July 31, 1962 R. W. VOIGT 3,047,143

COMBINATION PACKAGE AND DISPLAY DEVICE

Filed March 21, 1960

Fig. 1.

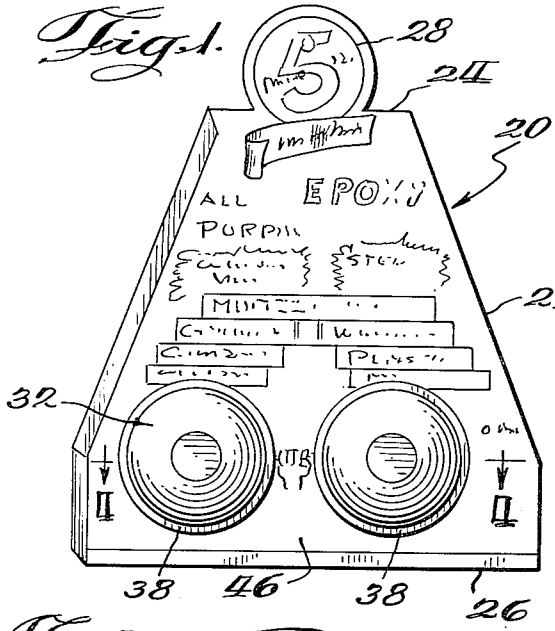


Fig. 3

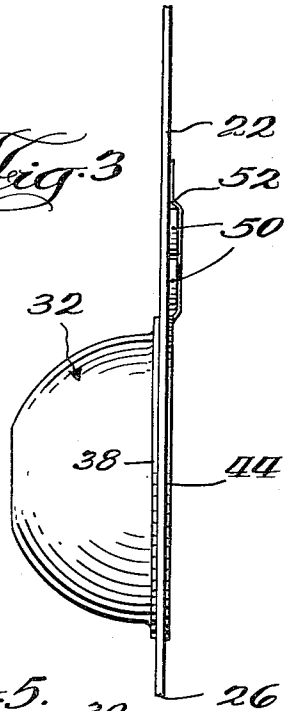


Fig. 2

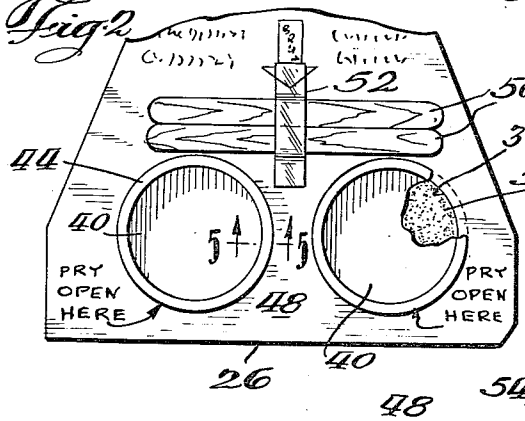
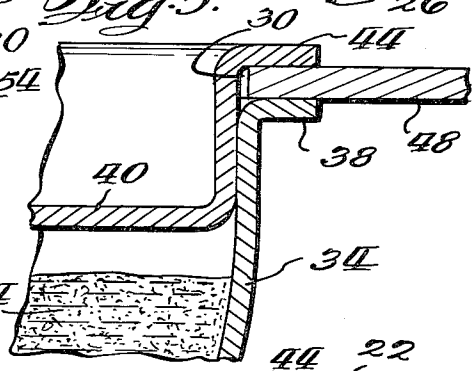


Fig. 5.



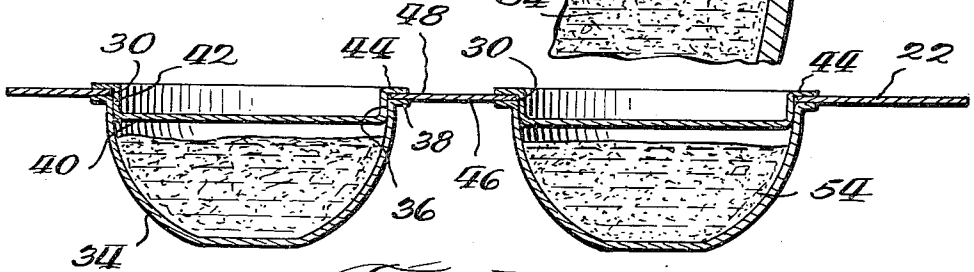


Fig. 4.

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3,047,143 COMBINATION PACKAGE AND DISPLAY DEVICE

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This invention relates generally to the art of packaging and more particularly, relates to improvements in a combination package which includes a carrier member for at least one container to which convenient and ready access can be had repeatedly.

