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(54) Display container.

(57) A display container (2) for articles with stems such as lollipops comprises a generally conical lid for a drum-like container (1), the conical wall being provided with integrally formed recesses each having a cylindrical entry portion (6), a frusto-conical portion (7) and an inner cylindrical portion (8) to grip the stem, the recesses holding the stems parallel to the axis of the device for reception thereon of a cover (11).

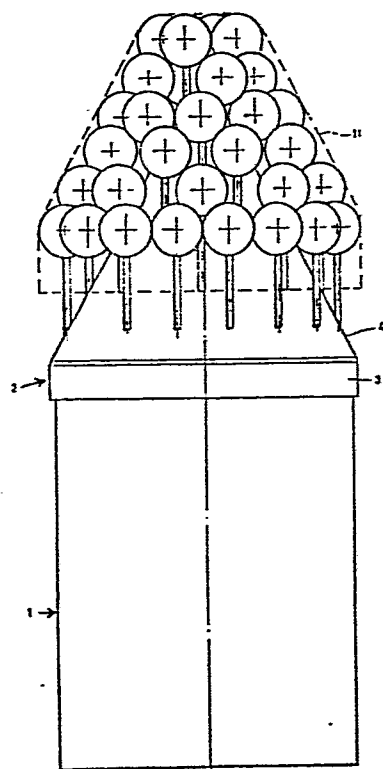


FIG. 1

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DISPLAY CONTAINER

Description

The invention relates to a display device for articles having stems.

5 There is known from U.S. Patent 3 431 041, a display container for articles having stems, the container comprising a transparent vessel holding a supply of the articles and a cover having the form of a truncated cone with a series of convergent steps extending to a vertex
10 which has a cylindrical member extending outwardly for a display card. Each step has a series of openings with pieces tightly fitted therein. Each of the pieces has a blind bore to hold the stems and is provided with a flange contacting the outer surface of the cover.

15 It is a disadvantage of this prior art display device that the pieces are shaped so as to allow the stems of the articles to extend in various directions. This makes for an untidy display and it is moreover difficult to place a lid over the articles received on the cover.

20 The present invention is concerned with the provision of a display device for articles having stems in which these drawbacks are overcome.

 The invention accordingly provides a display device for the display of articles having stems, the display
25 device having a generally conical outer surface with pockets for reception of the stems of the articles extending inwardly from the outer surface, characterised in that the pockets are shaped to hold the stems to

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extend at least approximately parallel to the axis of the generally conical outer surface.

Preferably each of the pockets has a cylindrical portion shaped to receive the stem of an article snugly therein. Also, each pocket can have outwardly of the cylindrical portion an inwardly tapering guide portion to guide the stem end on entry into the pocket. Moreover, each pocket can have outwardly of the guide portion a cylindrical portion forming an elliptical orifice at the conical outer surface.

A display device according to the invention can be associated with a cover, preferably of transparent material, the cover being shaped to rest upon the articles of which the stems are received in the pockets.

Also, the manufacture of the prior art device of U.S. Patent 3 431 041 is complicated by the need to assemble the separately made pieces in the holes, and a display device of the present invention can have the pockets as integrally formed parts of the device.

The invention will be understood to provide a display device which is easily manufactured and which supports the articles to be displayed in an orderly manner facilitating protection thereof by means of a cover.

The invention is further disclosed below, by way of example, with reference to the accompanying drawings, in which:

Figure 1 is a front view of a display device embodying the invention in place upon a container, the display device having recesses for mounting sweets with stems, for example, lollipops on sticks;

Figure 2 is a front view of the display device, partially sectioned on the axis of two of the recesses;

Figure 3 is a plan view of the display device of Figure 2; and

Figure 4 is a front view of a protective cover for the displayed sweets.

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There is shown in Figure 1, an open topped cylindrical or drum-shaped container 1, preferably made of transparent plastics sheet material, which provides a storage zone for sweets to be placed on sale and which at the same time serves as a base or pedestal for the display device 2 on which the sweets are displayed. The display device 2, which can be of the same material and construction as the container 1, thus serves also as a lid or cover for the container.

