Nov. 3, 1942. G. J. DUBEY 2,300,411

MERCHANDISING AND DISPLAY BOX

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Fig. 1.

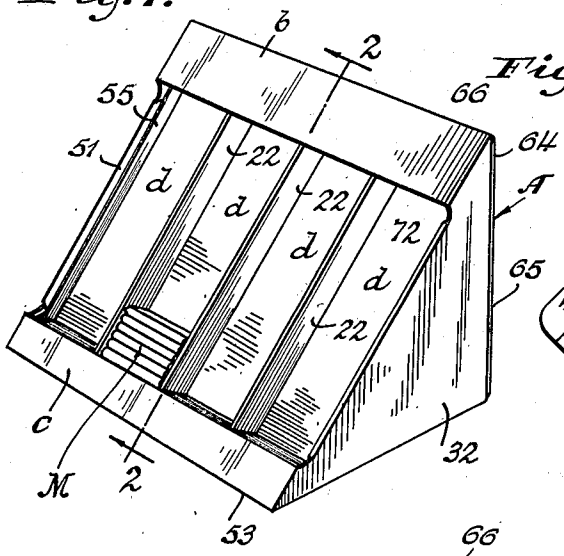


Fig. 3.

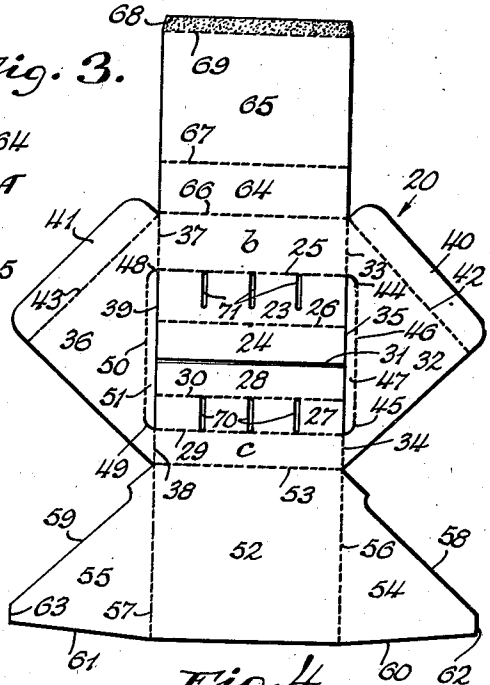


Fig. 2.

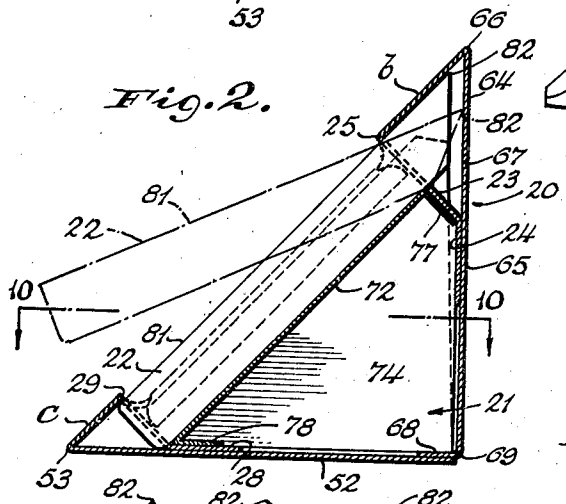


Fig. 4.

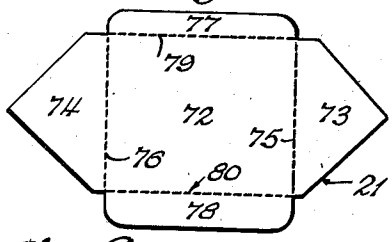


Fig. 6.

