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2,725,978

DISPLAY CONTAINER

Filed March 13, 1952

2 Sheets-Sheet 1

Fig. 1

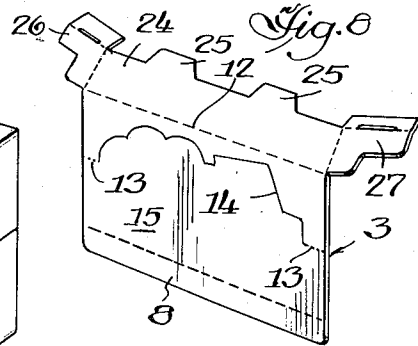
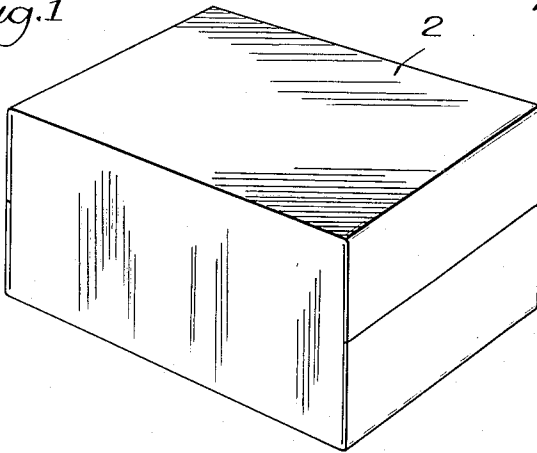


Fig. 2

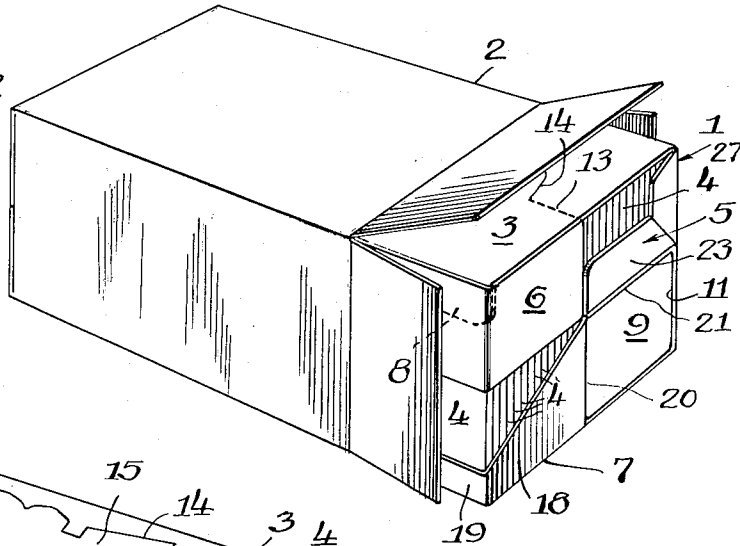
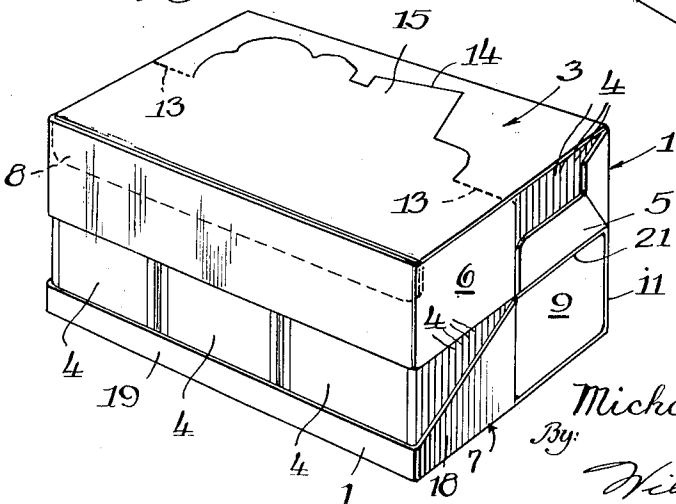