The display device 2, has a short lower cylindrical portion 3, by means of which it is received on the container 1, the portion 3 fitting externally, of the upper part of the container. Above the cylindrical portion 3, the display device has a conical portion 4 which ends in a rounded apex 5.

On the conical portion 4 there are provided a plurality of pockets or recesses, arranged for example in concentric circles, the recesses being distributed with uniform spacing around each circle and the recesses in one circle being staggered with respect to those of adjacent circles, as shown in Figure 3. The recesses can however be distributed in any other desired pattern.

Each of the recesses consists, as appears from Figure 2, of a vertical cylindrical portion 6, which is truncated or cut off obliquely by the external conical surface of the portion 4 of the display device 2, in such a way as to have an elliptically shaped orifice at the surface. There then follows a frusto-conical portion 7 which tapers downwardly to another, final, cylindrical portion 8, with a smaller diameter than the portion 6. The portion 8 is partially closed at its lower end.

The recesses are constituted by parts of the display device 2 which are moulded integrally, as a single piece, with the remainder of the wall of the device. The particular recess configuration described above has

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the purpose of enabling the stem of a sweet to be readily inserted into each recess, insertion being facilitated by the cylindrical entry portion 6, which is of greater diameter than the stem, and the portion 7, the shape of which serves as a guide region for the stem to reach the lower end of the recess, constituted by the cylindrical portion 8, in which the stem end is snugly received, the portion having a diameter corresponding to that of the stem.

At the extreme upper part or apex 5 of the display device 2, there is provided recess or pocket 10 with an axially inwardly extending cylindrical wall, for the purpose of locating a device carrying appropriate sales material, for example, a disc bearing relevant information provided with a shaft which can be inserted into the pocket 10, so that the shaft and disc are vertical.

The sweets on the display device 2, as shown in Figures 1 and 2, can be protected by a cover 11, preferably made of transparent plastics material in the same way as the container 1 and the device 2. The cover 11 has at least internally, the same configuration as that of the sweets on the display device 2, having thus a cylindrical portion 12, a frusto-conical portion 13, and a flat upper portion 14. In use, the cover 11 is supported by the sweets on display.

The invention can be embodied in a variety of ways other than as specifically described.

