

**March 21, 1967**

G. REINER

**3,310,165**

## COMBINATION SHIPPING AND DISPLAY BOX

Filed Feb. 5, 1964

2 Sheets-Sheet 1

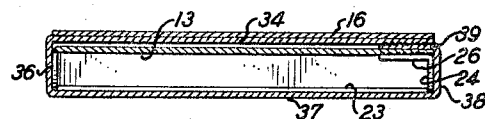
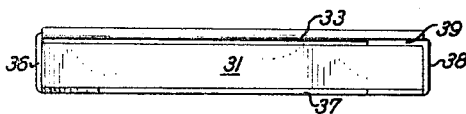
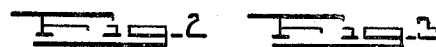
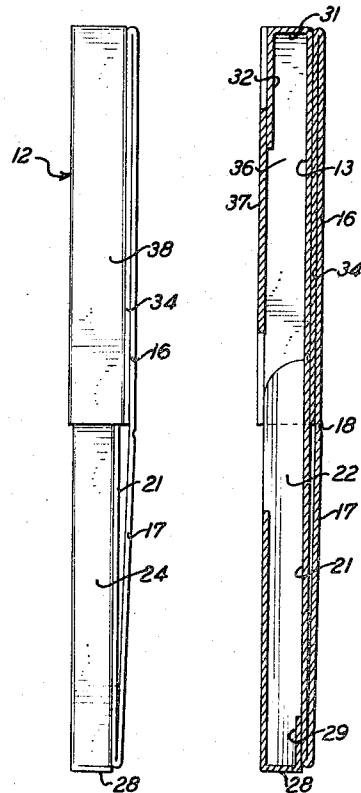
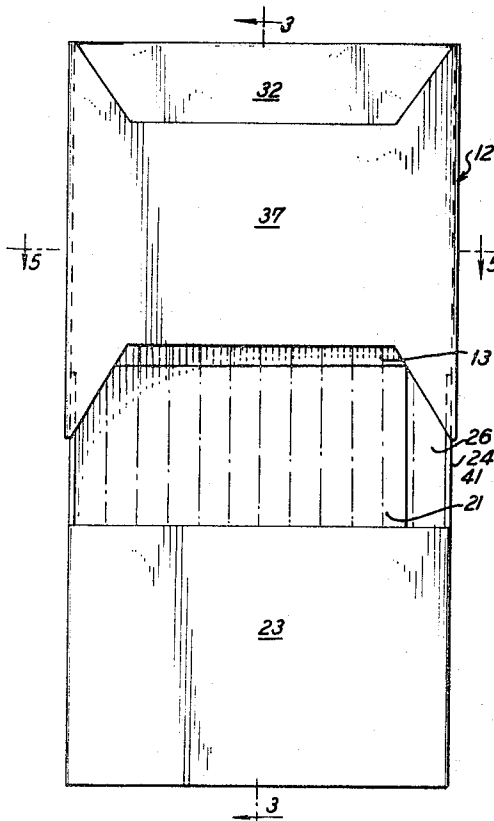