Fig. 3



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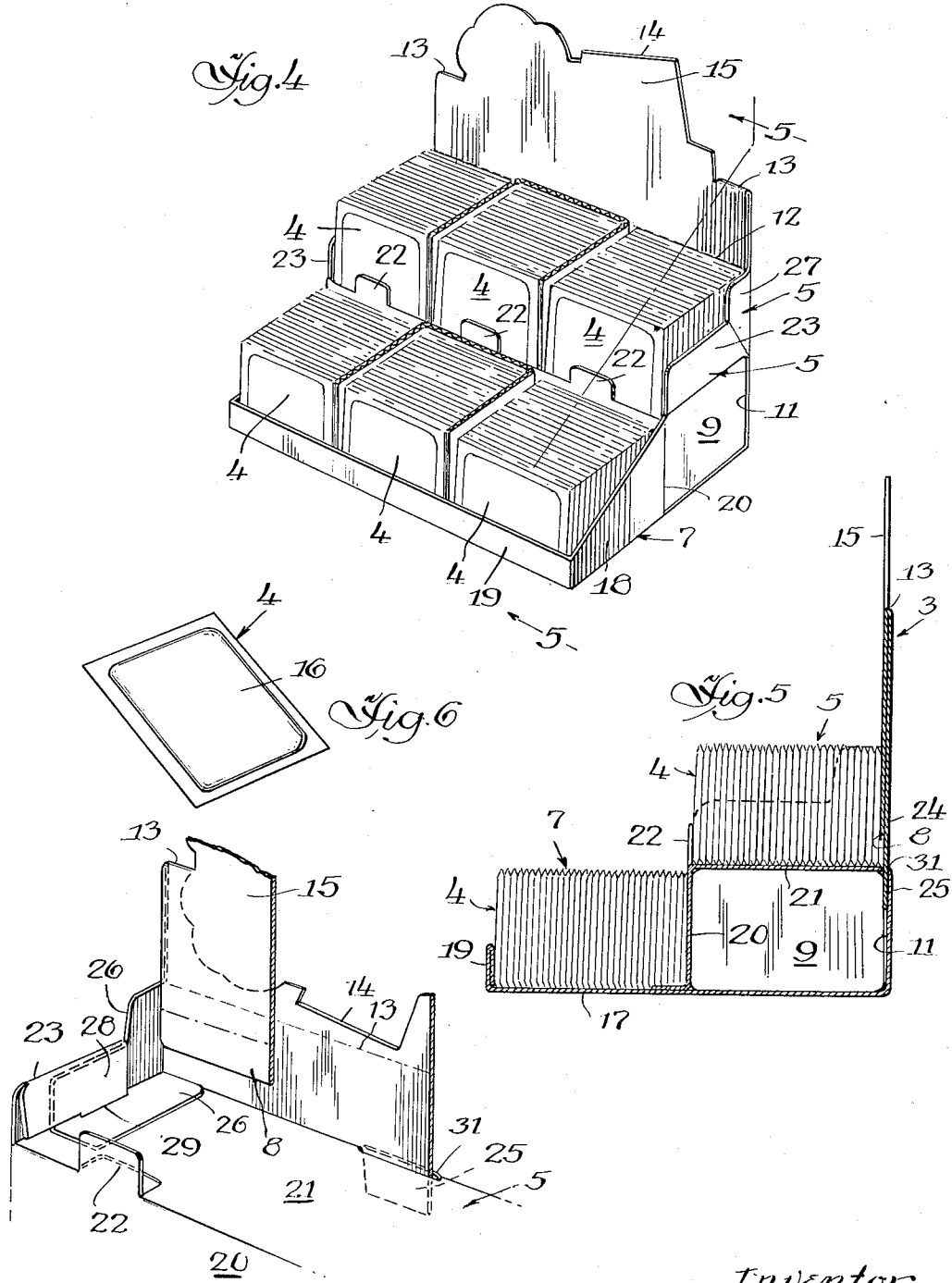
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DISPLAY CONTAINER

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2 Sheets-Sheet 2



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DISPLAY CONTAINER

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2 Claims. (Cl. 206—45)

The present invention relates to a novel display container especially adapted to most effectively receive and display packaged products in spaced, offset relation.

One of the important objects of the present invention is the provision of a novel display container provided with offset trays, tiers or shelves adapted to display bags or envelopes of packaged products, and one or more readily removable refill cartons for replenishing the supply as the trays or shelves become depleted.

Another object of the present invention is the provision of a novel display container adapted to receive the articles to be displayed in display position as received from the manufacturer or supplier and in which these articles are arranged in spaced trays or tiers disposed in stepped relation and including a refill carton of the packaged articles slidably disposed within the container beneath the upper tray or tier for replenishing the supply as these trays or tiers become depleted.

The present invention further comprehends a novel display assembly including a removable display container comprising stepped trays each receiving and retaining in display position a plurality of envelopes or bags containing a readily salable product, a carton of the envelopes or bags conformably received in the base of the container beneath the upper tray and its contents, and a similar carton of the envelopes or bags supported upon the contents of the lower tray during transportation and storage and removed therefrom when the container is arranged for display, said two last mentioned cartons providing quick refills for replenishing the stock in the trays.