Although not necessarily limited thereto, the invention is especially useful in connection with the packaging and display of consumer products of relatively small cost and which are highly competitive. For instance, cosmetics or adhesives or novelties, such as beads, buttons and many other consumer products of this general character usually are sold employing display techniques which are designed to attract the prospective purchaser as he walks past the product display. In addition, the invention will be especially useful in connection with many products of a viscous nature, for instance, adhesives, which heretofore have been packaged prevalently in collapsible tubes. In all of these instances, as well as others which may occur to the skilled artisan, a more attractive, economical and efficient package is recognized to be desirable and advantageous to encourage and promote sale of a product in such highly competitive fields.

Accordingly, it is a principal object of the invention to provide an improved combination package and display device characterized by a construction therefor which will enable the aforementioned advantages, as well as others, to be realized.

Another object of the invention is to provide a combination package and display device which comprises a display member having a window therein and a container having a mouth and a closure adapted to be secured over the mouth, the container and closure having cooperable means for securing the container on the display member with the mouth and window aligned one with the other.

An important object of the invention is to provide a combination package and display device which includes a carrier member having at least one window or opening therein and a container having novel means for securing same on the carrier, said container having a removable closure member for ready and convenient access to the contents of the container without necessarily requiring removal of the container from the carrier member.

Another important object of the invention is to provide a device of the character described in which said container includes a pre-formed receptacle open at one end thereof and said cooperating securing means comprise a lip or flange structure on said receptacle and closure.

Another object of the invention is to provide a device of the character described which is highly versatile with respect to the types of product which may be packaged therein; which is very economical to manufacture; which provides a carrier member having large display surfaces for advertising and promotional printed matter; and which is compact and sturdy.

The foregoing and other objects of the invention will become apparent from the ensuing disclosure, in connection with which a preferred embodiment of the invention has been described in detail and illustrated in the accompanying drawing. Minor variations in the size, arrangement, proportion and construction of the parts thereof may occur to the skilled artisan without departing from the scope of sacrificing any of the advantages thereof.

In the drawing:

FIG. 1 is a top plan view of the combination package and display device embodying the invention.

FIG. 2 is a fragmentary rear plan view of the same.

FIG. 3 is a fragmentary side elevational view of the same.

FIG. 4 is a sectional view taken through the device along the line 4—4 of FIG. 1 and in general direction indicated.

FIG. 5 is a sectional view taken through the container structure thereof along the line 5—5 of FIG. 2 and in the general direction indicated.

Referring now to the drawing, the combination package and display device is designated generally by the reference character **20** in FIG. 1. Said device is comprised of a carrier or display member **22** which has been illustrated as generally triangular in configuration, or it may be formed of any desired geometric or ornamental shape. The carrier **22** may be made from cardboard, paperboard, plastic or other material which is readily obtainable, economical and easy to work. For purposes of description, the upper end of the carrier **22** is designated **24** and the bottom end thereof is designated **26**. A perforated extension **28** may be formed on the upper end **24** so that device **20** can be conveniently hung on a display rack or by the purchaser in any desired location in his home or place of business.

The carrier or support member **22** is formed with a window or opening **30** in the body portion thereof adjacent the opposite end **26** for supporting a container designated generally **32** of the device. In the particular embodiments illustrated, the member **22** has been provided with a pair of windows or openings **30** in each of which is supported a container **32** of substantially identical construction. It should be understood that the invention contemplates supporting one or more containers **32** as may be desired merely by providing a window **30** for each container. The member **22** may be formed as blank having the desired number of windows **30** using well-known mass production techniques, such as, continuously passing a web of the blank material through a high speed die cutting machine which can perforate each carrier blank **22** as desired. In the embodiment disclosed, opening **30** is circular in configuration, although the shape thereof may vary within wide limits.

Containers **32** includes a receptacle and a removable closure therefor. The receptacle is formed as a cup-shaped body or shell **34** having a mouth or opening **36** into the interior thereof. The general configuration of the mouth **36** and window **30** is substantially congruent, which in the embodiment illustrated, is circular, although other configuration for the mouth and window may be used. Surrounding the mouth **36** is a flat, annular rim or flange **38** integral with the shell, said flange extending outwardly and being larger in diameter than the diameter of the window **30**. The shell **34** may be formed as an integral member from suitably rigid plastic or metal, it being contemplated that economical vacuum forming techniques may be utilized, especially where plastic is used. The material from which the receptacle is made may be opaque or transparent, as desired.

