

Title (en)
SHIPPING AND DISPLAY CARTON

Title (de)
TRANSPORT- UND PRÄSENTATIONSKARTON

Title (fr)
CARTON D'EXPEDITION ET DE PRESENTOIR

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Application
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Abstract (en)
[origin: WO0134483A1] The present invention comprises a container (100) adapted for use as a shipping carton and a display container. Individual product items (60) for sale can be shipped in the container (100) of the present invention, and at the time of sale can be displayed in the same container (100). The container (100) comprises a resiliently flexible portion (70) which can provide a compressive force on the individual product items (60), thereby aiding the product items (60) in remaining in an upright, vertical orientation. Therefore, the improvement of the present invention provides for improved support of the product (60) from the time of shipping through final consumer purchase. In one embodiment a container (100) for retaining at least one article (60) having an article (60) width in a predetermined position, the container (100) comprises a first side (10) and a second side (20), the first (10) and second sides (20) being in opposed, generally parallel spaced apart relationship to each other. A resiliently flexible portion (70) is disposed on at least a portion of at least one of the first (10) or second sides (20), the resiliently flexible portion (70) being compressible in a direction generally orthogonal to the first (10) or second side (20).

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