Another object of the present invention is the provision of a novel display container providing a pair of stepped shelves or trays each adapted to receive and retain a plurality of packages in position for display, a refill carton of said packages mounted upon the contents of the lower shelf during transportation or storage, a similar refill carton conformably and slidably received in a compartment in the container beneath the upper shelf, and a foldable cover adapted to extend over the contents of the upper shelf and over the refill carton mounted on the contents of the lower shelf, and when the container is arranged for display the last mentioned refill carton is removed and the cover is folded back to an elevated position.

Further objects are to provide a construction of maximum simplicity, efficiency, economy and ease of assembly and operation, and such further objects, advantages and capabilities as will later more fully appear and are inherently possessed thereby.

In the drawings:

Figure 1 is a view in perspective showing one form of outer carton or receptacle adapted to receive the novel display container assembly of the present invention.

Fig. 2 is a view in perspective showing one end of the novel shipping container and contents partially withdrawn from a shipping carton.

Fig. 3 is a view in perspective of the novel display con-

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tainer and contents prior to arrangement for display purposes.

Fig. 4 is a perspective view of the container and its contents arranged for display purposes and after the refill carton, which was placed and maintained on top of the packages or contents of the lower tray or tier during transportation and storage, has been removed and the upstanding background which previously formed a protective cover for this carton and the contents of the upper tray while the container and contents were being transported or carried about, has been folded back to form an elevated portion providing advertising space for the products displayed.

Fig. 5 is a view in vertical cross section through the assembly of Fig. 4, the view being taken in a plane substantially along the line 5—5.

Fig. 6 is a view in perspective of one of the packages, bags or envelopes being displayed.

Fig. 7 is a fragmentary perspective view of the upper tray or tier and of the cover forming the elevated or upstanding background when the contents of the container are being displayed, and the manner in which the cover is assembled upon the base of the carton.

Fig. 8 is a disassembled view of the cover forming the elevated or upstanding background.

Referring more particularly to the illustrative embodiment disclosed in the drawings, the novel display container 1 is preferably constructed of cardboard or similar substantially rigid material which, when assembled, is self-supporting. This display container is so constructed and arranged that it and its contents may be received and transported in any suitable outer carton or box 2 (Fig. 1), and when made ready for display is withdrawn from such outer carton or box as shown in Figs. 2 and 3 and arranged for display purposes. Or, the assembly as shown in Fig. 3, may be transported as there assembled.

When made ready for shipping or storage, the lid or cover 3 of the container is folded downwardly over the contents of the container as clearly shown in Figs. 2 and 3, and fits conformably over and protects the packages or envelopes 4 in display position in the upper tray or tier 5, with the depending flap 8 at the forward edge of this cover tucked into the space between the lid and forward wall of a refill carton 6 seated and retained for transportation or storage upon other packages or envelopes 4 in the lower tier or tray 7 of the display container 1.

A refill carton 9 similar to the carton 6 is slidably and conformably received in a compartment or opening 11 extending transversely of and through the container and parallel to the display trays. This refill carton 9, as well as the carton 6, are each supplied with additional packages or envelopes 4 containing the displayed merchandise to be used to refill and replace those removed from either the upper tray or tier 5 or the lower tray or tier 7.

When the container 1 is to be arranged for display purposes, the cover 3 is raised and the refill carton 6 is then removed to an accessible place, after which the cover 3 is folded back along its rear hinged or scored edge 12 and along the hinged or score lines 13, 13 at opposite edges of the irregularly cut or severed line 14 to provide an elevated portion 15 forming a background and space for advertising matter. When in the position shown in Figs. 4, 5, and 7, the lower portion including the flap 8 of the lid or cover 3, projects vertically and downwardly at the rear of the display packages 4 in the upper tray or tier 5 in the manner shown.

The display packages 4 as shown are preferably in the form of bags or envelopes which may contain in powdered, granulated or other suitable form the in-

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redients or concentrate 16 (Fig. 6) which may be added to water for making a refreshing fruit drink and the like. The display packages, bags or envelopes may be formed of any composition or material suitable for the purpose and in which the contents are sealed and maintained against contamination for extended periods of time in transit, storage or on display, but which may be readily ruptured for removal of the contents. These bags or envelopes are arranged in rows of the same or different flavors so that a prospective customer may quickly and conveniently withdraw one or more of these packaged envelopes or bags, as desired. Then as the displayed supply is being depleted, the storekeeper replenishes either tray of the display container with packages or envelopes from the refill carton 6 and/or from the refill carton 9, it being understood that the refill carton 9 does not require any separate shelf or storage space as it forms a part of the display container and can be quickly removed for ready access to the contents thereof, and it in turn can be kept supplied from or replaced by the separate carton 6.