Fig 4

Fig. 5

INVENTOR

**GEORGE REINER**

BY Dayton A. Stemple Jr

ATTORNEYS

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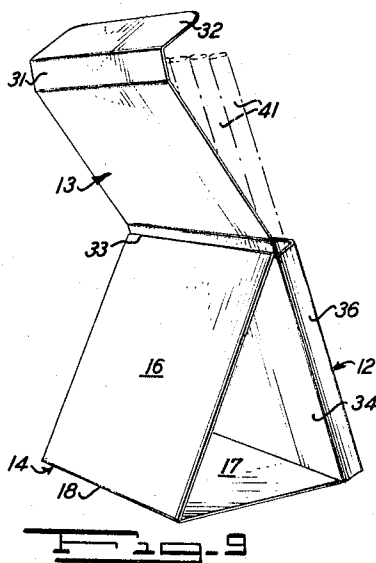
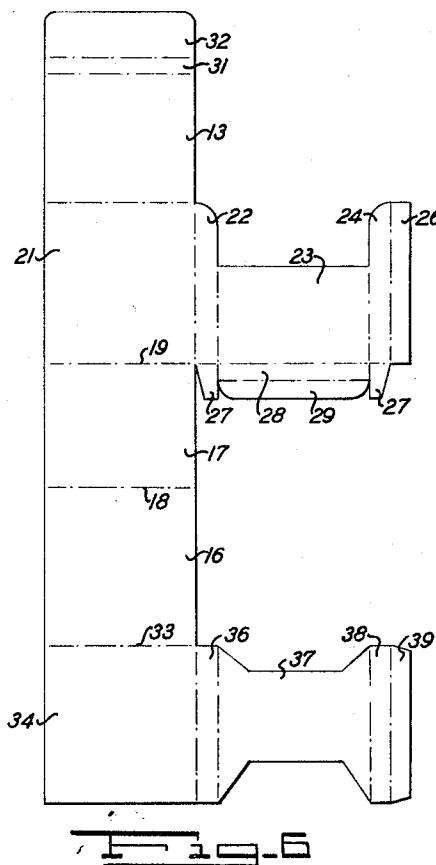
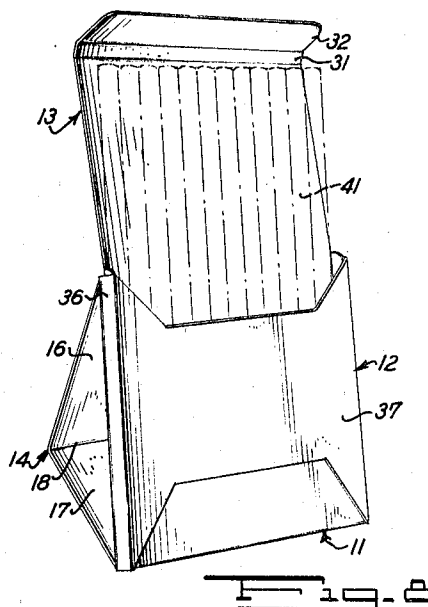
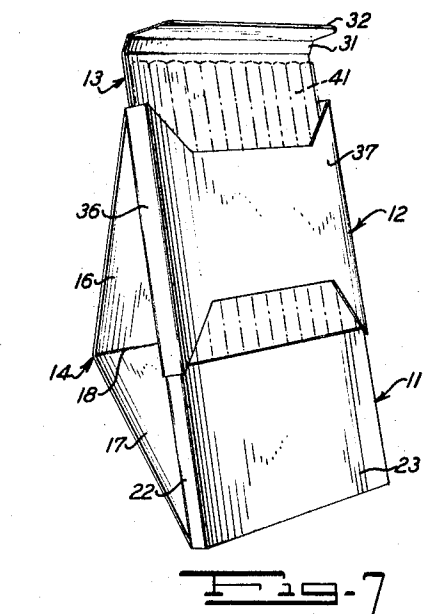
G. REINER

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COMBINATION SHIPPING AND DISPLAY BOX

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2 Sheets-Sheet 2



INVENTOR

GEORGE REINER

BY *Dayton R. Stemple Jr.*  
ATTORNEYS

1

3,310,165

**COMBINATION SHIPPING AND DISPLAY BOX**  
George Reiner, New York, N.Y., assignor to Venus Pen  
& Pencil Corporation, New York, N.Y., a corporation  
of New York

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8 Claims. (Cl. 206—45.25)

This invention relates to new and useful improvements in boxes to be utilized for shipping and delivering merchandise to the retailer and/or ultimate consumer and then also for display purposes to aid sale by the retailer and selection or use by the consumer and particularly seeks to provide a pencil box that can serve as an easel box of varying angles with only a slight hand movement by the ultimate user.

Although pencils are sometimes sold singly, they are generally packaged in lots of five, ten, twelve or twenty-five for the convenience of the buyers who want several pencils and also to encourage quantity buying. Generally, the better quality pencils are boxed in the particular quantity to be sold.

The boxes are generally two pieces with one telescoped within the other and an attached cover flap at one end which must be opened and closed each time a pencil is put into or taken from the box.

Colored pencils are used extensively in art, especially for children and a stand or easel-type arrangement is desirable when using a plurality of colors. However, if such an arrangement is to be part of the pencil box at the time of sales, the box must be sturdy for shipment, attractive for sales and economical for competition.

Therefore, it is an object of this invention to provide a shipping and retailing box for a plurality of pencils that can also serve as an unsupported easel to display the pencils for selling or for selection of the user when painting, said easel being readily transformed back to a regular box at any time and also being readily adjustable through a wide angle of erection.

It is another object of this invention to provide such a box where the pencils are visibly displayed to the potential purchasers and are adapted to fit into a colorful display with the box to encourage further sales.

It is a further object of this invention to provide such a box that can readily and simply be constructed from a single stamped blank.

I have found that such a box may be formed from a paperboard or similar blank that permits the shipping container to be changed to self-supporting easel by merely sliding an outer jacket relative to the inner jacket of the box.

With the above objects and features in view, the nature of which will be more apparent, the invention will be more fully understood by reference to the drawings, the accompanying detailed description and the appended claims.

In the drawings:

FIG. 1 is a front plan view of a closed pencil box constructed in accordance with my invention;

FIG. 2 is a side elevational view thereof;

FIG. 3 is a section taken along line 3—3 of FIG. 1;

FIG. 4 is a top end view thereof;

FIG. 5 is a section taken along line 5—5 of FIG. 1;

FIG. 6 is a plan view of the blank for forming the pencil box;

FIG. 7 is a front perspective view of the box opened into an easel;

FIG. 8 is a front perspective view of the box opened into an easel of a different angle; and

FIG. 9 is a rear perspective view of the box shown in FIG. 8.