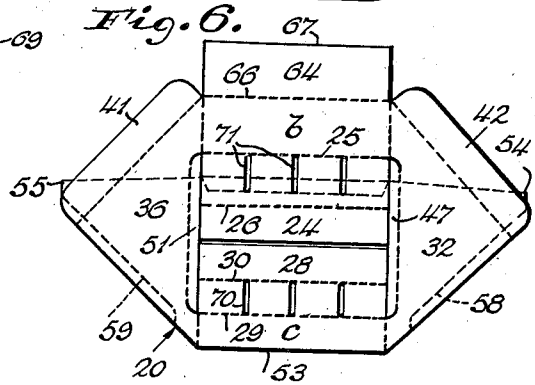
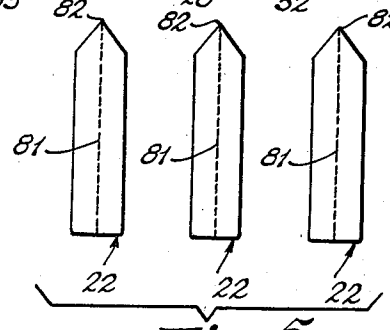


Fig. 5.



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MERCHANDISING AND DISPLAY BOX

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Fig. 7.

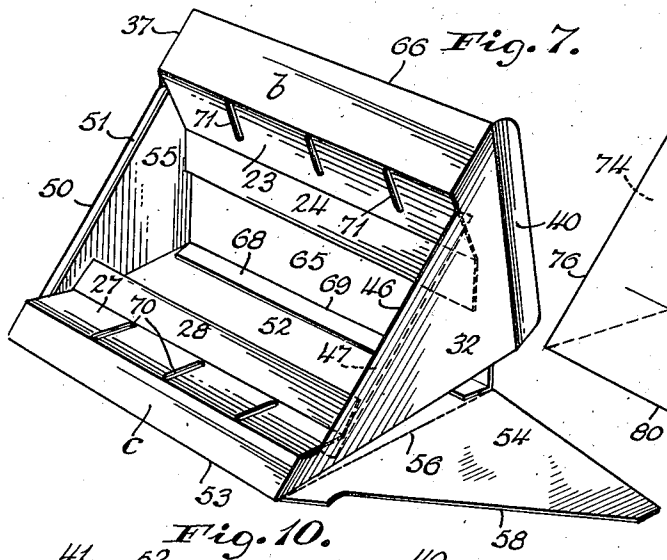


Fig. 8.

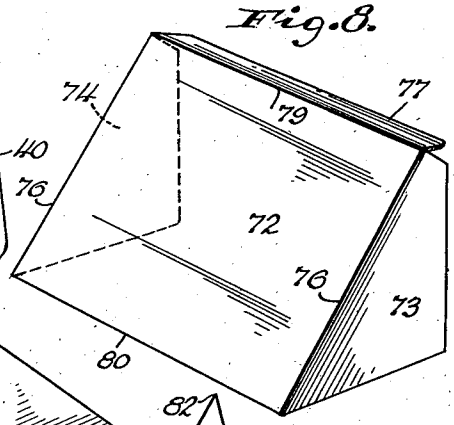


Fig. 10.

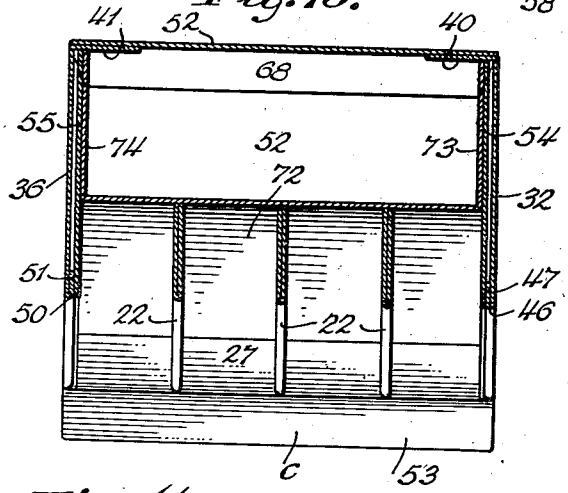


Fig. 9.

