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PILFER PROOF COMBINATION DISPLAY PACKAGE

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2 Sheets-Sheet 1

Fig. 1

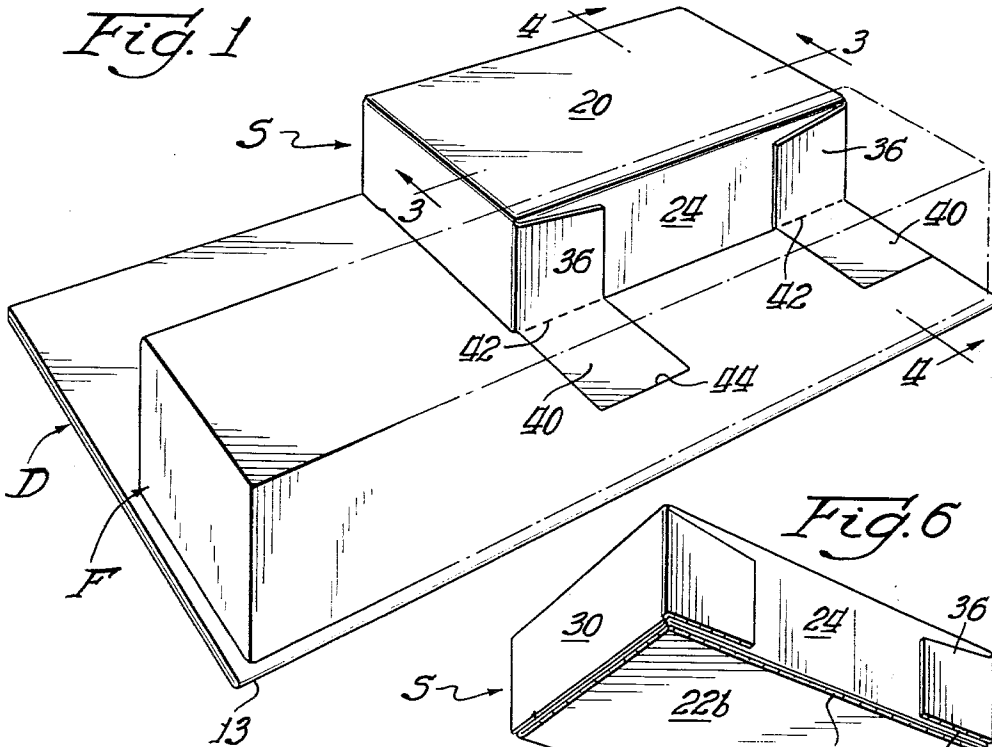


Fig. 6

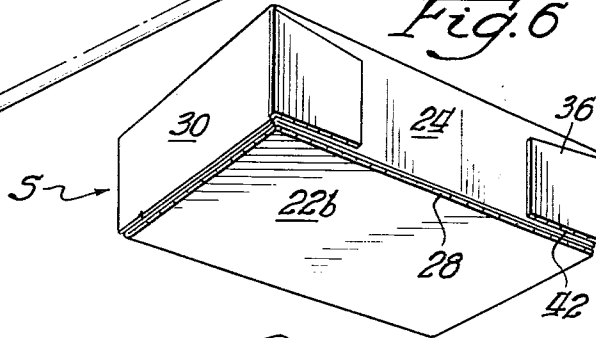
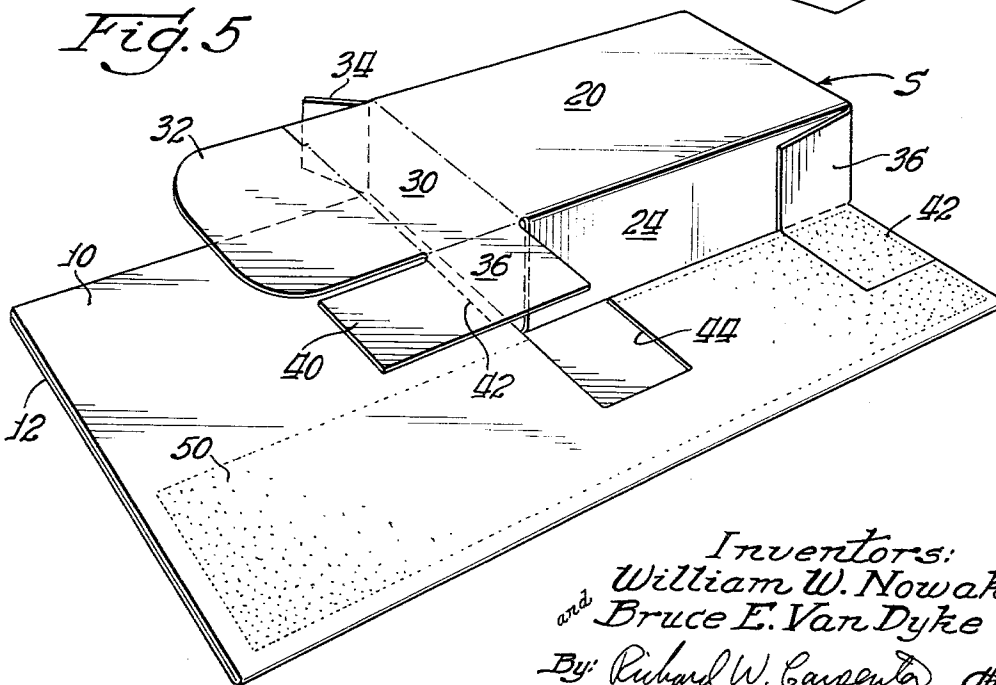


