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(54) **PACKAGE FOR CANDY BARS AND HOLDER THEREFOR**

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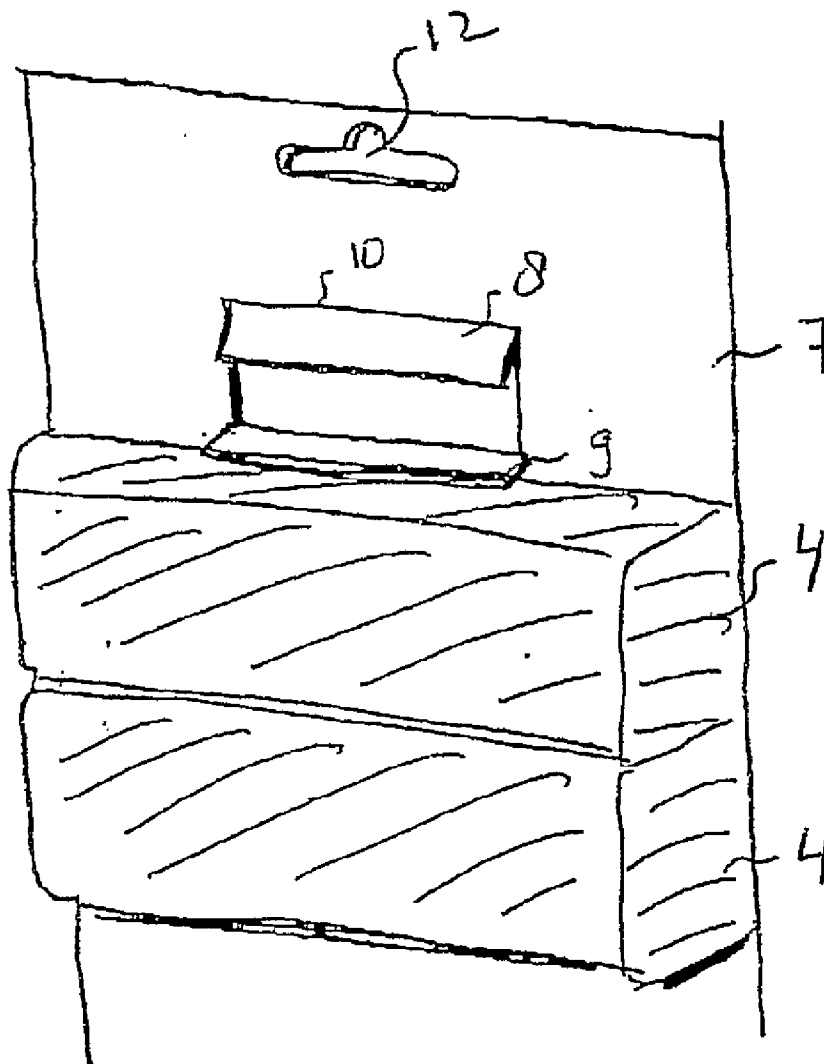
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(57) **ABSTRACT**

This invention discloses a holder (7) for at least one package (4), such as one or more candy bars or similar packaged products, the holder (7) comprising a flat surface; engaging means (8) for engaging the package (4) in a holding position; and a supporting means in the flat surface for supporting a tubular envelope of the packaged product in the holding position.

Related U.S. Application Data

(63) Continuation of application No. 10/545,067, filed on Aug. 7, 2006, now Pat. No. 8,136,665, filed as application No. PCT/EP04/50109 on Feb. 10, 2004.



