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(54) **DISPLAY DEVICE FOR RETAIL GOODS**

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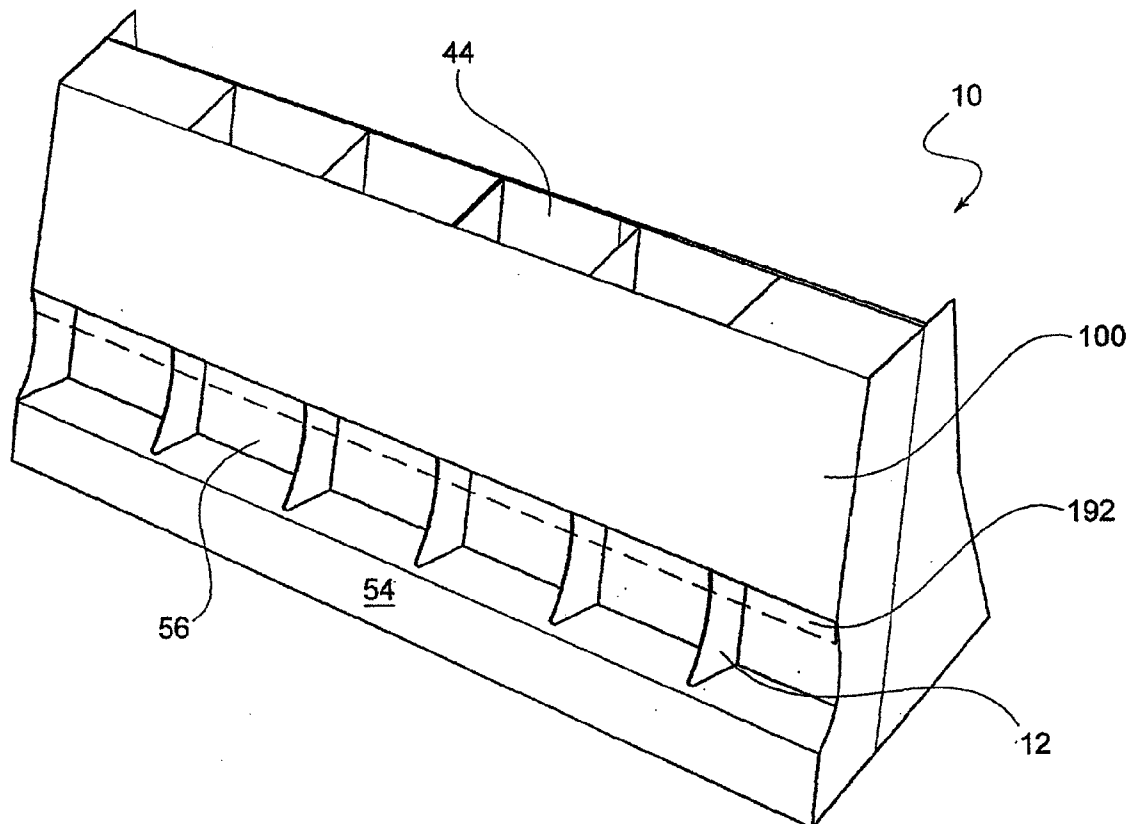
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Related U.S. Application Data

(63) Continuation-in-part of application No. 11/321,137, filed on Dec. 29, 2005.

(57) **ABSTRACT**

A gravity feed product display device having product chutes and supported by an easel. Embodiments of the device may include a center easel or side easels formed from the back and bottom panels of the outer body of the display device. Either a one piece or a two piece construction may be used to form the device, which may be front loaded with product.



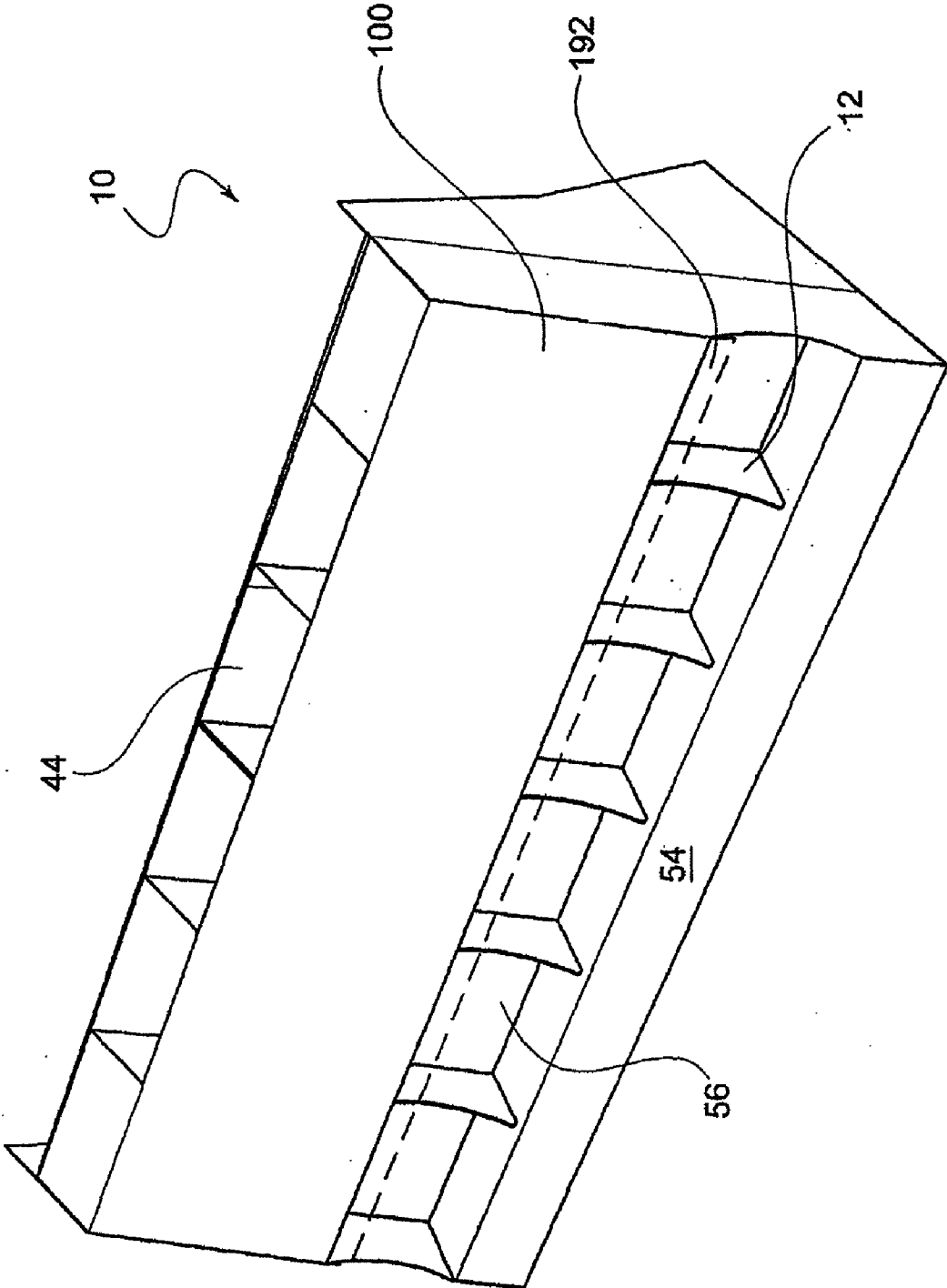


Fig. 1

Fig. 3A

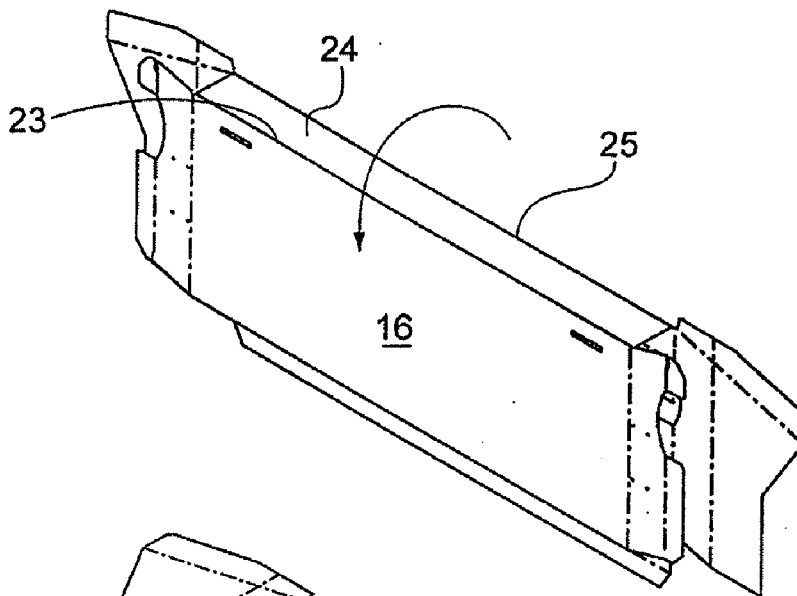


Fig. 3B

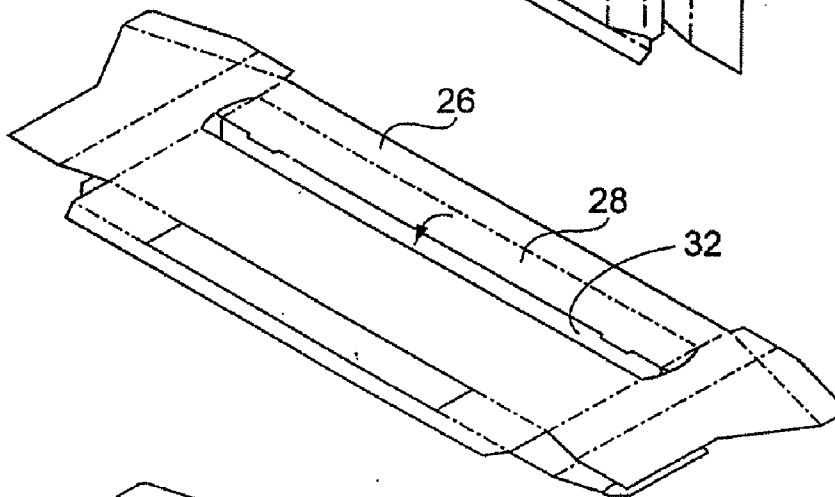
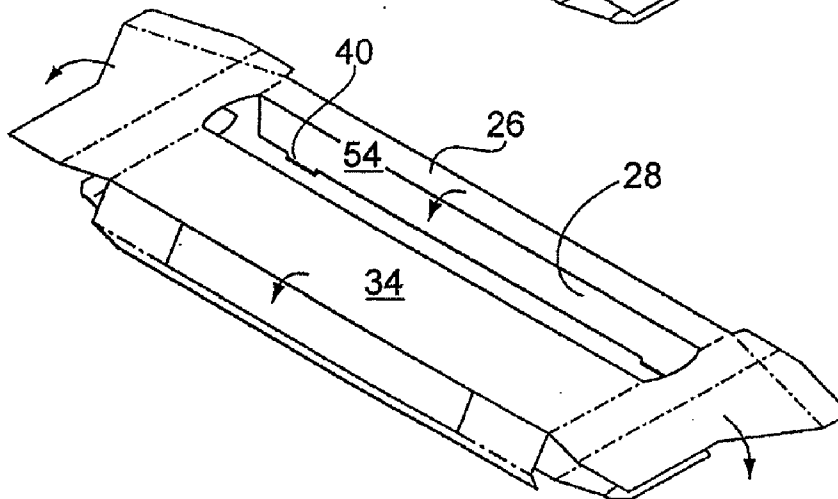


Fig. 3C



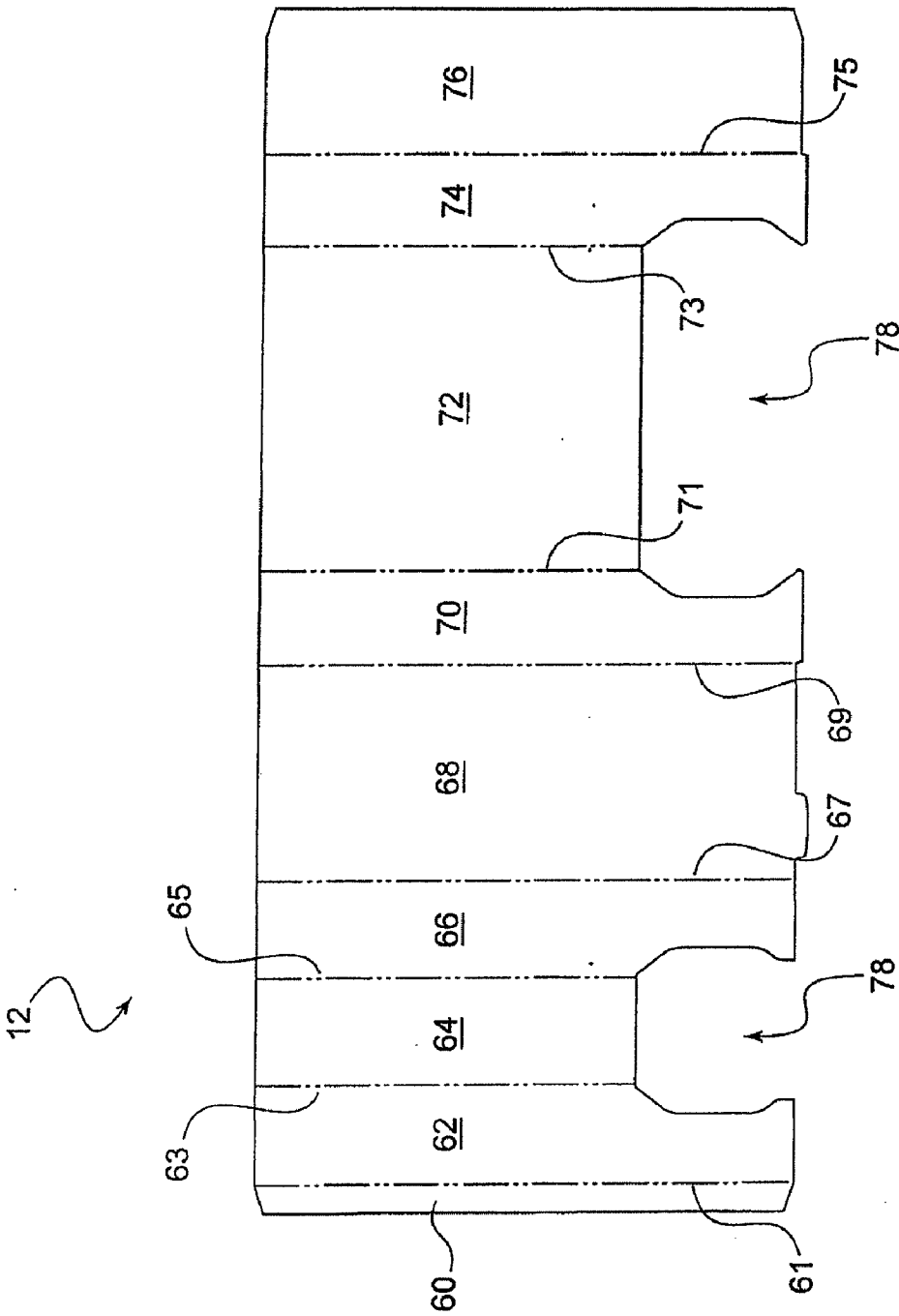
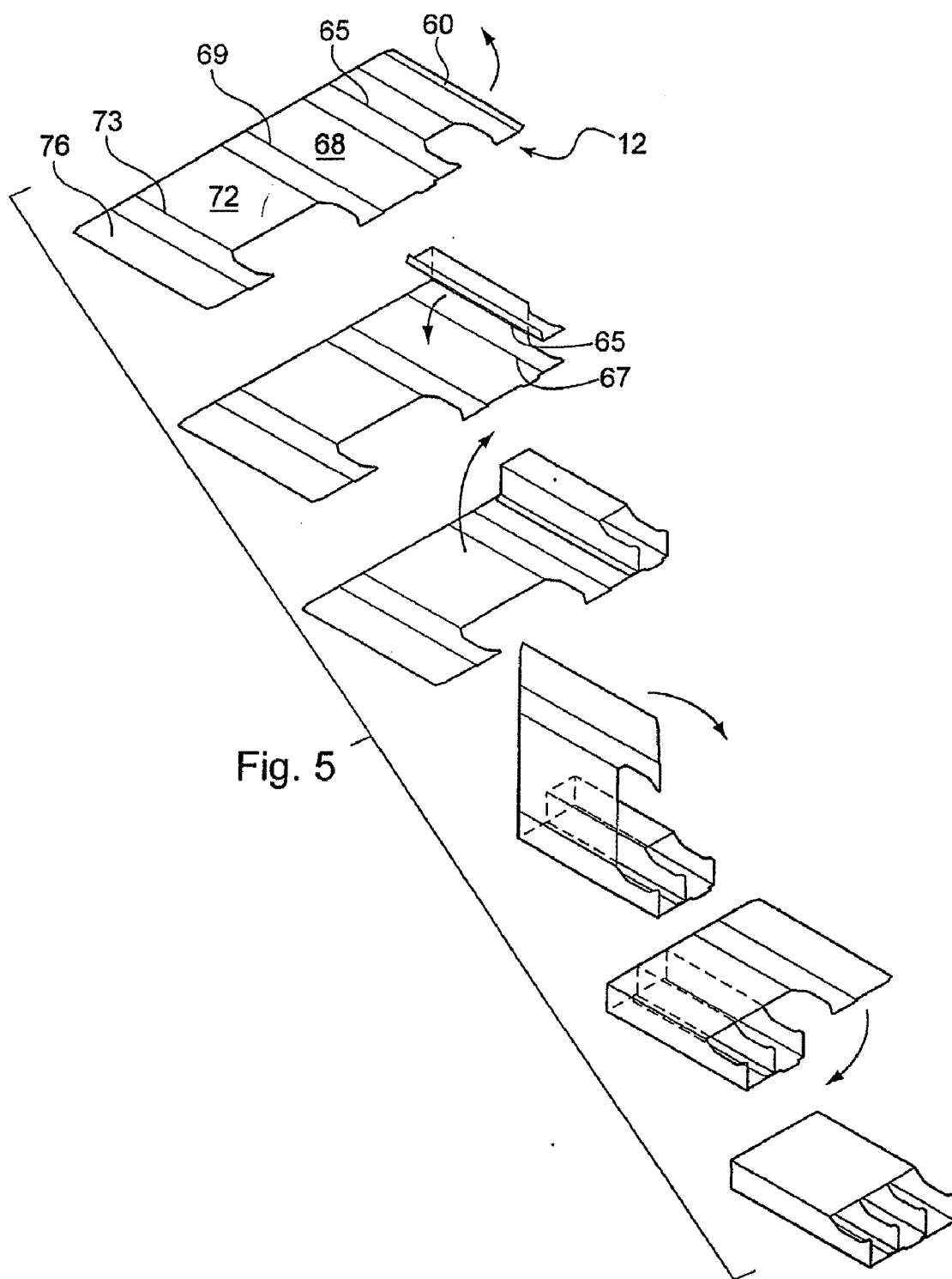


