



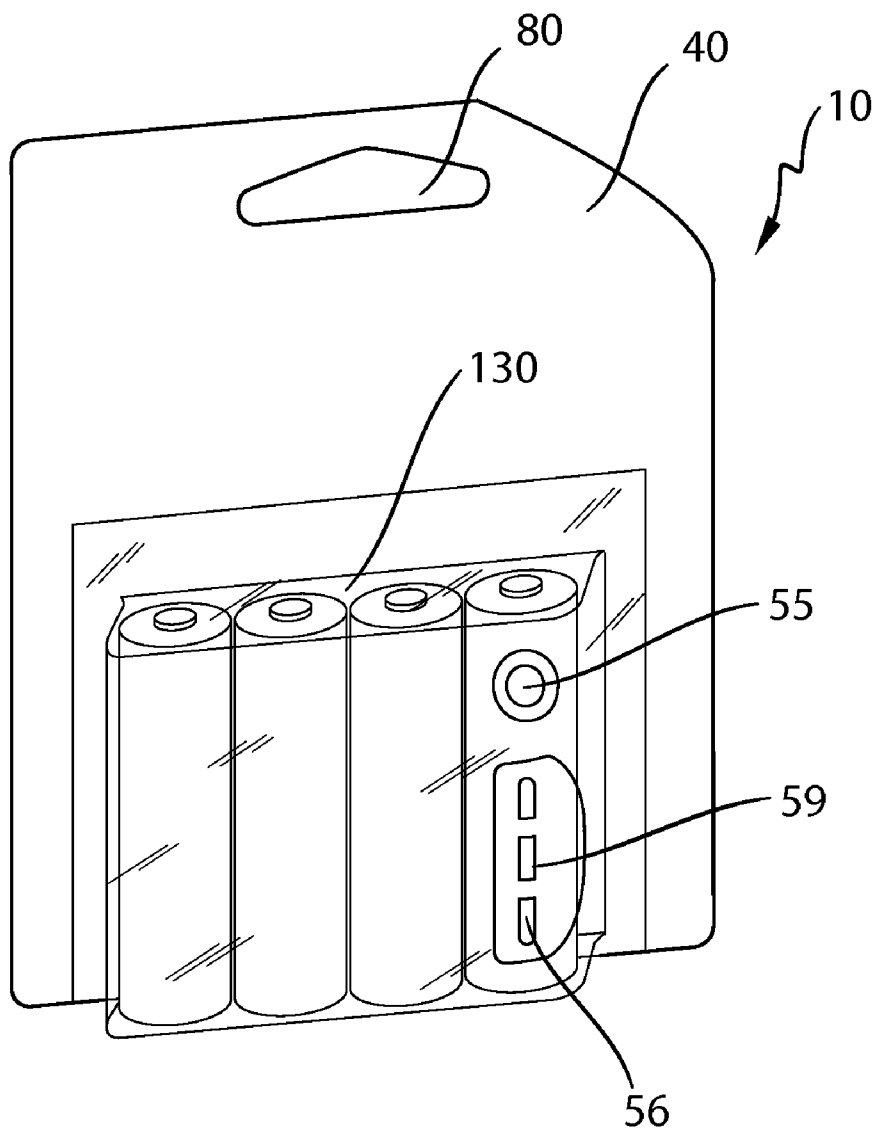
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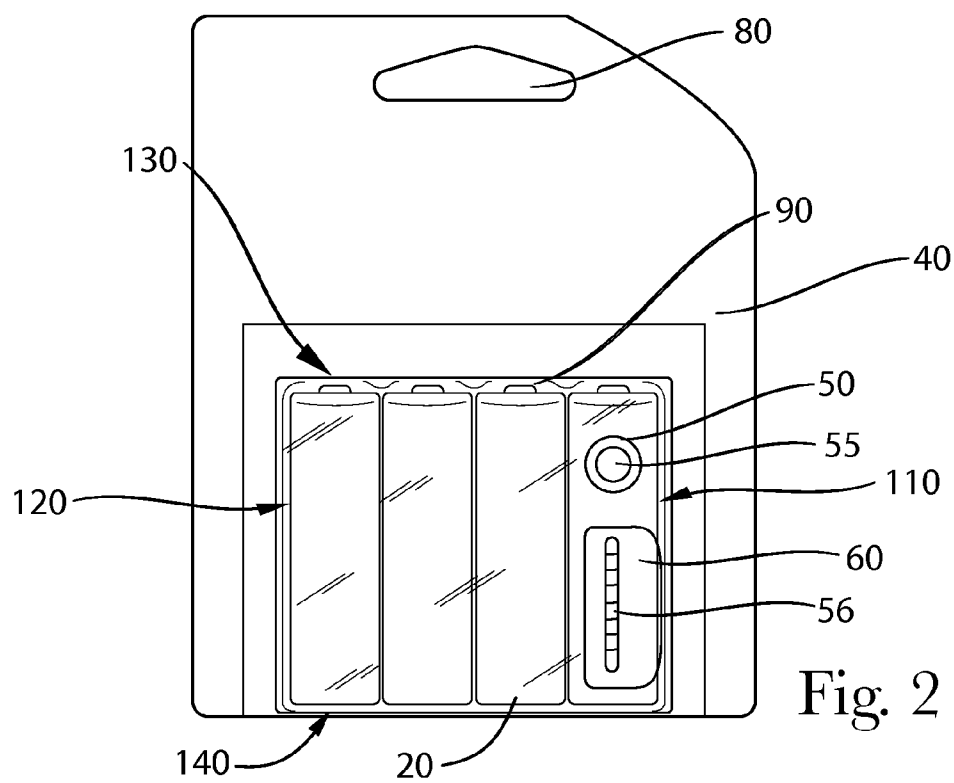
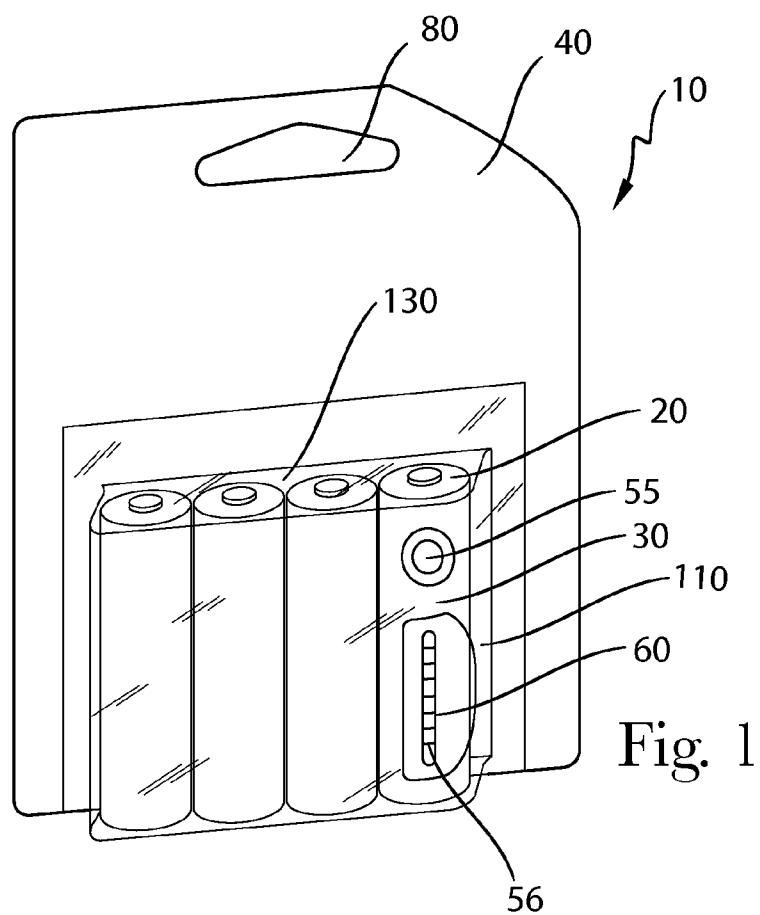
(19) **United States**(12) **Patent Application Publication**
Methe et al.(10) **Pub. No.: US 2012/0031809 A1**(43) **Pub. Date: Feb. 9, 2012**(54) **DISPLAY PACKAGE****Publication Classification**(76) Inventors: **Jean Mary Methe**, Bethel, CT (US); **Brice Daniel Westring**, Mason, OH (US); **Arseni Valerecih Radomyselski**, Ridgefield, CT (US); **Michael J. Zuraw**, Bethel, CT (US); **Terry Lee Hamilton**, Danbury, CT (US)(51) **Int. Cl.**
B65D 85/88 (2006.01)**B65D 75/36** (2006.01)(52) **U.S. Cl.** **206/703; 206/462; 206/776**(57) **ABSTRACT**