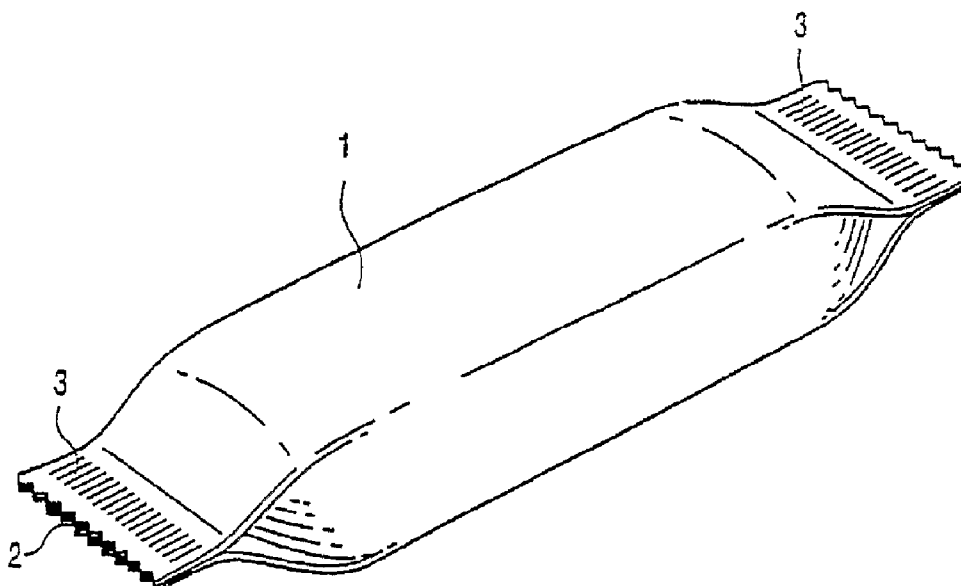


FIG. 1

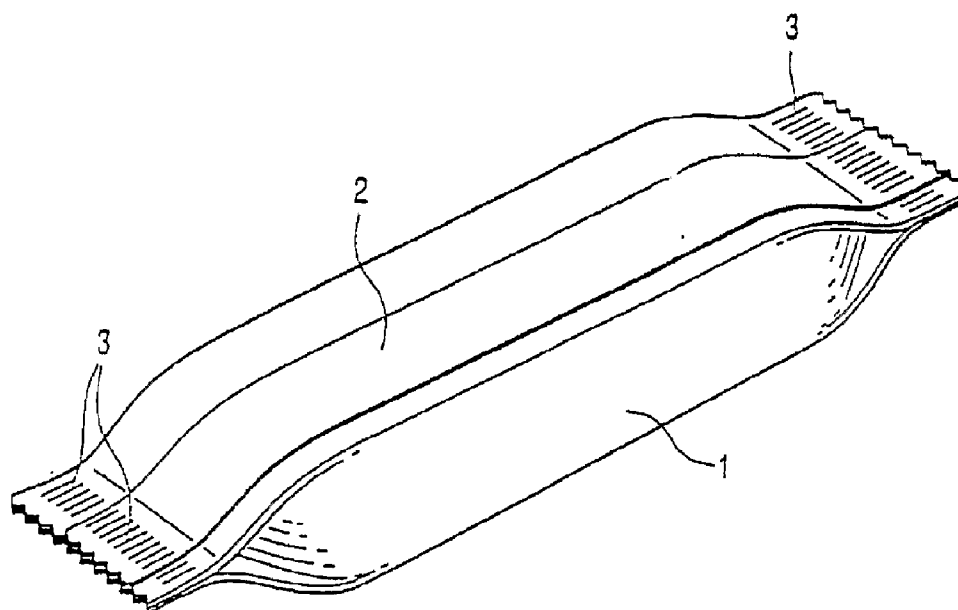


FIG. 2

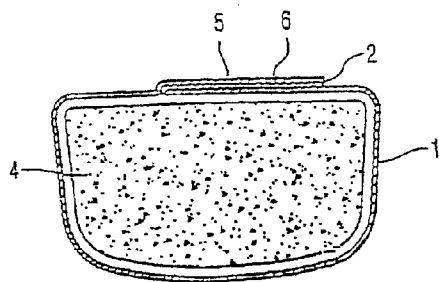


FIG. 3

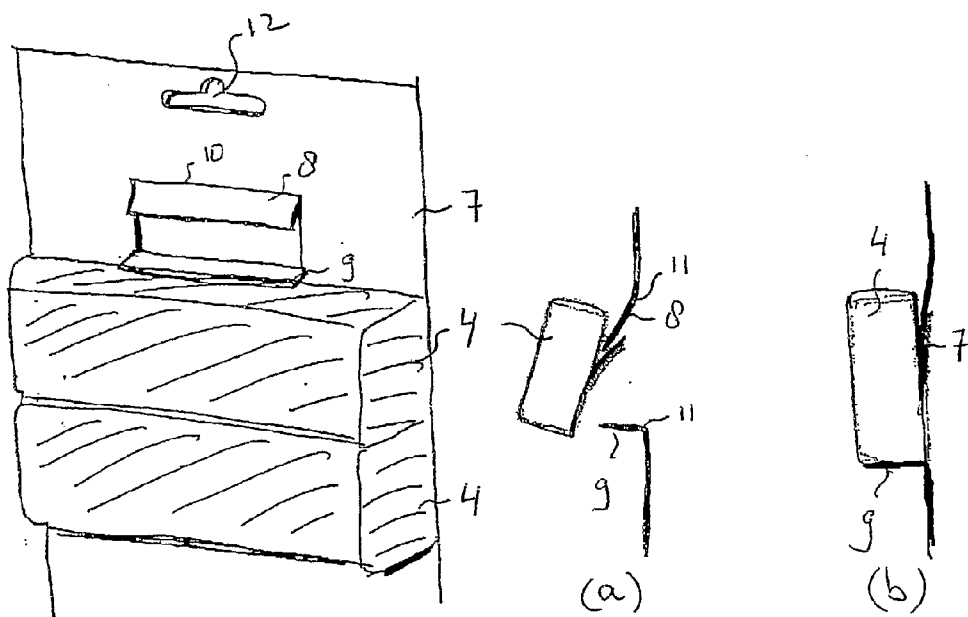


FIG. 4

FIG. 5

PACKAGE FOR CANDY BARS AND HOLDER THEREFOR

[0001] The invention relates to a system comprising

[0002] at least one package for one or more candy bars or other (similar) products, which package is made of a substantially rectangular foil sheet, a first part of which, near a first cathetus (rectangular side) thereof, is adhered to a second part, near a second cathetus (rectangular side) positioned opposite said first cathetus, thus forming a tubular envelope comprising a longitudinal seal positioned outside said tubular envelope, which tubular envelope is closed at both ends; and

[0003] a holder for said package, said holder comprising engaging means for engaging the package in its holding position.

[0004] The invention particularly refers to such a holder with which packaged candy bars or similar snack products, can be transported, stored and displayed in a shop.

[0005] It is noted that the present invention is not restricted to candy bars as packaged products, but extends to any other packaged product, such as petfood, M&M's®, etcetera.

[0006] It has been usual heretofore to pack such packaged products, such as the known Mars® or Snickers® bars which are packed in a tubular foil envelope, in cardboard display boxes, wherein a plurality of display boxes are then packed into a transport box for transport and storage. In this manner the product is packed in three packing layers, i.e. the product packaging, the display box and the transport box. It will be apparent that such a method of packaging requires much packaging material, which is undesirable from cost and environmental considerations. Such a method of packaging is moreover relatively labour-intensive during both packing and unpacking.

[0007] The invention has for its object a system for transport, storage and sale of such packaged products which is less expensive, wherein less packing material is necessary, and/or which is less labour-intensive.

[0008] In order to accomplish that objective, a system of the kind referred to in the introduction according to the invention is characterized in that said engaging means in the holding position extend between said tubular envelope and said longitudinal seal. As said longitudinal seal is present outside the tubular envelope, whose ends are closed (for example by means of a transversal