Fig. 4



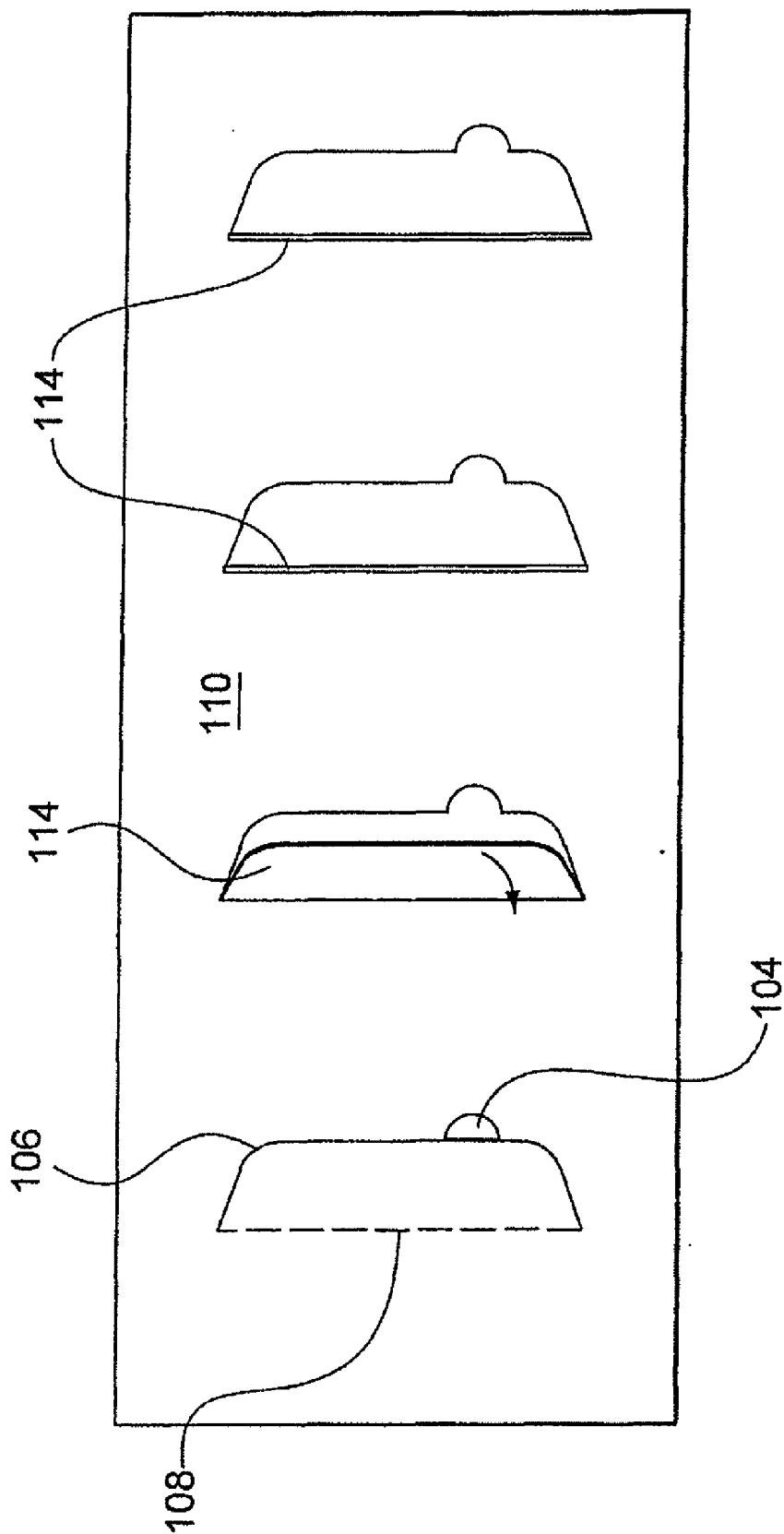


Fig. 6

Fig. 7A

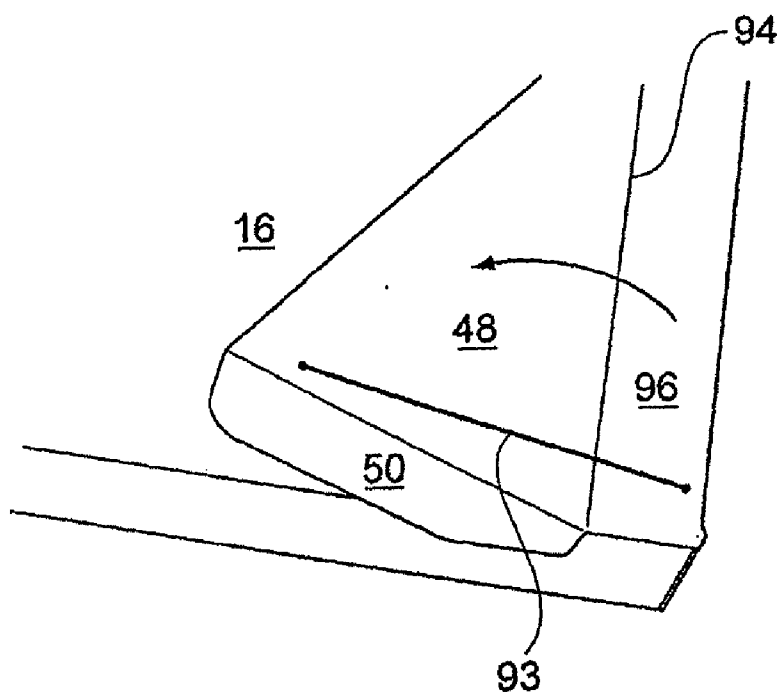
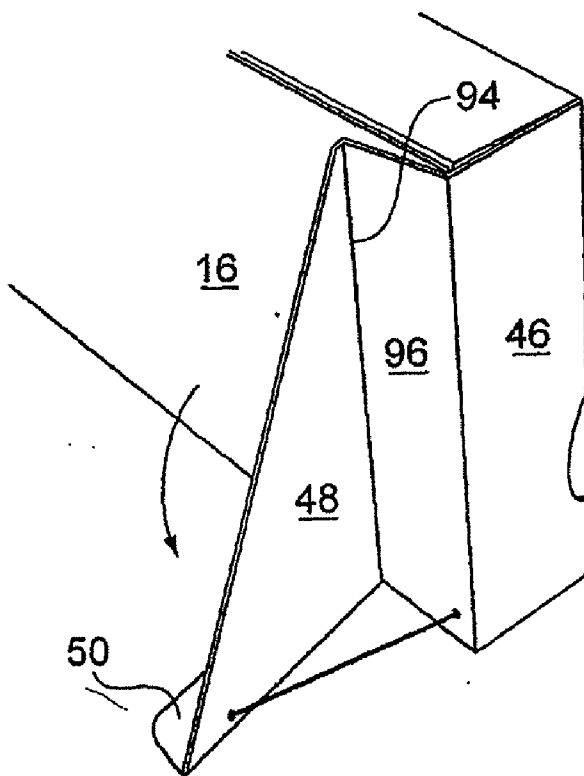