A display package comprising a shell having a cavity therein sized to house therein at least one product having a consumer-activated feature, wherein the at least one product is movable inside the cavity, the shell comprising at least one aperture structured and configured to allow a consumer to touch the at least one product inside the shell thereby moving and positioning the at least one product to register the consumer-activated feature with the at least one aperture so that the consumer-activated feature is at least partially exposed through the at least one aperture.

(21) Appl. No.: **13/150,818**(22) Filed: **Jun. 1, 2011****Related U.S. Application Data**

(60) Provisional application No. 61/350,781, filed on Jun. 2, 2010.





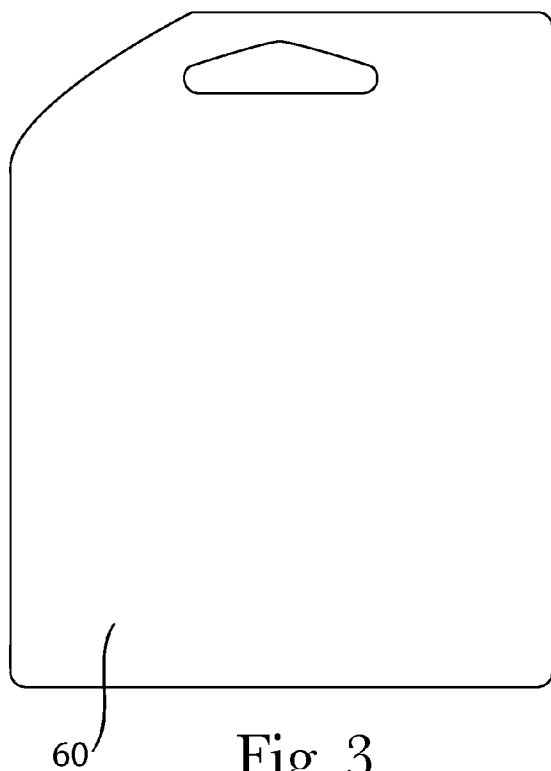


Fig. 3

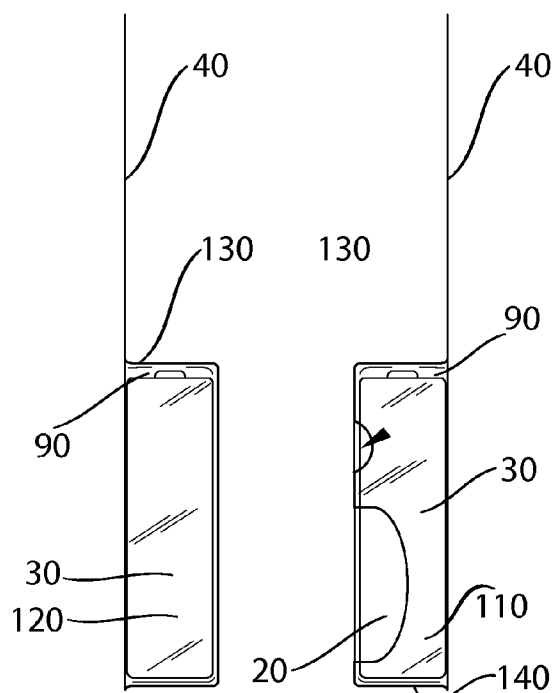


Fig. 4

Fig. 5

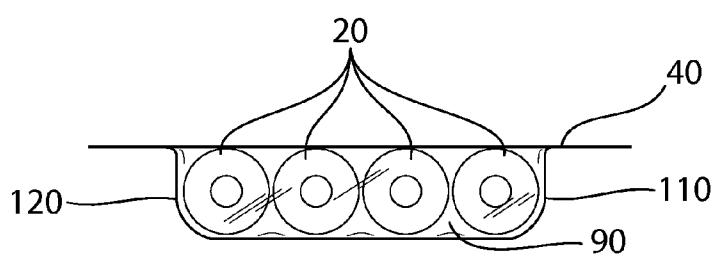


Fig. 6

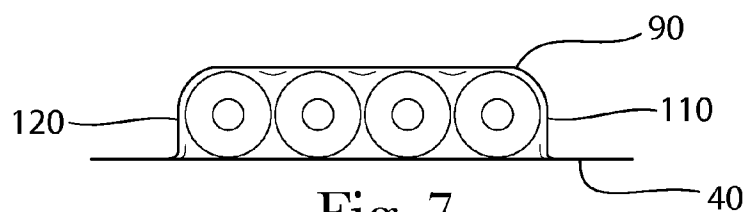


Fig. 7

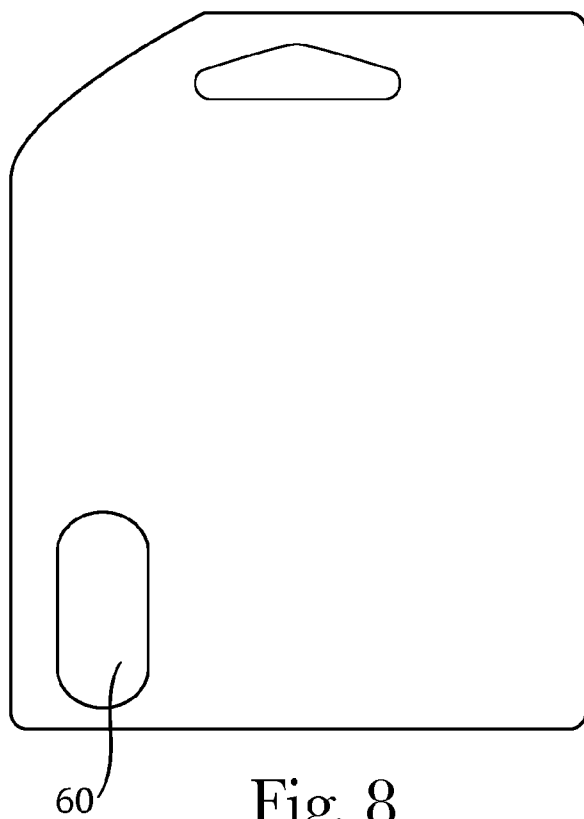


Fig. 8

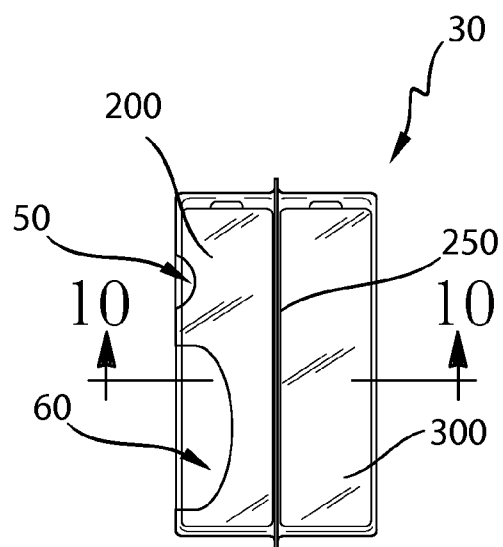


Fig. 9

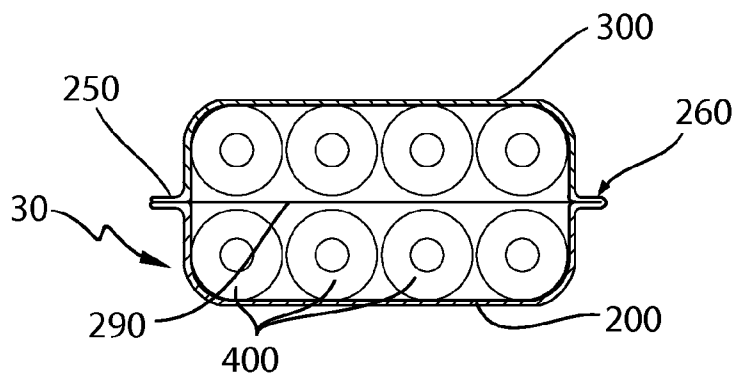


Fig. 10

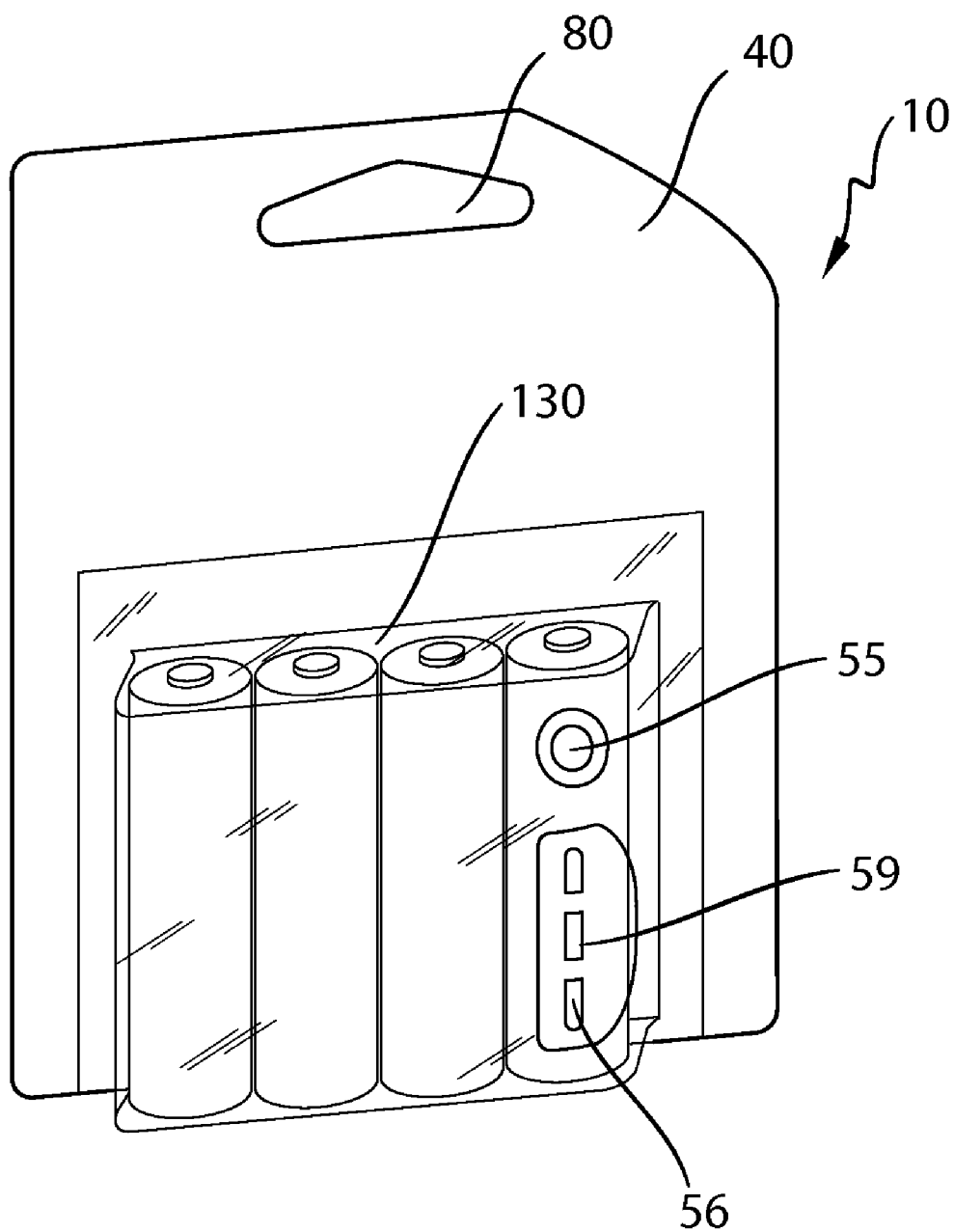


Fig. 11

DISPLAY PACKAGE

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application claims priority to provisional U.S. App. No. 61/350,781 filed Jun. 2, 2010, the substance of which is incorporated herein by reference.

FIELD OF THE INVENTION

[0002] This invention relates to display packages or systems designed for displaying and selling of consumer products, and more particularly to a display package for the display and sale of a product having a consumer-activated feature.

BACKGROUND OF THE INVENTION

