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(54) **Display carton and method of displaying goods**

(57) The display carton comprises a bottom part (1) and a cover part (2) glued together at tearable portions (3). In order to display the carton contents, the closed

carton is put on a shelf, and the tearable portions (3) are removed. The cover part (2) can then be removed, leaving the bottom part (1) with its contents on the shelf.

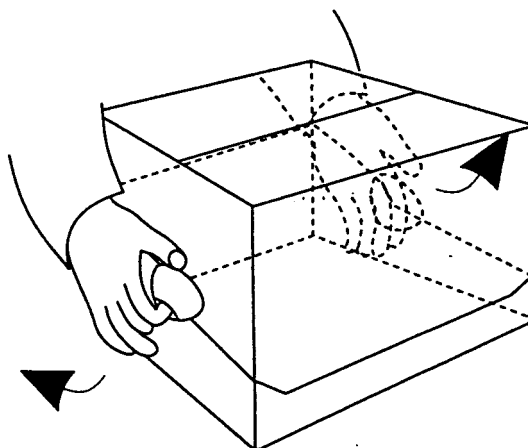


Fig. 3b

## Description

**[0001]** Wrapping especially made of carton and the way goods are prepared for exposition by using the wrapping, is the subject of the invention.

**[0002]** In the period between producing and delivering the goods to the purchaser, the different kind of wrappings are used that on one hand safeguard of the goods against damaging during storage and transport, and on the other hand are supposed to facilitate transport operations, grouping the products into bigger batches and to play and accomplish marketing functions..

**[0003]** For products relatively small in size and of low mass, a box made from the carton is the most frequently used kind of the wrapping. Due to low cost, physical properties and shape changing ability carton and its derivatives are adequate resources for packaging and wrapping production. Therefore, both in our surroundings, as well as in the patent literature a lot of solutions concerning carton made wrappings can be observed.

**[0004]** The most common are those made from one pattern, the box in the cuboid shape. The main pass stripe making up the side walls of the wrapping, has been equipped symmetrically, wings on both sides that after bending, make reinforced bottom and a cover for the wrapping. Outside, opposite wings are being linked with the strong self-adhesive tape. Another solution makes a side wall equipped with wings that make up bottom and cover of the wrapping. However, the wings end with overlaps that allow wrapping to be closed. Apart from usefulness and simplicity the solutions adaptable for wide use have some disadvantages as well. Speed of deliveries and storing in the shop shelves forces the workers to employ several tools for cutting the tapes and bands that keep the wrappings closed. Improper use may result in accidental goods damage.

**[0005]** In order to avoid that kind of wrapping damage by accident some means of wrapping construction weakening are considered that allow for ease perforated cover part as it has been described in the american application US2003/0201315.

**[0006]** Next problem, observed especially in the hypermarkets, there is a need to put the goods on the shelves, quite often in difficult conditions. Preparing the goods for sale, in the back of the shop, by stacking it onto special trays to be placed on shelves afterwards is the simplest method. It is possible to get the same effect by taking special wrappings, enabling immediate spreading out the goods on the shelves. A wrapping introduced in the description is an example WO 03/089314 for transporting the cigarettes. This wrapping permits the standard wrapping division of 10 packets of cigarette wrapping into two wrappings 5 packets each quite easily.

**[0007]** However they are most often applied are different kind of the boxes, without the upper cover or lid. Unfortunately goods so wrapped during their transport are exposed to damage such harmful factors and elements as for example dust. In order to prevent of this kind of

phenomena, different kind of foils are employed. However it is an additional operation to wrapping and packing the goods. It is possible to use covers made of the same kind of material too. For example shoes are packed that way. However for the different kind of goods especially food and groceries, this type of the wrapping is not applicable. This can make problems when exhibition of goods for sale is required.

**[0008]** A construction described in Polish patent application nr P-365170 seems solving the problem partially. Two carton shapes of the same or different material with similar characteristics, making the tray and the cover, form the wrapping characterized by the fact that both shapes are connected permanently only via two surfaces outlined with perforating on both shapes. Thus, it is quite easy to tear off connections between the cover and the tray. This solution is effective for smaller wrappings.

**[0009]** Aim of this invention is to produce a universal structure enabling safe transport of goods, easy unpacking and exhibition friendly wrapping.

**[0010]** The core of this invention is the wrapping made of two carton shapes or of different material with similar characteristics, forming together the tray and the cover or lid, being characterized by the fact that both connected shapes are connected at least via two surfaces under the condition that at least one of them is performed and perforation marks two shapes while at least one of the edges on every surface includes cut outs or notches.