Fig. 7B



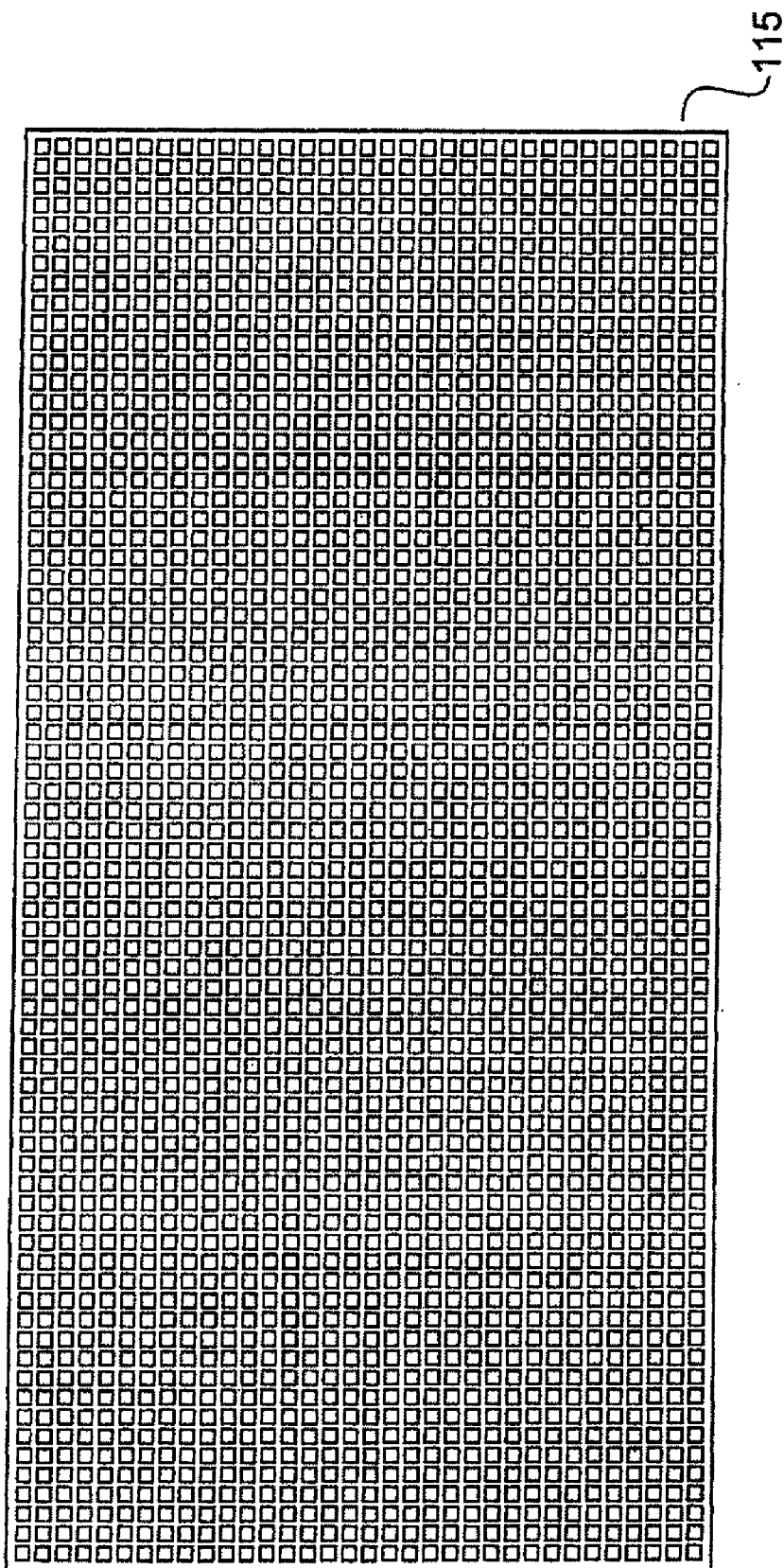


Fig. 8

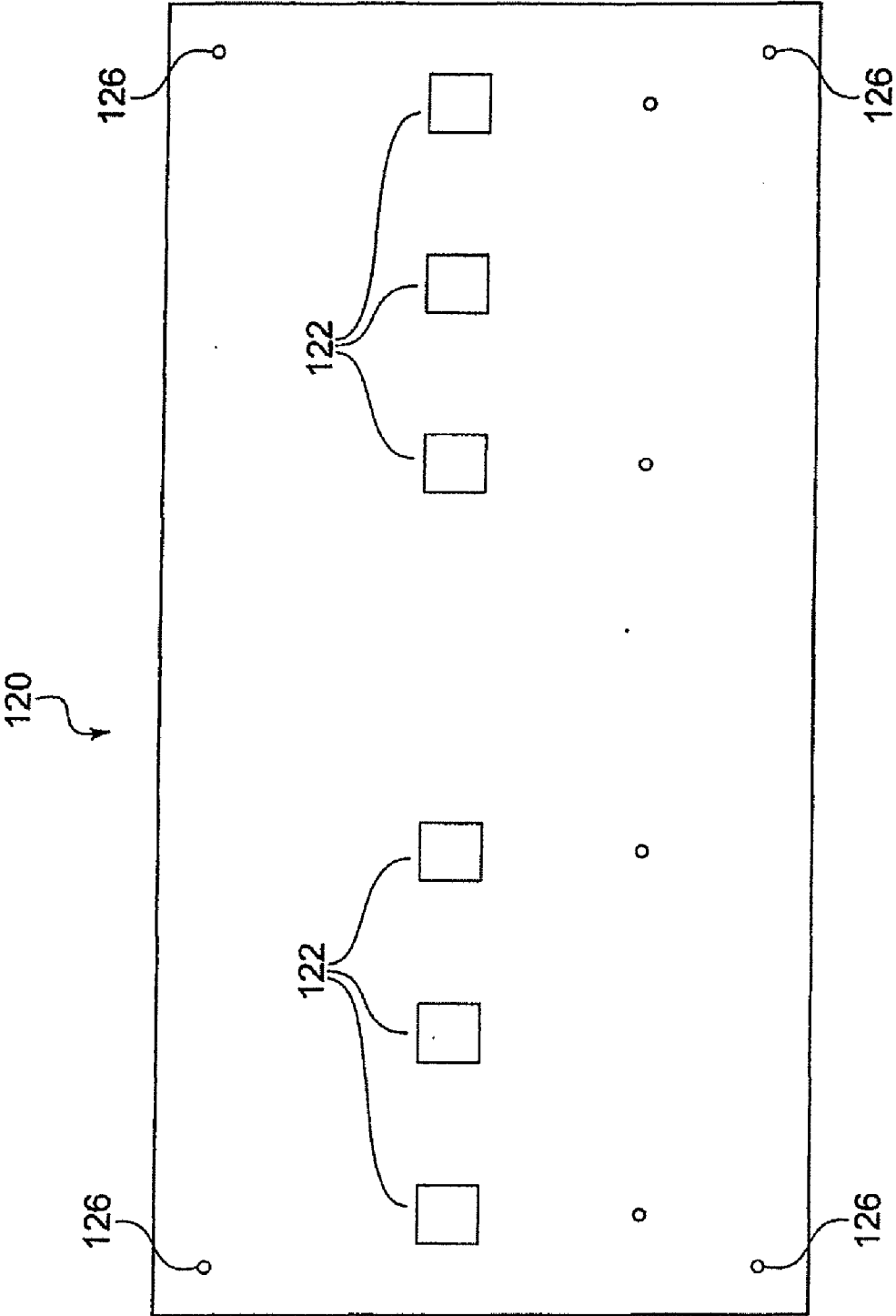


Fig. 9

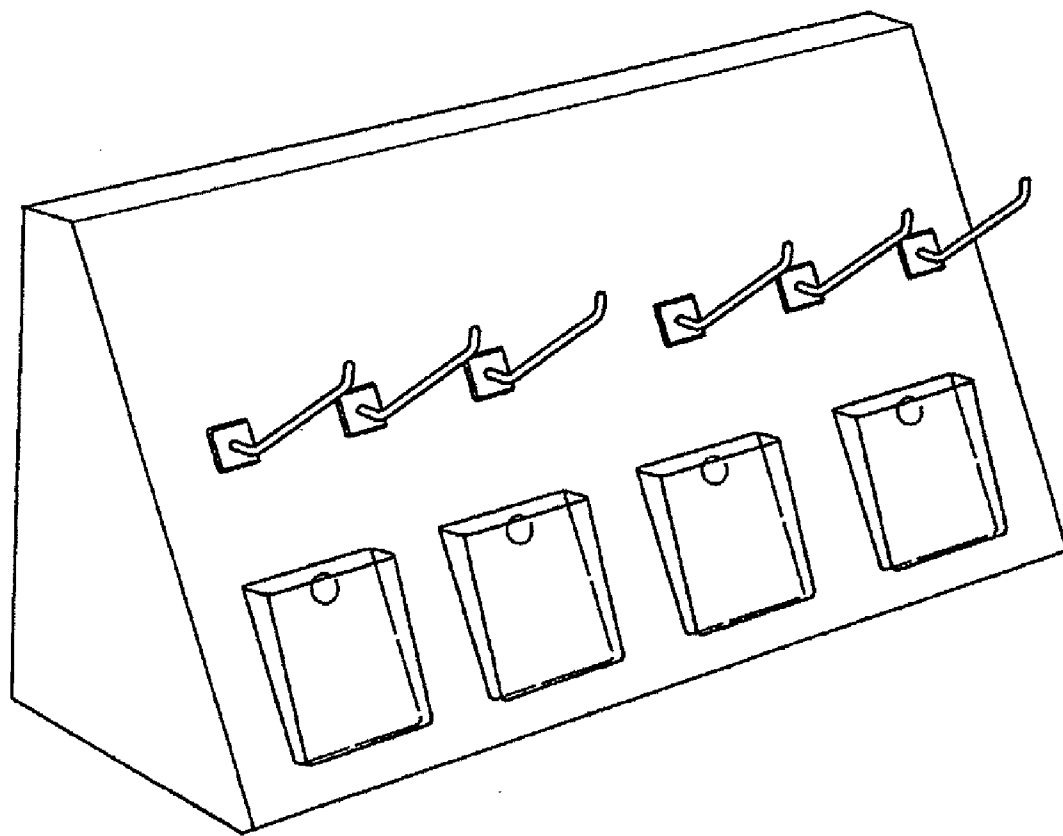


Fig. 10

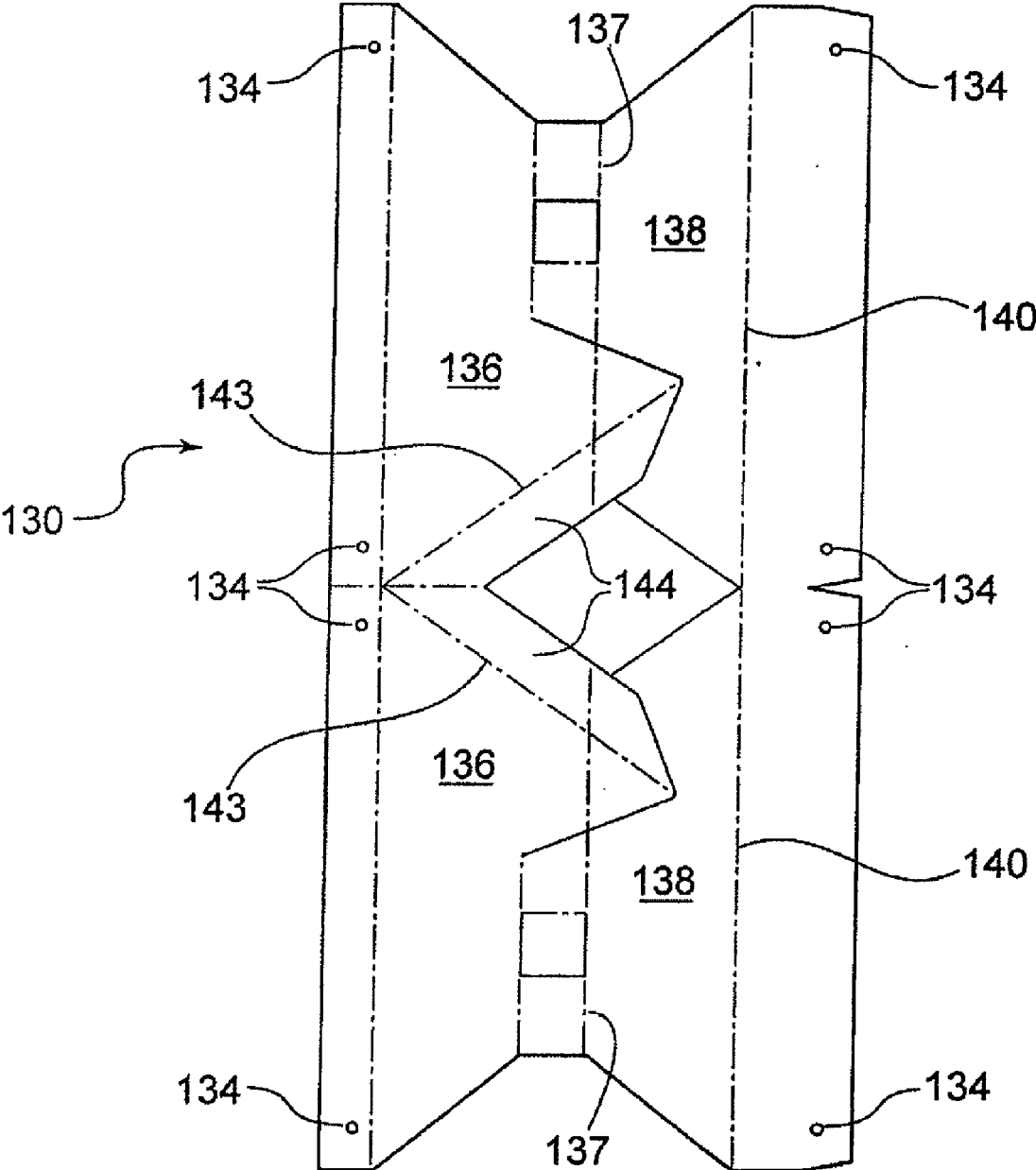


Fig. 11

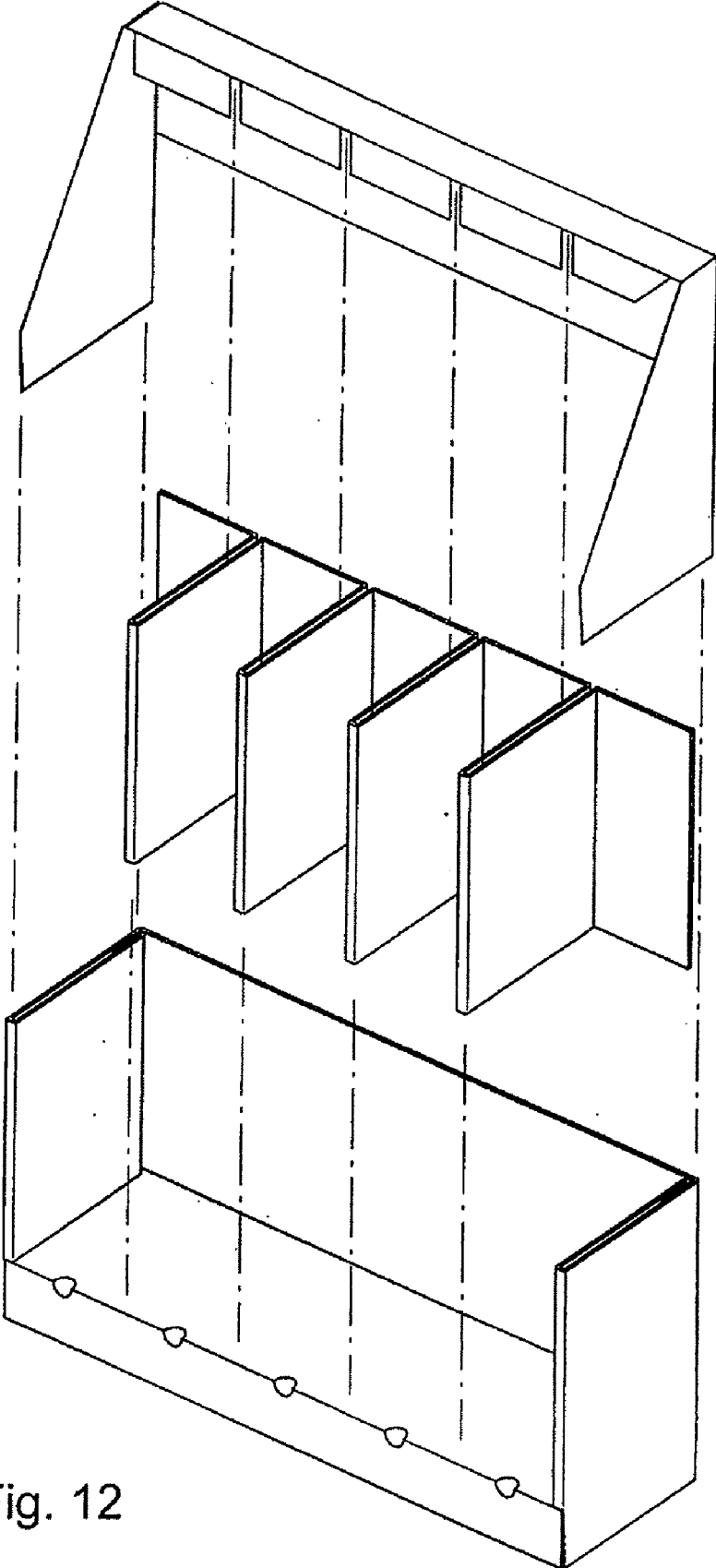


Fig. 12

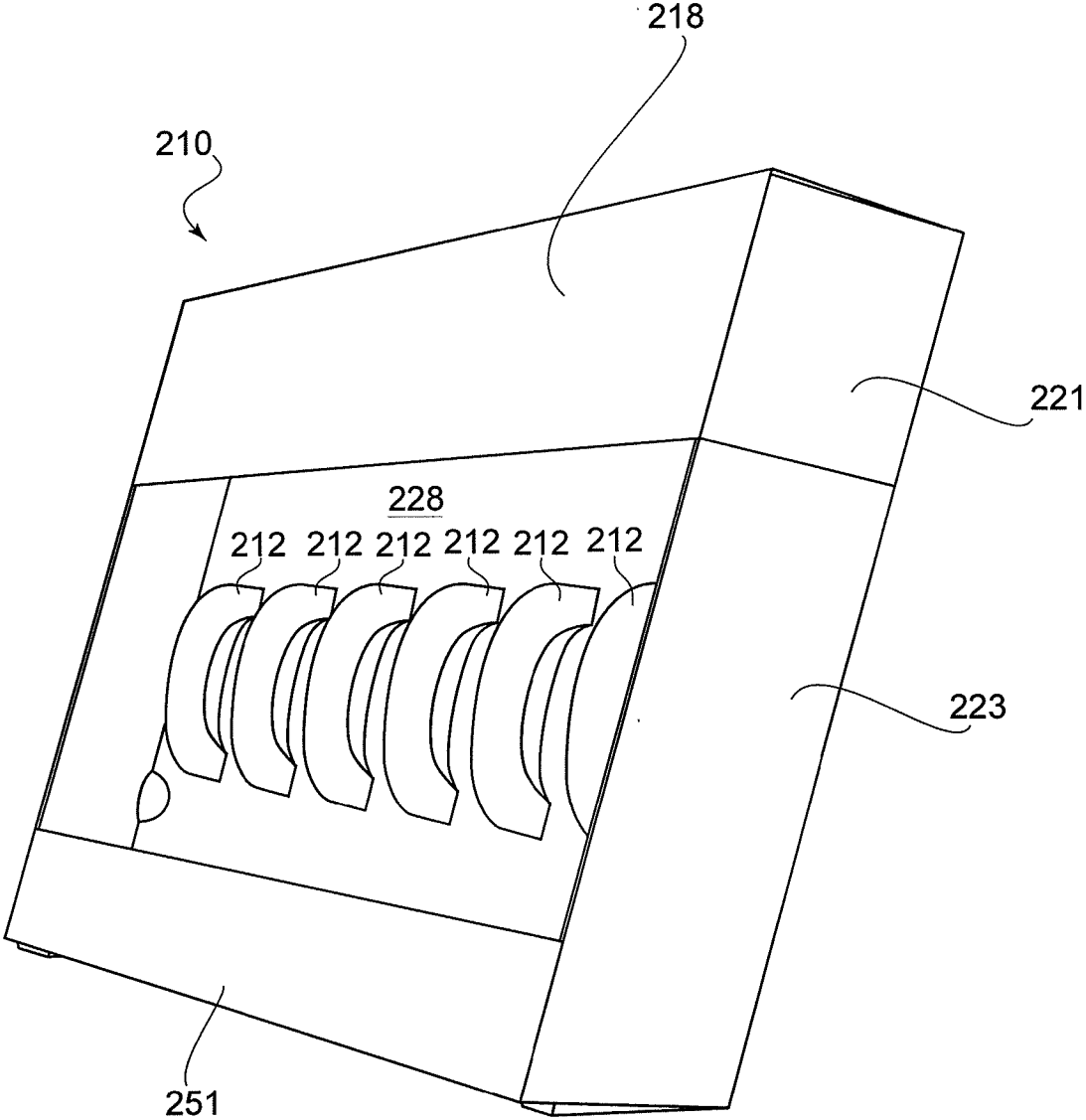


FIG. 13

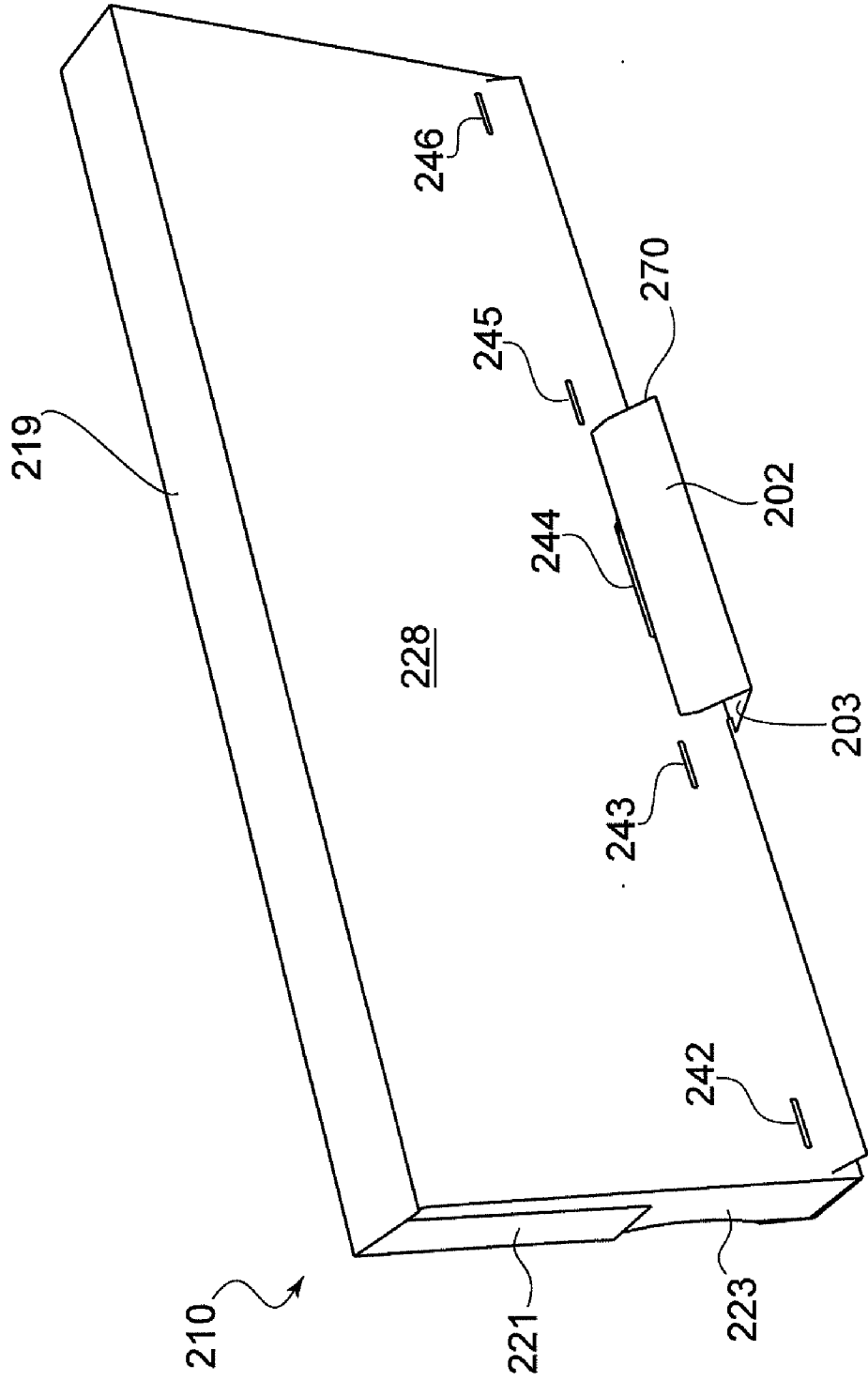


FIG. 14

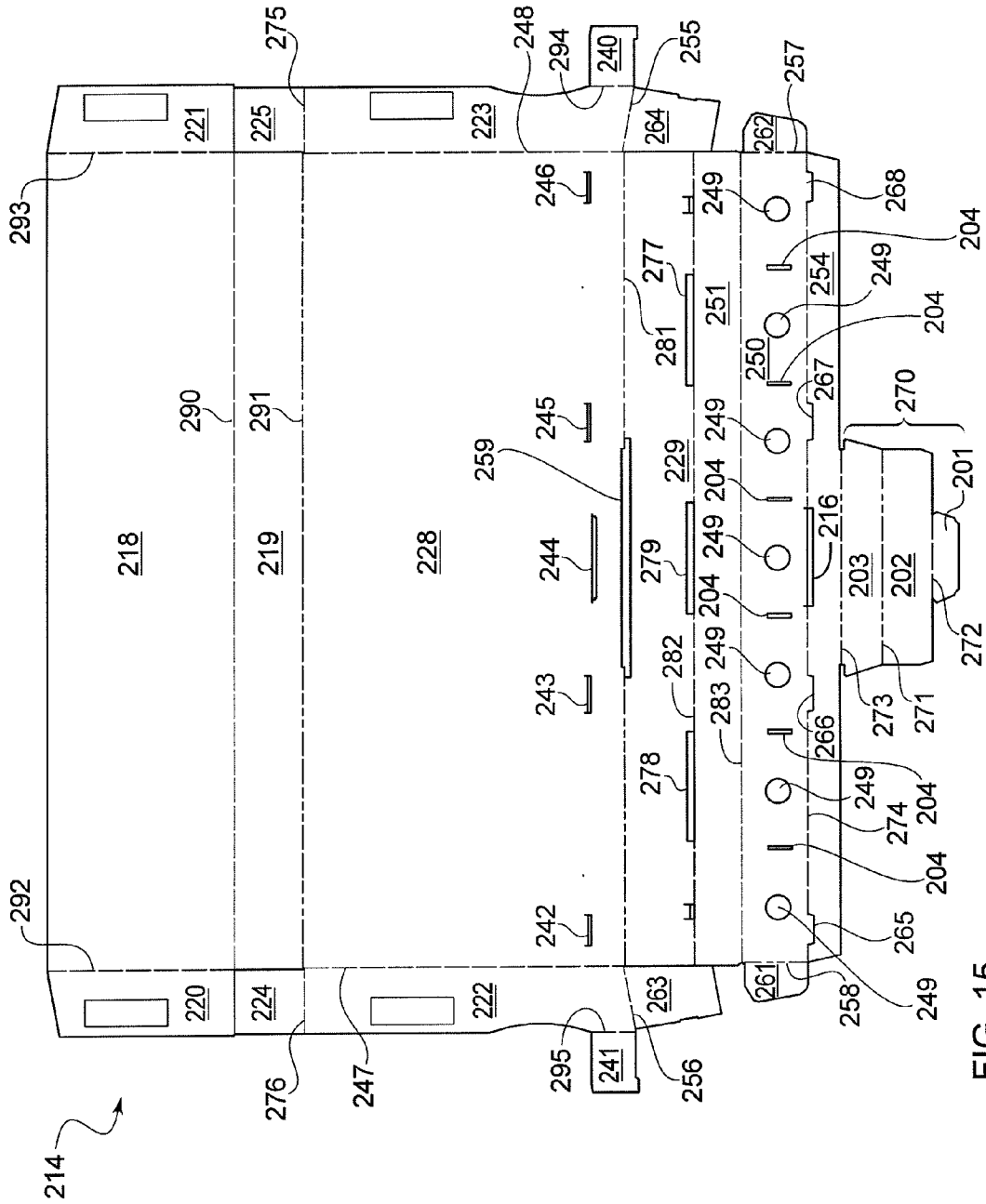


FIG. 15

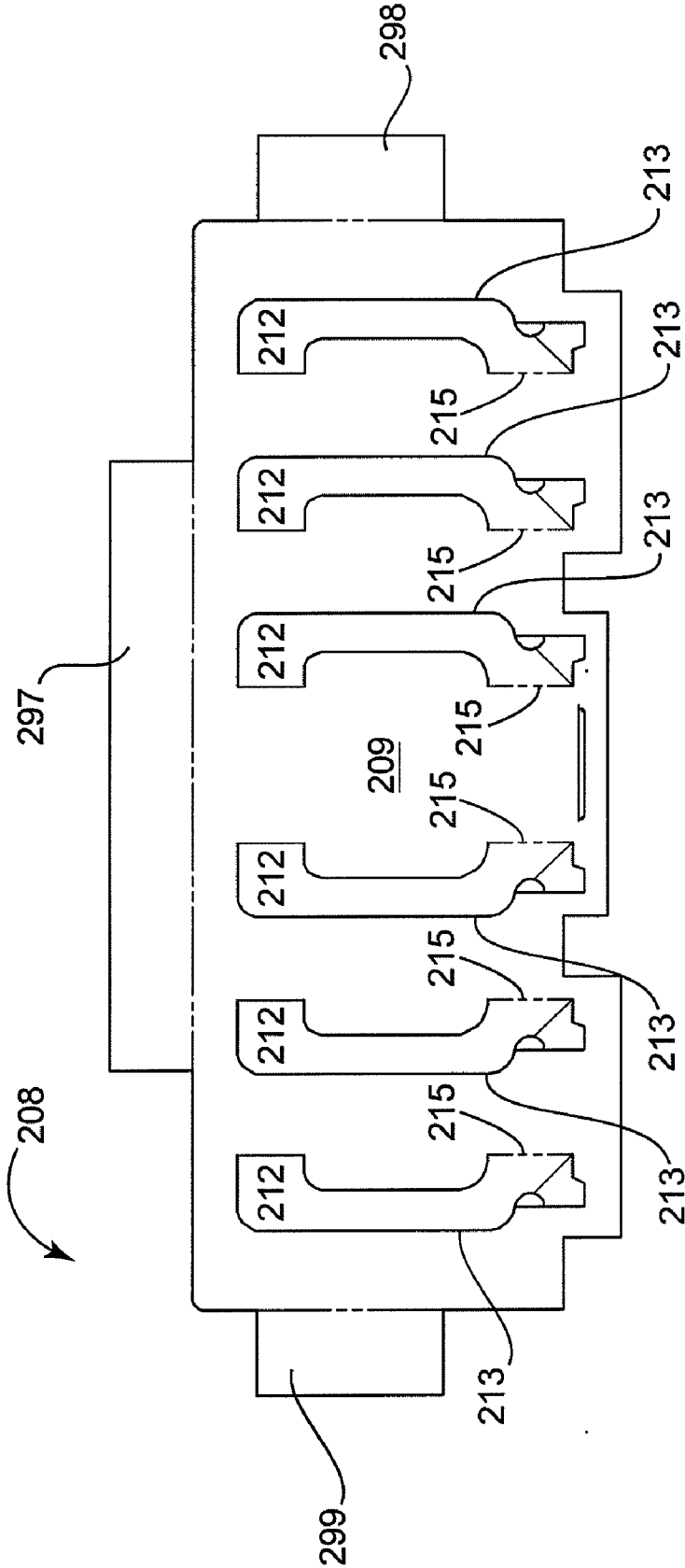


FIG. 16

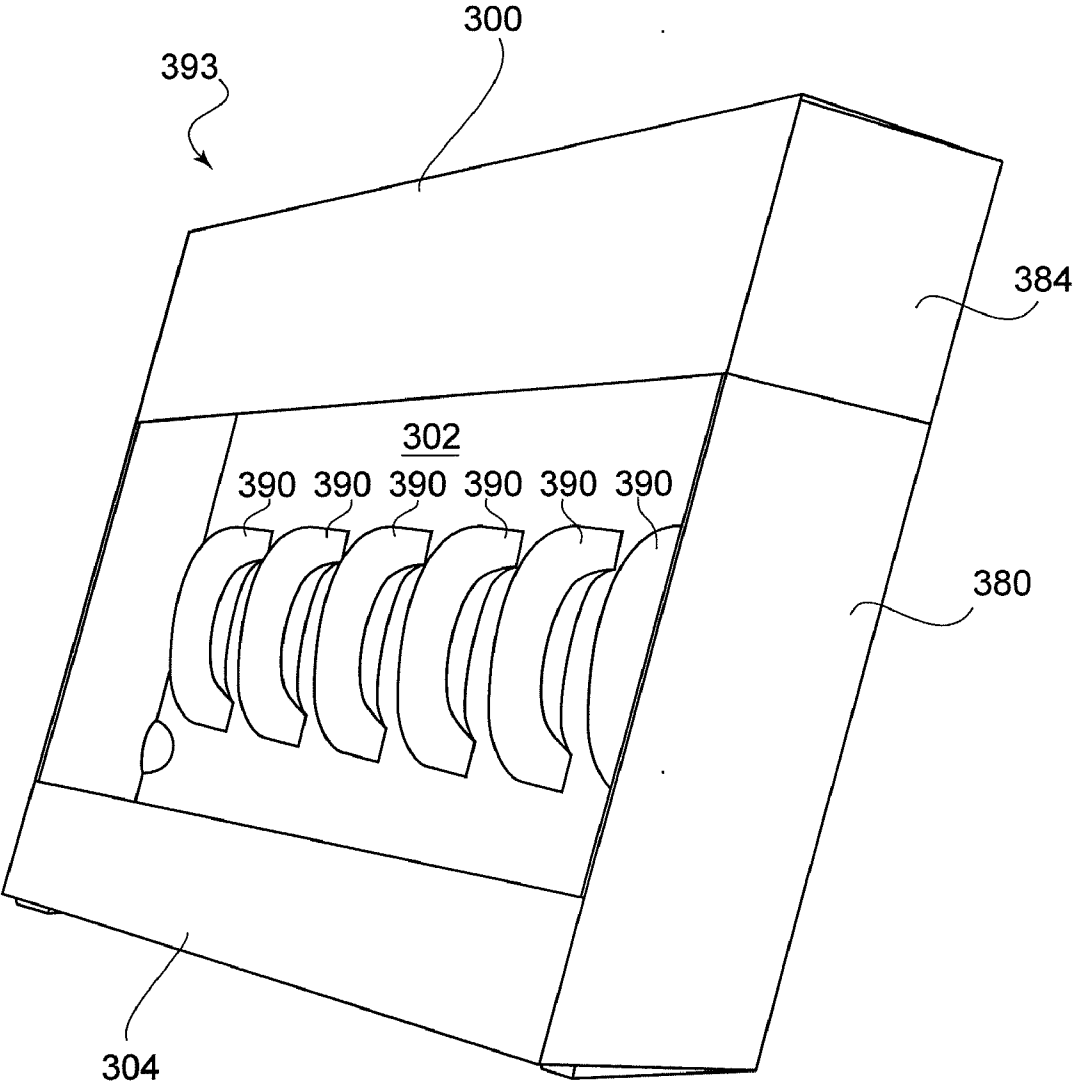


FIG. 17

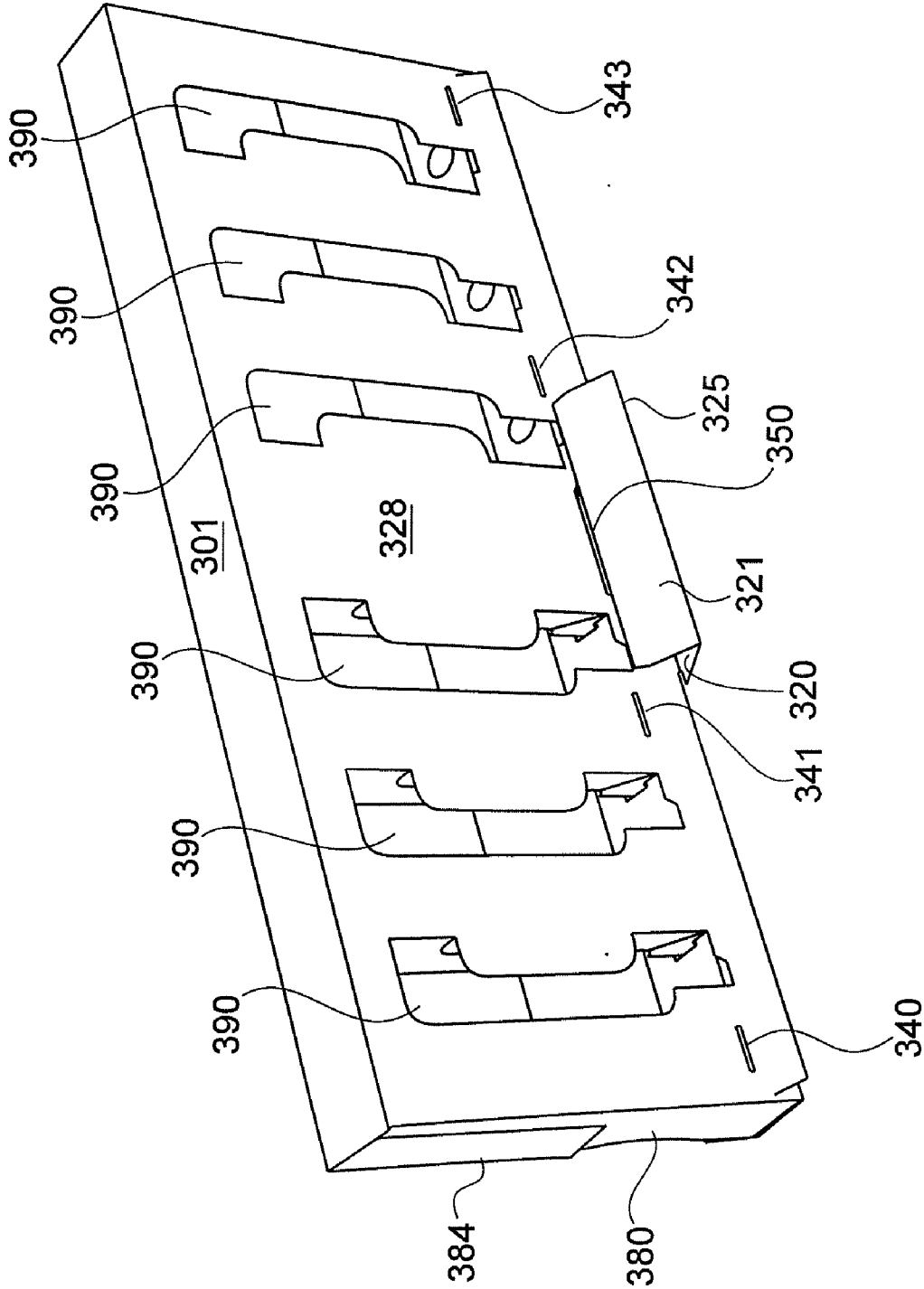


FIG. 18

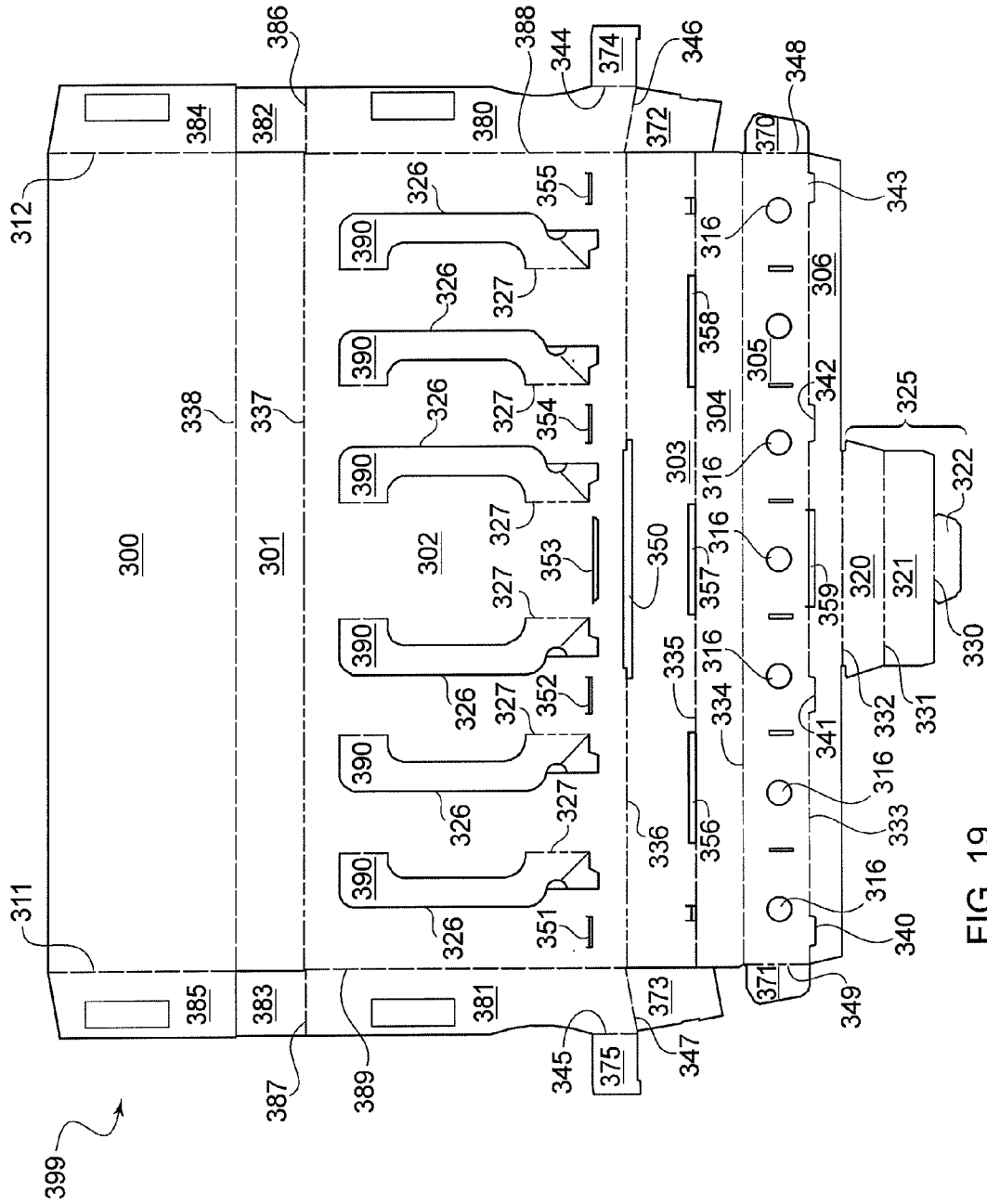


FIG. 19

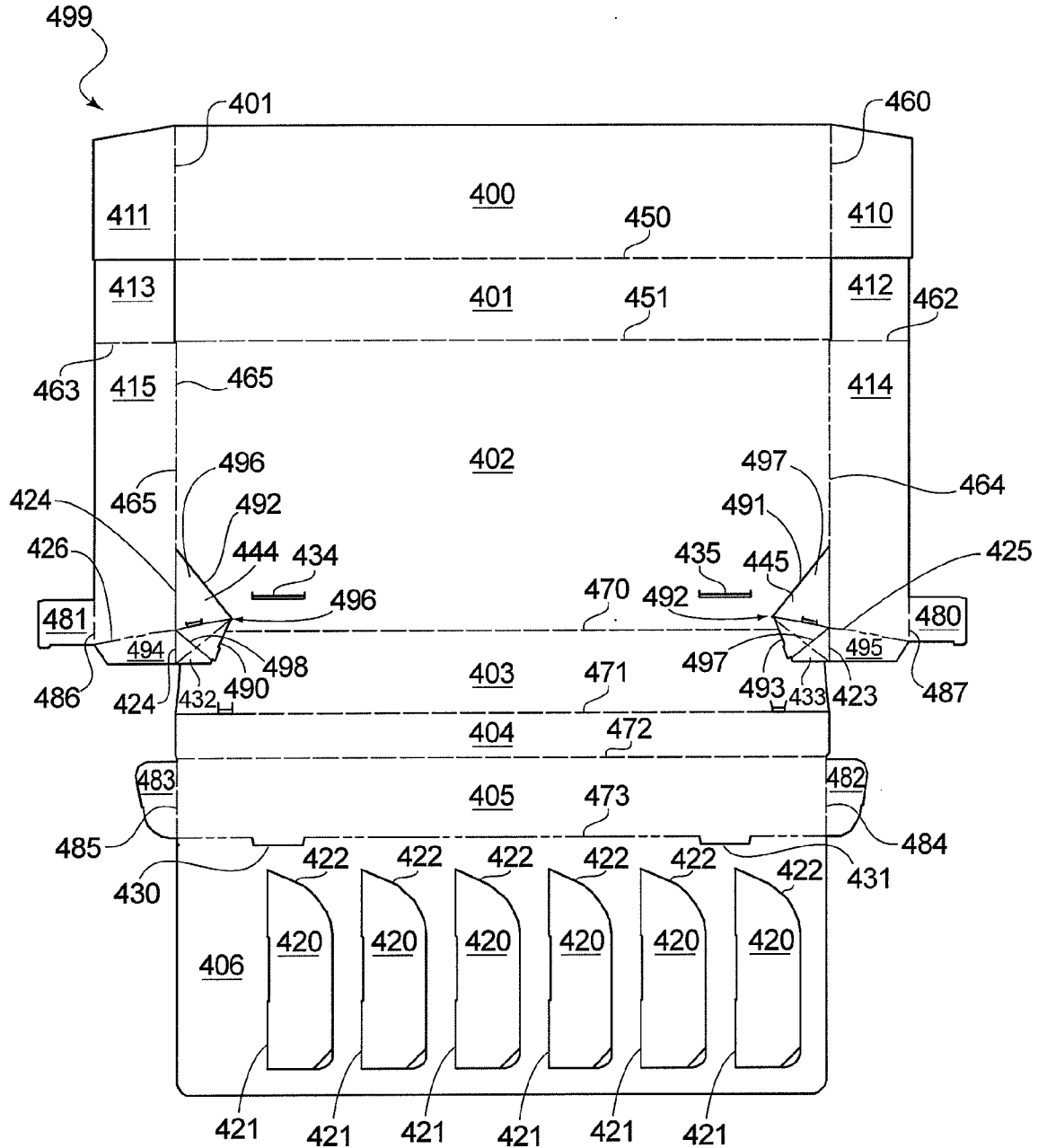


FIG. 20

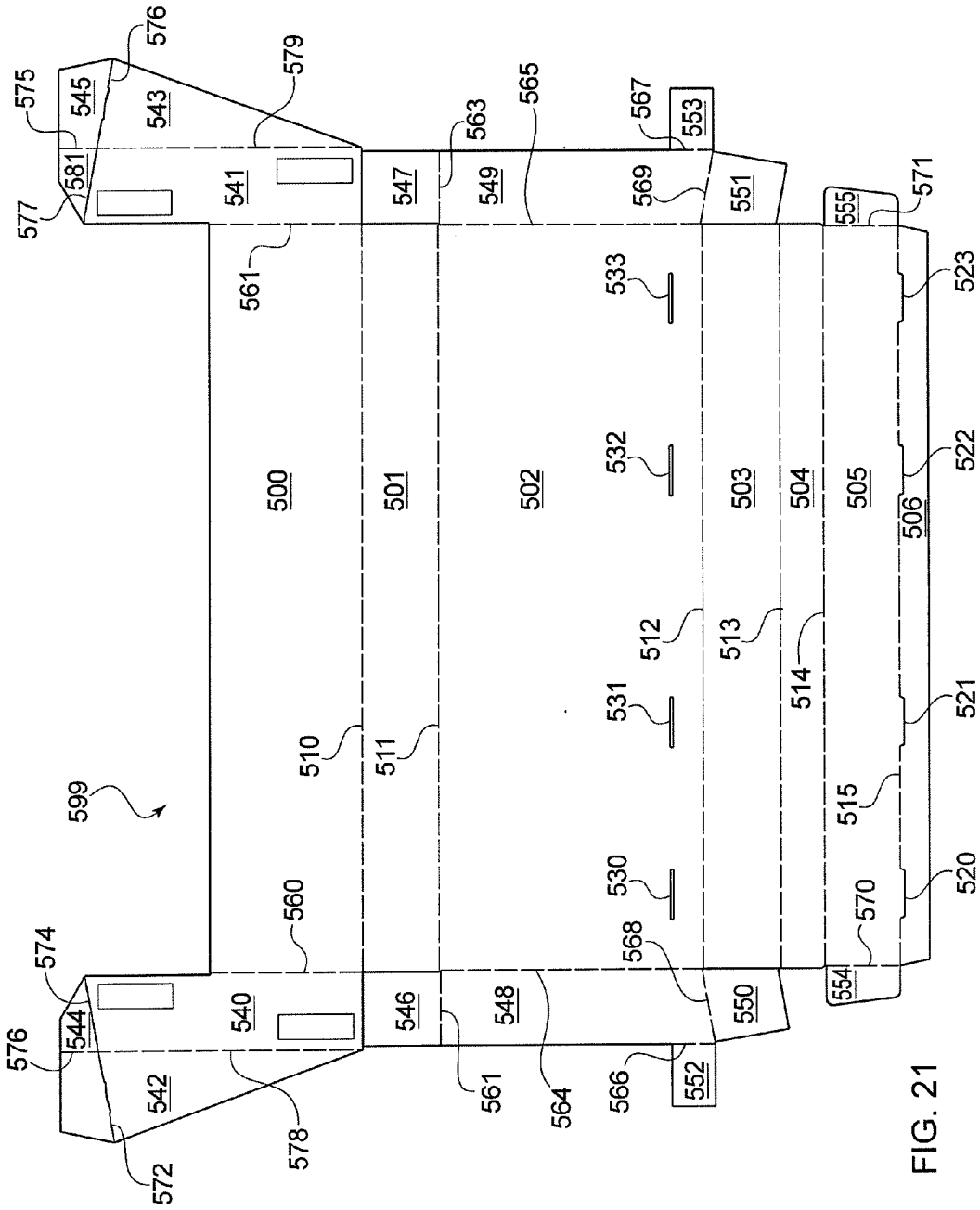


FIG. 21

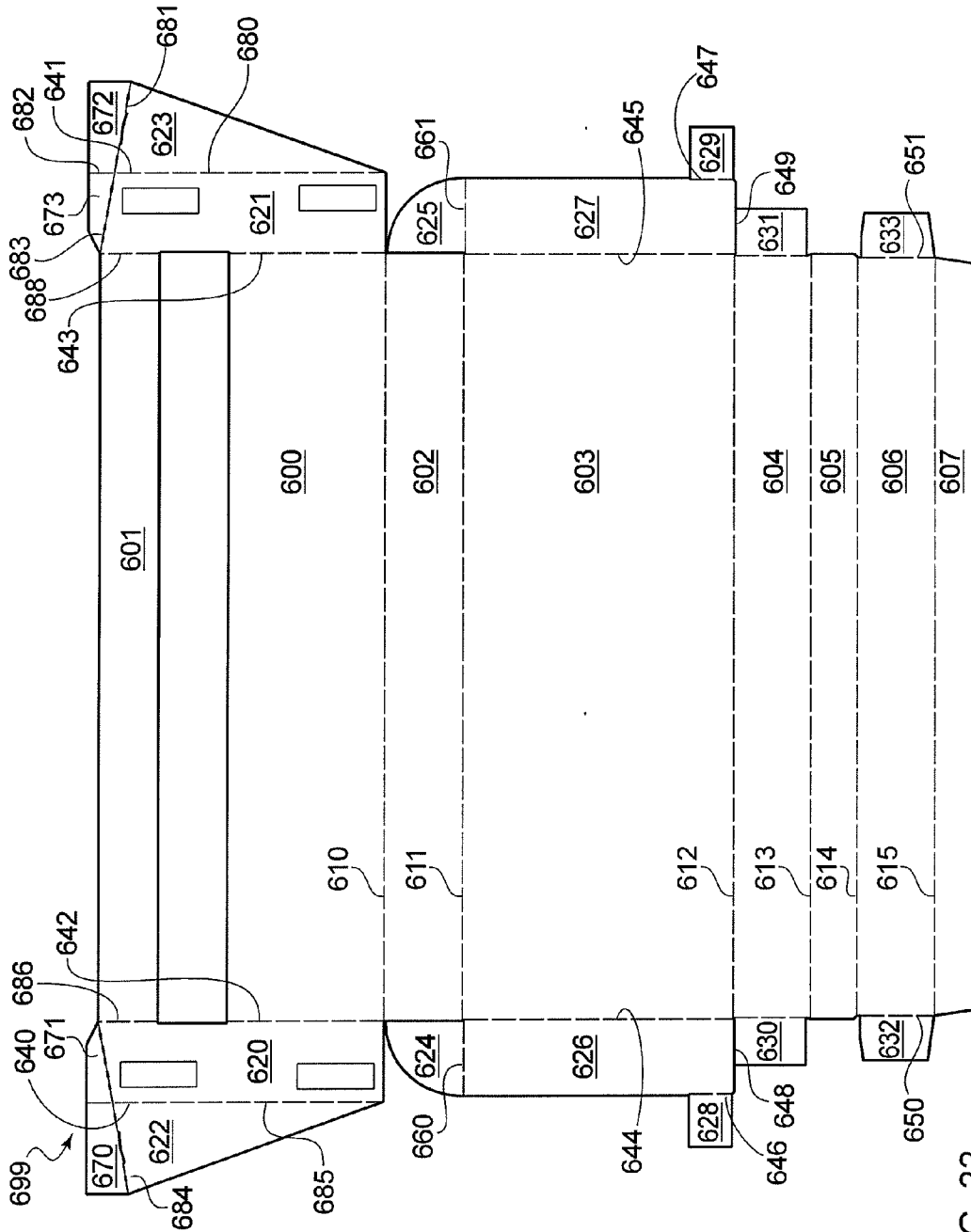


