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(54) **Packing carton**

(57) A packing carton (1) comprising front panel (21), back panel (22), opposing side panels (23), and a top panel (24) wherein an opening is formed in the front panel (21) to display articles contained within the carton (1) and to permit removal of the articles from the carton (1) as desired, the opening extending into the top panel (24) of the carton, the opening extension in the top panel (24)

being at least large enough to permit sequential removal of the articles from the carton, characterised in that the packing carton (1) comprises a hood (20) comprising the front panel (21), back panel (22), side panels (23), and top panel (24) and the packing carton (1) further comprises a tray (10), the tray (10) and hood (20) being assembled together to form the packing carton (1).

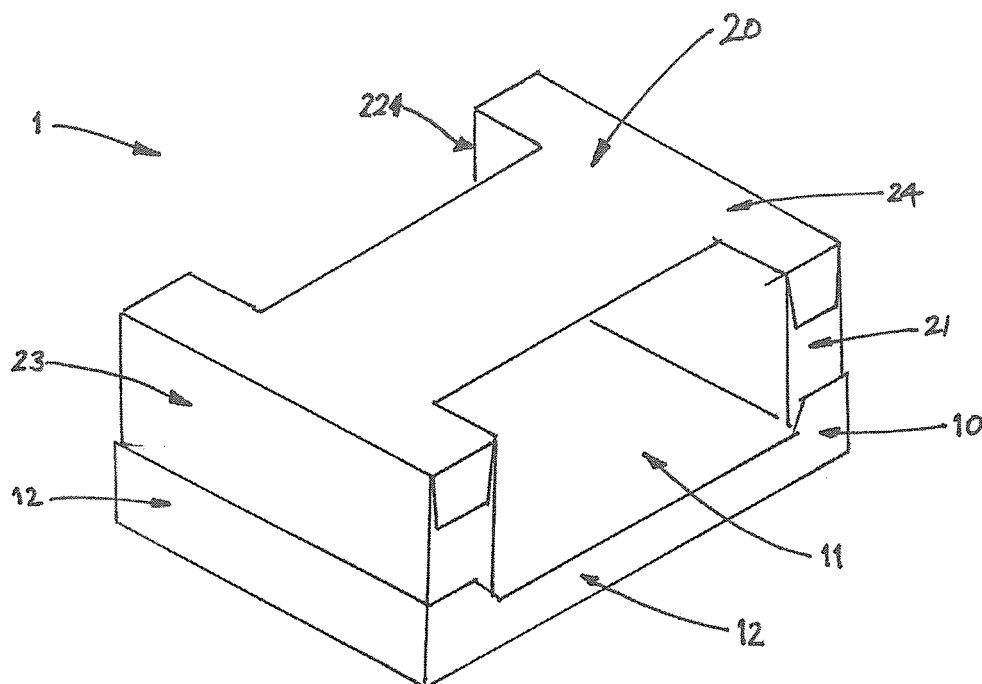


Fig. 1

Description

[0001] There is a demand for packing cartons in the form of "display-ready packaging" which comprises cartons containing multiple units of articles for retail sale, such as consumer goods, wherein the carton can be presented on shelves of supermarket, or any other retail outlet, in such a way that the articles for sale are displayed visibly to the shopper, without the need for the carton to be opened in any way before shelving.

[0002] US-A-5,398,869, issued on March 21st 1995, discloses display-ready cartons each of which include an opening formed in one vertical plane both to display articles within the carton and to permit their removal as desired.

[0003] In order to provide the cartons described in US-A-5,398,869 with sufficient strength the openings include a removable reinforcing element extending across the opening.

[0004] The display-ready packaging carton comprises front panel, back panel, opposing side panels, and a top panel, wherein an opening is formed in the front panel to display articles contained within the carton and to permit removal of the articles from the carton as desired, the opening extending into the top panel of the wrap, the opening extension in the top panel being at least large enough to permit sequential removal of the articles from the carton.

[0005] There remains a need to provide an alternative display-ready packaging which avoids the requirement for any removable reinforcing element across the opening but which is at the same time strong enough to resist damage when placed on-shelf in retail outlets whilst at the same time offering a front panel opening which is large enough to display the articles for retail sale and to enable articles to be easily removed by the shopper from the packing carton.

Summary of the Invention

[0006] The present invention provides a packing carton of the display-ready package type described above wherein the packing carton comprises a hood comprising the front panel, back panel, side panels, and top panel, and the packing carton further comprises a tray, the tray and hood being assembled together to form the packing carton.

Brief Description of the Drawings

[0007]

Figure 1 shows a perspective view of a packing carton according to the present invention.

Figure 2 shows a perspective view of the hood of the packing carton according to the present invention.

Description of the Invention

[0008] The packing carton described herein comprises a tray and a hood described in more detail below.

[0009] By "tray" it is meant a base panel upon which the articles for retail sale rest, and four sides which extend perpendicular to the base panel. Generally the height of the sides of the tray is designed to extend less than 50%, and preferably less than 30%, of the overall height of the tray and hood assembly. The height of the sides of the tray need not be identical at all positions around the perimeter of the tray base panel. For economical reasons the tray is generally formed from a single blank, although this need not necessarily be the case.

[0010] By "hood" it is meant a packing carton element comprising front, back, side and top panels. Typically the front, back and side panels extend perpendicular to the top panel.