Fig. 5



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**PILFER PROOF COMBINATION DISPLAY  
 PACKAGE**

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This invention relates to display packages and more particularly to a combination package of the type commonly used by manufacturers to advertise a particular product with a premium arrangement or gift offer.

In advertising packages of this type it is common to mount one carton containing a regular product of the manufacturer, and another carton, containing a premium or gift item, on a display board or panel containing the manufacturer's advertising message. In many instances the gift item in the extra or special carton is a non-saleable item which the manufacturer desires to be given away without any charge. Even though a manufacturer may request that its combination package be maintained as an integral unit there is usually no way for the manufacturer to prevent a retailer from removing the two cartons from the display panel and selling them as a separate unit.

Another problem sometimes encountered with packages of this type is that of pilfering of the items from the gift cartons by shoplifters. If a gift item can be readily removed from the special carton without leaving any evidence of its removal, a retailer may not be aware of its removal until such time as the package is actually sold.

It is therefore an object of this invention to provide, in a combination display package comprising a pair of cartons mounted on a common display panel, structural means for mounting the cartons so that the special carton cannot be detached from the panel or the contents of the special carton removed without destroying the original appearance of the package.

A more specific object of the invention is to provide, in a package of the type described, an arrangement wherein portions of the special carton are formed from portions of the material used to form the display panel so that the special carton cannot be opened without detaching at least a portion of it from the display panel.

These and other objects of the invention will be apparent from an examination of the following description and drawings, wherein:

FIGURE 1 is a perspective view of a combination display package embodying features of the invention, with the package being shown in a fully assembled and unopened condition;

FIGURE 2 is a plan view of a blank of foldable paperboard from which the package of FIGURE 1 may be formed;

FIGURE 3 is a longitudinal vertical section taken on line 3-3 of FIGURE 1;

FIGURE 4 is a transverse vertical section taken on line 4-4 of FIGURE 1; and

FIGURE 5 is a perspective view similar to FIGURE 1 but illustrating the package in a condition prior to the closure of the special carton and prior to the mounting of the regular carton on the package display panel; and

FIGURE 6 is a perspective view of the special carton

of the package illustrated in FIGURE 1 of the drawing after the special carton has been detached from the display panel of the package.

It will be understood that, for purposes of clarity, certain elements have been intentionally omitted from certain views where they are believed to be illustrated to better advantage in other views.

Referring now to the drawings for a better understanding of the invention, and particularly to FIGURE 1, it will be seen that there is illustrated a combination display package comprising a paperboard display panel, indicated generally at D, which is suitable for containing the advertising copy of the manufacturer, and on which has been detachably mounted a conventional tubular tuck-in carton, indicated generally at F, within which may be packaged the primary product of the manufacturer and a secondary or special carton, indicated generally at S, within which a special premium or gift item may be packaged.

The structural details of the primary carton F are not shown, because they do not form an essential feature of the invention. However, the basic outline of the carton, which may be a standard tubular tuck-in carton, is shown diagrammatically to illustrate the location at which the carton is adhesively secured to the display panel adjacent the special carton.

The novelty of this invention resides in the construction of the display panel and special carton, which may be formed as an integral unit from the single blank B of foldable paperboard illustrated in FIGURE 2.