FIG. 22

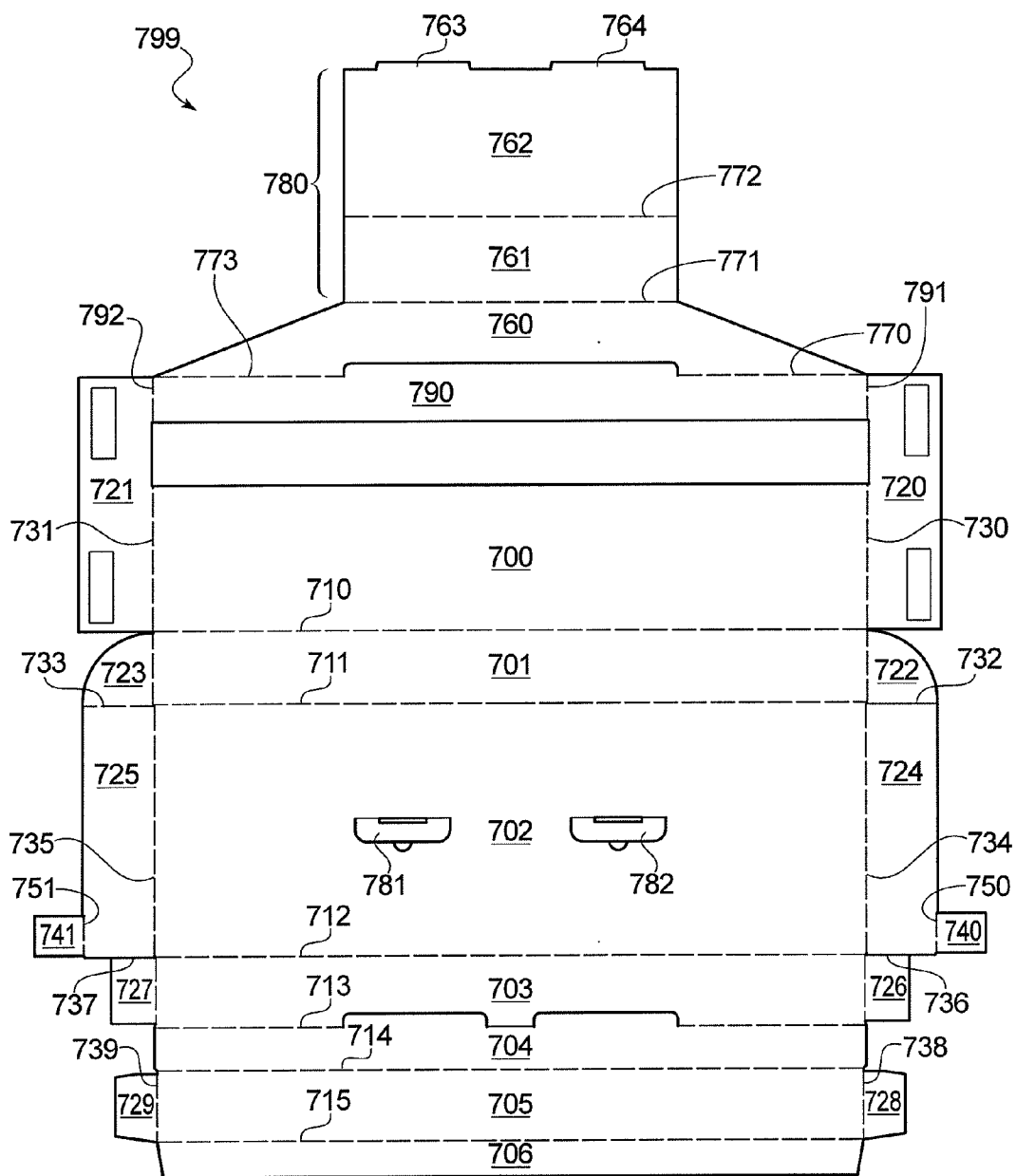


FIG. 23

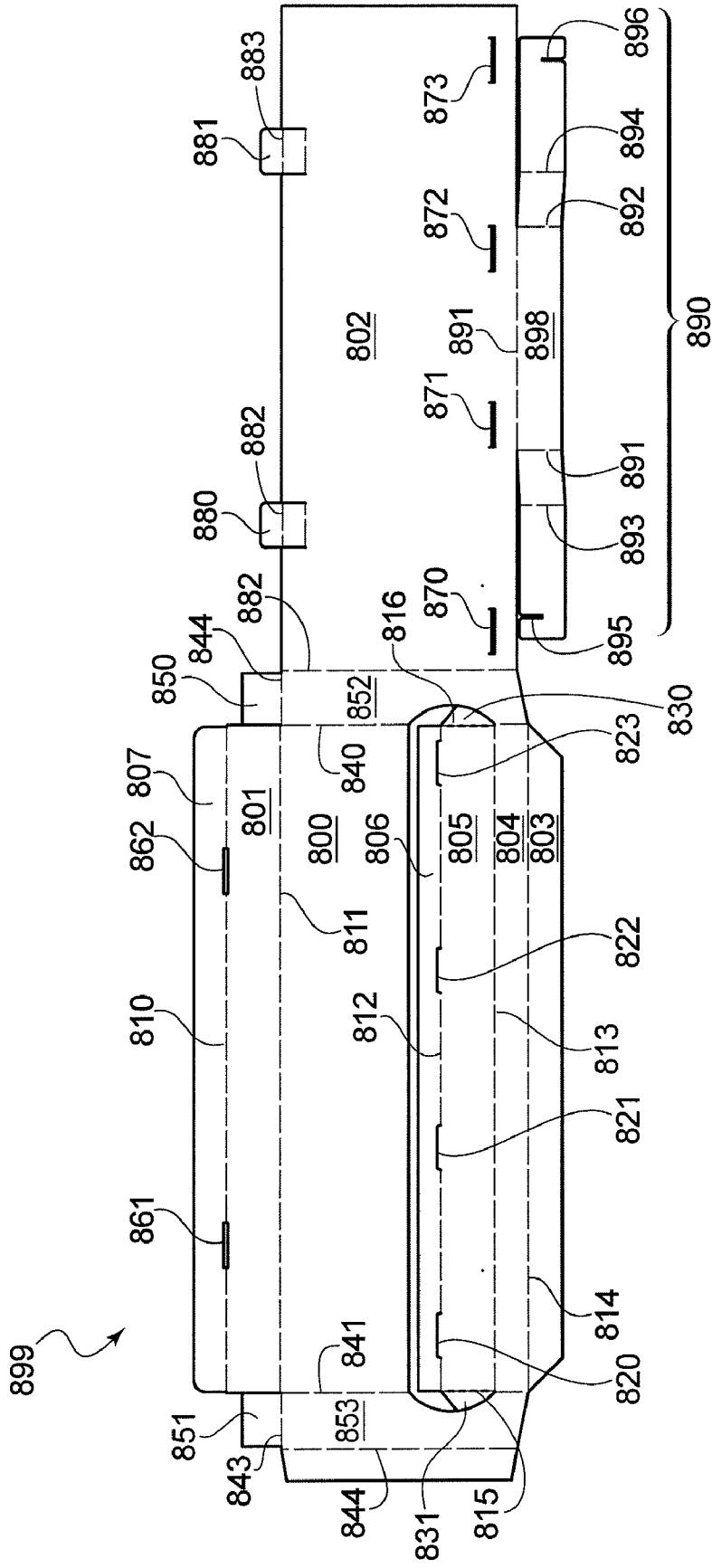


FIG. 24

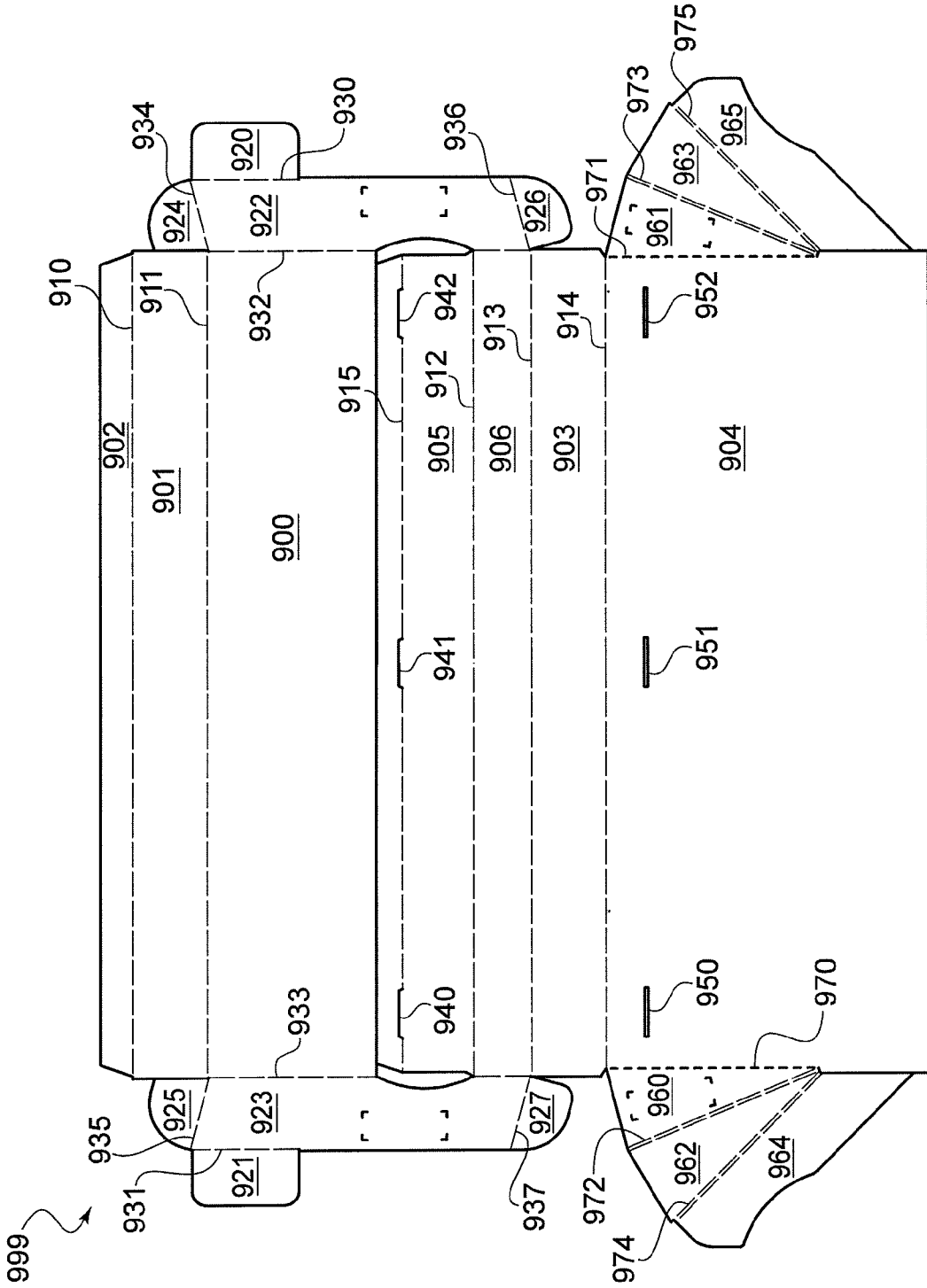


FIG. 25

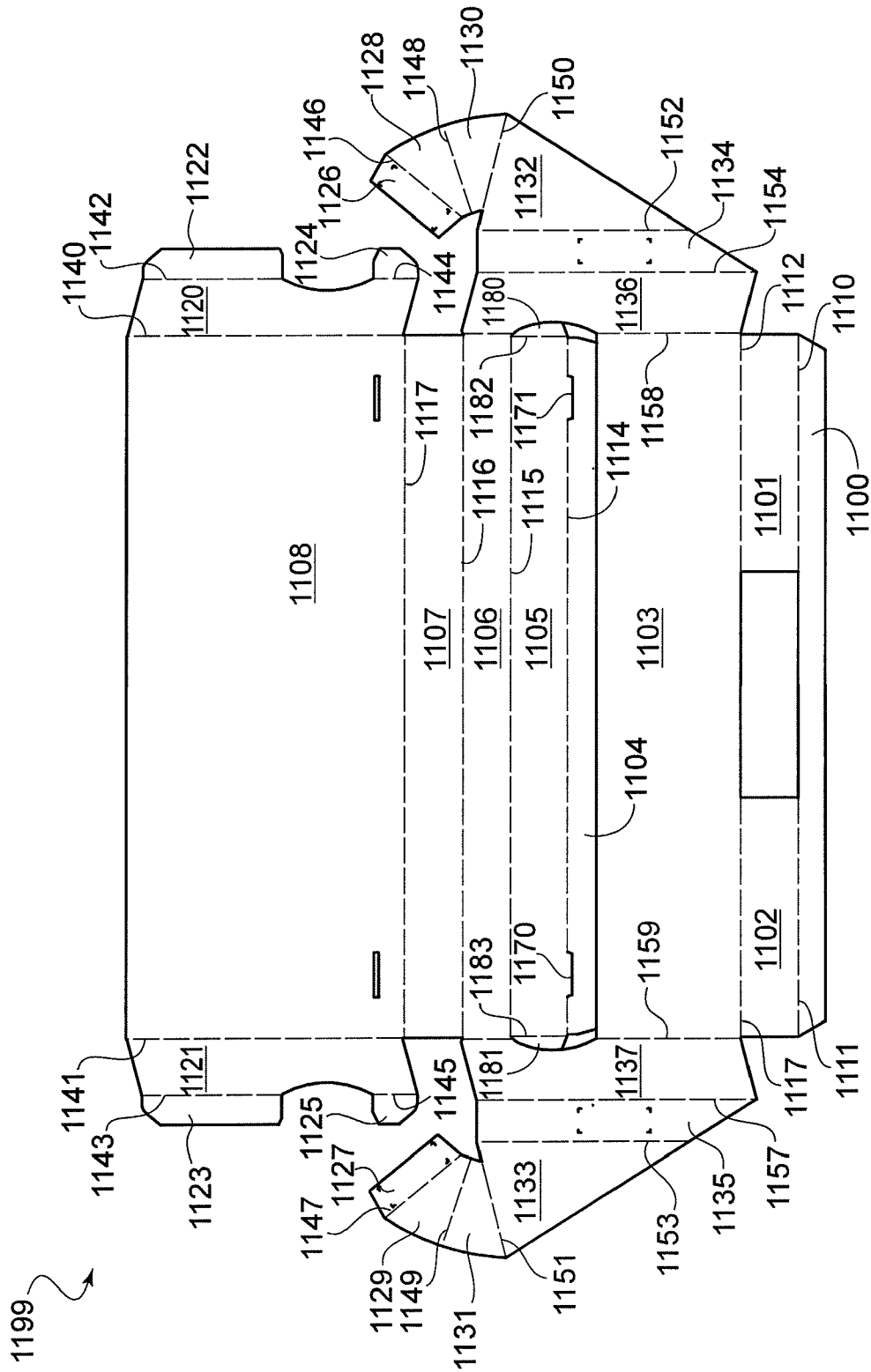


FIG. 27

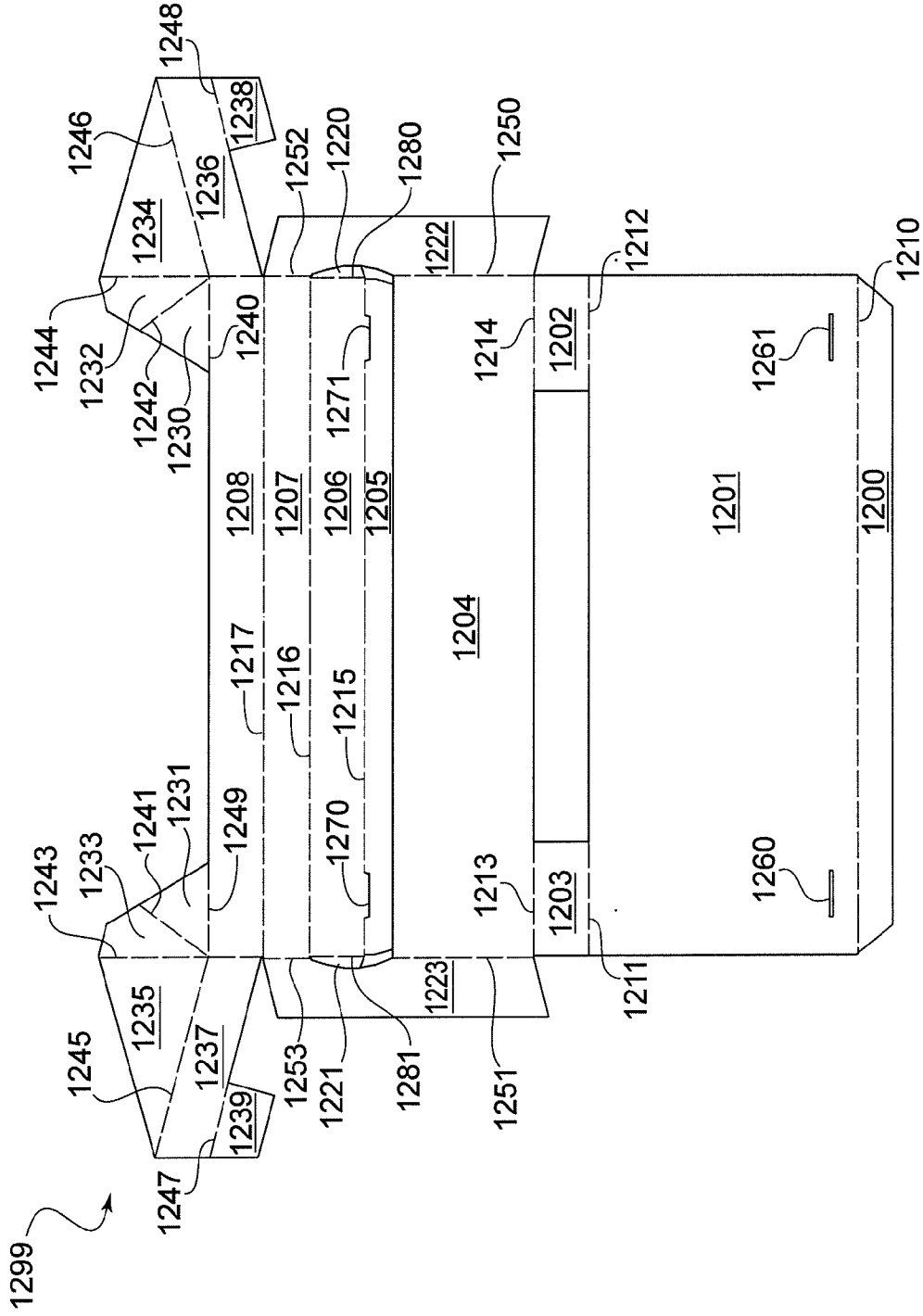


FIG. 28

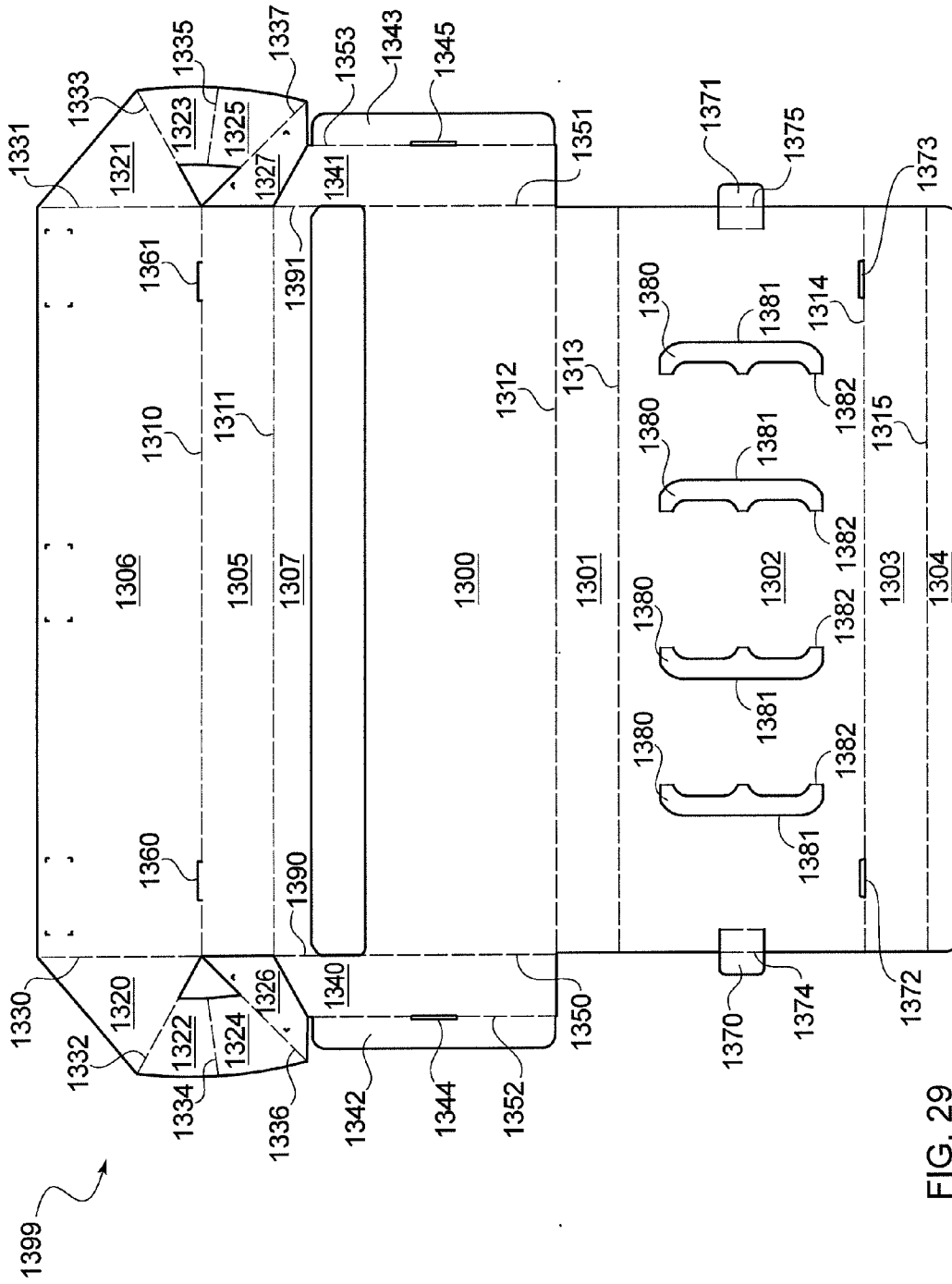


FIG. 29

DISPLAY DEVICE FOR RETAIL GOODS

RELATED APPLICATION DATA

[0001] This application claims the benefit of U.S. Provisional Application No. 60/902,810 titled "Display Device for Retail Goods" and filed on Feb. 22, 2007, and is a continuation-in-part of pending U.S. application Ser. No. 11/321,137 titled "Display Device for Retail Goods" and filed Dec. 29, 2005, the entire contents of each of which are hereby incorporated by reference.

BACKGROUND

[0002] Retail product sales are driven by many factors. Product demand, quality, and pricing are some factors that contribute to retail product sales. Other factors may include product advertising and product location in the retail environment. Accordingly, many product display devices are designed to take advantage of valuable retail space location and resources. For instance, it is often preferable for such a display device, including paperboard devices, to occupy minimum space in the retail environment but present an attractive display that makes product readily available to the customer. Such devices may also be designed to present surface area for advertising and other product-related and sales-related graphics, indicia, and marks.

