July 8, 1952 E. OTTEN 2,602,541

DISPLAY CARTON

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Fig. 1.

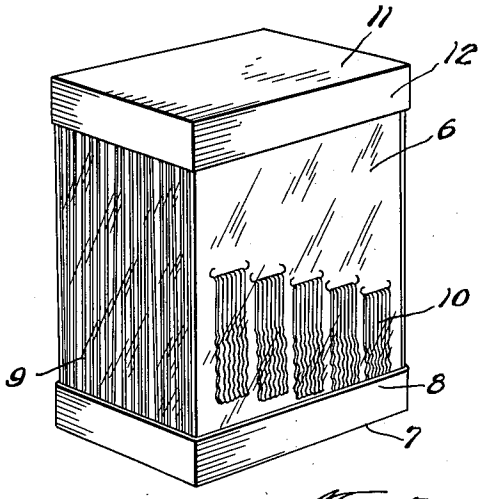


Fig. 2.

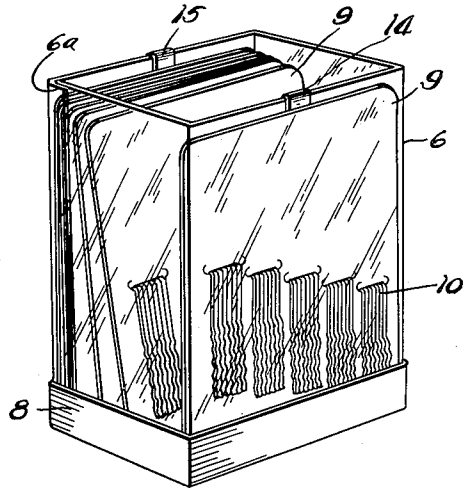


Fig. 3.

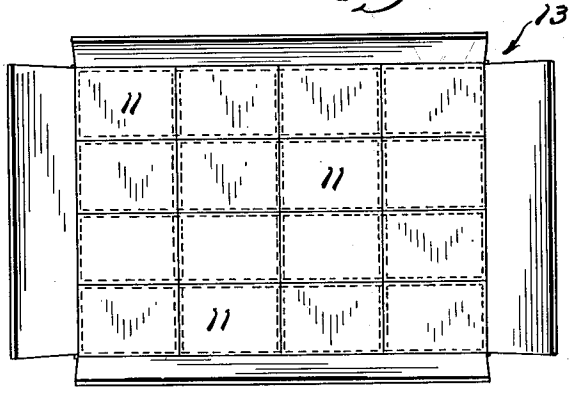


Fig. 4.

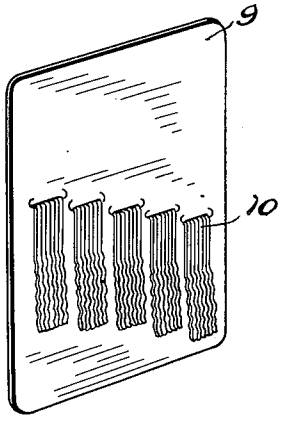
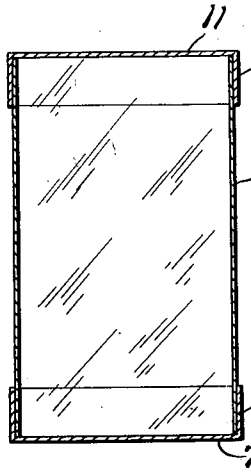


Fig. 5.



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DISPLAY CARTON

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3 Claims. (Cl. 206—44.11)

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This invention relates to improved display and shipping containers for merchandising cards, that is, cards on which articles of merchandise are carried and displayed for sale.

In general, such cards are packed and shipped in large containers which are opened and discarded at the destination, and the cards, loosely or in trays, are displayed for sale.

The cards may thus be individually handled several times before their ultimate display and many times thereafter, so that the cards and articles are liable to become dirty, tarnished and scratched, the articles perhaps loosened from the cards and lost, with the result that the cards and articles are not attractively displayed for final merchandising.

It is an object of the present invention to provide an effective display container for the cards and one which also may be filled by the manufacturer, or at the source, and shipped to the store or destination and there be placed on the counter or elsewhere for the display and merchandising of the cards. A minimum of handling of the cards individually or a number in loose condition, tending to deface the same, thus results. Once placed in the containers at the source, the cards need not be touched through all the handling of packing and shipping the containers, their receipt, unpacking, distribution and placing on display for sale, and not then until final disposal except as some customer may desire individual inspection, when the card may be readily lifted out, and if not sold, as readily replaced. The cards thus arrive in prime condition and are maintained in that condition during their display and merchandising.