2

This invention as illustrated is designed for the conventional dozen pencil box but obviously may be sized for smaller or larger quantities and may be used for other writing instruments or any goods that can use this type of package.

The box of this invention consists primarily of a bottom storage section 11, a sliding section 12, an upper back section 13 and a movable connecting section 14. The movable connecting section includes an upper panel 16 and a lower panel 17 joined by an intermediate folding line 18. The connecting section is integral and continuous with both the bottom storage section 11 and the sliding section 12.

The lower panel 17 is divided by folding line 19 from the lower back panel 21 of the storage section, with the lower back panel also carrying from one side a proximal side panel 22, front panel 23 of reduced height, distal side panel 24 and an adhering panel 26 which adheres to lower back panel 21 to form the storage section 11. The side panels carry closing flanges 27, 27 and the front panel carries closing panels 28, 29.

The lower back panel also carries from its top edge the upper back section or panel 13 which carries at its top edge closing panels 31, 32.

The upper panel 16 of the movable section is divided by folding line 33 from the rear panel 34 of the sliding section 12, which in turn, carries from its side a proximal side panel 36, front panel 37 of reduced height, distal side panel 38 and adhering panel 39 which adheres to the rear panel 34 to form a sleeve of sufficient size to slide snugly over the remainder of the unit.

Pencils 41 may be originally placed into the box as a cellophane pack but thereafter (or even before) can be placed loosely in the storage section 11. Due to the particular construction of the box, the pencils are visible, even when the box is closed through the space between panels 37 and 23. If the top flanges 31, 32 or bottom flanges 28, 29 are opened, pencils may be inserted or removed as with ordinary pencil boxes.

In addition, the box serves as an easel by moving the sliding section 12 over the pencils 41, back panels 13, 21 and storage section 11, the lower movable panel 17 becoming the base and the upper movable panel 16 (preferably longer than 17) serving to support the box in its angular position. As shown in FIGS. 7, 8 and 9, the easel can assume various positions, depending on the position of the sliding section. Since the sliding section telescopes snugly over the remainder of the box, the sliding section can be readily moved with the fingers but will remain in any given position.

The single blank shown in FIG. 6 is preferably made from a paperboard such as bleached fibre board but may be made from any flexible material. The tubular sections 11 and 12 may obviously be formed from panels carried either to the left or right of panels 21 and 34, respectively.

Thus the package of this invention which is readily and quickly made from a single integral blank, serves as a shipping, storage, display and utility container. Although shown for pencils, the package can obviously be used for other packaged items, particularly where display and utility as a holder are important. Moreover, the size can be adapted to the particular item or items to be packaged.

While the preferred embodiment of the box has been described and illustrated, it will be apparent to those skilled in the art that various changes may be made therein without departing from the spirit of the invention or scope of the appended claims.

I claim:

1. A container comprising a rectangular tubular chamber, a telescopic rectangular tube slidably mounted over

3

said chamber, and a flexible hinge member secured to the top of said tube and the bottom of said chamber, said hinge member being parallel and adjacent to said chamber and said tube at their extended position, said hinge member having two sections which are angularly disposed to one another when said chamber and said sliding member are not in said extended position, said container being formed from a single integral blank of a flexible material.

2. The container of claim 1 wherein said material is paperboard.

3. The container of claim 1 wherein an open space is provided between said chamber and said sliding chamber when in said extended position whereby items within the container may be viewed.

4. A writing instrument container comprising a rectangular tubular chamber having spaced back and front panels with said back panel being longer than said front panel, a telescopic rectangular tube slidably mounted over said chamber, and a flat connecting member having an upper and lower panel pivotal about a flexion line connecting same, said upper panel secured to the top of said tube, said lower panel secured to the bottom of said chamber, said connecting member being parallel and adjacent said back panel when the top of said tube is aligned with the top of said back panel, and said lower and upper panels serving as a base and support respectively for said container when the top of said tube is below the top of said back panel, said container being formed from a single integral blank of a flexible material.

5. The container of claim 4 wherein said lower panel is shorter than said upper panel.

6. A paperboard blank for forming a container comprising an upper back panel, a fixed lower back panel

4

extending from one edge of said upper back panel, a fixed front panel extending from an edge of said lower back panel intersecting said one edge, a lower connecting panel extending from the edge of said lower back panel opposed to said one edge, an upper connecting panel extending from the edge of said lower connecting panel opposed to said lower back panel, a rear sliding panel extending from the edge of said upper connecting panel opposed to said lower connecting panel, and a front sliding panel extending from an edge of said rear sliding panel intersecting with said upper connecting panel.

7. The paperboard blank of claim 6 wherein said lower connecting panel is shorter than said upper connecting panel.

8. The paperboard blank of claim 6 wherein said fixed front panel and said upper back panel carry closure flanges.

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30 LOUIS G. MANCENE, *Primary Examiner*.

THERON E. CONDON, *Examiner*.