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(54) **Box with a transparent cover for realizing packagings for sweets**

(57) A box for realizing packagings of sweets, chocolates and the like, comprising a container (1), a transparent cover (2) and a die-cut cardboard (3) with distinctive

elements for individualizing and characterizing the box or the products contained therein, placed between the container (1) and the transparent cover (2).

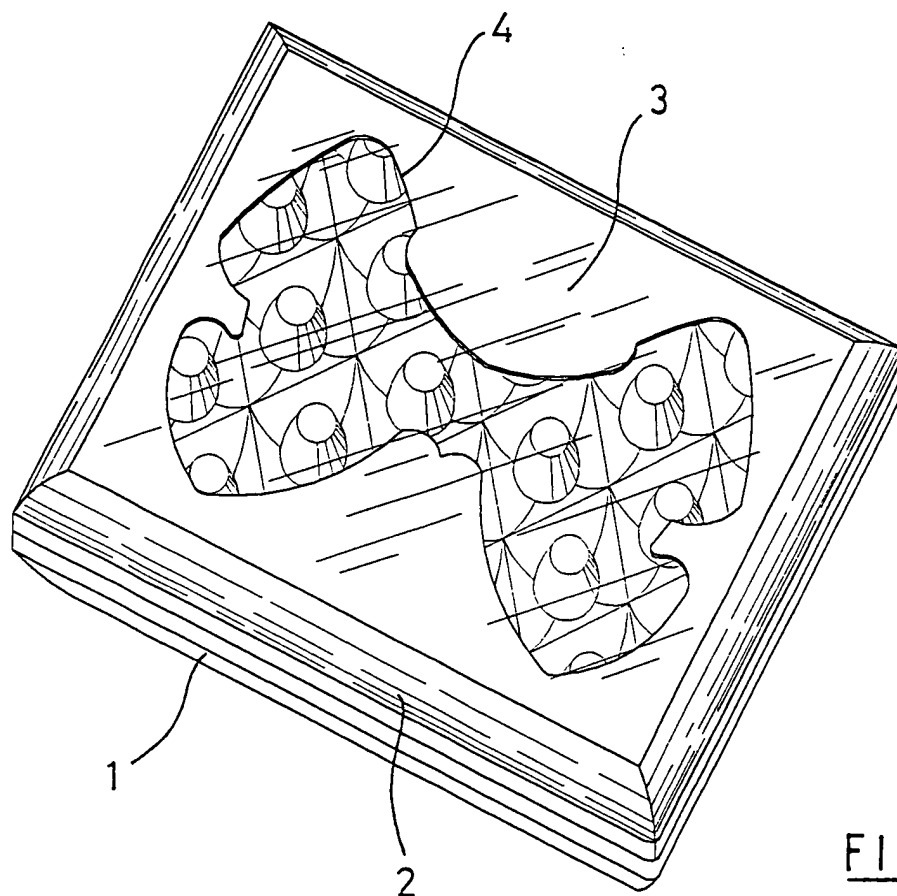


FIG. 1

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Description

[0001] The present invention concerns a box with a transparent cover, specially adapted to realize packagings of sweets, chocolates, pralines and the like.

[0002] Boxes for packaging of sweets, chocolates and the like usually comprise a rigid container and a rigid cover, made of plastic. The cover is normally transparent, so as to make the content of the box visible. The box is usually closed and sealed with an external, protective plastic film.

[0003] The packaging thus realized usually comprise some distinctive elements, like pictures, writings or decorations in general, that identify the product and make it recognizable, or even improve the look of the packaging and make it more attractive.

[0004] In some cases, these distinctive elements comprise a colour that further facilitates the identification of the product. An example is given by packagings having different coloured illustrations and decorations for dark and milk chocolates.

[0005] Such packagings must therefore be realized in a number of variants that differ by said distinctive elements as they are to contain different products.

[0006] The distinctive elements may comprise illustrations, writings and other decorations which are printed on a label or a band of paper or thin cardboard, applied externally onto the plastic film.

[0007] In other cases, the illustrations or writings are printed directly on the plastic film, which is usually coloured; further distinctive elements may be coloured bands, relief cardboard elements and similar.

[0008] These packagings, however, show some inconveniences.

[0009] The main inconvenience is that the above-described realization method is not very practical and economic for obtaining a variety of packagings that may be easily differentiated by means of distinctive elements, according to the product they are to contain.

[0010] The use of an external label applied onto the plastic film does not give good results, because the label is not protected and may be broken or damaged by bumps, rubbing, moisture, etc... during transportation and storing. Furthermore, the label cannot be always centered and aligned with the box.