The closure for the receptacle comprises a dish-shaped body having a circular transverse wall **40** and annular upstanding side wall **42** of a circular configuration generally complementary with that of the window **30** and mouth **36**. At the upper end thereof, the side wall **42** is provided with an outwardly extending peripheral flange or rim **44** substantially at a right angle to the wall **42**. The closure may be formed from the same material as the shell body **34** using the same manufacturing process.

The container **32** is assembled to the carrier or display member **22** by engaging the lip or flange **38** of the shell body against one surface **46** of the display member with

the flange 38 surrounding the window 30 and the mouth 36 aligned with said window. If desired, a suitable adhesive may be employed to more or less permanently secure flange 38 to the display member or else, a pressure sensitive adhesive may be employed which will permit the lip 38 to be separated from the display member. In this position, mouth 36 of the receptacle and window 30 in the display member are in registry position one with the other. The closure is insertable through the window 30 into the mouth 36 from the opposite surface 48 of the display member to matingly engage the exterior surfaces of wall 42 with internal circumferential surfaces of the shell 34 adjacent the mouth 36.

The closure is shown installed in FIG. 4 and it will be seen that rim or flange 44 is engaged against the surface 48 of the display member and the flange 38 is engaged against the opposite surface 46. Since the closure and receptacle are frictionally held together, the flanges 38 and 44 will cooperate to secure the container on the display member and prevent the container from passing through the window 30. The flanges 38 and 44 also function as sealing means for substantially preventing the contents of the container from leaking or spilling out, especially in the case of viscous contents.

The closure is readily removed by inserting a blade or other suitable tool beneath the flange 44 and prying upwardly on the tool. Where the flange 38 is not permanently secured to the display member, removal of the closure in this manner will release the receptacle 34. After using the contents of the receptacle, the container may be replaced on the display member, if desired. It is contemplated that the display member may be suspended in a convenient place by means of the extension 28 so that it may be desirable to replace the container 32 on the display member for subsequent use until the contents are exhausted. Where the flange 38 is secured to the display member, the receptacle 34 would not be released merely by removing the closure. It is contemplated that flanges 38 and 44 may be dippled or corrugated to encourage gripping of the surfaces of the display member.

As seen in FIG. 2, spatulas, in the form of the flat sticks 50, may be secured by adhesive tape 52 to the surface 48 of the carrier, the spatulas being useful in removing the contents of the repectacles 34 where a viscous product 54 is packaged therein. It will be seen from FIGS. 1 and 2 that the carrier member 22 has substantial surface areas upon which may be imprinted or otherwise provided desirable advertising and promotional matter as well as instructions pertaining to use of the product. For instance, the device 20 has been illustrated as providing a packaging and display structure for an adhesive. The adhesive contemplated is of the type which sets rapidly upon exposure to air, however, which is comprised of ingredients which may be stored separately until it is desired to mix the same to use the

adhesive. By means of the invention, as illustrated, the ingredients may be separately stored in the pair of receptacles 34 and mixed, when desired, by removing the same separately from the receptacles. After removal of desired quantities of the ingredients, the containers are sealed by replacing the closure members until it is desired to use the adhesive again. Epoxy resin adhesives come within this category of product and it will be seen that the device 20 is admirably adapted for packaging of such a product. Of course, other products can be packaged by means of the device 20 with the same advantage.

It is believed the invention has been sufficiently described to enable the skilled artisan to understand and practice the same. In actual practice, the device 20 has been manufactured economically and easily using readily available materials and equipment. The invention has been defined in the claim hereto appended in language intended to be liberally and broadly construed commensurate with the improvement in the arts and sciences contributed thereby.

What it is desired to secure by Letters Patent of the United States is:

A combination package and display product comprising, a flat paperboard card having at least one transverse opening therethrough and a container removably assembled on the card in association with each opening, said container including a cup-shaped shell having a mouth at one end thereof and a closure member adapted to be removably engaged within said shell to seal the mouth thereof, said shell having a marginal flange surrounding said mouth and extending outwardly substantially perpendicular to the longitudinal axis of the shell, said marginal flange being larger than the size of the opening, said closure member comprising a dish-shaped body having a transverse bottom wall and upstanding side walls, said closure member having a perimetric flange normal to said side walls and extending outwardly along the upper edges of said side walls, said perimetric flange being larger than the size of the opening, said container being assembled on the card with the flanges engaged against opposite surfaces of the card surrounding said opening and with said mouth in registry with said opening and the bottom wall of the closure member closing the mouth with said side walls extending through the opening and into the mouth in frictional engagement with inner surface portions of the shell adjacent said marginal flange so that the card is disposed between said flanges.

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