As best seen in FIGURES 1 and 2 the mounting board or display wall D is a multi-ply structure comprising a pair of preferably rectangular, flat top and bottom panels 10 and 12, respectively, which are hingedly attached at forward rear edges along a fold line 13 and which are adhesively secured to each other, as at glue areas 14, in face-to-face relationship. The special carton S, as illustrated in the drawings, includes a pair of opposed upper and lower panels 20 and 22, respectively, which are interconnected by an opposed pair of front and rear side panels 24 and 26, respectively, to form a tubular structure.

As best seen in FIGURES 2 and 4, lower panel 22 of the special carton is of multi-ply construction and comprises a pair of similar inner and outer sections 22a and 22b, respectively, which are adhesively secured to each other, as at glue areas 14 and 14a, in back-to-back relation to form a common panel. Outer section 22b is actually formed from the material which forms display wall bottom panel 12, and is detachably connected to the remainder of bottom panel 12 by an L-shaped perforated line of weakness 28, and hinged to inner section 22a on fold line 15.

The ends of the carton may be closed by a pair of end panels 30 which are hingedly attached along their upper edges to corresponding opposite end edges of the carton upper panel 20. Hinged to the lower edges respective end panels 20 are a pair of end tuck flaps 32 which, after the carton is loaded, may be tucked into the carton to maintain the end panels in closed relationship in a conventional manner. Additionally, at the ends of the carton there are provided a pair of rear end closure flaps or dust flaps 34 which are hingedly attached to the end edges of rear side panel 26 and which are adapted to be folded under the related end panels 30 when the carton is closed.

Hinged to the opposite end edges of front

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side panel 24 are a pair of front end closure flaps 36 which are adapted to be folded back so as to lie in face-to-face contact with marginal portions of the outer surface of front side panel 24 upon closure of the carton after it has been loaded. However, once the special carton has been detached from the display wall in a manner hereinafter described and its ends have been opened, the front end closure flaps 36 may be folded in under the related carton end panels 30 in the same manner as the rear end closure flaps 36 upon reclosure of the carton.

Again referring to FIGURE 2 it will be seen that there are provided a pair of securing flaps 40 which are hinged along perforated hinge lines 42 to the lower edges of front end closure flaps 36. Flaps 40 are disposed to extend forwardly at right angles from the lower edges of respective front end closure flaps 30 so as to overlie portions of display wall bottom panel 12 which are exposed by the complementary formed recesses 44 cut in the top wall panel 10, so that when the carton is erected the flaps 40 actually are co-planar with the remaining portions of display wall top panel 10 as seen in the right hand portion of FIGURE 5.

One the combination display wall and special carton have been formed and erected to the position indicated in FIGURE 5 of the drawing the special carton may be loaded and closed by folding the rear end closure flaps 34 over the ends of the carton, folding the carton end panels 30 down over the flaps 34, and tucking the end tuck flaps 32 into the carton. As this is being done the carton front end closure flaps are folded so as to overlie marginal end portions of the outer surface of carton front side wall 24 with the securing flaps being disposed in the recesses 44 of the display wall top panel 10.

At this point an adhesive is applied to a portion of the top wall panel 10 and the exposed surfaces of securing flaps 40, so that when the regular or primary carton F is placed on the display board, in the position shown in FIGURE 1, it will be adhesively secured to the display wall top panel 10 and also to the securing flaps 40. After this has been done it is impossible to open the ends of the carton without detaching the front end closure flaps 36 from their related securing flaps 40.

Once the combination display package has been finally formed and erected neither of the cartons may be removed from the display wall without leaving some evidence of the removal nor can the special carton be opened without leaving an indication of its initial opening.

In order to utilize the special carton it may be completely detached from the display wall by severing weakened line of tear 28 as well as the perforated hinge lines 42 connecting the securing flaps 40 to the front end closure flaps 36. After this has been done the special carton is a complete fully enclosed carton, as illustrated in FIGURE 6. Likewise, the primary carton may be removed by tearing it away from its adhesive connection to the display panel.