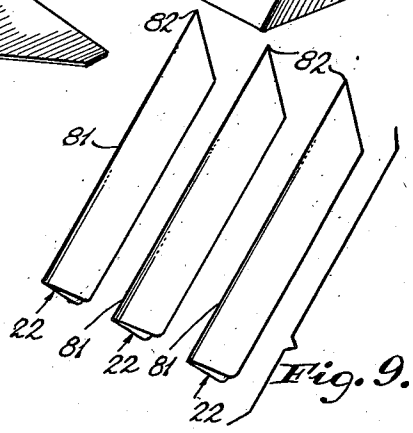


Fig. 11.

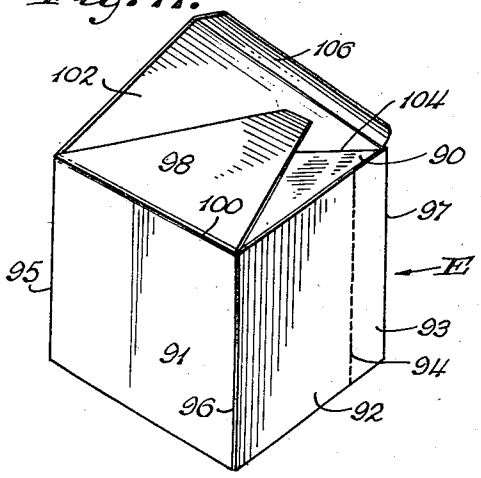
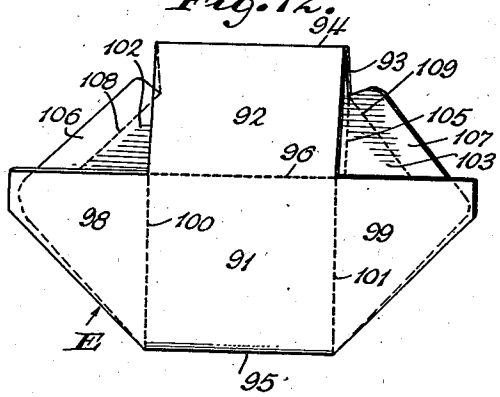


Fig. 12.



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UNITED STATES PATENT OFFICE

2,300,411

MERCHANDISING AND DISPLAY BOX

Gerald J. Dubey, Brooklyn, N. Y., assignor to Topps Chewing Gum, Inc., Brooklyn, N. Y., a corporation of New York

Application August 10, 1939, Serial No. 289,376

7 Claims. (Cl. 206—44)

This invention relates generally to display containers in which merchandise may be exposed for sale, and to a box therefor. More particularly, it relates to display containers and boxes therefor that are collapsible.

The general object of my invention is the provision in a display container and in a box therefor, of a simple, effective and economical construction of attractive appearance.

It is among the more particular objects of my invention to provide, in a display container for small articles, such, for example, as bars of chewing gum, a construction permitting the assembly, into attractive form, of a display container, from a few parts that may be stored in collapsed flattened form.

It is also among the more particular objects of my invention to provide, in a collapsible display container and a collapsible box therefor, a configuration that, while attractive, will permit of economical packing of the assembled and boxed containers in receptacles of conventional form, whereby they may be shipped or stored in relatively small bulk.

It is further among the objects of my invention to provide in a display container, a set of blanks of such configuration that they may be produced from sheet material with a relatively small waste of material.