The lower tray or tier 7 is provided with a base 17, inclined end walls 18, 18, a front wall 19 and a rear wall 20, while the upper tray or tier 5 is provided with a base 21, a plurality of spaced and upstanding tongues or projections 22, side walls 23, 23 and a rear wall 24 formed as part of the cover or lid 3.

As shown in Figs. 7 and 8, the cover is scored at 12 to form the rear wall 24 and the latter provided with projections or tongues 25, and at the ends of this wall are formed side flaps or wings 26 and 27 scored and adapted to fold into and interlock with inturned tabs 28 on the side walls 23, 23. Each tab is provided with a tongue or projection 29 adapted to be received and anchored in a slot (see Fig. 7) in the side flaps or wings 26 and 27, and the spaced projections or tongues 25 of the cover are adapted to be received in spaced slots 31 in the base 21 of the tray 5 at the rear of the carton. Thus it will be seen that the lid or cover 3 which when folded into display position forms an elevated background and advertising space for the articles displayed, is preferably formed separately and it and the container and refill cartons may be quickly and cheaply formed of sheets of paper board or other fibrous material suitable for the purpose and having sufficient rigidity to make the assembly self-supporting.

The refill cartons 6 and 9 are made similar so that either may be readily inserted or withdrawn from the container 1, and each is provided with a cover or access opening and closure to provide easily accessible means for refilling or replenishing the contents of the trays of the display container.

From the above description and the disclosure in the drawings it will be apparent that the present invention comprehends a novel display container and a novel means and manner of packaging or arranging the same for shipment or transportation and storage. The entire assembly is preferably formed of suitable relatively rigid paper board, cardboard, or the like that can be stamped or die-cut and scored for ready assembly, and when assembled, is self-supporting.

Having thus disclosed the invention, I claim:

1. A display container comprising a receptacle of cardboard or the like folded to provide side walls and a display platform having a continuous base and spaced and offset trays arranged at different elevations to effectively support and display rows of envelopes filled with a product to be dispensed, each tray having a horizontally disposed base and a vertically disposed rear wall extending to its base for receiving a plurality of such envelopes disposed in rows and supported edgewise in spaced relation on the base of each tray with said envelopes being initially assembled and arranged in display position in the trays prior to shipping and disposed and maintained

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in said position and relation ready for display, a compartment formed in the base of said receptacle below the upper tray and rearwardly of the adjacent lower tray and open only at its opposite ends to provide a passageway transversely through the receptacle, the base of the upper tray and the rear of the lower tray providing two walls of the compartment, a carton of said envelopes insertable into either end of the passageway and fitting conformably and slidably received in said compartment in position beneath the upper tray and its contents and provide a refill for replenishing the envelopes in the trays as their number is diminished, and a foldable cover provided with depending spaced projections at one end and side flaps for mounting the cover to the container, said spaced projections being inserted into spaced slots in the base of the upper tray and each side flap having means for interlocking engagement with a tab on the side walls of the container.

2. A display container assembly comprising a container having side walls and a display platform formed to provide spaced offset and horizontally arranged shelves arranged at different elevations and each shelf initially receiving and retaining in upright position a large number of packages for transportation and in ultimate position for display with said packages arranged and retained in edgewise display relation upon the shelves, a compartment provided in the base of the container beneath the upper shelf and rearwardly of the lower one with the base of the upper shelf and the rear wall of the lower shelf providing two walls of the compartment, said compartment being closed at the front and rear and open at its opposite ends, a refill carton of said packages fitting conformably and slidably mounted in said compartment beneath the upper shelf and its packages, a similar refill carton disposed for assembly and transportation upon the packages of the lower shelf forwardly of the packages on the upper shelf but removed when the container is opened for display, and a separate cover on the container projecting over the packages on the upper shelf and over and onto the removable refill carton seated on the packages on the lower shelf therebelow for enclosing and protecting the contents of the container during transportation and storage, said cover having a depending wall at one end provided with side flaps and spaced projections with said projections inserted and retained in spaced slots in the upper shelf, and an end flap at the other end of the cover tucked into the space between the top and front wall of the last mentioned refill carton to protect the packages and this refill carton during transportation and storage and maintain the packages ready for prompt display when this refill carton is removed from above the packages in the lower tray and the cover is folded back to form a back panel, said side walls having inturned tabs each provided with a projection received and anchored in a slot in a side flap for interlocking engagement for mounting the cover on the container.

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