

March 23, 1965

M. E. WATSON

3,174,621

LABEL PACKAGE

Original Filed Oct. 12, 1960

FIG. 1.

FIG. 2.

FIG. 3.

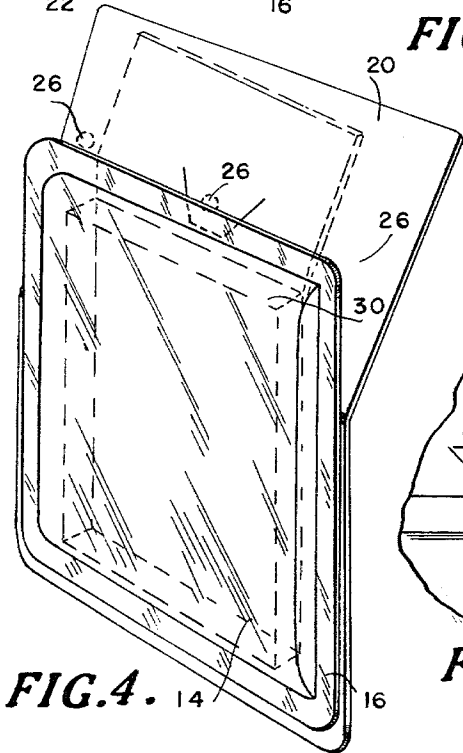
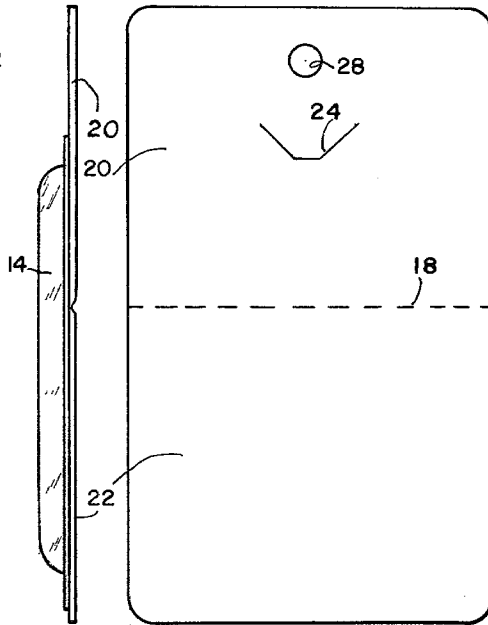
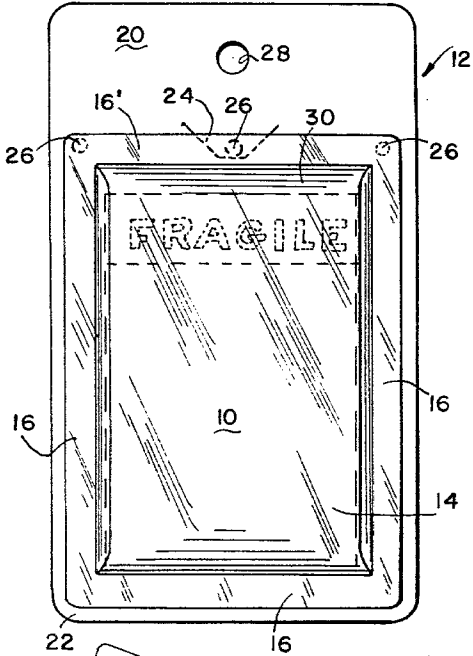


FIG. 6.

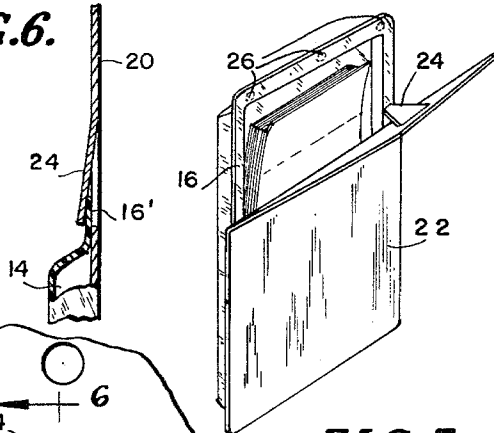


FIG. 7.

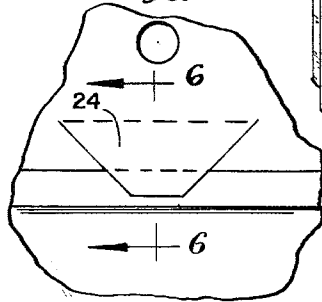


FIG. 5.