seal), a "pocket" is formed, being particularly suited for receiving said engaging means in order to firmly engage the package. The engaging means preferably comprise at least one flap extending outwardly relative to the holder. A significant advantage of such holders is that when they are used both the display boxes and the transport boxes are unnecessary, because the holders with the products are suitable for stacking in for instance containers during transport and storage. Each holder is particularly provided with a plurality of engaging means in the form of outwardly extending flaps, so that a plurality of candy bars or similar products can be engaged in their holding position. From a commercial (esthetic) point of view each candy bar is preferably engaged in a horizontal holding position.

[0009] In one preferred embodiment of a system in accordance with the invention the holder comprises supporting means for supporting said tubular envelope in the holding position, wherein the supporting means comprise at least one flap extending outwardly relative to the holder. In case a

holder holds a plurality of candy bars, each candy bar is supported by an adjacent (underlying) candy bar, except for the lowest (underlying) candy bar. For the latter candy bar and in case the holder holds only one candy bar, additional supporting means as mentioned above may be necessary.

[0010] In a further preferred embodiment of a system according to the invention the flap of the engaging means in the holding position extends at least substantially parallel to the holder, wherein the flap of the supporting means in the holding position extends at least substantially perpendicular to the holder.

[0011] In a further preferred embodiment of a system in accordance with the invention the flap(s) is/are made of a flexible material. Preferably, the flap(s) is/are made of an elastic material, so that the flap(s) is/are capable of recovering orientation and shape after deformation. Particularly, the flap (s) can be hinged about a hinge axis, for example a weakening line particularly in the form of a folding line or a perforation line present in the holder.

[0012] In a further preferred embodiment of a system according to the invention the flap(s) is/are in one piece with the holder. The holder is preferably made of a plate-like material, such as cardboard, paper or a plate-like synthetic material etcetera.

[0013] The invention is also related to a holder to be used in a system in accordance with the invention.