To attain these objects and such further objects as may appear herein or be hereinafter pointed out, I make reference to the accompanying drawings, forming a part hereof, in which—

Figure 1 is a perspective view of a display container, showing merchandise on display therein;

Figure 2 is a sectional view on the line 2—2 of Figure 1, looking in the direction of the arrows and indicating the manner of inserting the locking and partitioning pieces;

Figure 3 is a plan view of the blank for the body portion of my display container;

Figure 4 is a plan view of the blank for an insert;

Figure 5 is a plan view of a blank for the locking and partitioning pieces;

Figure 6 is a plan view of the body of my display container (the blank for which is shown in Figure 3) in collapsed or knocked down form;

Figures 7, 8 and 9 collectively show all the parts constituting my display container, in set up or partly set up form;

Figure 7 is a perspective view of the body portion (shown in collapsed form in Figure 6), in partly set up form;

Figure 8 is a view in perspective of the insert (the blank for which is shown in Figure 4) set up ready for assembly with the body portion;

Figure 9 is a perspective view of a set of locking and partitioning pieces (the blank for which is shown in Figure 5), set up in folded form;

Figure 10 is a sectional view through the assembled display package, taken on the line 10—10 of Figure 2, looking in the direction of the arrows;

Figure 11 is a perspective view of a box or container adapted for boxing or packaging the display package of Figure 1;

Figure 12 is a plan view of the box of Figure 11 in partly collapsed form.

Referring to the drawings in detail, I have therein shown in Figures 1 and 2 a display package A, of a configuration that may be described generally as one half of a rectangular prism, the base of which is a right triangle. It will be observed that two such packages may be placed together so as to form, in combination a square prism.

In the particular example shown, the container may be still more specifically described as approaching the configuration of one-half of a cube, divided diagonally. This configuration will be found of advantage for particular purposes.

The advantages of such right triangular prismatic configuration for boxing the set up containers in boxes of conventional shape will be obvious.

The front or display side of the container is shown as comprising an upper panel *b* and a lower panel *c*, which serve conveniently for carrying advertising matter, and intermediate these panels is a hollow or depressed portion, divided into pockets *d*, within which merchandise, such as indicated at M may be displayed.

The details of the construction of the illustrative embodiment of my display container will next be described with reference to the component parts thereof.

The container A comprises a body portion **20**, the blank for which is shown in Figure 3, and which is shown in collapsed form in Figure 6, and in partly set up form in Figure 7, an insert **21** shown in blank form in Figure 4, and in set up form in Figure 8, and a plurality of locking pieces **22**, (three being shown by way of example) which serve to hold the parts in assembled relation while at the same time serving as partitions between the aforementioned pockets *d*, and these locking pieces are shown in blank form in Figure 5 and in set up form in Figure 9.

The blank for the body portion **20** will be

seen to comprise a central portion constituted by the aforementioned panels *b* and *c*, to the former of which is attached a flap portion comprising a section 23 and a section 24. A score or crease 25 divides the panel *b* from the section 23, and a score 26 divides the section 23 from the section 24, and to the latter of which is attached a flap portion comprising a section 27 and a section 28, the former being separated from the panel *c* by the score 19, and from the section 28 by the score 30.

A narrow slit 31 separates the two flaps just described from each other.

To the right side of the aforementioned central portion of the body 20 is a lateral flap portion 32, separated from it by scores 33 and 34 and a slit 35, and to the left of said central portion is a similar lateral flap portion 36, separated therefrom by two scores 37 and 38 and a slit 39.

The flaps 32 and 36 are substantially right triangles hinging about their hypotenuse, and where the semi-cubical configuration is used they will be substantially isosceles triangles. To one of the free sides of each is hingedly attached a tab, these tabs being numbered 40 and 41 respectively, and the scores separating them from the flaps 42 and 43 respectively.

The aforementioned slit 35, a pair of slits 44 and 45, and a score 46, serve to bound a tab 47 attached to the flap 32, while the slit 39, a pair of slits 48 and 49 and a score 50 serve to bound a similar tab 51 attached to the flap 36. The tabs 47 and 51 are intended to be folded down, as indicated in Figure 7, adding an ornamental touch (enhanced by the curved contours of slits 44, 45, 48 and 49) and serve to stiffen the flaps.