INVENTOR
MAX E. WATSON

BY

Cushman, Darby & Cushman
ATTORNEYS

1

2

3,174,621

LABEL PACKAGE

Max E. Watson, Omaha, Nebr., assignor to Paramount Paper Products Co., Omaha, Nebr., a corporation of Nebraska

Continuation of application Ser. No. 62,244, Oct. 12, 1960. This application Apr. 2, 1963, Ser. No. 271,044
4 Claims. (Cl. 206-78)

The present application is a continuation of my co-pending application Serial No. 62,244, filed October 12, 1960.

This invention relates to packages, and has particular reference to a new and improved package for labels, and like articles, such as small parts and other objects which are adapted to be displayed in a visible package for resale and reuse purposes, wherein the contents of the package are visible when on display for sale and wherein the package and the contents are generally retained by the purchaser for a long period of time and consumed slowly.

The marketing of such articles as envelope labels and containers therefor raises packaging problems which are not solved in the prior art. The package must be attractive, inexpensive and, in addition to having utility for initial marketing, should preferably serve as a dispenser, with positive and reliable means for securing the contents therein, after the package is originally opened.

An object of this invention is accordingly to provide a package for marketing labels and the like, the package having a new and improved closure means.

Another object of this invention is to provide a package which includes a pocket member with a relatively stiff backing sheet secured thereto, the backing sheet including a bend line intermediate the ends of the pocket member, and a locking tongue for engaging the pocket member to secure the backing sheet thereto.

Still another object of this invention is to provide a container for labels and the like in which the contents of the container are visible at all times from the exterior thereof, which is simple and inexpensive in construction, and which securely retains the contents after the package is opened and closed a number of times.

Other objects and advantages of this invention will become apparent in the specification, claims, and accompanying drawings, wherein:

FIGURE 1 is a front elevation view of the package according to the invention, the package being shown secured for initial marketing;

FIGURE 2 is a side elevation view of the package in FIGURE 1;

FIGURE 3 is a rear elevation view of the package in FIGURE 1;

FIGURE 4 is a perspective view of the package in FIGURES 1 to 3, with the backing sheet being shown in the open position;

FIGURE 5 is a front elevation view of the closing means of the invention, which is utilized after the package is initially opened;

FIGURE 6 is a section view taken along line 6-6 of FIGURE 5; and

FIGURE 7 is a perspective view similar to FIGURE 4, but showing the locking tongue in position for closing the package.

Referring specifically to the drawings, and in particular FIGURES 1 to 3, there is shown a label package 10 suitably prepared for initial marketing. The package 10 includes a backing sheet 12 which is preferably a relatively stiff cardboard or like construction. A pocket forming member 14 is secured to the backing sheet 12 along flanges 16 which abut the top surface of the backing sheet 12. The pocket forming member 14 is preferably a trans-

parent relatively rigid structure, being of a preformed molded polyethylene or similar material.

The backing sheet 12 has a weakened bend line 18 disposed intermediate the top and bottom ends of the pocket member 14. This bend line extends entirely across the sheet 12 from one side edge thereof to the other and divides the entire backing sheet 12 into a top portion 20 and a bottom portion 22. Positioned for engagement with the top flange 16' is a downwardly extending locking tongue 24 formed by slits in the top portion 20 of the backing sheet 12. The bottom portion 22 is joined to the adjacent flanges 16 preferably by heat-sealing or a similar adhesive means. In this regard, the bottom portion is permanently joined to its adjacent flanges 16, while the top portion 20 is temporarily secured to its adjacent flanges 16 by spaced apart adhesive means 26. A suitable aperture 28 is disposed on the top portion 20 to provide a convenient means for hanging the package for display purposes and the like.

The package 10 is opened by breaking the adhesive means 26 and pivoting the entire top portion 20 away from the pocket member 14, thus providing access to the interior of the package 10 for removal of the contents, as desired. The labels are thus slid out of the pocket forming member 14, as desired, the pocket forming member 14 having an inwardly curved portion 30 which facilitates the removal of the labels. After a sheet of labels has been removed, the package 10 is closed, and secured by pivoting the locking tongue 24 towards the pocket forming member 14 and catching the top flange 16' of the pocket forming member 14, as shown in FIGURES 5 and 6. Thus, while the adhesive means 26 has been broken, an inexpensive and reliable means for securing the top portion 20 of the backing sheet 12 in closing relation to the pocket forming member 14 is provided.

Thus, when it is desired subsequently to remove additional labels from the package 10, the locking tongue 24 is merely pivoted upwardly, freeing flange 16', and pivoting the top portion 20 rearwardly away from the pocket forming member 14 about bend line 18, thereby providing access to the contents within the package 10.