[0011] Packagings having a damaged, crooked or not centered label are less recognizable and may give the consumer a sensation of low quality.

[0012] Similar problems and disadvantages arise with paper or thin cardboard bands applied externally to the box, which are easily torn.

[0013] Printing of the graphic elements directly onto the plastic film is rather expensive, and therefore it is not generally convenient.

[0014] Moreover, addition of further distinctive elements, possibly differentiated according to the product, causes a certain additional cost which is not easy to reduce.

[0015] Another problem, specially for low and plane packagings with a transparent cover for containing chocolates, is that the label is usually applied approximately at the centre of the packaging, covering the central part of the box and leaving the lateral edges visible. As the central part of the box is usually richer of product, this may give the consumer the impression of a box that is not completely full with product.

[0016] This disadvantage appears mainly when the box is not completely exploitable, specially near the edges, for example when a square or rectangular packaging contains round or irregular-shaped chocolates in a plastic containing tray with preformed housings.

[0017] The aim of the invention is to eliminate or reduce the aforesaid inconveniences.

[0018] A first aim is to realize a box with a transparent cover, specially for sweets, chocolates, pralines and the like, adapted to easily and economically realize a variety of packagings that may be differentiated by means of distinctive elements for characterization and individualization.

[0019] A further aim is to realize a box for packagings in which the distinctive elements are protected from damages that may occur during transport and storage.

[0020] Another aim of the invention is to realize a box having a transparent cover through which only the central part of the inside of said box is visible, usually rich in product, while the edges are covered.

[0021] The aims set forth are reached by means of a box specially adapted to realize packagings of products such as sweets, chocolates and the like, comprising at least a container and a transparent cover, characterized in that it comprises a die-cut cardboard with distinctive elements for individualizing and characterizing the box or the products contained therein, placed above said products between said container and said transparent cover.

[0022] The main advantage is that the box according to the invention allows to realize a variety of different packagings, simply by changing the cardboard placed between the container and the cover, as the distinctive elements are associated to said cardboard.

[0023] The distinctive elements may be realized with minimum cost and a satisfactory result, by means of illustrations, writings and other graphic elements, including colours, which all identify and characterize the product, printed on the upper face of said cardboard.

[0024] A further decoration and distinction element, having immediate visual impact and very low cost, may be realized by means of a solution of continuity of said cardboard, showing the products.

[0025] The box according to the invention allows therefore to realize packagings with different characterizations but using the same container and cover, with considerably cost reduction.

[0026] Another advantage is that the cardboard interposed between the container and the transparent cover is protected by the cover itself and is not damaged dur-

ing transport, movement and storing.

[0027] Still another advantage is that by means of a cardboard having said solution of continuity substantially centered, only the central part of the inside of the box is made visible, while perimetral edges that may be empty and therefore unaesthetic are hidden by the cardboard itself.

[0028] These and other advantages of the invention will become apparent hereinafter, from the following detailed description of a preferred but not exclusive embodiment, illustrated only by way of non-limitative example in the accompanying figures, wherein:

- figure 1 is a perspective view of a box for sweets according to the present invention;
- figure 2 is an exploded perspective view of the components of the box shown in figure 1.

[0029] Relating now to the figures, the box according to the present invention essentially comprises a container 1, a transparent cover 2 and a die-cut cardboard 3.

[0030] Said cardboard 3 is placed above the products, between the container 1 and the cover 2, and comprises distinctive elements for individualizing and characterizing the packaging or the products contained therein.

[0031] Said distinctive elements advantageously comprise illustrations, writings, colours or decorations in general, printed on the upper face of the cardboard 3, that are visible through the transparent cover 2 also when the box is closed.

[0032] Said distinctive elements advantageously comprise also a solution of continuity 4 of the cardboard 3, showing part of the inside of the box and the products contained therein.

[0033] The solution of continuity 4 may be in a decorative shape, for example in the shape of a bow, as shown in the figures. Said solution of continuity can be realized during the cutting of the pasteboard 3, giving a decoration element of immediate visual impact at a very low cost.

[0034] The solution of continuity 4 is advantageously at the center of the cardboard 3, so as to show only the central part of the inside of the box, which usually is rich in products, and not the lateral edges of the box, that might be empty and give the consumer the negative impression that the box is not completely full.

[0035] In a preferred embodiment, the cardboard 3 comprises lateral edges 5 separated by angular cuts 6, that are inward foldable so as to follow the sides of the cover 2. Creasings 7 are provided for facilitating the folding of said lateral edges 5.