[0003] Conventional product display devices may take many different forms. Some retail establishments require that displays meet particular specifications in order to be used by that establishment. In the case of paperboard display devices, retail establishments are concerned not only with storage space required for display devices when not in use, as well as footprint, aesthetic qualities and other physical features, but they also value ease of setup that requires minimal time and effort from employees. From a cost point of view, devices are desirable which can easily and efficiently be loaded with product and shipped to the point of purchase in their containers. Retail establishments may additionally prefer environmentally friendly displays in order to minimize issues with respect to disposal and the environment.

[0004] Some of the popular display products being used have dispensing chutes that compartmentalize product and allow a consumer to remove one product while another product will slide down into its place. Some of the currently available displays are difficult to assemble because they require two or more body pieces to form the outer shell, as well as serpentine-style inserts. This means that rather than being shipped in an easy to assemble position, the person preparing the display actually has to fold the paperboard insert back and forth to form the chutes. As example of such a system is shown in FIG. 12. This system also has two separate body parts to form the housing, which adds to assembly time and manufacturing costs.

[0005] Cost of paperboard displays is also driven by, among other things, area of paperboard required to produce the display, necessity of more than one part or parts made of other materials, and complexity. For instance, a display which requires fewer folds, fewer parts, less complexity to set up, and fewer glue lines during construction, as shown in FIG. 15, may be preferable to a more complex device if other factors are equal.

[0006] It is thus desirable to provide a display unit that is easy to ship, easy to set up, and provides efficient delivery of product to the end-consumer. It is further desirable to provide

display units that feature graphics, while also providing the additional display space on the unit, if needed. It is further desirable to provide a display unit that features chutes or other avenues by which products can be dispensed. It is further desirable to provide a display unit with sustainability, requiring less energy, fuel and resources for manufacturing and shipment.

SUMMARY

[0007] Devices according to embodiments of the present invention employ unique solutions to the multi-faceted set of requirements mentioned above. Such devices minimize complexity, required paperboard, and non-paperboard components or materials. They also address minimizing manufacturing steps and complications associated with loading product into the displays and the displays into their shipping container. From a retail environment point of view, they enhance ease of setup at the point of purchase, while maximizing opportunity for advertising and graphics, and minimizing required footprint of occupied space when the display is in use presenting product for purchase.

[0008] In one embodiment, there is provided a display device with an outer body and an inner display area with dividers suitable for front product loading. The blank has a series of panels that are adapted to be folded and glued upon one another to form a display area with dividers. The outer body preferably has a front panel, a back panel, and a series of additional panels comprising a bottom panel, a platform panel, and a front lip that are adapted to be folded upon themselves to collectively form a display base. The outer body may also have angled side easels attached to the side panels or a center easel that allow the display to lean back and support itself. In use, the insert can be inserted into the outer body and shipped in a flattened position.

[0009] Other embodiments provide a display device with an outer body and an inner display area with dividers with different easel supports that allow the device to support itself.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] FIG. 1 is a perspective view of a display device according to certain embodiments of the invention.

[0011] FIG. 2 is a top plan view of a blank of a body unit according to certain embodiments of the invention.

[0012] FIGS. 3A-3C are perspective views showing how the body of FIG. 2 may be folded.

[0013] FIG. 4 is a top plan view of a blank of an insert according to certain embodiments of the invention.

[0014] FIG. 5 shows one way that the insert of FIG. 4 may be folded.

[0015] FIG. 6 shows a top plan view of an alternate blank of an insert according to certain embodiments of the invention.

[0016] FIGS. 7A and 7B show an elastic member for use in connection with sides of the body of FIGS. 2 and 3. FIG. 7A shows the side in a closed/storage position and FIG. 7B shows side in an open position.

[0017] FIG. 8 is a top plan view of a grid according to certain embodiments of the invention.

[0018] FIG. 9 is a top plan view of a blank of a face panel according to certain embodiments of the invention.

[0019] FIG. 10 shows one way that the face panel of FIG. 9 may have peg display hooks and product pouches attached thereto.

[0020] FIG. 11 is a top plan view of a blank of support legs according to certain embodiments of the invention.

[0021] FIG. 12 is a perspective view of one design that the present invention is intended to improve upon.

[0022] FIG. 13 is front a perspective view of a display device according to one embodiment of this invention.

[0023] FIG. 14 is a rear perspective view of the display device of FIG. 13.

[0024] FIG. 15 is a top plan view of the blank of the body unit of FIG. 13.

[0025] FIG. 16 is a top plan view of the insert of FIG. 13.

[0026] FIG. 17 is a front perspective view of a display device according to another embodiment of the invention.

[0027] FIG. 18 is a rear perspective view of the display device of FIG. 17.

[0028] FIG. 19 is a top plan view of the blank of the body unit of FIG. 17.

[0029] FIG. 20 is a top plan view of a blank of a body unit according to another embodiment of the invention.

[0030] FIG. 21 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0031] FIG. 22 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0032] FIG. 23 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0033] FIG. 24 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0034] FIG. 25 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0035] FIG. 26 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0036] FIG. 27 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0037] FIG. 28 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

[0038] FIG. 29 is a top plan view of the blank of the body unit of the display device according to one embodiment of this invention.

DESCRIPTION

[0039] According to certain embodiments, the invention provides a retail product display for use with consumer goods products in a retail establishment. One embodiment of the display is a gravity feed type display, preferably formed from paperboard or other suitable lightweight material. Another embodiment is a pegged display that provides a platform for materials to be displayed and/or hung from pegs or hooks. It should be understood that the display body or other parts may be made from corrugated, fiberboard, chip board, or any other material as desired.

[0040] FIG. 1 shows a gravity feed display device 10 according to one embodiment of the invention. It preferably comprises an outer body 100 and one or more inserts 12. Outer body 100 is folded in such a way that it provides a base 54 on which product may rest as it is inserted through chutes 56. The top of device 10 may feature an opening 44 that may

be secured or open at the top. It should be understood that a separate lid may be provided, if desired. In some embodiments, opening 44 provides an area for product to be inserted into device 10. According to particular embodiments, the device 10 may comprises three separate pieces, one outer body and two inserts 12, depending upon the length of the device 10 and the uses for which it is intended. It should be understood, however, that the device 10 may comprise a single insert 12, or more than two inserts, if desired. In a preferred embodiment, the body unit 100 is made from a single blank 14, as shown in FIGS. 2 and 3. As will be described in more detail below, a particular embodiment of the outer body 100 has a front panel 34, a rear panel 16, and a series of additional panels that are adapted to be folded upon themselves to form a square or rectangle-shaped display base 54. The additional panels may be a bottom panel 24, a foot panel 26, and a platform panel 28 that collectively form the display base 54.

[0041] With reference to the embodiment shown in FIG. 2, the blank 14 preferably comprises a rear panel 16 and a front panel 34. A side panel 18 is foldably attached to each end of the rear panel 16 along a fold line 17. First tabs 20 and second tabs 22 are foldable attached to each side panel along fold lines 19, 21. The first tab 20 may preferably be larger than the second tab 22, as shown in FIG. 2, if desired.

[0042] The rear panel 16 is foldably attached to a bottom panel 24 along a fold line 23. Two slots 42 are preferably located on the rear panel 16 in the corners, adjacent the fold line 23 connecting the rear panel to the bottom panel. The bottom panel 24 is preferably foldably attached to a foot panel 26 along a fold line 25, opposite the side attached to the rear panel 16. The foot panel 26 is preferably attached to a platform panel 28 along a fold line 27, opposite the side attached to the bottom panel 24. A fold tab 30 is foldably attached to each side end of the platform panel 28 along a fold line 29. The platform panel 28 is foldably attached to a tuck panel 32 along a fold line 31, opposite the side attached to the platform panel. Two tabs 40 are preferably located along the fold line 31 connecting the platform panel and the tuck panel, one at each end of the fold line. The tuck panel 32 has a free end opposite the side connected to the platform panel 28, which in the blank form is preferably adjacent to a front panel 34.

[0043] The front panel 34 is foldably connected to a top panel 36 along a fold line 35. The top panel 36 preferably comprises an opening 44 for product placement as will be described below. The top panel 36 is preferably foldably connected to a glue panel 38 along a fold line 37, opposite the side connected to the front panel 34. A side panel 46 is connected to each side end of the front panel 34 and the foot panel 26 along a fold line 45. Each side panel 46 is preferably foldably connected to a support panel 48 along a fold line 47. Each support panel 48 is preferably foldably connected to a base panel 50 along an angled fold line 49. The base panels are also preferably connected to the side panels 46 and the angled fold line 49 preferably extends across the fold line 47 connecting the side panels 46 to the support panels 48.

[0044] Once prepared and die cut, blank 14 is glued and then folded as shown in FIGS. 3A-3C. In a specific embodiment, the body 12 is preferably erected by folding the rear panel 16 along the fold line 23 and the bottom panel 24 along the fold line 25 as shown in FIG. 3A. The foot panel 26, platform panel 28, and tuck panel 32 are then folded upon themselves as shown in FIG. 3B. The tuck panel 32 is not shown in FIG. 3B because when it is folded away from

platform panel 28, tabs 40 are exposed and allowed to cooperate with slots 42 of rear panel, and tuck panel 32 is tucked underneath platform panel 28 to form base 54. The exposed tabs 40 preferably engage the slots 42 located on the rear panel 16. The slots 42 are preferably positioned on the rear panel such that, when engaging the tabs 40, the bottom panel 24 is rearwardly sloped causing the body unit to be rearwardly sloped. This allows device 10 to be displayed on a countertop and support itself.

[0045] Once base 54 has been formed, the top panel 36 is then folded along the fold line 35 and the glue panel 38 is folded along the fold line 37 so that the glue panel can be adhered to the rear panel 16 using an adhesive. The opening 44 allows product to be inserted into body, once inserts (described below) are in place.

[0046] One embodiment of insert 12 may also be formed from a blank, as shown in FIG. 4. The insert blank preferably comprises a glue panel 60 foldably connected to a divider panel 62 along a fold line 61. The divider panel 62 is preferably foldably connected to a secondary front panel 64 along a fold line 63. The secondary front panel 64 is foldably connected to another divider panel 66 along a fold line 65. This second divider panel 66 is foldably connected to a rear panel 68 along a fold line 67 located between the divider panel 66 and the rear panel 68. The rear panel 68 is foldably connected to a side panel 70 along a fold line 69, opposite the side of the rear panel 68 connected to the divider panel 66. Side panel 70 is foldably connected to the primary front panel 72 along a fold line 71, opposite the side of the side panel 70 connected to the rear panel 68. The primary front panel 72 is foldably connected to a second side panel 74 along a fold line 73, opposite the side of the front panel 72 connected to the first side panel 70. The second side panel 74 is foldably connected to an end panel 76 along a fold line 75, opposite the side of the second side panel 74 connected to the primary front panel 72. It should be understood that the front panels 64, 72 may preferably be smaller than the remaining panels (or have indented openings 78) in order to provide access to the product stored in the display device 10. The smaller size provides a chute-like opening in the assembled insert.

[0047] As shown in FIG. 5, inserts 12 may preferably be erected by placing adhesive on the glue panel 60 and folding along the fold line 65 so that the glue panel is adhered to the rear panel 68. In a preferred embodiment, glue panel 60 may be secured to rear panel 68 substantially in its middle area. Adhesive may then be placed on the front panel 72, again, preferably approximately at its mid-point. The blank is then preferably folded along the fold line 69, and the secondary front panel 64 is adhered to the backside of the primary front panel 72. Adhesive is then preferably placed on the end portion of the end panel 76 and the blank is folded along the fold line 73. The end panel 76 wraps around the partially formed blank and is attached to the back of the rear panel 68.

[0048] According to certain embodiments of the invention, when assembled and erected, the insert comprises three divided chutes for product placement, as shown in the completed insert shown in FIG. 5. It should be understood that the blank may be configured to provide fewer or more chutes 56 as desired, by providing fewer or more panels. The insert 12 can be collapsed to a flat condition as desired for shipping and storage.

[0049] An alternate embodiment of an insert 112 according to other embodiments of the invention is shown in FIG. 6. This insert 112 forms chutes by providing dividers 114. In a

particular embodiment, each divider 114 is connected to the blank 110 via a fold line 108 and a perforated portion 106. Optional thumb grips 104 may be provided as a cut out portion on blank 110 to provide a space for a user to grasp the divider 114 to remove it from blank 110 along perforated portion 106. When the perforated portion 106 is separated from blank 110 and folded back along fold line 108, divider 114 is folded out from blank 110 to form a series of chutes 56. Although shown as curved and somewhat trapezoidal, dividers 114 may be any shape and size that is useful to provide the desired purposes. Typically, insert blank 110 is placed inside body 100 before dividers 114 are activated for ease of shipping. Dividers 114 are then extended to provide chutes prior to assembly and loading.

[0050] The inserts 12, 112 may preferably be placed inside the body unit 100 by passing them through one of the side ends of the erected body unit. Once placed inside the body 100, the sides of the body 100 may be closed by folding the side panels 18 along the fold lines 17 and inserting the tabs 20, 21 into the body, shown in FIG. 2. A piece of adhesive tape may be placed on the exposed surface of the side panels 18. The support panels 48 and side panels 46 may be folded against and adhered to the side panels 18. It should be understood that other methods of adhering can be used, such as an adhesive or a fastener. The base panels 50 are preferably folded along the angled fold lines 49. Because of the angled fold line connecting the support panels and the base panel, the erected display unit will preferably tilt slightly backward. The display unit can therefore be assembled and placed on a surface, supported by the support panels and base panels. According to certain embodiments, the display provides four bearing surfaces which increases stability of the display.

[0051] Graphical display indicia may be printed on the external surfaces of the display unit as desired. For example, graphical display indicia, such as advertisements for the displayed product may be printed on the front panel 34, the foot panel 26, and the support panels 48 and the side panels 46 of body 100.

[0052] The display unit according to certain embodiments of the invention may be shipped in a flat, unassembled configuration and meets virtually all current retail establishment specifications. It may be desirable to pre-glue the body unit and the inserts, thus requiring minimal effort to set up the display at the retail establishment. By shipping the display in a flat, unassembled configuration, approximately 50% more display units may be shipped per shipping truck as compared to other conventional display units. This also reduces the amount of storage space occupied at the retail establishment. By providing fewer parts, the display according to certain embodiments of the invention is easier to assemble. In addition, the preferable choice of environmentally friendly materials allows for easier disposal of the display.

[0053] Once the display is assembled, product can be placed in each chute 56 through the opening 44 located in the top panel 36 of body 100. Multiple units of a product may be placed in each chute 56, stacked one on top of another. The product preferably rests on the platform panel 28 and against the rear panel 16 (or against the back of chutes, if so designed). The bottom-most product is visible and may be removed from the platform panel or base 54 of the display 10 by a consumer. This allows the remaining product to be moved downward due to gravitational forces and the removed product to be automatically replaced by a new product until there is no more product located in the chute.

[0054] An additional optional feature of the invention is an anti-swiping device **192**, shown in FIG. **1**. This device **192** may be provided in the form of a shield **192** of plastic tape that is adhered to the inside of the blank used to form body **100** prior to its assembly. It is also possible to adhere anti-swiping device **192** to body **100** once it has been formed.

[0055] An additional optional feature is to provide elastic members **93** to cause side panels to open automatically for the body **100**. According to certain embodiments, the display unit may further comprise elastic members **93** as shown in FIGS. **7A** and **7B**, allowing the side panels to open automatically when erecting the display unit. The support panels **48** may preferably comprise a fold line **94** extending vertically along the support panels and creating a hinge panel **96**. The hinge panel may preferably be adhered to the rear panel **16** using an adhesive tape or any other type of adhesive. The support panels are preferably opened when folded outward, away from the rear panel **16**, along the fold line **94**. The support panels are thus approximately perpendicular to the rear panel and support the display device when open, creating a stand or support for the display device.

[0056] One end of each elastic member, such as a bando device, rubber band, or other similar elastic device, is preferably attached to the bottom outer portion of each support panel **48**. The opposite end of each elastic member is preferably attached to the bottom portion of each respective hinge panel **96**.

[0057] According to certain embodiments, the elastic member may be a bando device. The bando device may be attached to the support panels and the hinge panels by passing through small holes in the appropriate location of each panel.

[0058] The elastic members may preferably allow the support panels **48** of the display device to open automatically to the erected position, as shown in FIG. **7B**. The elastic member is preferably in a neutral (minimal tensile) position when the support panels are opened or approximately perpendicular to the rear panel **16**. The display unit is preferably shipped in a flat configuration as described above. This is done by folding the support panels down so that they are adjacent to the rear panel **16**, causing the elastic members to stretch, as shown in FIG. **7A**. When the display unit is removed from the shipping container, the elastic members will preferably cause the support panels to open automatically (or “pop” open) along the fold line **94**. The support panels preferably open to a position approximately perpendicular to the rear panel because the elastic members are preferably in a minimal tensile position. This allows the user to erect the display with minimal effort.

[0059] According to other embodiments of the invention, the display device need not be a gravity feed display, but may be a pegged display, one example of which is shown in FIG. **10**. In this embodiment, body **100** does not necessarily have to have a series panels that are folded upon one another to form a base **54** for product to rest on as it is inserted into chutes, although that is type of body could be used. A pegged display may comprise display hooks for displaying product. Hooks may be included on the body **100** or there may be a separate panel provided with such hooks, as example of which is shown in FIG. **8**. A front panel comprising holes may be adhered to the front surface of the display using an adhesive tape, an adhesive or other adhesive means. Peg hooks may be inserted into the holes. Each display device may support multiple peg hooks as desired. Product may be hung from the peg hooks for display, allowing complete product visibility. A product pouch may be clipped to the front panel if desired to

further hold the product if desired. It should be understood that the product pouch may be attached to the display in many ways including adhesive tape, adhesives, clips, hook and loop fasteners and others.

[0060] Additionally, certain embodiments of the display unit **10** comprise an angled flat front surface. This may be provided by the bottom of the base **54** being angled so that the device **10** leans back and supports itself.

[0061] Certain embodiments of the invention provide a display device comprising a support panel or grid **115**, as shown in FIG. **8**. The support grid **115** may preferably be a rectangular plastic (talc filled copolymer) grid, but can be made from different materials and in different shapes if desired. For example, a paper or paperboard grid may be used. In certain embodiments, a face panel **120**, such as that shown in FIG. **9**, may be attached to the grid when assembling the display. The face panel may preferably be of the same height and width as the grid. According to certain embodiments, the face panel may have several openings **122** located across the face panel. The openings **122** may preferably be larger than the openings of the support grid **115**. The face panel may also preferably comprise several holes **126**, one located in approximately each corner of the face panel.

[0062] Peg hooks may be attached to the grid **115** through the openings **122**. The peg hooks preferably snap into the support grid **115**. Multiple peg hooks may be attached to the face panel and spaced apart as desired. A product pouch may be attached to the face panel and grid, preferably below each peg hook, if desired. The product pouch may have been clipped to the grid and face panel using Christmas tree clips, other types of clips, adhesive tape, adhesives, or other fastening means.

[0063] The display **10** may be assembled by placing the face panel **120** shown in FIG. **9** on the support grid **115** of FIG. **8**. The support grid could be attached to a body or it could be a stand-alone unit. The face panel may be affixed to the grid using clips or by other manners such as an adhesive tape or an adhesive. According to certain embodiments, Christmas tree clips may be placed through the holes **126** located in the corners of the face panel. The Christmas tree clips preferably pass through the holes and through the grid, attaching the face panel to the grid. An example of such a completed assembly is shown in FIG. **10**.

[0064] If desired, support legs may be attached to the grid, allowing the display to stand according to certain embodiments of the invention. This could be in addition to or instead of the option of providing an angled base **54**, as described above. In one embodiment, the support legs may preferably comprise a blank **130** as shown in FIG. **11**. According to certain embodiments, two support legs may be made from a single blank, although only one or more than two legs may also be provided from a single blank. The blank **130** may preferably have a scored line forming two symmetrical halves of the blank. The scored line can be folded and the two halves separated, forming two support legs.

[0065] In the embodiment shown in FIG. **11**, the blank **130** comprises a first body panel **136** and a second body panel **138** separated by a fold line **137**. The blank **130** preferably comprises attachment holes **134** located in approximately the outer corners of the first body panel **136** and the second body panel **138**. The blank may preferably be folded along the fold line **137** and the first body panel attached to the second body panel, such as by an adhesive. This may provide additional strength to the support legs for supporting the display. The

attachment holes 134 will preferably be aligned when the first body panel is attached to the second body panel.

[0066] Each support leg may be attached to the grid by placing the attachment holes over the exposed ends of the Christmas tree clips, on the back side of the grid, opposite the face panel. It should be understood that the support legs may be attached to the grid in any suitable manner using clips, adhesives, adhesive tapes, or other fastening devices if desired. The support legs may be folded along a fold line 140, causing the support legs to extend away from the grid. Base panels 144 may be folded along diagonal fold line 143, forming a base for the support legs. The base panels 144 preferably provide four bearing surfaces for supporting the assembled display device.