**[0011]** Those surfaces are forming tearable elements that when removed will allow for easy cover removal or folding. Another feature of this invention is possibility of tray wall height changing up from the low front wall up to the side and to high back wall, or they can be of the same height. Quite important feature of this invention is how the goods are prepared for exhibition as the wrapping containing goods in transport can be opened by indentation, folding out, or by tearing the tearable elements that allows for cover removal or folding and afterwards placing the goods on shelves.

**[0012]** The subject of the invention is presented in the drawing, where in fig. 1 the shape of wrapping bottom part up is presented that is the tray, fig. 2 shows the cover, both in the version with two tearable surfaces. Figures 3 and 4 consecutively show the stages of preparing the goods for exhibition.

**[0013]** Shapes 1 for tray and 2 for cover are made from sheets of corrugated cardboard. They are made into the spatial solid in the aim to facilitate folding the flat pattern up on them big 15 borders facilitating bending which they are making at the same time of individual elements so 1 and lids 2. Still on the shape so 1 it is possible to distinguish front partition wall 4, side walls 5 with elements outlined with perforation 16 tearable 3, back wall 6, side blades 7 and leading flanks 8 of the bottom so 1 and plywood 9 being good to gluing side wall 5 together around wall back 6. Side wings 7 have the zone secreted with the line for perforation 17 of gluing together 18 and notches 19, serving as the shape lock preventing opening

gout so 1 under the weight of wrapping contents up. Zones of gluing 18 side blades 7 together are connected on the entire surface permanently with leading flanks 8. He is enabling this easy forming the bottom so 1 during the loading of the good to wrapping up. It is possible in the frame of lid 2 to distinguish divided with cardboard bending 15, side partition walls 10, front partition walls 11, side flaps 12 and front flaps 13 and plywood 14 being good to gluing side partition wall 10 together with front partition wall 11. They are cut a notch in on side partition walls 10, partly by rulers of perforation 16 and 22, and partly by the ruler of cut 20, elements tearable 3 which are adjoining to holes 21, enabling to put the finger in the aim of tearing the surface out in length for one of edges tearable. In this case elements tearable 3 so 1 and lids 2 are situated this way that they are a place of long-lasting bonding together the lid for the only things after folding wrapping up in the whole with the tray. After gluing together so 1, and lids 2, lid 2 are being put into tray 1 next gluing zones of elements together at the same time tearable 3 wrappings marked on both parts. Using wrapping the good up to the transport one should spread them disposing of blades 7 and 8 gout so 1 to wrapping title perpendicular to walls up, and to seal flaps 12 after putting contents next and 13 lids 2. Wrapping up in this way is closed completely. Consecutive phases of preparing dish 21 for the exhibition are introduced in the shop on figures 3 and 4. Still on of figs. a way of pressing elements was presented to 3a tearable 3 to wrapping the remedy up, figs. 3b is presenting the version of opening wrapping up by straightening elements out outside, in addition elements zrywalne 3 are staying attached to lid 2. Of figs. 3c is presenting the way consisting in tearing elements out outside tearable 3. To raisecover 2 next uncovering the good. Placing is a next operation so 1 with the good on the shelf.

**[0014]** A bigger amount of vapours of the surface is being taken at bigger lengths of the wrapping tearable, getting stronger connecting the lid and so.

**[0015]** Making wrapping up this way is possible, that surface tearable whereas is located on the front wall on the back partition wall a surface of gluing together is making cover hinges.

that walls so (1) have the changeable height, from the low front partition wall (4), through the step on side partition walls (5) to the high back partition wall (6).

3. Wrapping according to claim 1, characteristic with it, that walls so (1) have the fixed height.
4. Wrapping according to claim 1, characteristic with it, that shapes so (1) and lids (2) are made from carton or different material about similar properties.
5. Way of preparing the dish for the exhibition with using the wrapping according to claim 1, characteristic with the fact that the container containing the transported good is being opened by denting elements tearable (3) what taking the lid is enabling (2), then putting so (1) with the good (21) to the shelf.
6. Way of preparing the goods for the exhibition with using the wrapping according to claim 1, characteristic with the fact that the container containing the transported good is being opened by straightening elements out outside tearable (3) what taking the lid is enabling (2), then putting so (1) with the good (21) to the shelf.
7. Way of preparing the goods for the exhibition with using the wrapping according to claim 1, characteristic with the fact that the container containing the transported good is being opened by tearing elements out tearable (3) whenever removing the cover is enabled (2), then placing (1) the goods (21) to the shelf.