[0036] Advantageously, said lateral edges 5 also comprise tongues 8 that are extending along the edges of the container 1 when the box is closed. Said tongues 8 may be provided on every edge of the cardboard or on some of them, as in the shown example.

[0037] A tray 9 having preformed housings 10, like those commonly used in chocolate boxes, can be insert-

ed into the container 1. In this case, the tongues 8 keep the cardboard 3 stable and centered, inserting between the sides of the container 1 and the tray 9.

[0038] The lateral edges 5 and tongues 8 facilitate the insertion of the cardboard 3 into the box, and allow the cardboard 3 to be elastically associated to the cover 2, preventing said cardboard from falling when the box is opened.

[0039] For further protecting and sealing the box, a transparent plastic film may also be provided, wrapping up the box externally. In any case, the cardboard 3 is protected by the cover 2 and therefore cannot be damaged during transport and moving.

[0040] Said container 1 and cover 2 are rigid and advantageously made of plastic material; they can be rectangular as shown in the figures, or have other shape and proportions, according to the different cases.

[0041] The cardboard 3 is advantageously realized with a material suitable for contact with food.

[0042] It is clear that one could also realize a container 1 made of transparent material, like the cover 2, and place a second die-cut cardboard, substantially similar to the above-described cardboard 3, on the bottom of the container 1, below the products or the tray 9.

[0043] Further external distinctive and decorative elements, known per se, may be added, such as coloured ribbons, paper bows and so on.

[0044] It should also be noted that the invention is particularly suitable for packagings of sweets, chocolates and the like, but it is also applicable for realizing packagings for other products, for the same purposes and obtaining the same advantages described above.

Claims

1. A box, specially adapted to realize packagings of products such as sweets, chocolates and the like, comprising at least a container (1) and a transparent cover (2), **characterized in that** it comprises a die-cut cardboard (3) with distinctive elements for individualizing and **characterizing** the box or the products contained therein, placed above said products between said container (1) and said transparent cover (2).
2. A box according to claim 1, **characterized in that** said distinctive elements comprise graphic elements placed at least on the upper face of said cardboard (3).
3. A box according to claims 1 or 2, **characterized in that** said distinctive elements comprise a solution of continuity (4) of said cardboard (3), showing through said transparent cover (2) a part of the inside of said box.
4. A box according to claim 3, **characterized in that**

said solution of continuity (4) is at the center of said cardboard (3).

5. A box according to claim 3, **characterized in that** said solution of continuity (4) has a decorative shape. 5
6. A box according to claim 1, **characterized in that** said cardboard (3) comprises lateral edges (5), separated by angular cuts (6), that are foldable for adapting to the sides of said transparent cover (2). 10
7. A box according to claim 6, **characterized in that** it comprises a tray (9) with pre-shaped housings (10), associated to said container (1), and the lateral edges (5) of the cardboard (3) comprise tongues (8) that insert between the sides of the container (1) and the tray (9). 15
8. A box according to one or more of the preceding claims, **characterized in that** said cardboard (3) is made of a material suitable for contact with food. 20

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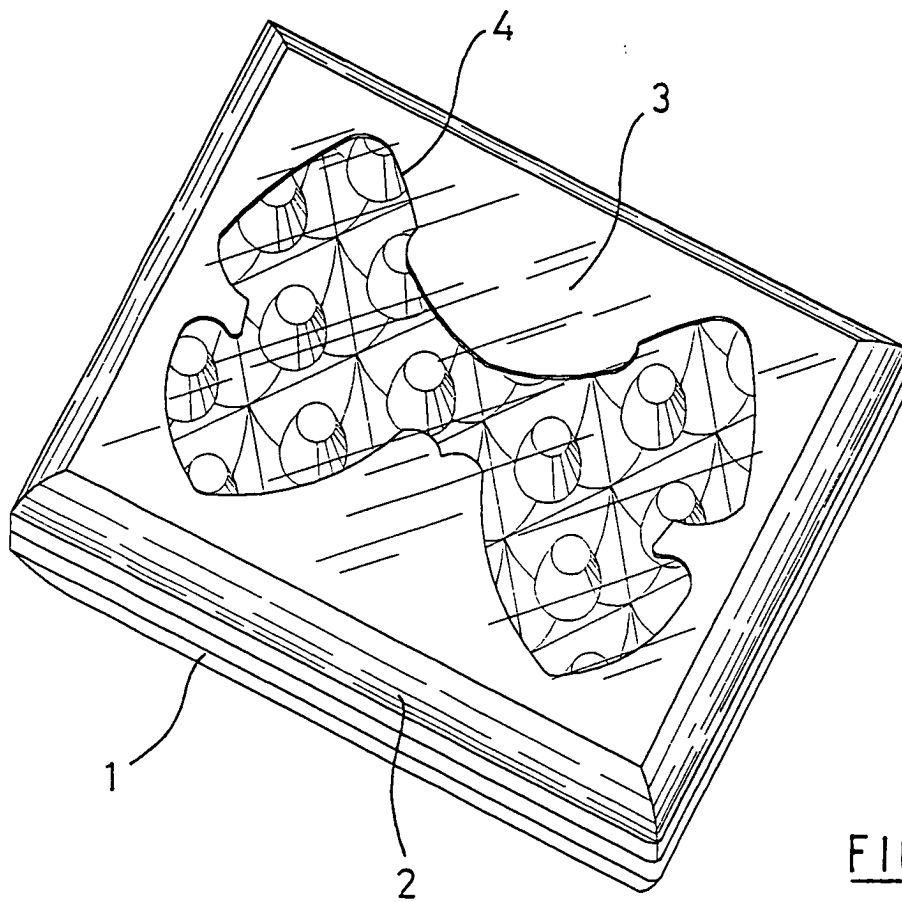