[0067] Displays according to the embodiments shown in FIGS. 13-29 can be assembled and loaded with product from the front, then placed in a corrugated or other container for shipment to the retail site. There, the displays can be unpacked from the shipping container and the center easel or side easel support on the displays deployed to allow the displays to stand upright in an acceptable footprint to present an attractive display with suitable advertising and graphics as well as readily available product. In one embodiment, such displays can be made from paperboard, and the center easel or wings can be unfolded and deployed from the center or back of the display as shown in the drawings when the display, loaded with product, has reached the location at which it will be set up and positioned to present and dispense product for sale. Embodiments described may provide a display unit with sustainability, requiring less energy, fuel and resources for manufacturing and shipment.

[0068] In an alternative embodiment, the display device is supported by a center easel. For example, as shown FIGS. 13-16, the display device 210 is constructed from two pieces, blank 214 (FIG. 15) and divider insert 208 (FIG. 16). As shown in FIG. 15, blank 214 includes front panel 218 foldably connected to top panel 219 along fold line 290. The front panel 218 is foldably connected to side flap 220 along fold line 292 and to side flap 221 along fold line 293. Back panel 228 is foldably connected to the top panel 219 along fold line 291. Side panel 222 is foldably connected to back panel 228 along fold line 247. Side panel 223 is foldably connected to back panel 228 along fold line 248.

[0069] To form the base portion of the display, the bottom panel 229, which is foldably connected to the back panel 228, is folded along fold line 281. Tuck panel 263 (foldably connected to side panel 222 along fold line 256) is tucked onto the bottom panel 229. Tuck panel 264 (foldably connected to side panel 223 along fold line 255) is tucked onto bottom panel 229. The front lip 251, which is foldably connected to the bottom panel 229, is folded along fold line 282. Tuck panel 240 is foldably connected to side panel 223 along fold line 294 and is tucked behind the front lip 251. Tuck panel 241 is foldably connected to side panel 222 along fold line 295 and is tucked behind the front lip 251. The platform panel 250 is foldably connected to front lip 251 along fold line 283. Tuck panel 261 is foldably connected to platform panel 250 along fold line 258 and is folded to rest on side panel 222. Tuck panel 262 is foldably connected to platform panel 250 along fold line 257 and is folded to rest on side panel 223. Inner flap 254 is foldably connected to platform panel 250 along fold line 274. Inner flap 254 is folded and tucked so that it is touching the back panel 228 and parallel to front lip 251.

[0070] As shown in FIGS. 14 and 15, five slots 242, 243, 244, 245, and 246 are located on the back panel 228 and are evenly spaced apart. Center slot 244 is adjacent the fold line 281 connecting the back panel 228 to the bottom panel 229. The slots 242, 243, 244, 245, and 246 (further described below) are used to support platform panel 250 where products are placed.

[0071] As shown in FIGS. 14 and 15, base panel 203 of center easel support 270 is foldably connected to the inner flap 254 along fold line 273. Base panel 203 is also foldably connected to middle panel 202 along fold line 271. To form the center easel support 270, insert panel 201 (foldably connected to middle panel 202 along fold line 272) is inserted through slot 259 which is located along fold line 281. Insert panel 201 is inserted through center slot 244. Tabs 265, 266, 267 and 268 are inserted into slots 242, 243, 245 and 246, respectively, fixing the platform panel 250 perpendicularly to the back panel 228, opposite the side attached to the bottom panel 229. When constructed display device 210 tilts slightly backward and is supported by the center easel support 270.

[0072] A second component, divider insert 208, is shown in FIG. 16. Divider insert 208 includes back panel 209 having dividers 212 connected to back panel 209 along perforated portions 213. Divider 212 is activated by separating perforated portion 213 from insert 208, and folded back along fold line 215. Although shown as curved and somewhat trapezoidal, dividers 212 may be any suitable shape and size. When folded out as described, dividers 212 separate the interior of display device 210 into compartments for displaying products. In the embodiment shown, the divider insert 208 includes six dividers 212 for product placement. However, the divider insert 208 may be configured to provide any suitable number of dividers by increasing or decreasing the number of panels. The divider insert 208 can be collapsed to a flat condition as desired for shipping and storage.

[0073] Display device 210 is assembled by inserting divider insert 208 into the outer body formed from blank 214 prior to closing the front panel 218. Divider insert 208 may be placed inside blank 214 before dividers 212 are activated for ease of shipping. Dividers 212 are then extended to provide chutes prior to assembly and loading.

[0074] Once the display device 210 is assembled and prior to closing front panel 218, product can be front loaded between dividers 212. Multiple units of a product may be stacked between each divider 212. The product rests on the platform panel 250 and against the back panel 228. The bottom-most product is visible and may be removed from the platform panel 250 or base of the display by a consumer. This allows the remaining product to be moved downward due to gravitational forces and the removed product to be automatically replaced by a new product until there is no more product located between the dividers. Holes 249, located along platform panel 250, allow access to the product.

[0075] After divider insert 208 is placed into the outer body formed from blank 214, the final component of assembly involves closing front panel 218. To secure front panel 218 in place, tuck panel 225 is folded along fold line 275 and tuck panel 224 is folded along fold line 276, so that both are in and under the top panel 219. Then, front panel 218 is folded down. Side flap 220 (foldably connected to front panel 218 along fold line 292) is then glued to the side panel 222 and side flap 221 (foldably connected to front panel 218 along fold line 293) is glued to side panel 223. It should be understood that

other methods of adhering can be used, such as any suitable adhesive, fastener or mechanical lock.

[0076] Graphical display indicia may be printed on the external surfaces of the display unit as desired. For example, graphical display indicia, such as advertisements for the displayed product, may be printed on the front panel 218, the front lip 251, and/or the side panels 222 and 223 and the side flaps 220 and 221. In some instances, it may be desirable to pre-glue, or use other adhesive to assemble, the body unit and the inserts, so that minimal effort is required to set up the display.

[0077] In an alternative embodiment, illustrated in FIGS. 17-19, the display device 399 is constructed from a single piece of material. As shown in FIG. 19, the blank for the display device 399, comprises front panel 300, foldably connected to a top panel 301 along a fold line 338. The front panel 300 is foldably connected to side flap 384 along a fold line 312 and to side flap 385 along fold line 311. The back panel 302 is foldably connected to the top panel 301 along fold line 337. Side panel 381 is foldably connected to back panel 302 along fold line 389. Side panel 380 is foldably connected to back panel 302 along fold line 388.

[0078] To form the base portion of the display, the bottom panel 303, which is foldably connected to the back panel 302, is folded along fold line 336. Tuck panel 373 is foldably connected to side panel 381 along fold line 347 and tucked onto the bottom panel 303. Tuck panel 372 is foldably connected to side panel 380 along fold line 346 and tucked onto bottom panel 303. The front lip 304, which is foldably connected to the bottom panel 303, is folded along fold line 335. Tuck panel 374 is foldably connected to side panel 380 along fold line 344 and is tucked behind the front lip 304. Tuck panel 375 is foldably connected to side panel 381 along fold line 345 and is tucked behind the front lip 304. The platform panel 305 is foldably connected to front lip 304 along fold line 334. Tuck panel 371 is foldably connected to platform panel 305 along fold line 349 and is folded to rest on side panel 381. Tuck panel 370 is foldably connected to platform panel 305 along fold line 348 and is folded to rest on side panel 380. Inner flap 306 is foldably connected to platform panel 305 along fold line 333. Inner flap 306 is folded and tucked so that it is touching the back panel 302 and parallel to front lip 304.

[0079] As shown in FIGS. 18 and 19, five slots 351, 352, 353, 354, and 355 are located on back panel 302 and evenly spaced apart. Center slot 353, is located in the center of the lower portion of the back panel 302 and adjacent to fold line 336, which connects the back panel 302 to the bottom panel 303. The slots 351, 352, 353, 354, and 355 (further described below) are used to support platform panel 305 where products can be placed.

[0080] As show in FIGS. 18 and 19, base panel 320 of center easel 325 is foldably connected to inner flap 306 along fold line 332. Base panel 320 is foldably connected to middle panel 321 along fold line 331. To form the center easel support insert panel 322 (foldably connected to middle panel 321 along fold line 330) is inserted through slot 350. Insert panel 322 is inserted through center easel slot 353. Tabs 340, 341, 342, and 343 are inserted into slots 351, 352, 354 and 355, respectively, fixing the platform panel 305 perpendicularly to the back panel 302, opposite the side attached to the bottom panel 303. When constructed, display device 393 tilts slightly backward and is supported by the center easel 326.

[0081] The dividers 390 are located on the back panel 302. Each divider 390 is connected to the back panel 302 via a

perforated portion 326 and fold line 327. Divider 390 is activated by separating perforated portion 326 out from back panel 302, and folded back along fold line 327. Although shown as curved and somewhat trapezoidal, dividers 390 may be any shape and size that is useful to provide the desired purposes. While six dividers 390 are shown, it should be understood that fewer or additional dividers 390 may be provided by increasing or decreasing the number of panels.

[0082] Once the display device 399 is assembled and prior to closing front panel 300, product can be front loaded between dividers 390. Multiple units of a product may be placed between each divider 390, stacked one on top of another. The bottom-most product is visible and may be removed from the platform panel 305 or base of the display by a consumer. This allows the remaining product to be moved downward due to gravitational forces and the removed product to be automatically replaced by a new product until there is no more product located between the dividers. Holes 316, located along platform panel 305, allow access to the product.

[0083] The final component of assembly involves closing front panel 300. To secure front panel 300 in place, tuck panel 382 (foldably connected to side panel 380) is folded along fold line 386 and tuck panel 383 (foldably connected to side panel 381) is folded along fold line 387, so that both are in and under the top panel 301. Then, front panel 300 is folded down into place. Side flap 384 (foldably connected to front panel 300 along fold line 312) is then glued to the side panel 380 and side flap 385 (foldably connected to front panel 300 along fold line 311) is glued to side panel 381. Any suitable adhesive or other fastener may be used to secure the side flaps to the side panels.

[0084] The display unit may be shipped in a flat, unassembled configuration and meets virtually all current retail establishment specifications. In addition, graphical display indicia may be printed on the external surfaces of the display unit as desired and as described above. It may be desirable to pre-glue, or use other adhesive, the body unit thus requiring minimal effort to set up the display at the retail establishment.

[0085] In an alternative embodiment, the display device may be formed from a single piece of material. As shown in FIG. 20, blank 499 includes a front panel 400 foldably connected to a top panel 401 along a fold line 450. The front panel 400 is foldably connected to side flap 410 along a fold line 460 and side flap 411 along fold line 461. The back panel 402 is foldably connected to the top panel 401 along fold line 451.

[0086] To form the display base, the bottom panel 403, which is foldably connected to the back panel 402, is folded along fold line 470. The support is created by cutting into back panel 402 along line 492 and 491. The bottom panel 403 is cut along line 490 and 493. Side easel member 496 is formed by cutting along line 492 of back panel 402 and along line 490 of bottom panel 403. Side easel member 497 is formed by cutting along line 491 of back panel 402 and along line 493 of bottom panel 403. Side easel member 496 is connected to side panel 415 along fold line 426 and to bottom edge member 494 along fold line 424. Side easel member 497 is connected to side panel 414 along fold line 425 and to bottom edge member 495 along fold line 423.

[0087] Side edge member 444 is triangular in shape, and includes a slot 440, while bottom portion 432 of side easel member 496 includes tab 442, so that tab 442 is inserted into slot 440 to lock the side easel member 496 into place. Bottom portion 432 of side easel member 496 is divided by fold line 436, allowing bottom portion 432 of side easel member 496 to

fold inside the cavity of the display and flush with the remainder of the blank 499. Similarly, side edge member 445 is triangular in shape, and includes a slot 441, while bottom portion 433 of side easel member 497 includes tab 443, so that tab 443 is inserted into slot 441 to lock side easel member 497 into place. Bottom portion 433 of side easel member 497 is divided by fold line 437, allowing bottom portion 433 of side easel member 497 to fold inside the cavity of the display and flush with the remainder of the blank 499. This ability to fold flush with the display provides an advantage in shipping.

[0088] Front lip 404, which is foldably connected to the bottom panel 403, is folded along fold line 471. Tuck panels 480 and 481 are tucked behind the front lip 404. The platform panel 405 is foldably connected to front lip 404 along fold line 472. Divider panel 406 is foldably connected to platform panel 405 along fold line 473. Divider panel 406 is folded so that it rests on top of and covering back panel 402.

[0089] Two slots 434 and 435 are located on the back panel 402, adjacent the fold line 470. Tabs 430 and 431 are inserted into slots 434 and 435, fixing the platform panel 405 perpendicularly to the back panel 402, above and parallel to the side attached to the bottom panel 403.

[0090] The dividers 420 are located on divider panel 406. Each divider 420 is connected to the divider panel 406 via a perforated portion 422 and fold line 421. Divider 420 is activated by separating perforated portion 422 from the divider panel 406, and folded back along fold line 421. Although shown as curved and somewhat trapezoidal, dividers 420 may be any shape and size that is useful to provide the desired purposes. While six dividers 420 are shown, it should be understood that any suitable number of dividers 420 may be provided by increasing or decreasing the number of panels.

[0091] Once the display device 499 is assembled, prior to closing the front panel 400, product can be front loaded between dividers 420. Multiple units of a product may be placed between each divider 420, stacked one on top of another. The bottom-most product is visible and may be removed from the platform panel 405 or base of the display by a consumer. This allows the remaining product to be moved downward due to gravitational forces and the removed product to be automatically replaced by a new product until there is no more product located between the dividers.

[0092] Once the product is loaded, front panel 400 is closed. To secure the front panel 400, tuck panel 412 (foldably connected to side panel 414) is folded along fold line 462 and tuck panel 413 (foldably connected to side panel 415) is folded along fold line 463, so that both are in and under the top panel 401. Front panel 400 is then folded down into place. Side flap 410 (foldably connected to front panel 400 along fold line 464) is glued to the side panel 414 and side flap 411 (foldably connected to front panel 400 along fold line 461) is glued to side panel 415. Any other suitable adhesive or other fastener may also be used.

[0093] As described above, graphical display indicia may be printed on the external surfaces of the display unit as desired. The display unit may be shipped in a flat, unassembled configuration and meets virtually all current retail establishment specifications.

[0094] FIGS. 21-29 provide alternative embodiments with varying ways to form support for the display device from each side of the device. In all the alternative embodiments described, FIGS. 21-29, dividers may be used and inserted as described above and as would be readily understood by a person of ordinary skill in the art.

[0095] Another embodiment, constructed of a single piece of material, is illustrated in FIG. 21. The blank 599 comprises a front panel 500 foldably connected to a top panel 501 along a fold line 510. The front panel 300 is foldably connected to side flap 341 along a fold line 561 and side flap 540 along fold line 560. When securing the front panel 500 in place, tuck panel 547 is folded along fold line 563 and tuck panel 546 is folded along fold line 562, in and under the top panel 501.

[0096] To form the display base, the bottom panel 503, which is foldably connected to the back panel 502, is folded along fold line 512. Tuck panel 550 is foldably connected to side panel 548 along fold line 568 and tucked onto the bottom panel 503. Tuck panel 551 is foldably connected to side panel 549 along fold line 569 and tucked onto bottom panel 503. The front lip 504, which is foldably connected to the bottom panel 503, is folded along fold line 513. Tuck panel 553 is foldably connected to side panel 549 along fold line 569 and is tucked behind the front lip 504. Tuck panel 552 is foldably connected to side panel 548 along fold line 566 and is tucked behind the front lip 504. The platform panel 505 is foldably connected to front lip 504 along fold line 514. Tuck panel 554 is foldably connected to platform panel 505 along fold line 570 and is folded to rest on side panel 548. Tuck panel 555 is foldably connected to platform panel 505 along fold line 571 and is folded to rest on side panel 549. Inner flap 506 is foldably connected to platform panel 505 along fold line 515. Inner flap 506 is folded and tucked so that it is touching the back panel 502 and parallel to front lip 504.

[0097] Four slots 530, 531, 532 and 533 are located on the lower portion of back panel 502, adjacent the fold line 512 connecting the back panel 502 to the bottom panel 503. Tabs 520, 521, 522 and 523 are inserted into slots 530, 531, 532, and 533, respectively, fixing the platform panel 505 perpendicularly to the back panel 502, opposite the side attached to the bottom panel 503. The support for the display is created when the front panel 500 is folded down, with side flap 541 glued, or attached using another adhesive, to side panel 549 and side flap 540 glued, or attached using another adhesive, to side panel 548, creating an side easel 542 and 543 extending off either side flap, 540 and 541.

[0098] When the front panel 500 is folded down into place, after the tuck panel 547 and tuck panel 546 are tucked under the top panel 501, side flap 540, which is foldably connected to front panel 500 along fold line 560, is glued, or attached using another adhesive, to the side panel 548 and side flap 541, which is foldably connected to front panel 500 along fold line 561, is glued, or attached using another adhesive, to side panel 549. The back panel 502 is foldably connected to the top panel 501 along fold line 511.

[0099] Another embodiment, constructed of a single piece of material, is illustrated in FIG. 22. The blank 699 comprises a front panel 600 foldably connected to a top panel 602 along a fold line 610. The front panel has an opening 601 for product display. The front panel 600 is foldably connected to side flap 621 along a fold line 643 and side flap 620 along fold line 642. When securing the front panel 600 in place, tuck panel 625 is folded along fold line 661 line and tuck panel 624 is folded along fold line 660, in and under the top panel 602.

[0100] To form the display base, the bottom panel 604, which is foldably connected to the back panel 603, is folded along fold line 612. Tuck panel 630 is foldably connected to side panel 626 along fold line 648 and tucked onto the bottom panel 604. Tuck panel 629 is foldably connected to side panel 627 along fold line 647 and tucked onto bottom panel 604.

The front lip 605, which is foldably connected to the bottom panel 604, is folded along fold line 613. Tuck panel 629 is foldably connected to side panel 627 along fold line 647 and is tucked behind the front lip 605. Tuck panel 628 is foldably connected to side panel 626 along fold line 646 and is tucked behind the front lip 605. The platform panel 606 is foldably connected to front lip 605 along fold line 614. Tuck panel 632 is foldably connected to platform panel 606 along fold line 650 and is folded to rest on side panel 626. Tuck panel 633 is foldably connected to platform panel 606 along fold line 651 and is folded to rest on side panel 627. Inner flap 607 is foldably connected to platform panel 606 along fold line 615. Inner flap 607 is folded and tucked so that it is touching the back panel 603 and parallel to front lip 605.

[0101] The support for the display is created when the front panel 600 is folded down, with side flap 620 glued, or attached using another adhesive, to side panel 626 and side flap 621 glued, or attached using another adhesive, to side panel 627, creating an side easel 622 and 623 extending off either side flap, 620 and 621.

[0102] When the front panel 600 is folded down into place, after the tuck panel 625 and tuck panel 624 are tucked under the top panel 602, side flap 620, which is foldably connected to front panel 600 along fold line 642, is glued, or attached using another adhesive, to the side panel 626 and side flap 621, which is foldably connected to front panel 600 along fold line 621, is glued, or attached using another adhesive, to side panel 627. The back panel 603 is foldably connected to the top panel 602 along fold line 611.

[0103] Another embodiment, constructed from a single piece of material, is shown in FIG. 23. The blank 799 comprises a front panel 700 foldably connected to a top panel 701 along a fold line 710. The front panel 700 is foldably connected to side flap 720 along a fold line 730 and side flap 721 along fold line 731. When securing the front panel 700 in place, tuck panel 722, which is foldably connected to side panel 724, is folded along fold line 732 and tuck panel 723, which is foldably connected to side panel 725, is folded along fold line 733, in and under the top panel 701.

[0104] To form the display base, the bottom panel 703, which is foldably connected to the back panel 702, is folded along fold line 712. Tuck panel 726 is foldably connected to side panel 724 along fold line 736 and tucked onto the bottom panel 703. Tuck panel 727 is foldably connected to side panel 725 along fold line 737 and tucked onto bottom panel 703. The front lip 704, which is foldably connected to the bottom panel 703, is folded along fold line 713. Tuck panel 740 is foldably connected to side panel 724 along fold line 750 and is tucked behind the front lip 704. Tuck panel 741 is foldably connected to side panel 725 along fold line 751 and is tucked behind the front lip 704. The platform panel 705 is foldably connected to front lip 704 along fold line 714. Tuck panel 728 is foldably connected to platform panel 705 along fold line 738 and is folded to rest on side panel 724. Tuck panel 729 is foldably connected to platform panel 705 along fold line 739 and is folded to rest on side panel 705. Inner flap 706 is foldably connected to platform panel 705 along fold line 715. Inner flap 705 is folded and tucked so that it is touching the back panel 702 and parallel to front lip 705.