A plurality of these packages may be hung on pins or pegs for display and sales purposes in stationery stores and the like, with the contents visible to prospective purchasers so that they may buy the labels desired. Similarly in use in offices and shipping departments, a number of containers with different labels may be made available with the contents clearly visible and readily accessible for use by personnel.

It will, therefore, be seen that there has been provided by this invention a structure in which the various objects hereinbefore set forth, together with many practical advantages, are successfully achieved. As various possible embodiments may be made of the mechanical features of this invention, all without departing from the scope thereof, it is to be understood that all matters herein set forth or shown in the accompanying drawings is to be interpreted in an illustrative, and not in a limiting sense.

I claim:

1. A package for labels and the like comprising a relatively stiff backing sheet having a weakened bend line extending entirely thereacross from one side edge to the other and dividing the entire backing sheet into a top portion and a bottom portion, said top portion having slits formed therein to provide from the material of the sheets a downwardly extending locking tongue; a generally rigid rectangular forwardly projecting pocket forming member of transparent plastic material having a peripheral flange extending therefrom with an upper portion of the flange overlying the tongue; means for permanently securing the lower portion of the flange to the bottom portion of the backing sheet in face-to-face relationship,

with the bend line traversing said pocket; and spaced apart adhesive means temporarily securing the upper portion of the flange to the top portion of the backing sheet above the bend line, whereby the entire top portion of the backing sheet may be pivoted rearwardly about said bend line to break the temporary adhesive and give access to the interior of the pocket forming member, the locking tongue being displaceable forwardly to a position overlying the upper marginal flange when the top portion of the backing sheet has been returned to closing relation to secure the backing sheet in such relation after initial opening.

2. A package for labels and the like comprising a relatively stiff backing sheet having a weakened bend line extending entirely thereacross from one side edge to the other and dividing the entire backing sheet into a top portion and a bottom portion, a generally rigid rectangular forwardly projecting pocket forming member of transparent plastic material having a peripheral flange extending therefrom, adhesive means for permanently securing the lower portion of the flange to the bottom portion of the backing sheet in face-to-face relationship, with the bend line traversing said pocket, and spaced apart adhesive means temporarily securing the upper portion of the flange to the top portion of the backing sheet above the bend line, whereby the entire top portion of the backing sheet may be pivoted rearwardly about said bend line to break the temporary adhesive and give access to the interior of the pocket forming member, the top portion of the backing sheet being slitted to provide from the material of the sheet a retaining portion underlying an upper portion of the flange when said flange is secured to the backing sheet by said spaced apart adhesive means, said retaining portion of the sheet being displaceable forwardly relative to a portion of the upper marginal flange to overlie the same when the top portion of the backing sheet has been returned to closing relation to secure the backing sheet in such relation after initial opening.

3. A package for labels and the like comprising a relatively stiff backing sheet having a straight weakened bend line extending entirely thereacross from one side edge to the other and dividing the entire backing sheet into a top portion and a bottom portion, a substantially rigid forwardly projecting pocket-forming member of transparent plastic material having a substantially continuous peripheral flange extending therefrom in contact with the front face of the top and bottom portions of the backing sheet with the bend line positioned in spaced relation between the upper and lower portions of the flange, means for permanently securing the lower portion of the flange to the bottom portion of the backing sheet in face-to-face relationship below the bend line, adhesive means temporarily securing the upper portion of the flange to the top portion of the backing sheet, whereby the entire rear face of the pocket-forming member is closed by the backing sheet, said top portion being constructed and arranged to be bent and pivoted rearwardly about said bend line to break the temporary adhesive and to open and give access to the entire rear upper portion of the pocket-forming member above the bend line, without deforming the pocket-forming member from its original form and without bending it forwardly, and interengaging means between the upper portion of the flange and the top portion of the backing sheet to re-secure the latter in closing relation to the pocket-forming member when bent forwardly into contact with the flange after initial opening.

4. A package in accordance with claim 3 characterized in that the interengaging means between the upper portion of the flange and the backing sheet comprises a slit in the backing sheet forming from the material of the sheet a retaining portion adapted to overlie a portion of the upper marginal flange.

References Cited by the Examiner

UNITED STATES PATENTS

1,541,167	6/25	Mulvey.	
2,292,450	8/42	Kohn	206-78
2,796,985	6/57	Gorton	206-78
2,874,836	2/59	Wertepny	206-80
2,892,538	6/59	Middleton	206-78
2,985,296	5/61	Kahn	206-78
3,063,557	11/62	Scholl	206-78

THERON E. CONDON, *Primary Examiner.*

EARLE J. DRUMMOND, *Examiner.*