[0003] Packages for the display and sale of retail products may typically include a thermoformed component and backing component to give the package necessary integrity and stability and enable the retailer to display the product in the package on a shelf or a hook on display racks. The product included within the package may possess a consumer-activated feature. The consumer may wish to activate such feature while the product is within the package. In doing so, the consumer may inadvertently or intentionally damage the packaging, leaving a packaged product that is less desirable to a subsequent potential consumer. The retailer may have to sell the packaged product in the damaged packaging at a reduced price. Furthermore, the consumer may attempt to open the packaged product to test the feature. If the consumer decides not to purchase the packaged product, the merchant may then be required to repackage the product and/or potentially sell the product, repackaged or otherwise, at a reduced price.

[0004] There is a need to provide packaging that enables a consumer to evaluate consumer-activated features without disturbing the packaging or otherwise compromising its integrity or presentable appearance. To overcome the above-described disadvantages to consumers and merchants alike, we invented a package that is interactive in that it allows a consumer to educate themselves in regards to the use of the packages product's consumer-activated feature, without removing the product from its packaging or otherwise interfering with the package's integrity and appearance. Our invention, therefore, eliminates the burden of repackaging the product while allowing the consumer easy access to the product's consumer-activated feature. Thus the merchant does not have to contend with selling a repackaged product at a reduced price or even not selling it at all.