Accordingly, the invention comprises—and that is an object—a lightweight display container having a wholly transparent vertical body of thin transparent plastic sheet material, preferably a cellulose ester or ether, such as cellulose acetate, cellulose nitrate, butyrate, etc., or ethyl cellulose, or the like. Transparent plastics such as relatively rigid polyvinyl polymers, styrene plastics, aminoplastics, and similar condensation products are intended to be included under the generic term "plastic." The container is rectangular in cross section, with bent vertical corners, and is of a size to accommodate therein a plurality of merchandising cards standing on end and plainly and wholly visible through the transparent sides of the container. A strong, stiff, flat base, preferably of pasteboard, and shaped like an inverted cover having upstanding peripheral side or edge strips or flanges of substantial width, is provided for the transparent body, the lower end of which telescopically fits into said flanges of the base and is suitably secured thereto, preferably by some form of glue or cement between the respective body sides and said flanges.

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There is thus provided a merchandising card display container affording full visibility of the cards inside through the entire sides of the body, even to and through the corners, the view not being hampered or lessened by supporting framework, corner posts, window frames, tops, or the like. The transparent material is light in weight and not heavy like glass or breakable and thus dangerous from splinters or the like, and is not as expensive as a molded product. The material of which the transparent body is formed is thin and flexible, but the four vertical corners, which are preferably formed by sharply bending the sheet material, together with the two sides extending in planes at right angles therefrom, and all four sides being secured at their lower edges to the bottom base, produce corner post stiffening effects in the body and impart thereto a rigidity sufficient for the purpose of display and for the handling the container may be subjected to during its use.

While a most efficient display container is thus produced, it is desirable to fill the same with cards at the source, to avoid the necessity of handling the same for shipment or the like. But the cards with their merchandise may be relatively heavy and the walls of the container are thin. It has been found, however, that by supplying the container with a cover which is relatively stiff and strong, nonwarpable and nondeformable, practically a counterpart of the base member but reversed, with its edge flanges overlapping and closely fitting down over the top of the body, a rugged filled container is produced which is well able to withstand the torsional and other stresses and strains caused by shipment, handling, and the like. Moreover, the parallel top and bottom side flanges of the cover and bottom members enable the containers to be closely packed in larger shipping cases, without causing undue strain on the side walls of the containers, and the cover encloses the containers and keeps the contents clean. The relatively stiff cards extend above and below the edges of the cover and bottom flanges and thus relieve the side walls of the body from any strain due to the surge of the cards toward any side in the handling of the containers.

Further objects and advantages will appear

from the detailed description and claims to follow, in connection with the accompanying drawing, which shows an embodiment of the invention, by way of exemplification but not of limitation, and in which

Fig. 1 is a perspective view of a completed and filled container ready for shipment;

Fig. 2 is a similar view of the container with the temporary top removed as used for a display container;

Fig. 3 is a top view of a shipping case in which some 16 of the containers of the present invention are closely packed relative to each other with the edges of their tops and bottoms in protective engagement;

Fig. 4 is a perspective view of a card suitable for display in the containers of the present invention; and

Fig. 5 is a vertical section through an empty container.

The side walls **6** of the container consist of thin, flexible but self-sustaining sheets of a suitable transparent plastic material, the four walls all being made from a single sheet of such material, bent at 90° angles to produce a rectangular structure. Where the four sides meet, one side is slightly larger, and lapped over the adjacent side as indicated at **6a**, and secured thereto, for example, by a suitable cement. If the material of which the sides are made is soluble in a suitable solvent, such as acetone or ethyl acetate, and the like, the adherence may be secured by merely moistening the overlapping parts with such a solvent and then pressing the parts together. However, a suitable transparent cement may be used; the main object being to retain full transparency, so as not to hide any of the contents of the container. While any suitable sufficiently stiff plastic transparent material will do, it is preferred, both from a cost standpoint as well as for its physical properties, to employ so-called cellulose acetate sheet stock. This may vary in thickness but generally, for the present purposes, about 0.04'' stock is sufficient. This will produce a rectangular tube of self-supporting characteristics.

The bottom of the container **7** is made from some stiff and more or less rigid material, such as heavy cardboard, shaped into the form of a tray just large enough so that the rectangular transparent plastic tube may be telescopically fitted thereinto, and secured on all four sides to the upstanding flanges **8** of the bottom. This may be done by cement, stitching or stapling. This renders the structure substantially incollapsible and imparts enough strength to enable the container to maintain itself when on display.

Housed within the container are a plurality of cards **9** to which the particular merchandise **10** is attached. In the illustrations, sets of bob pins are shown merely for purposes of exemplification, it being obvious that any sort of merchandise suitable for such attachment to cards may be employed. One of these cards is shown outside of the container in Fig. 4, and usually bears attractive ornamentation, pictures and legends on its face indicative of the product displayed.