[0014] The invention also refers to a method for holding together for transport, storage and/or displaying at a retail outlet

[0015] at least one package for one or more candy bars or other (similar products), said package being made of a substantially rectangular foil sheet, a first part of which, near a first cathetus thereof, is adhered to a second part, near a second cathetus positioned opposite said first cathetus, thus forming a tubular envelope comprising a longitudinal seal positioned outside said tubular envelope, which tubular envelope is closed at both ends;

[0016] using a holder for said package, said holder comprising engaging means for engaging the package in a holding position;

[0017] characterized in that the package is engaged in the holding position by said engaging means extending between said tubular envelope and said longitudinal seal. The engaging means are particularly formed by at least one flap extending outwardly relative to the holder.

[0018] The invention will now be further elucidated with reference to an embodiment shown in the figures, wherein

[0019] FIG. 1 is a perspective view of a packaged candy bar;

[0020] FIG. 2 shows the same package in another position;

[0021] FIG. 3 is a cross-sectional view of a packaged candy bar;

[0022] FIG. 4 shows a perspective view of a holder according to the invention, while holding two candy bars of FIGS. 1, 2 and 3 (FIG. 4); and

[0023] FIG. 5 is a schematic cross-sectional view of the holder of FIG. 4 with only one candy bar.

[0024] FIG. 1 is a perspective view of a package which contains one or more candy bars. The package consists of a foil sheet 1, which comprises a longitudinal seal 2, only the end of which is visible in FIG. 1. Said longitudinal seal forms a tubular envelope, whose ends are closed by means of a seal 3.

[0025] The longitudinal seal 2 is present outside the tubular envelope and butts flat against the package, as is shown in FIG. 2.

[0026] FIG. 3 is a cross-sectional view of a candy bar 4, which is packaged in the foil 1 as shown in FIG. 2. As shown in FIG. 3, two parts 5,6 of the foil 1 (first part 5 and second part 6) are adhered together by means of an adhesive, so that parts 5,6 together form the longitudinal seal 2, which butts flat against the package of the candy bar 4. The second part 6 thereby butts against the outer side of said tubular envelope.

[0027] In FIG. 4 is shown a flat holder 7 made of cardboard, wherein a plurality of rectangular flaps or panels are cut out. Each pair of flaps 8,9 serves to hold a packaged candy bar 4 in its horizontal holding position. Both flaps 8,9 are able to hinge about a hinge axis formed by a folding line 10,11 made in the holder 7. In order to hold the candy bar onto the holder 7 the flap 8, extending outwards relative to the holder 7, has to engage the package between the tubular envelope and the longitudinal seal 2 (FIG. 5a). The flap 8 is then hinged toward the holder 7 until it extends more or less parallel to the holder 7 in the horizontal holding position of the candy bar (FIG. 5b). For supporting the candy bar in its horizontal holding position the flap 9 extends more or less perpendicular to the holder 7, so that it bears the candy bar (FIG. 5b). As the holder 7 holds a plurality of candy bars, each candy bar is supported by an adjacent (underlying) candy bar as well, except for the lowest (underlying) candy bar.

[0028] When using said holders 7 the use of both display boxes and transport boxes is avoided, because the holders 7 with the candy bars are suitable for stacking in for instance containers during transport and storage.

[0029] The holder 7 serves as a display package of the candy bars in a retail outlet, wherein the holder 7 is hung in a shop with the help of a point of suspension 12.

1-9. (canceled)

10. A holder comprising a flat surface;

an engaging means in the flat surface for engaging a packaged product in a holding position; and

a supporting means in the flat surface for supporting a tubular envelope of the packaged product in the holding position.

11-12. (canceled)

13. The holder of claim 10, wherein the engaging means comprises at least one flap extending outwardly relative to the flat surface and

wherein the supporting means comprises at least one flap extending outwardly relative to the flat surface.

14. The holder of claim 10, further comprising a point of suspension.

15. The holder of claim 13, wherein the at least one flap of the engaging means in the holding position extends at least substantially parallel to the flat surface and wherein the at least one flap of the supporting means in the holding position extends at least substantially perpendicular to the flat surface.

16. The holder of claim 13, wherein the at least one flap of the engaging means is made of a flexible material.

17. The holder of claim 13, wherein the at least one flap of the engaging means is made of an elastic material.

18. The holder of claim 13, wherein the at least one flap can be hinged about a hinge axis.

19. The holder of claim 13, wherein the at least one flap is in one piece with the flat surface.

20. The holder of claim 13, wherein the flat surface is made of cardboard, paper or other flat synthetic material.

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