

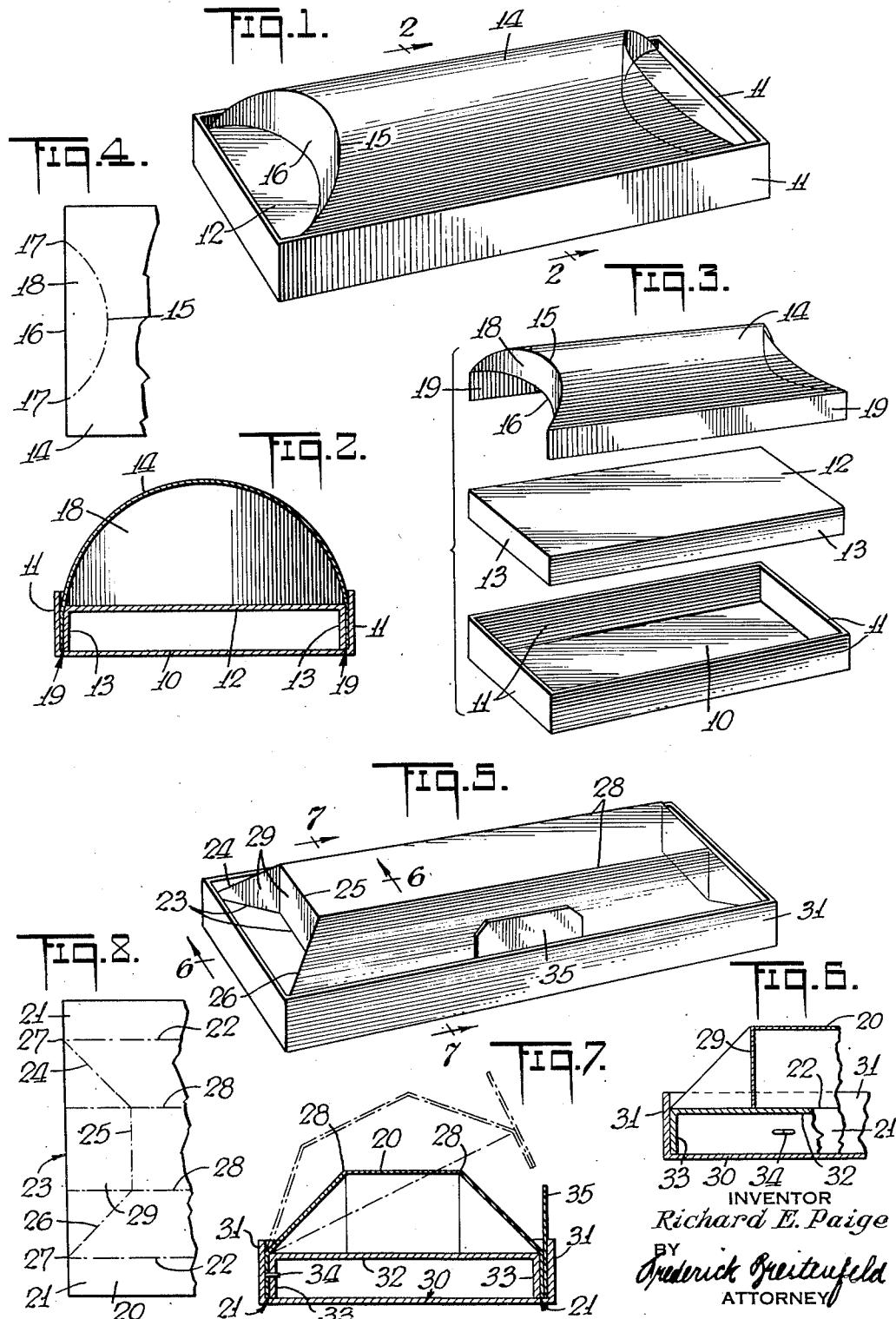
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DISPLAY CONTAINER

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DISPLAY CONTAINER

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2 Claims. (Cl. 206—45.31)

1.

My present invention relates generally to containers, and has particular reference to lightweight display containers for accommodating retail commodities.

The invention is directed specifically to a container of the kind which comprises a platform adapted to support an item to be displayed, and a cover of arched contour whose cross-section conforms substantially to an inverted U. The platform forms part of a base structure preferably composed of inexpensive sheet material such as cardboard or the like.

It is a general object of my invention to provide a display container of this character, in which the cover is composed of a blank of flat flexible sheet material shaped and associated with the base structure in such a way that a relatively rigid and staunch result may be achieved, notwithstanding the employment of extremely thin material which is inherently weak and relatively limp. The invention thus lends itself readily to the creation of a thoroughly practical display container in which the cover may be composed of an inexpensive thin blank of transparent substance, such as a synthetic plastic of the acetate type, whereby the accommodated item may be constantly exposed to view through the cover.