## Claims

1. At least one of them is outlined by the made especially the from carton from two shapes creating the tray and the lid, characteristic wrapping in addition with perforating with the fact that both connected shapes are at least two surfaces permanently (16) so those surfaces are forming elements on both shapes tearable (3) that allow for taking the cover off (2) around so (1), with notches found at least at one edge linking every surface at (21).

2. Wrapping according to claim 1, characteristic with it,

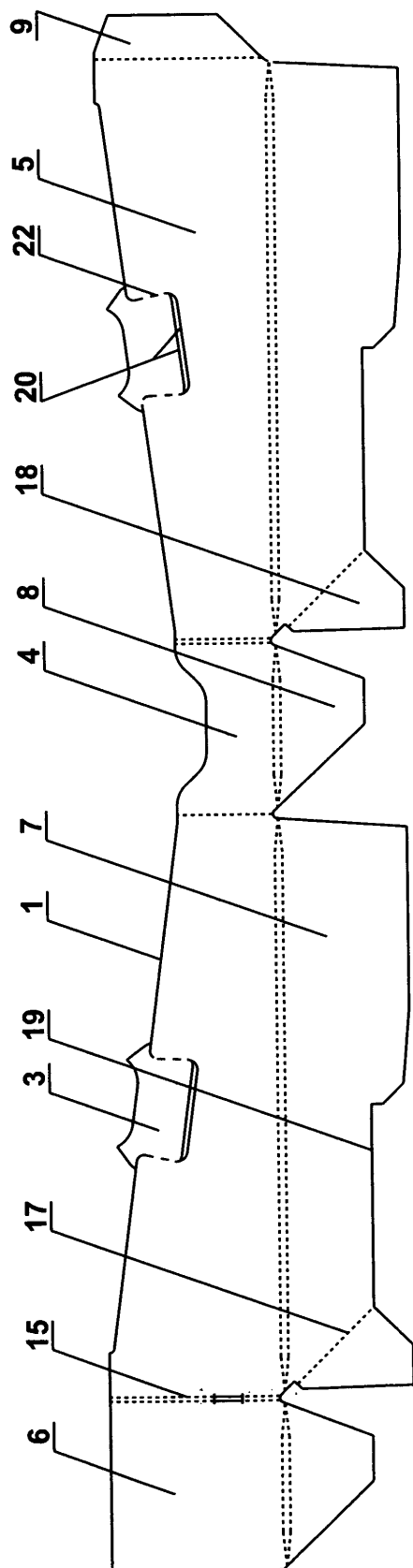


Fig. 1

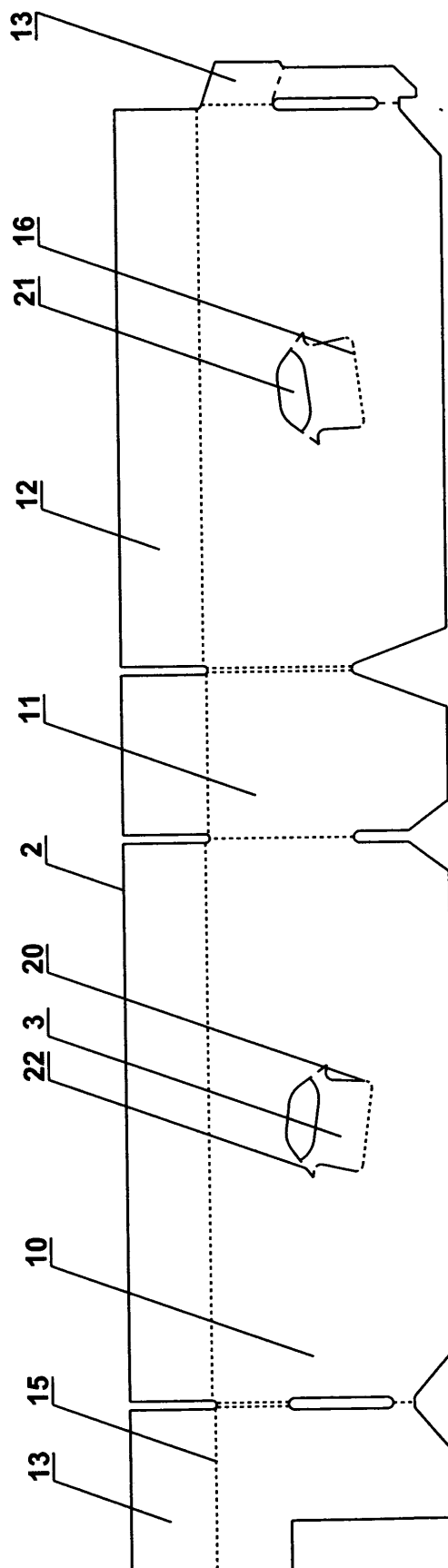


Fig. 2

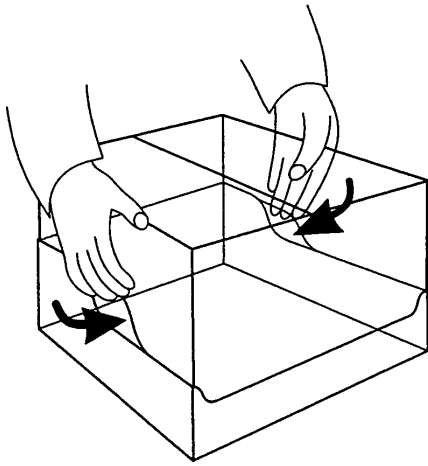


Fig. 3a

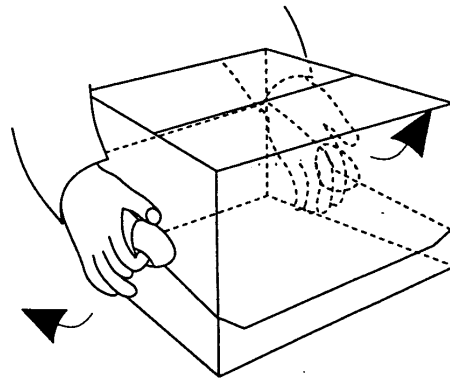


Fig. 3b

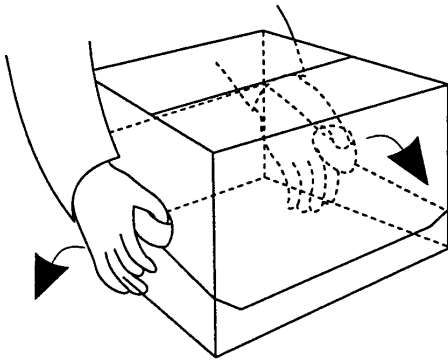


Fig. 3c

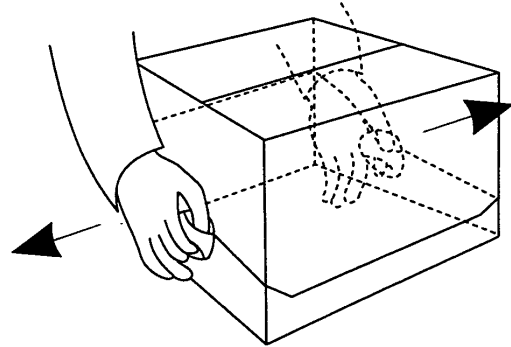


Fig. 3d

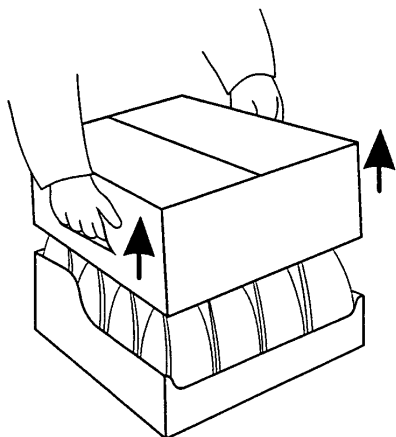


Fig. 4



European Patent  
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# EUROPEAN SEARCH REPORT

Application Number  
EP 06 46 0002

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Y	* column 3, line 5 - column 4, line 16; figures *	2	
Y	----- EP 0 637 548 A (KAYSERSBERG PACKAGING S.A) 8 February 1995 (1995-02-08) * column 2, line 44 - column 4, line 56; figures *	2	
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A	----- DE 202 20 230 U1 (KURT H. SCHUMACHER CRIMPACK-WELLPAPPENWERK KG) 27 March 2003 (2003-03-27) * figure 7 *	1-7	TECHNICAL FIELDS SEARCHED (IPC) B65D
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 30 August 2006	Examiner Bridault, A
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

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EPO FORM 1503 03.82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT  
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This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.  
The members are as contained in the European Patent Office EDP file on  
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