To one of the two remaining sides of the central panel is attached a panel 52, separated from the central panel by a score 53, and provided with lateral flaps 54 and 55, separated from panel 52 by scores 56 and 57, and one edge, 58 and 59 respectively, of the flaps 54 and 55 is contoured to conform to the contour of flaps 32 and 36 when the tabs 46 and 51 thereof are bent down, as will be better understood as the description proceeds.

The flaps 54 and 55 may be described as of generally right triangular contour and so proportioned that they will fit into the general assembly, as will be described, without binding, for which reasons departures from the strictly right triangular contour may be conveniently made, such as a slight slope of the sides 60 and 61 and a cutting away of the corner portions, as at 62 and 63.

To the remaining side of the central panel of the body 20 is attached a panel comprising sections 64 and 65, the former separated from the central panel by a score 66 and the sections separated from each other by the score 67.

At its outer end the section 65 carries a tab 68, separated from it by a score 69, and shown coated with adhesive, whereby it may be cemented to the panel 52.

The score 67 is so placed that the combined length of the panels 52 and section 65 is equal to the combined length of the central panel and the section 64, so that the body portion may be collapsed into flat form, as shown in Figure 6, folding taking place about scores 53 and 67.

In the section 27 are provided a plurality of transverse slits 70, and transverse slits 71 of similar size are provided in the section 23.

The insert 21, as can best be seen in Figure 4, comprises a central panel 72 flanked by lateral flaps 73 and 74, separated therefrom by scores 75 and 76, and by tabs 77 and 78 separated therefrom by scores 79 and 80.

It will be observed that the flaps 73 and 74, are in the form of mutilated right triangles, for a purpose that will be made clear hereinafter.

The locking pieces 22, in their blank form, as shown in Figure 5, are elongated pieces scored longitudinally along their median line as shown at 81, and having tapering end portions. In the illustrative example the ends are shown as coming to a point 82 and the taper is produced by cutting off the corners at one end on the bias. The reason for this tapered construction will become clear as the description proceeds.

Assembly of the display container is effected by first setting up the body portion 20, as indicated in Figure 7. This may be effected by taking the collapsed piece of Figure 6 and by folding it about the scores 53 and 66, instead of 53 and 67, as in Figure 6, whereby it will be caused to assume the prismatic configuration of Figure 7. See also Figures 1 and 2. From these figures it will be apparent that the back of the container is constituted by the sections 64 and 65.

In Figure 7 the body portion is shown as having one end open and the other end closed. At the open end are shown the flap 58 in a horizontal position and the flap 32 bent downwardly. When this end is closed, the flap 54 assumes a vertical position and the flap 32 overlies it and its tab 40 is bent inward and inserted into the body adjacent the inner back wall. The tab 57 is bent downward and is held in this position by the flap 54. This closed position of the parts is shown in Figure 7 for the other end of the box comprising the flap 55, the flap 36 (not visible), the tab 41 (not visible) and the tab 51.

The sections 23 and 27 are folded inward, approximately into their final assembled position of Figure 2, and the sections 24 and 28 are also brought approximately into the positions shown in Figure 2.

When both ends of the body portion 20 are closed and the sections 23 and 28 are turned inward as explained, the insert 21 may be placed in position therein by first folding the parts thereof as shown in Figure 8, the tab 78, which is not visible in Figure 8, being folded underneath, as can be seen in Figure 2. This piece is then inserted into place, as shown in Figure 2, through the opening between the panels *b* and *c*, so that its central panel 72 forms the bottom walls of the pockets *d*.

The pieces 22 are next prepared by folding them on the score 81 into the configuration of Figure 9. They are then inserted into place, each in a pair of slots 70 and 71, as indicated in Figure 2 in dot and dash lines, by first inserting the pointed nose portion 82 into a slot 71, until the length of the protruding portion of the piece 22 is short enough to permit its other end to be inserted into a slot 70. The final position of the piece 22 is shown in Figure 2, and it will be observed that it holds the insert 21 in place within the body portion whereby the sections 23 and 28 of the body portion are also held in place by the tab 77 and the ends of the flaps 73 and 74, which contact therewith.