FIG. 1

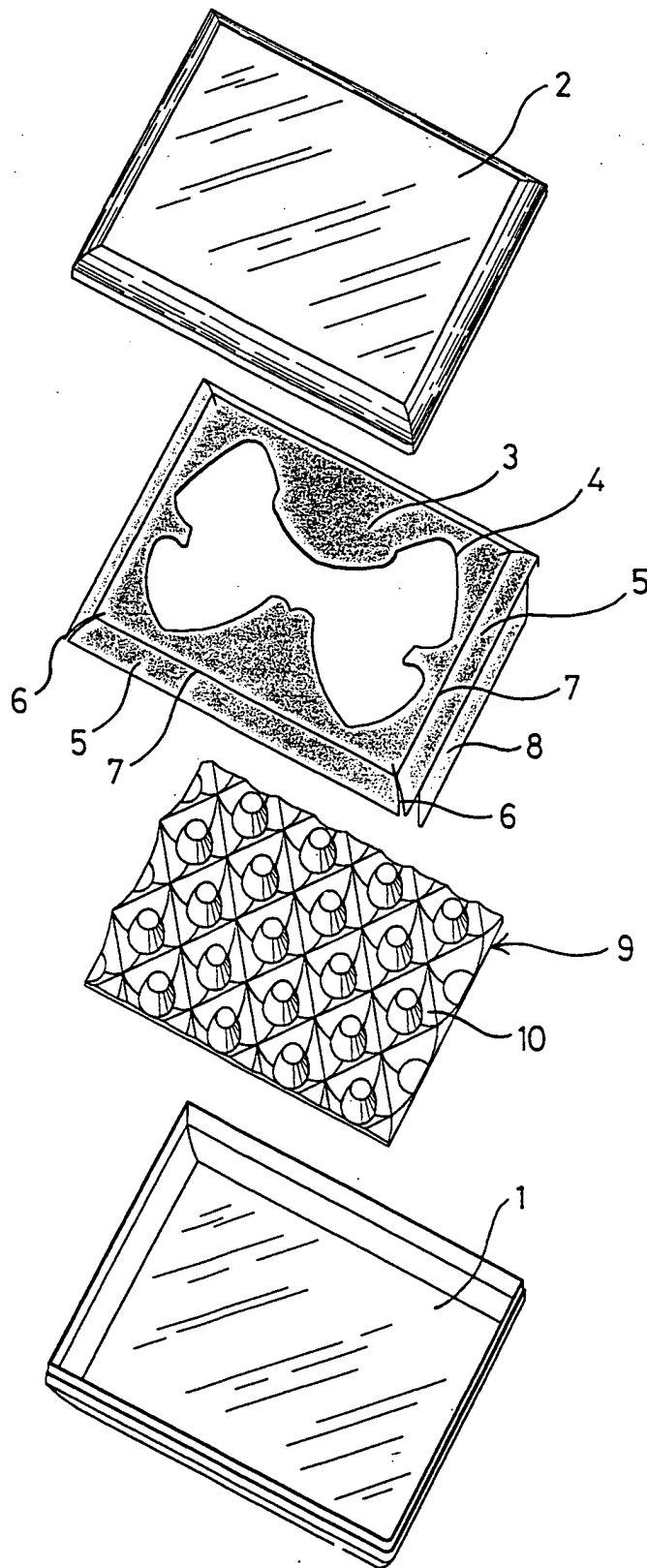


FIG. 2