While the container is intended for use in the form shown in Fig. 2, that is with its top removed, so as to afford access to the cards, as by the purchaser or sales person, it is shipped with a top fitted thereon as shown in Figs. 1, 3 and 5. This top **11** is made of cardboard, and is quite similar to the bottom **7**, but has depending rather than upstanding flanges **12**. The top is of such as size that it will just snugly fit over the upper periphery of the container, thus not only closing it but giving it further rigidity. The flanges **12** are not secured to the sides **6**, so that the top may be readily removed before placing the contents of the container on display.

As shown in Fig. 3, a number (for example sixteen) of the containers may be placed in a shipping box **13**, with the tops **11** in place. With the box **13** properly proportioned, the containers will fit snugly and serve to support each other. As only the respective tops and bottoms are thus in contact, the transparent sides of the containers will be spaced slightly apart, thus avoiding scratching and marring. The articles within the containers also serve to prevent the collapse of the containers by engaging the sides, while any strain placed on the containers by violent movements of the shipping case will be primarily taken up by the cardboard tops and bottoms. Thus the containers and their contents are well protected during shipping, and all that it is necessary for the merchandiser to do is to remove the containers, take off their tops, and place them on display.

When on display, the purchaser and sales persons have a full view of the contents of the box, and the individual cards may be readily grasped and removed. It is advisable, for purposes of appearance, particularly because the contents diminish in number as they are sold, temporarily to secure at least one of the cards to the inside of the container, so that it will remain upright and fully visible from the front of the container. This may be done, as indicated in Fig. 2, by securing a card **9** to the inside of the front wall **6** of the container by a small piece of adhesive tape **14**. The rear card faced outwardly may likewise be secured by a similar strip **15**.

The containers are thus very useful, in that they serve a multiplicity of purposes, affording both good protection to the merchandise during shipping and also during its display and ultimate sale; particularly as the full transparency makes it possible at a glance to note the number of articles remaining on display.

It will, of course, be within the scope of the present invention to make the containers either square or rectangular, or polygonal, and even round (i. e. cylindrical), depending upon the nature of the contents to be shipped and displayed therein.

Accordingly applicant claims:

1. A shipping and display device comprising a container for merchandise carried on display cards, comprising a transparent vertical body rectangular in cross section and of a size to receive and hold therein a plurality of said cards vertically and juxtaposed flatwise and visible through the full area of the walls of said body, said body being of thin transparent plastic sheet self-sustaining material bent at the four vertical corners thereof to form the sides and relatively rigid corners thereof, a rectangular base forming the bottom of said body, said base being of relatively strong and stiff material corresponding in size to the cross section of said body and having a peripheral upstanding edge flange telescoping over the lower end of said body and secured thereto, and a disposable cover for the top of said body applied thereto for shipping purposes, said cover being of the same size

and form as said base and also of relatively strong and stiff material and having a depending peripheral edge flange telescopically fitting over the top of the body and preventing distortion thereof, the container with the transparent body and base only forming an open top display container for merchandising the cards, a plurality of cards carrying the merchandise affixed thereto being vertically disposed in said body, with at least one of the cards secured to a transparent wall of the container with the side carrying the merchandise lying against the inside of said wall so as to be visible therethrough, whereby as the cards are removed from the container the visibility of the secured card will maintain the appearance of the display so as to attract purchasers.

2. A display device comprising a container for flat objects capable of standing on ends, consisting of a flexible tube composed of a transparent self-sustaining plastic material, a bottom corresponding in shape to the cross section of said tube and provided with upstanding flanges overlying the outer surface of said tube and secured thereto, the said bottom imparting to the assembly sufficient rigidity to prevent its collapse and to enable it to be used as a display container, and a plurality of rectangular cards carrying the merchandise affixed thereto vertically disposed in said body with at least one of the cards secured to a transparent wall of the container with the side carrying the merchandise lying against the inside of said wall so as to be visible therethrough, whereby as the cards are removed from the container the visibility of the secured card will maintain the appearance of the display so as to attract purchasers.

3. A display device comprising a container for flat objects capable of standing on ends, consisting of a flexible tube composed of a transparent self-sustaining plastic material, a bottom corresponding in shape to the cross section of said tube and provided with upstanding flanges overlying the outer surface of said tube and secured thereto, and a similar top having dependent flanges overlying the outer side of said tube, the said bottom and top imparting to the assembly sufficient rigidity to prevent its collapse and to enable it to be used both as a shipping as well as a display container, and a plurality of cards carrying the merchandise affixed thereto being vertically disposed in said body, with at least one of the cards secured to a transparent wall of the container with the side carrying the merchandise lying against the inside of said wall so as to be visible therethrough, whereby as the cards are removed from the container the visibility of the secured card will maintain the appearance of the display so as to attract purchasers.

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