The reason for the tapering end construction of the pieces 22 will be apparent. By cutting

away the end portions on the bias, the piece 22 may be made much longer than it could otherwise be made. This will be understood from an inspection of Figure 2. The piece 22 could not assume the dot and dash line position shown therein if the material below the pointed end 82 were not cut away.

It is also of advantage to make the part 22 of a material that is sufficiently springy to cause the portions thereof, after folding to tend to separate. Thereby they will exert a pressure against the walls of the slits 70 and 71 that will tend to maintain the pieces 22 against displacement.

The container may obviously be taken apart as readily as it was assembled by performing the steps in the reverse order. It is also within the contemplation of my invention to apply a lining, decorative or otherwise, to the outer portions of the box. Where such lining is applied over the meeting points of separate parts, obviously disassembly will destroy the utility of the box.

In Figures 11 and 12 I have shown a box E adapted to receive the display container in set up form, and containing merchandise. When set up it is of triangular prismatic form of a size adapted to receive the container of Figure 1. The blank from which it is made is comparable, part for part, with the blank for the body portion 20 (see Figure 1), except that no opening is provided in the main or central panel, and like said body portion, the box E may be collapsed into a flattened form, shown in Figure 12. The resemblance to Figure 6 is at once noticeable. It is to be observed, however, that Figure 12 shows the box E in inverted position, as compared to the body portion 20.

The box E, as shown in Figures 11 and 12, comprises a panel 90, a panel 91 and a panel comprising sections 92 and 93, separated by a score 94. Scores 95, 96 and 97, respectively, separate the panel 90 from the panel 91, the panel 91 from the section 92 and the section 93 from the panel 90.

The panel 91 carries flaps 98 and 99, separated therefrom by scores 100 and 101, while the panel 90 carries the lateral 102 and 103, separated therefrom by scores 104 and 105, and carrying respectively tabs 106 and 107 separated therefrom by scores 108 and 109.

It will be observed that the score 94 enables collapse of the box into flattened form, and that its function is therefore similar to that of the score 67 of the portion 20 of the container A.

The manner of assembly of the box E resembles that of the portion 20 of container A and involves closing one end by folding over, we will say, the flap 99 and the flap 103, the latter being on the outside, and inserting the tab 107 to hold the flap 103 in place. The container A may then be inserted into the box E and the other end, comprising flaps 98 and 102 (with tabs 106) manipulated so as to close the box.

It will therefore be seen that I have provided a collapsible display container and a box therefor that are simple, attractive, effective and economical, that may be economically packed for storage or shipment in conventional containers, and that may be assembled from a few simple parts that are collapsible into flat form.

It is to be understood of course that the various features of my invention need not necessarily be used conjointly in the exact combinations shown, but that they are susceptible of use in other combinations and other relationships.

It is further to be understood that while I have herein disclosed one illustrative embodiment of my invention and described the manner of its use, that my invention may be embodied in many other forms without departing from the spirit thereof, as will be obvious to those skilled in the art, and that the disclosure herein is by way of illustration merely, and is not to be interpreted in a limiting sense, and that I do not limit myself other than as called for by the language of 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 body portion adapted to fold into a prismatic configuration having triangular ends, a bottom, an upstanding back and an inclined front having an upper panel and a lower panel so arranged as to leave an opening between them, inwardly bent flaps adjacent the opening carried by the edges of said upper and lower panels, said flaps being provided with transverse slits, an insert adapted for insertion within said body portion and having a panel positioned in back of said opening in the front of the body portion and so positioned as to form the bottom wall of a pocket which overlies portions of said inwardly bent flaps, and at least one partitioning member overlying said bottom wall of the pocket and having its ends positioned within said slits, for holding said insert in place and for dividing said pocket into spaces adapted to receive merchandise.