It is a feature of the invention to form the cover by bending a blank of sheet material into an arched configuration whose cross-section conforms substantially to an inverted U, and by providing the cover with an end closure at at least one, and preferably at both, of its ends, each end closure being formed by deflecting an integral section of the blank into a reentrant disposition. This deflection of the blank at one or both of its ends is unusually effective to rigidify the structure. The staunch and relatively strong quality of the cover is further enhanced by the manner in which the longitudinal edges of the cover are associated with the base structure.

The more particular objectives of the invention relate to the creation of a display container which is simple in structural nature, attractive in appearance, unusually effective in affording visibility of the item which is accommodated, staunchly able to withstand considerable handling, yet relatively inexpensive from a manufacturing standpoint.

In the preferred embodiment of the invention, the cover is composed of a single blank of transparent sheet material. The invention is of such character that the cover may be wholly or partially liftable from the base structure, if desired.

I achieve the foregoing general objects and ad-

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vantages, and such other objects and advantages as may hereinafter appear or be pointed out, in the manner illustratively exemplified in the accompanying drawings, in which:

Figure 1 is a perspective view of a display container constructed in accordance with the present invention;

Figure 2 is a cross-sectional view taken substantially along the line 2—2 of Figure 1;

Figure 3 is an exploded view of the essential elements entering into the construction shown in Figures 1 and 2;

Figure 4 is a fragmentary plan view of the blank of which the cover of Figure 1 may be composed;

Figure 5 is a view similar to Figure 1 illustrating several modified features;

Figure 6 is a fragmentary cross-sectional view taken substantially along the line 6—6 of Figure 5;

Figure 7 is a cross-sectional view taken substantially along the line 7—7 of Figure 5; and

Figure 8 is a fragmentary plan view of the blank of which the cover of Figure 5 may be composed.

In each of the embodiments herein chosen for illustration, the base structure is of a character which may be conveniently formed of inexpensive cardboard material, comprising a box-like element having a bottom wall and upstanding side walls, and a snugly-fitted insert having a top wall and depending side walls, the top wall constituting a platform. In each case, I have chosen to illustrate a base structure which is substantially rectangular in shape.

Thus, upon reference to Figures 1-3, it will be observed that a substantially rectangular box-like element is formed with a bottom wall 10 and upstanding side walls 11 and is adapted snugly to accommodate a similar element having a top wall 12 and depending walls 13. The walls 13 are preferably of slightly less depth than the walls 11, so that the parts assume the relationship shown in Figure 2 when these two elements are nested together. In Figure 2, the spacing between the walls 13 and 11 is slightly exaggerated for the sake of clearness of illustration, and it will be understood that the interfitting relationship between these two elements is quite snug.

The top wall 12 constitutes a platform adapted to support an item which is to be accommodated within the container in a display position. This item may be, for example, a watch, a fountain pen, an element of jewelry, or the like. The invention is not restricted, however, to the display of any particular article, and these examples are mentioned merely to explain the general nature

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and purpose of the structure. Depending upon the item which is supported, the platform 12 may be somewhat modified in contour, or may be provided with slots, depressions, tabs, or other auxiliary elements contributing toward the securement and retention of the article supported thereon.

The element to which the unique features of the present invention are primarily directed is the cover which is associated with this base structure. In the preferred embodiment illustrated, this cover is composed of a single blank 14 of transparent sheet material. Because of the manner in which this blank is to be deflected and associated with the base structure, the material may be extremely thin. A sheet of acetate resin having a thickness of a small part of an inch is quite satisfactory.

The blank 14 is substantially rectangular, and has a length substantially equal to the length of the platform 12. At at least one end of the blank, preferably at both ends, a fold line 15 is produced by scoring or otherwise, and this fold line is substantially U-shaped. It intersects the end edge 16 at points 17 which are slightly spaced from the side edges of the blank. In forming the cover, the blank 14 is first arched to define a cross-section which conforms substantially to an inverted U, and the section 18 within the confines of the fold line 15 is then deflected inwardly into a reentrant disposition as shown most clearly in Figures 1 and 3. Since the points 17 are slightly spaced from the longitudinal edges of the blank 14, the cover is provided with opposite extensions 19 adapted to be inserted into the crevices between the corresponding superposed walls 13 and 11 of the base structure. The parts are so dimensioned that when these extensions are thus inserted into engagement with the base structure, as shown most clearly in Figure 2, the lower edge 16 of the deflected section 18 will contact with and rest upon the top of the platform 12. Moreover, the line of fold 15 is preferably so chosen, with respect to the arching to which the blank 14 is subjected, that the deflected section 18 will lie along a cylindrical surface which intersects the plane of the platform 12 at right angles.

The inward deflections of the section 18, coupled with the engagement of the extensions 19 with the base structure, imparts to the cover a resultant rigidity of unusual character notwithstanding the initially limp and relatively thin quality of the blank 14. The structure which results is therefore strong and wear-resistant, and though it is simple and inexpensive it is admirably effective in accommodating and attractively displaying the item of merchandise which it contains.

