is employed, the card can be of conventional card stock such as a sulphite board or the like and should have two surfaces capable of receiving printed matter. The card has an upper section **16,** as seen in FIG. **1,** in which printed matter is applied on a first surface **11,** and a lower section **18** to which the article to be displayed may be mounted. Conversely as viewed in FIG. **3,** the section **16** in which a panel of printed matter is applied on a second surface **13,** is at the lower portion of the card and the section **18,** where the product is to be mounted, is at the upper portion of the card. Actually the product itself is not displayed with the card in the drawing but one form of packaging which permits the product to be held in place in the card is illustrated. This packaging may illustratively include two blisters although alternative modes of package construction referred to above and below may be employed.

In the double blister form of such a package, one such blister is illustrated in FIG. **1** to have a flat apron **20** surrounding a formed mid-portion **22.** The flat apron extends around an opening or window through the card, which window conforms generally to the raised portion **22** of the blister in the form of package illustrated. The apron **20** is sealed to a surface **11** of card **10** over at least a portion of the area where the flat surface of the apron and the flat surface of the card **10** are in contact.

An article which may be contained within the package may be, as illustratively described in the printed panel of the figures, a three-way socket for a lamp. Such a socket would include a main barrel or body to be housed within the larger cylindrical raised mid-portion **22** of the blister. It may also include a handle or knob portion housed within the knob shaped raised portion **24** of the blister, and it may further include a narrower cylindrical end portion housed within the conforming narrower cylindrical end portion **26** of the blister.

In FIG. **3** portions **22'**, **24'** and **26'** of a blister are seen extending from the opposite face **13** of card **10** and corresponding generally to the like numbered portions **22, 24** and **26** as described with reference to the blister of FIG. **1** extending out from face **11** of card **10.**

It will be seen from FIGS. **1** and **3** that an apron **20** for the blister of FIG. **1** is evident in the FIG. **1** but that no similar apron is evident in FIG. **3.** This package structure illustrated in the drawing is only one of several alternative modes of package construction. In this particular mode of construction aprons for two blisters used in housing a product are present on one side **11** of the card. In the construction illustrated and particularly that illustrated in FIG. **1,** both blisters have aprons and both aprons are sealed to the one side **11** of the card and accordingly the same side. The raised portions **22', 24'** and **26'** extending through the card and apparent in FIG. **3,** does not show an apron as the apron is actually on the opposite side **11** of the card and under apron **20.**

However alternative forms of package construction can be employed in which a blister and apron are present on, and sealed to each side of, the card. The arrangement of aprons on the faces of a card is optional. Others can be used in place of the construction shown and will work just as well for packages of this invention.

As a further alternative, the construction can include a single blister on one side of a card such as **10** but with no blister on the opposite side. The displayed product is retained in place at its window by use of an undersized window in the card. In this fashion the product can be retained on the card so that the product is held on one side of the card by the blister, and is restrained from passing through to the other side of the card by the undersized window in the card. A slight reduction in visibility of the product resutls when the carded product is viewed from the side of the card with the restricted window, but the use of packages in high density stacking according to the present invention remains feasible.

Turning now to FIG. **4,** there is illustrated a side elevational view of a conventional pegboard **30** having a conventional merchandise rack hook **32** extending from the board and held to the board by a hook bracket **34.** Also illustrated are a grouping of some six carded packages similar to those described and illustrated with reference to FIGS. **1** through **3.** As will be evident from the drawing, the first such package **36** is seen to be hanging with the product container **38** at its lower section and accordingly with the inprinted panel of information at its upper section **40.** Proceeding out along the hook **32** from pegboard **30** a second package **42** is seen to be inverted with respect to package **36** so that its merchandise container **44** is at the upper portion of the card close to hook **32** and the imprinted panel of information is at the lower portion **46.** Each of the other carded packages **48, 50, 52** and **54** are likewise inverted relative to the adjacent cards so that the actual number of cards which are on the rack is larger than would be afforded it, for example, each card was hung with its merchandise container in an upper position, or was hung with its merchandise container in a lower position.

Referring next to FIG. **5** there is shown in perspective view a similar arrangement of the carded packages which illustrates in better detail the relationship between the merchandise display container and the panel of information which is associated with the merchandise on each of the packages. The packages are illustrated as separated along the hook **56** to show the panels of printed material of adjacent cards, all such panels being upright in the sense that they can be readily read by a prospective purchaser.

As is also evident from the drawing, all of the cards are hung from a single hook **56** but the first card **58** has the imprinted information at its upper portion and the container package for display of products at its lower portion. By contrast the immediately adjacent card **60** has the imprinted information at its lower portion and its container for display of products at its upper portion. Thus, for each package the panel of printed information is readily visible and the container for the product to be displayed is also readily visible. When the merchandise is closely arrayed on the rack, as for example in the manner illustrated in FIG. **4,** there is a greater density of packing of the articles than is feasible by the prior art methods. With this greater density of packing there is no reduction in the visibility of the panel or of the informative value of the information displayed with the article and pertaining to the article. Also, for each of the cards **58, 60** and the others on the rack of FIG. **5** that there is a hang-hole at the lower margin of the card as well as at the top so that each card can be hung in either its container-up or container-down position.

For the purposes of this invention the end of the card is that portion in which a hang-hole is formed and/or located. Accordingly the ends of a card of generally square configuration are the portions of the card at which the opposite hang-holes are located. Also, each hang-hole is centrally located with respect to its respective end so that the package will hang straight downward from the hook **56.** However, depending upon the product displayed and the weight distribution thereof on the card, the hang-hole can be predeterminedly located to insure satisfactory straight hanging of the card from the hook.

What is claimed as new and desired to be secured by Letters Patent of the United States is:

1. A package for display of articles on merchandise display hooks which comprises,

a card having a product display window therein,

means for supporting the product in the window in said card so that it can be viewed from either side of said card,

a panel of product information imprinted on each side of said card, the panel being inverted on one side with reference to that on the other,

and a hang-hole located at each end of said card.

2. The package of claim **1,** wherein the product display window conforms generally to the outline of a cross-section of the product to be displayed.

3. The package of claim **1,** wherein the product display window is smaller than the product to be displayed but permits a substantial portion of the product to extend through said product display window.

4. The package of claim **1,** wherein the supporting means is at least one transparent blister affixed to the card to support the packaged product to said card.

5. The package of claim **1,** wherein the supporting means includes two blisters affixed to the card to retain the product in place.

6. The package of claim **1,** wherein the supporting means comprises two transparent plastic blisters, each having a formed portion conforming to the general outline of one half of the product to be contained.

7. The package of claim **6,** where the blisters have aprons extending therefrom for attachment to said card.

8. The package of claim **7,** wherein the aprons are both attached by bonding to one side of said card.

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