CLAIMS

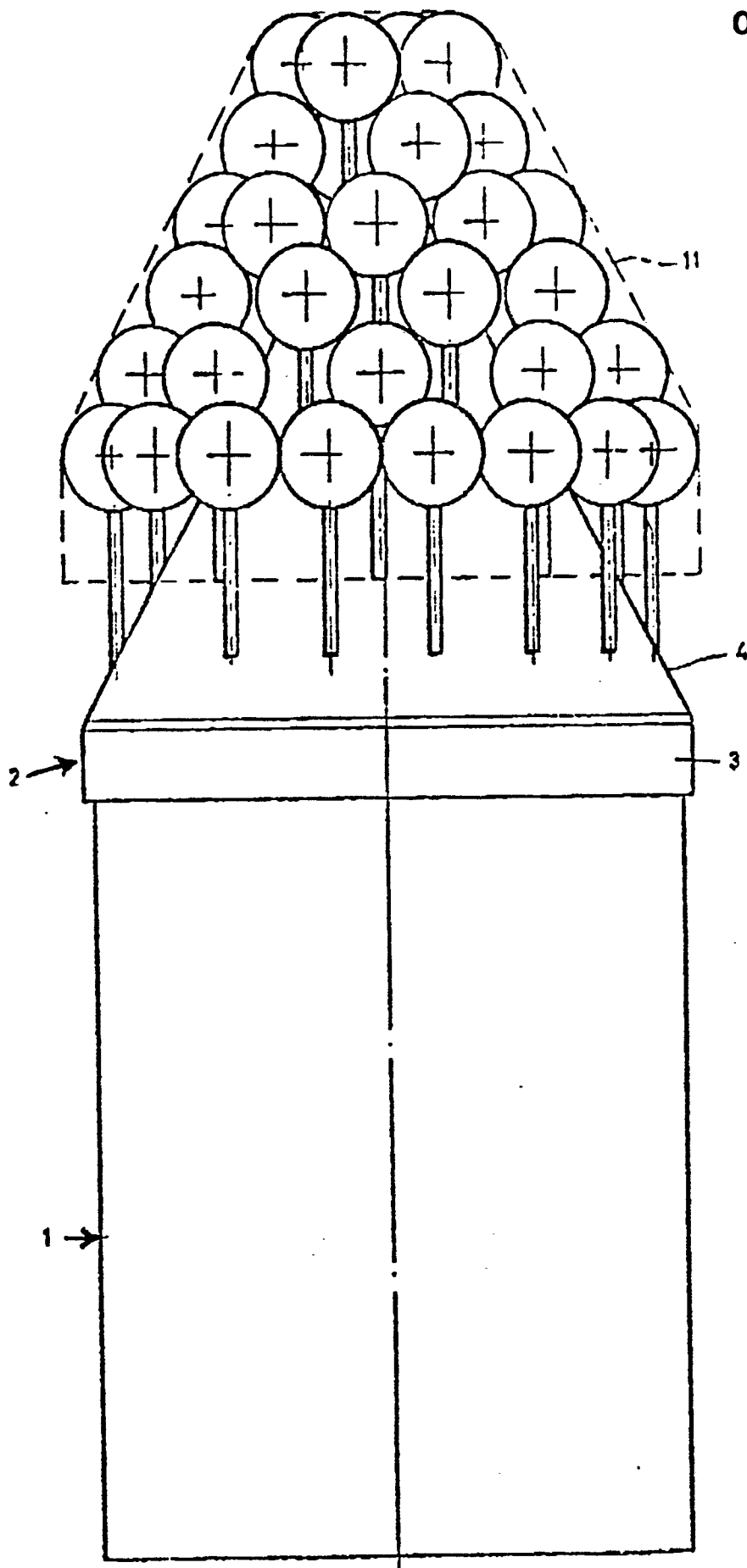
1. A display device for the display of articles having stems, the display device (2) having a generally conical outer surface with pockets (6,7,8) for reception
5 of the stems of the articles extending inwardly from the outer surface, characterised in that the pockets (6,7,8) are shaped to hold the stems to extend at least approximately parallel to the axis of the generally conical outer surface.
- 10 2. A display device as claimed in claim 1 wherein each of the pockets has a cylindrical portion (8) shaped to receive the stem of an article snugly therein.
3. A display device as claimed in claim 2 wherein each pocket has outwardly of the cylindrical portion
15 (8) an inwardly tapering guide portion (7) to guide the stem end on entry into the pocket.
4. A display device as claimed in claim 3 wherein each pocket has outwardly of the guide portion (7) a cylindrical portion (6) forming an elliptical orifice
20 at the conical outer surface.
5. A display device as claimed in any preceding claim wherein the pockets are integrally formed parts of the device.
6. A display device as claimed in claim 5, the
25 device being integrally moulded of plastics material.
7. A display device as claimed in any preceding claim wherein the outer surface is a smoothly conical surface between the pockets.
8. A display device as claimed in any preceding
30 claim wherein the outer surface terminates with a rounded apex (5) provided with an axial recess (10) for reception of an information-bearing device.
9. A display device as claimed in any preceding claim associated with a cover (11), preferably of
35 transparent material, the cover being shaped to rest upon the articles of which the stems are received in