2. A collapsible container comprising a body portion having a bottom, an upstanding back, and an inclined front uniting said back to said bottom, said front having an opening therein, and flaps hinged to said front at the upper and the lower edges of said opening and folded inwardly with their end portions contacting respectively said back and said bottom so as to form triangular prismatic chambers, opposed slits in said hinged flaps, a member to hold said hinged flaps in position, and means to hold said member in place, said means comprising an elongated piece of a length greater than the width of said opening and having one corner cut away on the bias to permit of its insertion into one of said prismatic chambers through one of said slits for a distance sufficient to permit the insertion of its other end into the opposed slit and said means overlying a portion of said member.

3. A collapsible container comprising a body portion having a bottom, an upstanding back, and an inclined front uniting said back to said bottom, said front having an opening therein, and flaps hinged to the upper and the lower edge of said opening and folded inwardly so as to form triangular prismatic chambers respectively with said back and said bottom, opposed slits in said hinged flaps, a member engaging said hinged sections so as to hold them in position, and means to hold said member in place, said means comprising an elongated piece of a length greater than the width of said opening and having one corner cut away on the bias to permit of its insertion into one of said prismatic chambers through one of said slits for a distance sufficient to permit the insertion of its other end into the opposed slit, said means being resilient and adapted to exert a pressure against the walls of the slits so as to hold it in place in the slits and said means overlying a portion of said member.

4. For use in a display container, a body por-

tion comprising a bottom wall, an upright back wall and an inclined front wall, said front wall having the mid-portion thereof formed into hinged sections adapted to be folded inward so as to form an opening in said front wall extending to the ends of the front wall, and said sections then forming the top and bottom walls of a pocket adapted to receive merchandise, and triangular flaps carried on the ends of the bottom and back walls adapted to be folded into overlapping relation to form the end walls of said body portion, and portions of the said triangular flaps on one of the walls being cut away at points adjacent to the opening in said front wall and portions of the triangular flaps on the other of said walls that are in registration with said cut away portions being formed into tabs doubled over against their respective flaps.

5. A blank for the body portion of a display container comprising a rectangular central section, slitted and scored transversely so as to form two flaps meeting at their free edges and each hinged to a fixed panel, and each of said flaps comprising two hingedly united sections, of which the inner one is slitted transversely, a pair of triangular flaps disposed on each side of said central section, each carrying a tab, a rectangular section hingedly united to each of the remaining two sides of said central section, one of said rectangular sections being subdivided by a transverse score and carrying a tab coated with adhesive, and the other of said sections carrying a pair of triangular flaps disposed on each side thereof.

6. A collapsible container comprising a body portion having a bottom, an upstanding back, and an inclined front uniting said back to said bottom, said front having an opening therein, and flaps hinged to the upper and the lower edge of said opening and folded inwardly so as to form triangular prismatic chambers respectively with said back and said bottom, slits in said respective flaps in opposed registration to each other, a member engaging said hinged flaps so as to hold them in position, and means to hold said member in place, said means comprising an elongated element of a length, greater than the width of said opening, but such length permitting its insertion into one of said slits in one of said flaps a sufficient distance to permit insertion of its other end into the opposed registering slit in the other flap, and said means overlying a portion of said member.

7. In a display container, a body portion adapted to fold into a prismatic configuration, said body portion having triangular ends, a bottom, an upstanding back and an inclined front having an upper panel and a lower panel spaced from each other so as to leave an opening between them, inwardly bent flaps carried by said panels, said flaps being provided with transverse slits positioned in the respective flaps so as to lie in paired, opposed registration, an insert within said body portion having a panel and portions connected to said lower panel and engaging portions of said body so as to support said panel of said insert in an inclined position in back of said opening in the front of the body portion, and said insert having portions adapted to engage said flaps, whereby a pocket for holding merchandise to be displayed is formed, of which the panel constitutes the bottom and the flaps respectively, the upper and lower end walls, and a plurality of spacing members dividing said pocket into sections having their ends inserted into said transverse slits and engaging said panel of the insert so as to hold said insert in place within said body portion.

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