We claim:

1. A pilfer proof display package formed from a unitary blank of foldable paperboard, comprising:

- (a) a multi-ply display wall formed from a pair of generally rectangular, flat top and bottom panels hinged to each other along a pair of corresponding edges and secured together in back-to-back relation;
- (b) an enclosed, carton detachably mounted on said display wall and having portions formed from material of said wall;
- (c) said carton including:
  - (i) an opposed pair of upper and lower panels and an opposed pair of front and rear side panels hingedly interconnected to form a tubular structure;
  - (ii) said lower panel including an outer section formed from material of said display wall bottom panel and being detachably connected thereto, and an inner section lying in the plane

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of said display wall top panel and being adhesively secured to said outer section;

- (iii) a pair of end panels having upper edges hinged to opposite end edges of said upper panel and depending therefrom to close opposite ends of said tubular structure;
  - (iv) a pair of end tuck flaps hinged to lower edges of respective end panels and extending into opposite ends of said tubular structure to maintain said end panels in closed position;
  - (v) a pair of rear end closure flaps hinged to opposite end edges of said rear side panel and underlying respective end panels;
  - (vi) a pair of front end closure flaps hinged to opposite front edges of respective end panels and adapted to overlie marginal portions of said front side panel, before said carton has been initially opened, and to underlie respective end panels upon reclosure of said carton;
- (d) a pair of securing flaps detachably hinged to lower edges of respective front end closure flaps, and disposed to extend normal thereto and overlie said display wall bottom panel in the plane of said display wall top panel, so that when another article is adhesively secured on said display wall over said securing flaps, said carton cannot be opened without detaching one of said securing flaps.
2. A pilfer proof display package formed from a unitary blank of foldable paperboard, comprising:
- (a) a multi-ply display wall formed from a pair of top and bottom panels secured together in back-to-back relation;
  - (b) an enclosed carton detachably mounted on said display wall and having portions formed from material of said wall;
  - (c) said carton including:
    - (i) an opposed pair of upper and lower panels and an opposed pair of front and rear side panels hingedly interconnected to form a tubular structure;
    - (ii) said lower panel including an outer section formed from material of said display wall bottom panel and being detachably connected thereto, and an inner section lying in the plane of said display wall top panel and being adhesively secured to said outer section;
    - (iii) a pair of end panels having upper edges hinged to opposite end edges of said upper panel and depending therefrom to close opposite ends of said tubular structure;
    - (iv) a pair of end tuck flaps hinged to lower edges of respective end panels and extending into opposite ends of said tubular structure to maintain said end panels in closed position;
    - (v) a pair of front end closure flaps hinged to opposite front edges of respective end panels and adapted to overlie marginal portions of said front side panel, before said carton has been initially opened, and to underlie respective end panels upon reclosure of said carton;
  - (d) a pair of securing flaps detachably hinged to lower edges of respective front end closure flaps, and disposed to extend normal thereto and overlie said display wall bottom panel in the plane of said display wall top panel, so that when another article is adhesively secured on said display wall over said securing flaps, said carton cannot be opened without detaching one of said securing flaps.
3. A pilfer proof display package formed from a unitary blank of foldable paperboard, comprising:
- (a) a display wall;
  - (b) an enclosed carton detachably mounted on said display wall and having portions formed from material of said wall;

- (c) said carton including:
- (i) an opposed pair of upper and lower panels and an opposed pair of front and rear side panels hingedly interconnected to form a tubular structure;
  - (ii) said lower panel having a portion formed from material of said display wall and being detachably connected thereto;
  - (iii) a pair of end panels having upper edges hinged to opposite end edges of said upper panel and depending therefrom to close opposite ends of said tubular structure;
  - (iv) a pair of end tuck flaps hinged to lower edges of respective end panels and extending into opposite ends of said tubular structure to maintain said end panels in closed position;
- (a) a pair of front end closure flaps hinged to opposite front edges of respective end panels and adapted to overlie marginal portions of said front side panel, before said carton has been initially opened, and to underlie respective end panels upon reclosure of said carton;
- (d) a pair of securing flaps detachably hinged to lower edges of respective front end closure flaps, and disposed to extend normal thereto and overlie said display wall, so that when another article is adhesively secured on said display wall over said securing flaps, said carton cannot be opened without detaching one of said securing flaps.
4. A pilfer proof display package formed from a unitary blank of foldable paperboard, comprising:
- (a) a display wall;
  - (b) an enclosed carton detachably mounted on said display wall;
  - (c) said carton including:
    - (i) an opposed pair of upper and lower panels and an opposed pair of front and rear side panels hingedly interconnected to form a tubular structure;
    - (ii) a pair of end panels having upper edges hinged to opposite end edges of said upper panel and depending therefrom to close opposite ends of said tubular structure;
    - (iii) a pair of end tuck flaps hinged to lower edges of respective end panels and extending into opposite ends of said tubular structure to maintain said end panels in closed position;
    - (iv) a pair of front end closure flaps hinged to opposite front edges of respective end panels and adapted to overlie marginal portions of said front side panel, before said carton has been initially opened, and to underlie respective end panels upon reclosure of said carton;
  - (d) a pair of securing flaps detachably hinged to lower edges of respective front end closure flaps, and disposed to extend normal thereto and overlie said display wall, so that when another article is adhesively secured on said display wall over said securing flaps, said carton cannot be opened without detaching one of said securing flaps.
5. A pilfer proof display package formed from foldable paperboard, comprising:
- (a) a display wall;
  - (b) an enclosed carton detachably mounted on said display wall;
  - (c) said carton including:
    - (i) an opposed pair of upper and lower panels and an opposed pair of front and rear side panels hingedly interconnected to form a tubular structure;
    - (ii) a pair of end panels hinged to opposite end edges of said upper panel to close opposite ends of said tubular structure;
    - (iii) a pair of end tuck flaps hinged to respective end panels and extending into opposite ends of