SUMMARY OF THE INVENTION

[0005] A display package of the present invention comprises a shell having a cavity therein sized to house therein at least one product having a consumer-activated feature, wherein the at least one product is movable inside the cavity and wherein the shell comprises at least one aperture, or opening therethrough, structured and configured to allow a consumer to touch the at least one product inside the shell thereby moving and positioning the at least one product to register the consumer-activated feature with the at least one aperture so that the consumer-activated feature is exposed, at least partially, through the at least one aperture. Thus, a consumer can easily activate the consumer-activated feature through the at least one aperture, or opening in the shell.

[0006] The display package may comprise, for example, a first aperture and a second aperture, the first aperture being structured and configured to be registered with the consumer-activated feature, and the second aperture being structured and configured to allow the consumer to touch the product inside the shell thereby moving and positioning the product to register the consumer-activated feature with the first aperture.

[0007] In one embodiment, the shell comprises a backing member and a frontal member joined to one another to form the cavity therebetween. The backing and frontal members can be made of any suitable packaging material, for example, plastic, a cardboard, and the like. The frontal member and/or the backing member may be at least partially transparent or translucent. That is, a portion (or portions) of the frontal member and/or the backing member may be transparent or translucent while the rest of the frontal member and/or the backing member may be opaque.

[0008] The location of at least one aperture depends on a particular design of the package. For example, the at least one aperture may be located in the frontal member. Alternatively, the at least one aperture may be located in the backing member.

[0009] A variety of products equipped with consumer-activated features can be suitable for packaging in the package of the present invention. One of the beneficial embodiments of the package is for packaging electrical batteries, such for example as AA batteries or AAA batteries having the consumer-activated feature selected from the group consisting of a voltage tester, a capacity tester, a coulomb counter, a freshness indicator, and the like.

[0010] In one embodiment, the consumer-activated feature comprises a touch-button and/or an indicator disposed on the battery, the touch button being structured and configured to be manually pressed thereby initiating the indicator. The indicator can be designed as a continuous strip, a series of discrete lights or illumination points, or can have any other suitable design known or later developed in the art.

[0011] One beneficial embodiment of the present invention comprises the display package having a first aperture and a second aperture, wherein the touch button is structured and configured to be registered with the first aperture and the indicator is positioned on the battery to be visible when the touch button is registered with the first aperture. To visible, the indicator may be registered, or superimposed, with the second aperture so that it is visible through the second aperture. This may be particularly beneficial if the material of the shell is opaque. If, however, the shell is made of a transparent or translucent material so that the indicator can be seen there-through, the strip does not need to be registered with the second (or any for that matter aperture to be visible by a customer.

[0012] In a further embodiment of the present invention, the first aperture may be round and of the size to ally a consumer easily to have access to the consumer-activated feature, for example, to press the touch button on the battery. The second aperture may beneficially be made to have a "D" shape. It is believed that this shape facilitates consumer's ability to manipulate the battery inside the package so as to expose the consumer-activated feature though the aperture of the shell. Then, the consumer can activate the consumer-activated feature without deplaning any of the components of the shell and avoiding compromising the integrity of the package.

[0013] An embodiment is disclosed in which the frontal member comprises a forward wall spaced from the backing

member by a couple of mutually opposite side walls, a top wall, and a bottom wall, and wherein the first aperture is disposed on the forward wall. The second aperture may be disposed also on the forward wall. However, it is beneficial to dispose the second aperture on both the forward wall and at least one of the side walls.

[0014] It may be desirable to mark the aperture or apertures with a distinguishing, contrasting color. For example, the aperture(s) contours can be outlined with a color different from that of the backing and/or frontal member. Additionally or alternatively, indicia or directions may be printed around the aperture(s), directing the consumer to perform certain steps. For example, the text "Try Me!" may be printed on the frontal member, by itself or in conjunction with an error pointing to the consumer-activated feature, such, for example, as a touch button.

[0015] In an embodiment comprising the package that is designed for, or includes, one or several cylindrical batteries, such for example, as AA or AAA batteries, the consumer would be able to easily rotate, or roll, the battery inside the package to register the consumer-activated feature with the aperture or apertures. This rotation can be accomplished by touching the battery's cylindrical circumference through one of the apertures and rolling the battery around its longitudinal axis until the desired position is reached. This can be done without deplaning any of the frontal member and the backing member or otherwise compromising the integrity of the package.

[0016] Although it is expected that a consumer will not need to rotate the battery more than 180 degrees in most instances, the rotation (relative to the initial position of the battery) can be done at any desirable angle, and at any increment, for example, any angle from 1 degree to 45 degrees, to 90 degrees, to 180 degrees, to 360 degrees, and so on.

BRIEF DESCRIPTION OF THE DRAWINGS

[0017] While the specification concludes with claims particularly pointing out and distinctly claiming the subject matter which is regarded as forming the present invention, it is believed that the invention will be better understood from the following description taken in conjunction with the accompanying drawings.

[0018] FIG. 1 is a schematic perspective view of an embodiment of a package of the present invention, comprising a first aperture and a second aperture for registering and activating a consumer-activated feature of the packaged product.

[0019] FIG. 2 is a schematic frontal view of the embodiment shown in FIG. 1.

[0020] FIG. 3 is a schematic back view of the embodiment shown in FIG. 1.

[0021] FIGS. 4 and 5 are schematic side views of the embodiment shown in FIG. 1.

[0022] FIG. 6 is a schematic top view of the embodiment shown in FIG. 1.

[0023] FIG. 7 is a schematic bottom view of the embodiment shown in FIG. 1.

