

Title (en)  
Retail packaging system

Title (de)  
Einzelhandelsverpackungssystem

Title (fr)  
Système d'emballage de vente au détail

Publication  
**EP 2865603 A1 20150429 (EN)**

Application  
**EP 14185383 A 20140918**

Priority  
US 201361896306 P 20131028

Abstract (en)  
A retail packaging system includes an electronic device case and a packaging box for enclosing and displaying the electronic device case. The packaging box includes a bottom cover and a top cover pivotally coupled to the bottom cover. A pedestal is positioned at least partially within the bottom cover and supports the electronic device case, and a hinge is coupled to the pedestal and the top cover such that the pedestal lifts the electronic device case relative to the bottom cover as the packaging box is opened into a display position.

IPC 8 full level  
**B65D 5/50** (2006.01); **B65D 5/52** (2006.01)

CPC (source: EP US)  
**A45C 11/00** (2013.01 - US); **A45C 13/004** (2013.01 - US); **B65D 5/5088** (2013.01 - EP US); **B65D 5/5213** (2013.01 - EP US);  
**A45C 2011/003** (2013.01 - US); **B65D 2585/6837** (2013.01 - EP US)

Citation (search report)

- [I] US 2680512 A 19540608 - DOUGLAS YOUNG LEWIS
- [I] US 2657793 A 19531103 - MELVYN GOLDSHINE
- [I] WO 2011072806 A1 20110623 - PHILIP MORRIS PROD [CH], et al

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Designated contracting state (EPC)  
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR

Designated extension state (EPC)  
BA ME

DOCDB simple family (publication)  
**EP 2865603 A1 20150429**; US 2015114880 A1 20150430

DOCDB simple family (application)  
**EP 14185383 A 20140918**; US 201414330716 A 20140714