

Title (en)
Carton with easy-open feature

Title (de)
Leicht zu öffnende Schachtel

Title (fr)
Boite en carton à ouverture facile

Publication
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Application
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Priority
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Abstract (en)

The invention provides a food packaging system for a meal kit (20) that includes a novel outer carton (28) with a moveable cover (30) that provides a high impact display when opened. The cover (30) includes a breakaway panel (32) that is initially a part of the front wall (38), and provides a large printable area (26) on its interior surface for communication with the customer, providing a billboard effect when the cover (30) is opened. The opened packaging system also permits the viewing of one or more separate disposable single-use pouches (62) containing one or more of the food components. In one embodiment, the front wall (38) of the carton (28) has a button (64) formed therein immediately beneath the flap (32), or front portion of the cover. The button (64) is inwardly displaceable so that a user may, by applying pressure to said button (64), insert a digit beneath a lower end of the flap (32) and pull the lower end and outward, then progressively remove the flap (32) from the front wall (38) to provide visual and manual access to the meal component pouches (62) through the front wall (38). <IMAGE>

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