[0024] FIG. 8 is a schematic back view of another embodiment of the package of the present invention.

[0025] FIG. 9 is a schematic side view of another embodiment of the package of the present invention.

[0026] FIG. 10 is a schematic cross-sectional view taken along lines 10-10 of FIG. 9.

[0027] FIG. 11 is a schematic perspective view of an embodiment of the package of the present invention, wherein the package has a single aperture through which the consumer can register the product and activate a consumer-activated feature.

DETAILED DESCRIPTION OF THE INVENTION

[0028] A display package 10 shown in FIGS. 1-7 comprises a frontal member 30, and a backing member 40. The frontal member 30 and the backing member 40 are joined to form a cavity 90 bounded by the frontal member 30 and backing member 40. The cavity 90 may be sized to house at least one product 20. On the surface of the backing member 40 facing to the frontal member 30, a certain print, e.g., comprising indicia, ornamental features, or the like, may be provided. A laminate layer (not shown) may also be provided to seal the backing member. The backing member 40 may have a hanging hole 80 so that the package 10 may be hung on a display rack for presentation of the packaged product to consumers. Although the package 10 illustrated is comprised of more than one portions, it is appreciated that the combination of separate portions is not intended as a limitation on the inventive concept.

[0029] The frontal member 30 has a couple of mutually opposite side walls 110, 120, a top wall 130, a bottom wall 140 opposite to the top wall 130, and a forward wall 100. The forward wall 100 is spaced from the backing member 40 when the frontal member 30 is affixed to a backing member 40.

[0030] The package 10 includes at least two apertures 50, 60 that are structured and configured to allow a consumer to manipulate and/or interact with the package product 20 without opening the package 10 or otherwise violating its initial integrity. That is, the combination of apertures 50, 60 may be designed to allow the consumer place or position the product 20 inside the package 10 (for example, by rolling or rotating the product 20) in a proper position for activating the consumer-activated feature on the product 20 and then activate the consumer-activated feature. The frontal member 30 may include at least one first aperture 50 formed therein. The frontal member 30 may also include, at least partially, at least one second aperture 60 formed therein. In an alternative embodiment (FIG. 8), the second aperture is located in the backing member 40. In FIGS. 1 and 2, the first aperture 50 or the second aperture 60 are located so as to allow the consumer to interact with the product 20 inside the package 10.

[0031] The first aperture 50 may be structured and configured to enable a consumer to activate a consumer-activated feature on the packaged product 20. The second aperture 60 may be structured and configured to enable a consumer to move the packaged product 20 inside the package 10 to position it so that the consumer-activated feature is conveniently accessible to the consumer through the first aperture 50.

[0032] The first and second apertures 50, 60 may be located in one plane, for example, the plane of the forward wall 100 (not shown). In other embodiments (not shown), one of the apertures 50, 60 or both apertures 50, 60 may be disposed within the forward wall 100 and at least one of the top wall 130, bottom wall 140, and one of the side walls 110, 120. The first aperture 50 or the second aperture 60 or both may be located, at least partially, in the side walls 110, 120. Each of the apertures 50, 60 or both may be located in the intersection

of the forward wall **100** and of at least one of the side walls **110**, **120** or at least one of the top wall **130** and bottom wall **140**.

[0033] In the embodiment of FIGS. 1-2, the first aperture **50** is located in the forward wall **100**, while the second aperture **60** is located in both the forward wall **100** and one of the side walls **110**. In other words, the second aperture **60** is in the intersection of the forward wall **100** and the side wall **110**. This configuration of the second aperture **60** is believed to allow the consumer better access to the product **20** inside the package **10**—and to make it more convenient for the consumer to manipulate the product **20** inside the package **10** into placing the product in the desirable position, i.e., the position in which the consumer-activated feature can be easily activated.

[0034] The first aperture **50** or the second aperture **60** may be of any suitable shape. For example, the first aperture **50** and/or the second aperture **60** may be rectangular, circular, square, oval, or any combination of the above or even have an irregular shape. In the exemplary embodiment of FIG. 1, the second aperture **60** has a “D” shape, wherein the curved portion of the boundary of the aperture **60** is located in the side wall **110**. This exemplary configuration is believed to beneficially facilitate consumer’s ability to place the product **20** in the proper position inside the package **10** without opening the package **10** or otherwise compromising the integrity of the package **10**.

[0035] The first aperture **50** or the second aperture **60** or both may be marked, e.g., outlined with a marking medium, to draw the consumer’s attention thereto and/or direct the consumer to perform a certain task. The marking may comprise using ink directly applied to (e.g., printed on) the surface of the frontal member **30**, a sticker affixed to the surface of the frontal member **30**, or may comprise any other marking means known in the art. For example, the first aperture **50** or the second aperture **60** or both may be outlined in a color or colors that contrast(s) with that (or those) of the product **20** located within the cavity **90** or of the laminate layer (not shown) of the package **10**. For example, the outline may be the color white, red, blue, or yellow.

[0036] The frontal member **30** may be made of any suitable material. The frontal member **30** may be made, for example, of a resin material or combination of resin materials. The frontal member **30** may be thermoformed, injection molded, or made from any other process known in the art. It may be beneficial to have the frontal member **30** at least partially transparent or translucent. The frontal member **30** may also be opaque or partially opaque.