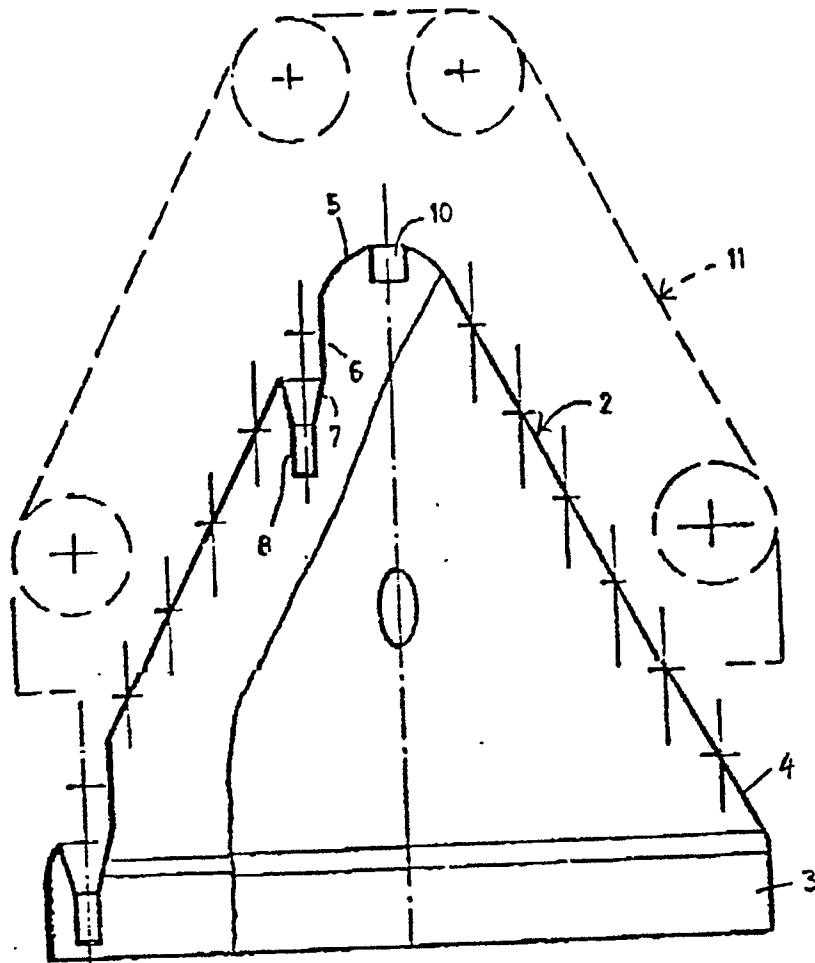
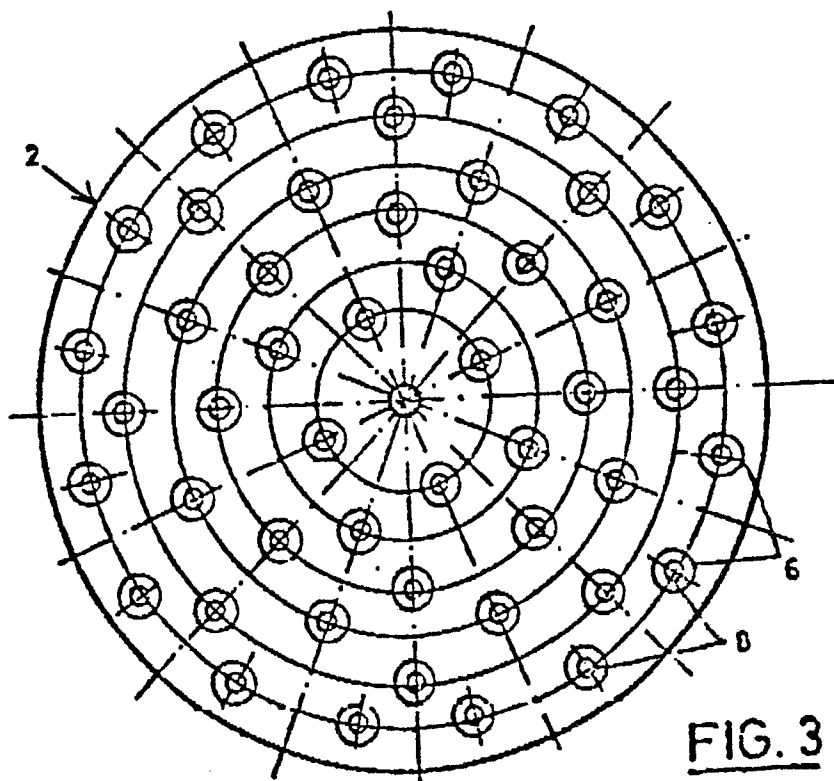
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the pockets.

10. A display device as claimed in any preceding
claim associated with a drum-shaped container (1),
preferably of transparent material, with an open top,
5 the display device (2) being shaped to provide a
closure for the open top.

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FIG. 1

FIG. 2FIG. 3

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FIG. 4