Reliance may safely be placed upon the mere frictional engagement of the extensions 19 between the depending walls 13 and the corresponding outer walls 11. However, if desired, either or both of the extensions 19 may be more firmly secured in association with the base structure. For example, either of the extensions 19 may be adhesively secured to the depending wall 13 which it overlies, or it may be secured to such wall by means of a staple or the like. Where one of the extensions 19 is thus engaged, the other is free to be lifted out of engagement with the base, whereby the cover resembles a hinged lid whose lifting permits access to the accommodated item of merchandise. Where neither of the extensions 19 is engaged otherwise than by friction, the entire cover may be lifted bodily out of engagement with the base structure. The inwardly-

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deflected end sections 18 afford a convenient pair of hand grips by means of which this may be accomplished. A replacement of the cover into engagement with the base structure is quite simple, involving nothing more than the re-insertion of the extensions 19 into their respective crevices in the base structure.

The cover need not necessarily be smoothly arched along a continuous curve, as shown in Figures 1-3. If desired, the cross-section of the cover, while still of substantially inverted-U shape, may be defined by angularly related sections of various kinds, as illustratively shown in Figures 5-8.

The blank 20 (Figure 8) is substantially rectangular, and its longitudinal margins 21 form extensions corresponding to those designated 19 in Figures 1-3. These extensions are separated from the main portion of the blank 20 by lines of fold 22. Extending inwardly from each end edge 23 is a substantially U-shaped line of fold corresponding to the line 15 of Figure 4. In Figure 8, however, this line consists of three straight sections 24, 25 and 26, the section 25 lying parallel to the edge 23, and the sections 24 and 26 diverging outwardly toward the points 27 at the ends of the fold lines 22.

Extending lengthwise of the blank 20, are the parallel fold lines 28 which intersect the line 25 at its ends.

The blank 20 is deformed in the same way as the blank 14 hereinbefore described. It is first arched into a configuration whose cross-section conforms substantially to an inverted U. However, this arching is not accomplished by a smooth curvature, but by folding the blank along the lines 22 and 28. Each trapezoidal end section 29 is then deflected into a reentrant disposition, as shown most clearly in Figures 5 and 6.

The base structure is constructed as hereinbefore described, consisting of an outer box-like element 30 having upstanding side walls 31, and a snugly-fitting insert having the platform wall 32 and the depending walls 33.

The cover is fitted into engagement with this base structure by positioning extensions 21 between the opposite longitudinal walls 33 and 31, respectively. In the construction shown, one of the extensions 21 (the one shown at the left in Figure 7) is secured by means of one or more staples 34 to the corresponding depending wall 33; and the other of the extensions 21 (shown at the right of Figure 7) is provided with an upwardly extending tab 35 which serves as a convenient finger grip for lifting the cover from the base structure, as shown by dot-and-dash lines in Figure 7. This lifting of the cover permits access to the accommodated article.

As in the embodiment illustrated in Figures 1-3, the cover of Figures 5-8 affords a thorough enclosure of the displayed item, the end edge 23 of the inwardly-deflected closure section resting upon the platform 32.

The embodiment of Figure 5 illustrates the manner in which the cross-sectional configuration of the cover may readily be modified to suit varying requirements or desires. For example, if the two longitudinal fold lines 28 were to be replaced by a single medial fold line, the cover would have its upper portion of inverted V cross-section. However, so long as the cross-section conforms substantially to an inverted U, these minor modifications in contour do not alter the basic nature of the invention.

Other minor modifications will readily suggest

themselves to those skilled in the art. For example, the base structure need not necessarily be formed of two nested elements of the character herein illustrated; nor need the base structure be strictly rectangular, as shown. Moreover, while the cover is preferably transparent throughout its entire extent, since this affords the maximum visibility of the accommodated item of merchandise, the cover may, if desired, be composed either wholly or in part of material which is 10 either partially or completely opaque.

In general, it will be understood that those familiar with this art may readily make changes in the details herein described and illustrated, without necessarily departing from the spirit and scope of the invention as expressed in the appended claims.

Having thus described my invention and illustrated its use, what I claim as new and desire to secure by Letters Patent is:

1. In a display container: a base structure comprising a box-like element having a bottom wall and upstanding side walls, and a platform snugly fitted within said element and provided with opposite depending walls, said platform being adapted to support an item to be displayed; and a cover having a cross-section conforming substantially to an inverted U, the arms of the U having extensions snugly disposed in the crevices between said depending walls and the corresponding side walls of the box-like element, said

cover being composed of a blank of flat flexible sheet material and having end closures, each end closure being formed of an integral section of said blank deflected into a reentrant disposition with its lower edge resting upon the top of said platform.

2. In a display container, the combination of elements set forth in claim 1, said cover being composed of transparent relatively limp material which is rigidified by said reentrant end closures and by the engagement of said extensions by the base structure.

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