[0037] Non-limiting examples of resin materials from which the frontal member **30** may be made may include polyethylene (PE), polyvinyl chloride (PVC), polypropylene (PP), polystyrene (PS), and polyethylene terephthalate (PET). It may be beneficial for the environment to use biodegradable material for the production of the frontal member **30**. Non-limiting examples of biodegradable resin materials may include aliphatic polyesters, modified polyvinyl alcohol, cellulose ester compounds, and modified starch. Examples of aliphatic polyesters may include hydroxybutyric acid-valeric acid polymer, synthetic polymers such as polycaprolactone and an aliphatic dicarboxylic acid-aliphatic diol, and semi-synthetic polymers such as polylactic polymer.

[0038] The frontal member **30** may be made from post-industrial or post-consumer resin materials. For example, the resin material may comprise from 5% to 100% of post-indus-

trial or post-consumer resin material(s) and from 0% to 95% of virgin resin material. Post-industrial or post-consumer resin materials may be resin materials that include some percentage of material from previously manufactured products that have been recycled.

[0039] The frontal member **30** may be made from bio-sourced resin materials. Non-limiting examples of bio-sourced resin materials may include bio-derived polymers. Non-limiting examples of bio-derived polymers may include bio-derived polyethylene (Bio-PE), bio-derived polypropylene (Bio-PP), and bio-derived polyethylene terephthalate (Bio-PET).

[0040] The backing member **40** may be made of any suitable material. The backing member **40** may be made of biodegradable or recyclable material. For example, the backing member **40** may include cardboard backing, a resin-based member, or other conventional packaging support. The cardboard may be made from paper board. The backing member **40** made of paper board or cardboard may comprise any suitable recycled materials, for example from 50% to 100% of recycled fiber or pulp, and/or may derive from post-industrial or post-consumer materials. The backing member **40** may be made from, or partially include, resin materials. The resin material may be a resin, biodegradable, post-industrial, post-consumer, or bio-sourced, as described above.

[0041] The frontal member **30** may be affixed, detachably or otherwise, to the backing member **40** by any means known in the art. For example, the frontal member **30** may be heat-sealed or glued to a backing member **40**. The frontal member may have a peripheral flange **70** that may be useful in securing the frontal member **30** to the backing member **40** in some embodiments. The flange **70** and the laminate layer may be joined, for example, by heat seal, to attach the backing member **40** to the frontal member **30**.

[0042] One example of the package **10** of the present invention is a blister-backing combination shown in FIG. 1, in which the frontal member **30** is a blister-type and the backing member **40** is a cardboard. The blister frontal member **30** may be transparent or translucent and may be thermoformed from plastic.

[0043] Another example of a package that may be utilized in the display is referred to as a clam-shell shown in FIGS. 9 and 10. In this package, the frontal member **30** may be thermoformed from plastic. The frontal member **30** may be transparent or translucent and may include a first portion **200** and a second portion **300**. The first and second portions **200**, **300** may be symmetrical or similar to each other (in which instance the may be conventionally termed “halves,” as shown in FIGS. 9 and 10). Alternatively, the first and second portions **200**, **300** may be dissimilar (not shown). The first portion **200** and the second portion **300** may have a peripheral flange **250**, along which the portions **200** and **300** may be joined together. The first portion **200** may be connected to the second portion **300** by a hinge, for example a flexible hinge **260** (FIG. 9), which will allow the first portion **200** to close on the second portion **300** along the flange **250**. A cardboard insert, or other insert (such for example as a thin user’s manual or the like), **290** may be utilized inside the package as well, if desired. This insert may be adapted to have advertising, consumer instructions, and the like material. When the first and second portions **200**, **300** are brought together, a cavity is formed therebetween, which cavity may be sized to house at least one product **400** therein.

[0044] If desired, backing members of cardboard may be affixed, permanently or detachably, to the packaged good (not shown). One of the cardboard backing members may be placed on either side of the packaged good and each may be bonded to the peripheral flange of the frontal member.

[0045] The product **20** may be an electric battery, schematically shown in the figures herein. The battery may include a battery label and/or a consumer-activated feature. The consumer-activated feature may indicate to the consumer certain attributes of the battery included within the package **10**. For example, the consumer-activated feature may indicate to the consumer at least one of the following: voltage, capacity, and freshness of a battery included within the interior cavity **90** of the package **10**.

[0046] One of the advantages of the present invention is that during packaging the product **20** does not need to be registered and secured within the cavity **90** so that the consumer-activated feature **55** is visible to a consumer. For example, the product **20** can be disposed within the cavity **90** such that the consumer-activated feature **55** is not visible to a consumer, for example, is at the opposite side of the first aperture **50**. Thus, no registration, by hand or machine, is needed. This facilitates savings of valuable resources, including equipment, process steps, and materials that otherwise would be used to secure the product inside the package in the registered position to assure that the product is locked in the desired position during transportation and delivery to the display rack. Printed indicia (not shown) may be used to invite a user to test the product, without compromising the package's integrity, and even instruct the user how to do that.

[0047] An exemplary package includes the frontal member **30** molded from PET resin. The backing member **40** is made from cardboard. The package includes four AA batteries, arranged side-by-side, in the cavity formed by the frontal member **30** and the backing member **40**. At least one battery has a label and a consumer-activated feature comprising at least one of the touch-button **55** and an indicator (such as label) strip **56**, FIGS. **1** and **2**. The touch button **55** may be designed to be touched or pressed, through the first aperture **50**, by a consumer when the consumer wishes to test the battery inside the package **10** without opening the package **10** or otherwise compromising its integrity. When the consumer presses the button **55** through the aperture **50**, a label strip **56** incorporated in the battery shows how much capacity (for example, voltage, or other suitable attribute) the battery possesses. For example, the consumer-activated feature may comprise battery's voltage tester.