[0105] To form the center easel support, the center easel 780, comprised of a front flap 760, a base panel 761 and an easel panel 762. The front flap is foldably connected to the front panel 700 along fold line 770. The front flap is folded over the bottom panel 703. The base panel 761 is foldably

connected to the front flap 760 and extends perpendicularly to the back panel 702. The easel panel 762 is foldably connected to the base panel 761, and has two tabs 763 and 764. Tab 763 is inserted into flap 781, located on back panel 702 and tab 764 is inserted into flap 782, located on back panel 702, forming the center easel 780.

[0106] When the front panel 700 is folded down into place, after tuck panel 722 and tuck panel 723 are tucked under the top panel 701, side flap 720, which is foldably connected to front panel 700 along fold line 730, is glued, or attached using another adhesive, to the side panel 724 and side flap 721, which is foldably connected to front panel 700 along fold line 731, is glued, or attached using another adhesive, to side panel 725. The back panel 702 is foldably connected to the top panel 701 along fold line 711. Side panel 724 is foldably connected to back panel 702 along fold line 734. Side panel 725 is foldably connected to back panel 702 along fold line 735.

[0107] Another embodiment, constructed of a single piece of material, is illustrated in FIG. 24. The blank 899 comprises a front panel 800 foldably connected to a top panel 801 along a fold line 811. The front panel has an opening 861 for product display. The front panel 800 is foldably connected to side panel 853 along fold line 841 and side panel 852 along fold line 840.

[0108] To form the display base, the bottom panel 803, which is foldably connected to the front lip 804, is folded along fold line 814. The front lip 804, which is foldably connected to the platform panel 805, is folded along fold line 813. The inner lip 806 is foldably connected to the platform panel 805 along fold line 812, and is tucked on top of the back panel 802. Tuck panel 830 is foldably connected to platform panel 805 along fold line 816 and tucked along side panel 852. Tuck panel 831 is foldably connected to platform panel 805 along fold line 815 and tucked onto side panel 853.

[0109] The support for the display, stand 890, is created when the brace panel 98 is folded along fold line 891. Then the brace panel is folded at fold lines 891, 892, 893 and 894. Brace panel 898 has two slits, 895 and 896, at either end. The slits 895 and 896 are folded and intersected to form an "X".

[0110] When securing the front panel 800 in place, tuck panel 850 is folded along fold line 844 line and tuck panel 851 is folded along fold line 843, in and under the top panel 801. The back panel 862 is foldably connected to the side panel 852 along fold line 882.

[0111] Another embodiment, constructed from a single piece of material, is shown in FIG. 25. The blank 999 comprises a front panel 900 foldably connected to a top panel 901 along a fold line 911. The front panel 900 is foldably connected to side panel 922 along a fold line 932 and side panel 923 along fold line 933. The side panel 922 attaches to the front lip 906 along fold line 980 and side panel 923 attaches to the front lip 906 along fold line 988.

[0112] To form the display base, the inner flap 915, which is foldably connected to the platform panel 905 along fold line 915 is folded along fold line 915. The platform panel 905 is foldably connected to the front lip 906 along fold line 912. The front lip 906 is foldably connected to the bottom panel 903 along fold line 913. After folding along fold line 913, tuck panel 926 is folded along fold line 936 and tuck panel 927 is folded along fold line 937, on top of bottom panel 903. The back panel 904 is folded along fold line 914 and glued, or attached using another adhesive, to upper flap 902. Support flap 964 is folded along fold line 974 and tucked behind side panel 923. Support flap 965 is folded along fold line 975 and

tucked behind side panel 922. Slots 950-952 are located on back panel 904, parallel to fold line 914. Tabs 940, 941, and 942 are located along fold line 915 on the platform panel 905. The platform panel 905 is secured in place by inserting tab 940 into slot 950, tab 941 into slot 951 and tab 942 into slot 952.

[0113] The support for the device is formed when inner side support 960 is folded along fold line 970 and outer side support 962 is folded along fold line 972, to allow support flap 964 to be tucked behind side panel 923. Inner side support 961 is folded along fold line 971 and outer side support 963 is folded along fold line 973, to allow support flap 965 to be tucked behind side panel 922.

[0114] When securing the front panel 900 in place, tuck panel 924, which is foldably connected to side panel 922, is folded along fold line 934 and tuck panel 925, which is foldably connected to side panel 923, is folded along fold line 935, in and under the top panel 901. Upper flap 902 is foldably connected to top panel 901. When the top panel 901 is folded down into place, after tuck panel 924 and tuck panel 925 are tucked under the top panel 901, side flap 920, which is foldably connected to side panel 922 along fold line 930, and side flap 921, which is foldably connected to side panel 923 along fold line 931, are tucked under upper flap 902.

[0115] Another embodiment, constructed from a single piece of material, is shown in FIG. 26. The blank 1099 comprises a front panel 1006 foldably connected to top panel 1005 along a fold line 1017. The front panel 1006 is foldably connected to side panel 1065 along a fold line 1075 and to side panel 1064 along fold line 1074. The side panel 1065 is foldably connected to side flap 1063 along fold line 1073. Lower side flap 1061 is foldably connected to side flap 1063 along fold line 1071. The side panel 1064 is foldably connected to side flap 1064 along fold line 1070. Lower side flap 1062 is foldably connected to side flap 1070 along fold line 1072.

[0116] To form the display base, the inner flap 1000, which is foldably connected to the platform panel 1001 along fold line 1010 is folded along fold line 1010. The platform panel 1001 is foldably connected to the front lip 1002 along fold line 1011. The front lip 1002 is foldably connected to the bottom panel 1003 along fold lines 1012, 1013, and 1014. The bottom panel 1003 is foldably connected to back panel 1004.

[0117] After the base portion of the device is constructed, the support for the device is formed folding a series of panels attached to the back panel. Side panel 1020 is foldably connected to back panel 1004 along fold line 1040 and side panel 1021 is foldably connected to back panel 1004 along fold line 1041. Middle panel 1024 is foldably connected to flap 1022 along fold line 1044 and middle panel 1025 is foldably connected to flap 1023 along fold line 1045. Flap 1026 is foldably connected to middle panel 1024 along fold line 1046 and glue, or attach using another adhesive, behind front panel 1006. Flap 1023 is foldably connected to side panel 1021 along fold line 1043 and glued, or attached using another adhesive, behind front panel 1006. End panel 1026 is foldably connected to flap 1024 along fold line 1046 and glued, or attached using another adhesive, onto a portion of the back panel 1004. End panel 1027 is foldably connected to flap 1025 along fold line 1047. Flaps 1024 and 1025 are folded perpendicularly to back panel 1004 allowing support to extend back beyond back panel 1004. Support panel 1028 is foldably connected to flap 1024 along fold line 1048, and extends from flap 1024 beyond back panel 1004 to provide

support. Support panel 1029 is foldably connected to flap 1025 along fold line 1049, and extends from flap 1025 beyond back panel 1004 to provide support. Foot panel 1032 is foldably connected to flap 1024 along fold line 1052 and support panel 1028 along fold line 1050. Foot panel 1033 is foldably connected to flap 1025 along fold line 1055 and support panel 1029 along fold line 1051.

[0118] The dividers 1084 are located on back panel 1004. Once the display device 1099 is assembled, product can be front loaded between dividers 1084. Multiple units of a product may be placed between each divider 1084, stacked one on top of another. The bottom-most product is visible and may be removed from the platform panel 1002 or base of the display by a consumer. This allows the remaining product to be moved downward due to gravitational forces and the removed product to be automatically replaced by a new product until there is no more product located between the dividers. Each divider 1084 is connected to the back panel 1004 via a perforated portion 1085 and fold line 1086. When the perforated portion 1085 is separated from the back panel 1004 and folded back along fold line 1086, divider 1084 is folded out from back panel 1004. Although shown as curved and somewhat trapezoidal, dividers 1084 may be any shape and size that is useful to provide the desired purposes. As described above, Graphical display indicia may be printed on the external surfaces of the display unit as desired. The display unit may be shipped in a flat, unassembled configuration and meets virtually all current retail establishment specifications.

[0119] Another embodiment, constructed from a single piece of material, is shown in FIG. 27. The blank 1199 comprises a front panel 1103 foldably connected to top panel 1101 along a fold line 1112 and top panel 1102 along fold line 1113. Upper flap 1106 is foldably connected to top panel 1101 along fold line 1110 and top panel 1102 along fold line 1111. The front panel 1103 is foldably connected to side panel 1136 along a fold line 1158 and side panel 1137 along fold line 1159. The side panel 1136 attaches to the front lip 1105 along fold line 1190 and side panel 1137 attaches to the front lip 1105 along fold line 1191.

[0120] To form the display base, the inner flap 1104, which is foldably connected to the platform panel 1105 along fold line 1114 is folded along fold line 1114. The platform panel 1105 is foldably connected to the front lip 1106 along fold line 1115. The front lip 1106 is foldably connected to the bottom panel 1107 along fold line 1116. Side panel 1136 is foldably connected to front lip 1106 along fold line 1190. Side panel 1137 is foldably connected to front lip 1106 along fold line 1191. The back panel 1108 is foldably connected to bottom panel 1107 along fold line 1117 and glued, or attached using another adhesive, to upper flap 1106. Side flap 1120 is folded along fold line 1140 and tucked behind side panel 1136. Side flap 1121 is folded along fold line 1141 and tucked behind side panel 1137. Tuck panel 1124 is foldably connected to side flap 1120 along fold line 1144 and tucks behind front lip 1106. Tuck panel 1125 is foldably connected to side panel 1121 along fold line 1145 and tucks behind front lip 1106. Insert flap 1122 is foldably connected to side flap 1120 along fold line 1142 and tucks behind front panel 1103. Insert flap 1123 is foldably connected to side flap 1121 along fold line 1143 and tucks behind front panel 1103. Slots 1198 and 1197 are located on back panel 1108 parallel to fold line 1117. Tabs 1170 and 1171 are located along fold line 1114 on the platform panel 1105. The platform panel 1105 is secured in place by folding tuck panel 1180 along fold line 1182 and

tuck panel 1181 along fold line 1183 perpendicular to platform panel 1105. Tab 1170 is inserted into slot 1198 and tab 1171 is inserted into slot 1197.

[0121] The support for the device is formed when side panel 1136 and 1137 are folded into place. Side panel 1136, foldably connected to front lip 1106 along fold line 1190 and front panel 1103 along fold line 1158, is folded over side flap 1120 and side panel 1137, foldably connected to front lip 1106 along fold line 1191 and front panel 1103 along fold line 1159, is folded over side flap 1121. Back flap 1134, foldably connected to side flap 1136, folded along fold line 1154 and onto back panel 1108. Back flap 1135, foldably connected to side flap 1137, is folded along fold line 1157 and onto back panel 1108. Side support 1132 is foldably connected to back flap 1134 along fold line 1152 and side support 1133 is foldably connected to back flap 1135 along fold line 1153. Inner side support 1130 is foldably connected to side support 1132 along fold line 1150, and foldably connected to outer side support 1128 along fold line 1148 which is folded for delivery purposes. Outer side support 1128, foldably connected to tab 1126 along fold line 1146, is glued, or attached using another adhesive, to back panel 1108 to form support. Inner side support 1131 is foldably connected to side support 1133 along fold line 1151, and foldably connected to outer side support 1129 along fold line 1149 which is folded for delivery purposes. Outer side support 1129, foldably connected to tab 1127 along fold line 1147, is glued, or attached using another adhesive, to back panel 1108 to form the support.

[0122] Another embodiment, constructed from a single piece of material, is shown in FIG. 28. The blank 1299 comprises a front panel 1204 foldably connected to top panel 1202 along a fold line 1214 and top panel 1203 along fold line 1213. The front panel 1204 is foldably connected to side panel 1222 along a fold line 1250 and side panel 1223 along fold line 1251. The side panel 1222 attaches to the front lip 1207 along fold line 1252 and side panel 1223 attaches to the front lip 1207 along fold line 1253.

[0123] To form the display base, the inner flap 1205, which is foldably connected to the platform panel 1206 along fold line 1215 is folded along fold line 1215. The platform panel 1206 is foldably connected to the front lip 1207 along fold line 1216. The front lip 1207 is foldably connected to the bottom panel 1208 along fold line 1217. Side panel 1136 is foldably connected to front lip 1106 along fold line 1190. Side panel 1137 is foldably connected to front lip 1106 along fold line 1191. The back panel 1201 is foldably connected to bottom panel top panel 1202 along fold line 1212 and top panel 1203 along fold line 1211. Back panel 1201 is foldably connected to upper flap 1200 along fold line 1210. Slots 1260 and 1261 are located on back panel 1201 parallel to fold line 1210. Tabs 1270 and 1271 are located along fold line 1215 on the platform panel 1126. The platform panel 1206 is secured in place by folding tuck panel 1220 along fold line 1280 and tuck panel 1221 along fold line 1281 perpendicular to platform panel 1206. Tab 1270 is inserted into slot 1260 and tab 1271 is inserted into slot 1261. Upper flap 1200 is glued, or attached using another adhesive, to bottom panel 1208.

[0124] The support for the device is formed after upper flap 1200 is glued, or attached using another adhesive, to bottom panel 1208. Bottom panel 1208 is foldably connected to base panel 1231 along fold line 1249 and base panel 1230 along fold line 1240. Middle base 1232 is foldably connected to base panel 1230 along fold line 1242. Middle base 1233 is

foldably connected to base panel along fold line 1241. Support panel 1234 is foldably connected to middle base 1232 along fold line 1244. End panel 1236 is foldably connected to support panel 1234 along fold line 1246 and is folded behind side panel 1222. End flap 1238 is foldably connected to end panel 1236 along fold line 1248, and is tucked behind front panel 1204. Support panel 1235 is foldably connected to middle base 1233 along fold line 1243. Support panel 1235 is foldably connected to end panel 1237 along fold line 1245 and is folded behind side panel 1223. End flap 1239 is foldably connected to end panel 1237 along fold line 1247, and is tucked behind front panel 1204.

[0125] An alternative embodiment, constructed from a single piece of material, is shown in FIG. 29. The display device 1399 is constructed from a single piece of material. As shown in FIG. 29, the blank for the display device 1399 comprises front panel foldably connected to top panel 1301 along a fold line 1312. The front panel 1301 is foldably connected to side panel 1341 along a fold line 1351 and to side panel 1340 along fold line 1350. Side flap 1343 is foldably connected to side panel 1341 along fold line 1353. Side flap 1342 is foldably connected to side panel 1340 along fold line 1352. The side panel 1340 attaches to the front lip 1307 along fold line 1390 and side panel 1341 attaches to the front lip 1301 along fold line 1391. The front lip 1301 is foldably connected to bottom panel 1305 along fold line 1311. The bottom panel 1305 is foldably connected to rear panel 1306 along fold line 1310. Slots 1360 and 1361 are located along fold line 1310.

[0126] Front panel 1300 is foldably connected to top panel 1301 along fold line 1312. Top panel 1301 is foldably connected to back panel 1302 along fold line 1313. Dividers 1380 are attached to back panel 1302 via a perforated portion 1381 and fold line 1382, and described further below. Platform panel 1303 is foldably connected to back panel 1302 along fold line 1314. Inner flap 1304 is foldably connected to platform panel 1303 along fold line 1303. When securing the front panel 1300 in place, tuck panel 1371, which is foldably connected to back panel 1302, is folded along fold line 1375 and tucked into slot 1345 located along fold line 1353. Tuck panel 1370, which is foldably connected to back panel 1302, is folded along fold line 1374 and tucked into slot 1344 located along fold line 1352. Platform panel 1303 is secured into place when inner flap 1304 is folded along fold line 1315 and glued, or attached using another adhesive, behind front lip 1307. Rear panel 1306 is glued, or attached using another adhesive, to back panel 1302.

[0127] As shown in FIG. 29, rear panel 1306 is foldably connected to bottom panel 1305 along fold line 1310. Side support 1321 is foldably connected to rear panel 1306 along fold line 1331 and side support 1320 is foldably connected to rear panel 1306 along fold line 1330. Inner support 1323 is foldably connected to side support 1321 along fold line 1333 and is folded down the middle along fold line 1335. Inner support 1322 is foldably connected to side support 1320 along fold line 1332 and is folded down the middle along fold line 1334. End panel 1327 is foldably connected to inner support 1323 along fold line 1337 and is glued, or attached using another adhesive, to rear panel 1306. End panel 1326 is foldably connected to inner support 1322 along fold line 1336 and is glued, or attached using another adhesive, to rear panel 1306.

[0128] Once the display device 1399 is assembled, product can be front loaded between dividers 1380. Multiple units of

a product may be placed between each divider **1380**, stacked one on top of another. The bottom-most product is visible and may be removed from the platform panel **1303** or base of the display by a consumer. This allows the remaining product to be moved downward due to gravitational forces and the removed product to be automatically replaced by a new product until there is no more product located between the dividers. Each divider **1380** is connected to the back panel **1302** via a perforated portion **1381** and fold line **1382**. When the perforated portion **1381** is separated from the back panel **1302** and folded back along fold line **1382**, divider **1380** is folded out from back panel **1302**. Although shown as curved and somewhat trapezoidal, dividers **1380** may be any shape and size that is useful to provide the desired purposes. As described above, Graphical display indicia may be printed on the external surfaces of the display unit as desired. The display unit may be shipped in a flat, unassembled configuration and meets virtually all current retail establishment specifications. While four dividers **1380** are shown, it should be understood that fewer or more dividers **1380** may be provided with fewer or more panels.

[0129] While this invention has been described in detail with particular reference to the disclosed embodiments, it will be understood that variations and modifications can be affected within the spirit and scope of the invention as described herein.

What is claimed is:

1. A gravity feed display device, comprising:
 - (a) an outer body having
 - (i) a front panel with at least one side flap that does not extend beyond the width of a side panel;
 - (ii) a back panel;
 - (iii) a side panel; and
 - (iv) a series of additional panels comprising a bottom panel, a front lip, and a platform panel that are adapted to be folded upon themselves to collectively form a display base;
 - (b) a center easel support structure having a base panel, a middle panel and an insert panel that are adapted to be folded upon themselves to form a center easel to support the display; and
 - (c) an insert comprising a series of dividers.
2. The display device of claim 1, wherein the side flap does not extend beyond the length of the side panel or to the bottom panel.
3. The display device of claim 1, wherein the series of additional panels further comprises a tuck panel adapted to be tucked under the display base for support.
4. The display device of claim 1, wherein the back panel comprises one or more slots for receiving one or more tabs from one of the series of additional panels.
5. The display device of claim 1, wherein the insert comprises a blank with dividers attached to the blank by a fold line and a perforated portion.
6. The display device of claim 5, wherein the dividers are folded out by separating the perforated portion and folding the dividers out along the fold line.
7. A gravity feed display device, comprising:
 - (a) a front panel with side flaps that do not extend beyond the width of a side panel;
 - (b) a back panel;
 - (c) a side panel;

- (d) a series of additional panels comprising a bottom panel, a front lip, and a platform panel that are adapted to be folded upon themselves to collectively form a display base;
 - (e) a center easel support structure having a base panel, a middle panel and an insert panel that are adapted to be folded upon themselves to form a center easel to support the display; and
 - (f) a series of product dividers.
8. The display device of claim 7, wherein the side flaps do not extend beyond the length of the side panel or to the bottom panel.
 9. The display device of claim 7, wherein the series of additional panels further comprises a tuck panel adapted to be tucked under the display base for support.
 10. The display device of claim 7, wherein the back panel comprises one or more slots for receiving one or more tabs from one of the series of additional panels.
 11. The display device of claim 7, wherein the dividers are folded out by separating the perforated portion and folding the dividers out along the fold line.
 12. A gravity feed display device, comprising:
 - (a) a front panel with side flaps that do not extend beyond the width of a side panel;
 - (b) a back panel;
 - (c) a side panel;
 - (d) a series of additional panels comprising a bottom panel, a front lip, and a platform panel that are adapted to be folded upon themselves to collectively form a display base;
 - (e) a side easel support structure extending from a side panel and formed from the back panel and the bottom panel to support the display; and
 - (f) a series of dividers that are folded to form product dividers.
 13. The display device of claim 12, wherein the at least one side flap does not extend beyond the length of the side panel or to the bottom panel.
 14. The display device of claim 12, wherein the series of additional panels further comprises a tuck panel adapted to be tucked under the display base for support.
 15. The display device of claim 12, wherein the back panel comprises one or more slots for receiving one or more tabs from one of the series of additional panels.
 16. The display device of claim 12, wherein the dividers are activated by separating the perforated portion and folding the dividers out along the fold line.
 17. A method for forming a gravity feed display device, comprising:
 - (a) providing a blank, the blank comprising:
 - (i) a front panel with at least one side flap that does not extend beyond the width of a side panel;
 - (ii) a back panel;
 - (iii) a side panel;
 - (b) folding and securing the front panel with at least one side flap to the side panel;
 - (c) forming a display base comprising a bottom panel, a front lip, and a platform panel;
 - (d) providing an insert comprising dividers, a perforated portion and fold lines; and
 - (e) inserting the insert onto the back panel after the display base is formed.

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