- said tubular structure to maintain said end panels in closed position;
- (iv) a pair of front end closure flaps hinged to opposite front edges of respective end panels and adapted to overlie marginal portions of said front side panel, before said carton has been initially opened, and to underlie respective end panels upon reclosure of said carton;
- (d) a pair of securing flaps detachably hinged to lower edges of respective front end closure flaps, and disposed to extend normal thereto and overlie said display wall, so that when another article is mounted on said display wall over said securing flaps, said carton cannot be opened without detaching one of said securing flaps.
6. A pilfer proof display package, comprising:
- (a) a display wall;
  - (b) an enclosed carton detachably mounted on said display wall;
  - (c) said carton including:
    - (i) opposed pairs of side panels hingedly interconnected to form a tubular structure;
    - (ii) a pair of end panels hinged to opposite end edges of one of said side panels;
    - (iii) a pair of end tuck flaps hinged to respective end panels and extending into opposite ends of said tubular structure to maintain said end panels in closed position;
    - (iv) a pair of end closure flaps hinged to corresponding edges of respective end panels and adapted to overlie marginal portions of a side panel located adjacent said one side panel, before said carton has been initially opened, and to underlie respective end panels upon reclosure of said carton;
  - (d) a pair of securing flaps detachably hinged to lower edges of respective end closure flaps, and disposed to extend normal thereto and overlie said display wall, so that when another article is mounted on said display wall over said securing flaps, said carton cannot be opened without detaching one of said securing flaps.
7. A pilfer proof display package, comprising:
- (a) a display wall;
  - (b) an enclosed carton detachably mounted on said display wall and including:
    - (i) a plurality of side panels hingedly interconnected to form a tubular structure;
    - (ii) at least one end panel hinged to one end edge of one of said side panels;
    - (iii) at least one end tuck flap hinged to said one end panel and extending into said one end of said tubular structure to maintain said end panel in closed position;
    - (iv) at least one end closure flap hinged to an edge of said one end panel and adapted to overlie a marginal portion of a side panel located adjacent said one side panel, before said carton has been initially opened, and to underlie said one end panel upon reclosure of said carton;
  - (c) at least one securing flap detachably hinged to a lower edge of said one end closure flap, and disposed to extend normal thereto and overlie said display wall, so that when another article is mounted on said display wall over said securing flap, said carton cannot be opened without detaching said securing flap from said end closure flap.
8. A pilfer proof display package, comprising:
- (a) a display wall;
  - (b) an enclosed carton detachably mounted on said display wall and including:
    - (i) a plurality of side panels hingedly interconnected to form a tubular structure;
    - (ii) at least one end panel hinged to one end edge of one of said side panels;

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- (iii) an end closure flap hinged to an edge of said one end panel and adapted to overlie a marginal portion of a side panel before said carton has been initially opened, and to be folded into the carton upon reclosure of said carton;
- (c) a securing flap detachably hinged to an edge of said end closure flap, and disposed to extend normal thereto and overlie said display wall, so that when another article is mounted on said display wall said securing flap, said carton cannot be opened without detaching said securing flap from said end closure flap.

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