[0048] In FIGS. **1-8**, the first aperture **50** is located within the forward wall **100**. The first aperture **50** is located above the voltage tester that is included on the label of the at least one battery inside the package **10**. The second aperture **60** is located between the first aperture **50** and the bottom wall **140** of the frontal member **100**. The second aperture **60** is positioned so that it resides at the intersection of the forward wall **100** and the side wall **110**. The battery is free to rotate about its longitudinal axis within the cavity **90**. The consumer can easily adjust the battery position by placing a finger to the battery through the second aperture **60** and rolling the battery until the consumer has access to the voltage tester through the first aperture **50**. The consumer may then activate the consumer-activated feature, for example, a voltage tester (the strip **56**), by pressing the touch button **55** through the first aperture **50**—to evaluate the use and benefit of the feature and determine the power of the battery.

[0049] The dimensions and/or values disclosed herein are not to be understood as being strictly limited to the exact numerical values recited. Instead, unless otherwise specified, each such dimension is intended to mean both the recited value and a functionally equivalent range surrounding that value. For example, a value described as “5%” is intended to mean “about 5%.”

[0050] Every document cited herein, if any, including any cross referenced or related patent or application, is hereby incorporated herein by reference in its entirety unless expressly excluded or otherwise limited. The citation of any document is not an admission that it is prior art with respect to any invention disclosed or claimed herein or that it alone, or in any combination with any other reference or references, teaches, suggests or discloses any such invention. Further, to the extent that any meaning or definition of a term in this document conflicts with any meaning or definition of the same term in a document incorporated by reference, the meaning or definition assigned to that term in this document shall govern.

[0051] While particular embodiments of the present invention have been illustrated and described, it would be obvious to those skilled in the art that various other changes and modifications can be made without departing from the spirit and scope of the invention. It is therefore intended to cover in the appended claims all such changes and modifications that are within the scope of this invention.

What is claimed is:

1. A display package comprising:

a shell having a cavity therein sized to house at least one product having a consumer-activated feature, wherein the at least one product is movable inside the cavity, the shell comprising at least one aperture structured and configured to allow a consumer to touch the at least one product inside the shell thereby moving and positioning the at least one product to register the consumer-activated feature with the at least one aperture so that the consumer-activated feature is at least partially exposed through the at least one aperture.

2. The display package of claim **1**, wherein the at least one aperture comprises at least a first aperture and a second aperture, the first aperture being structured and configured to be registered with the consumer-activated feature, and the second aperture being structured and configured to allow the consumer to touch the product inside the shell thereby moving and positioning the product to register the consumer-activated feature with the first aperture.

3. The display package of claim **1**, wherein the shell comprises at least a backing member and a frontal member joined to one another to form the cavity therebetween.

4. The display package of claim **3**, wherein the backing member comprises a cardboard.

5. The display package of claim **3**, wherein the frontal member is at least partially transparent or translucent.

6. The display package of claim **4**, wherein the at least one aperture is located in the frontal member.

7. The display package of claim **4**, wherein the at least one aperture is located in the backing member.

8. A display package comprising:

a shell having a cavity therein;

at least one product movably disposed inside the cavity, the at least one product having a consumer-activated feature;

the shell comprising at least one aperture structured and configured to allow a consumer to touch the at least one product inside the shell thereby moving and positioning the at least one product to register the consumer-activated feature with the at least one aperture so that the consumer-activated feature can be activated through the at least one aperture.

9. The display package of claim 8, wherein the at least one product comprises at least one electric battery.

10. The display package of claim 9, wherein the consumer-activated feature is selected from the group consisting of a voltage tester, a capacity tester, a coulomb counter, and a freshness indicator.

11. The display package of claim 10, wherein the consumer-activated feature comprises a touch-button disposed on the at least one battery and an indicator disposed on the at least one battery, the touch button being structured and configured to be manually pressed thereby initiating the indicator.

12. The display package of claim 11, wherein the at least one aperture comprises at least a first aperture and a second aperture, and wherein the touch button is structured and configured to be registered with the first aperture and the indicator is positioned on the battery to be visible when the touch button is registered with the first aperture.

13. The display package of claim 12, wherein the first aperture is round and the second aperture is D-shaped.

14. A display package comprising:

a backing member;

a frontal member joined to the backing member to form a cavity between the backing member and the frontal member,

at least one electrical battery disposed inside the cavity, the at least one electrical battery having a consumer-activated feature, the cavity being sized to house the at least

one electrical battery therein so that the at least one battery is movable inside the cavity;

the frontal member having at least a first aperture and a second aperture, the first and second apertures being sized, shaped, and positioned to allow a consumer manually to touch the at least one battery within the cavity thereby moving the at least one battery in a desired position wherein the consumer-activated feature can be activated by the consumer without compromising the display package's integrity.

15. The display package of claim 14, wherein the frontal member comprises a forward wall spaced from the backing member by a couple of mutually opposite side walls, a top wall, and a bottom wall, and wherein the first aperture is disposed on the forward wall.

16. The display package of claim 14, wherein the frontal member comprises a forward wall spaced from the backing member by a couple of mutually opposite side walls, a top wall, and a bottom wall, and wherein the second aperture is disposed on both the forward wall and at least one of the side walls.

17. The display package of claim 14, wherein the first aperture is substantially round and the second aperture is generally D-shaped.

18. The display package of claim 14, wherein the frontal member is at least partially transparent or translucent.

19. The display package of claim 14, wherein at least one of the at least first and second apertures is marked with a contrasting color.

20. The display package of claim 14, wherein the at least one electrical battery comprises a cylindrical battery and the cavity is sized to allow a consumer to roll the battery inside the cavity without deplaning any of the frontal member and the backing member or otherwise compromising the package's integrity.

* * * * *