[0011] The height of the front, back and side elements should be selected so that it corresponds to the height of the articles to be packaged therein, or only slightly greater than the height of the articles. An opening in the front panel enables the articles to be displayed. The opening extends into the top panel, the opening extension in the top panel being at least large enough to permit sequential removal of the articles from the packing carton. Optionally one or more of the back and side panels, preferably the back panel, may also comprise an opening extending into the top panel. For economical reasons the hood is generally formed from a single blank, although this need not necessarily be the case.

[0012] The size and shape of the hood top panel generally corresponds to the size and shape of the tray base panel so that the depending panels of the tray and hood fit together to form the assembly of the packing carton. Preferably the areas of the front, back and side walls which are furthest from the top panel of the hood fit within the four sides of the tray. The areas of the front, back and side walls which are furthest from the top panel of the hood may optionally be attached, for example by gluing, within the four sides of the tray.

[0013] The tray and hood may be constructed from any suitable material, corrugated board being the preferred material.

[0014] A tray and hood packing carton is described in EP-A-0 706 947, published on April 17th 1996, which is incorporated herein by reference.

[0015] Figure 1 shows an assembly 1 comprising a tray 10 and a hood 20. The tray comprises a base panel 11 and sides 12. The hood 20 comprises a front panel 21, back panel 22, side panels 23 and top panel 24. The opening in the front panel 21 extends into the top panel 24.

[0016] Figure 2 shows the hood 20 comprising front panel 21, back panel 22, side panels 23, and top panel 24. The hood 20 illustrated in Figure 2 comprises two openings, one opening in each of the front panel 21 and the back panel 22. Each opening extends into the top

panel 24.

Claims

1. A packing carton (1) comprising front panel (21),
back panel (22), opposing side panels (23), and a
top panel (24) wherein an opening is formed in the
front panel (21) to display articles contained within
the carton (1) and to permit removal of the articles
from the carton (1) as desired, the opening extending
into the top panel (24) of the carton, the opening
extension in the top panel (24) being at least large
enough to permit sequential removal of the articles
from the carton, **characterised in that** the packing
carton (1) comprises a hood (20) comprising the front
panel (21), back panel (22), side panels (23), and
top panel (24) and the packing carton (1) further com-
prises a tray (10), the tray (10) and hood (20) being
assembled together to form the packing carton (1).
2. A packing carton (1) according to claim 1 further com-
prising a second opening in the back panel (22), the
second opening extending into the top panel (24) of
the carton, the opening extension in the top panel
(24) being at least large enough to permit sequential
removal of the articles from the carton.
3. A packing carton (1) according to either of claims 1
or 2 wherein the tray (10) comprises a base panel
(11) and four side walls (12) and wherein the areas
of the front wall (21), back wall (22) and side walls
(23) which are furthest from the top panel (24) of the
hood (20) fit within the four sides (12) of the tray (10).
4. A packing carton (1) according to claim 3 wherein
the areas of the front wall (21), back wall (22) and
side walls (23) which are furthest from the top panel
(24) of the hood (20) are attached to the four sides
(12) of the tray (10).

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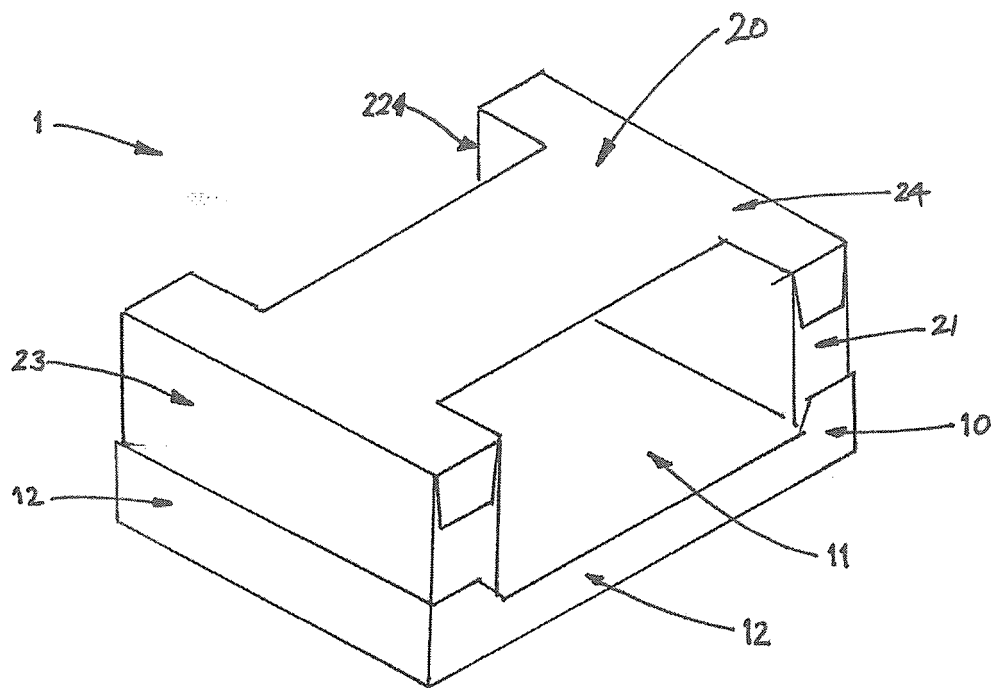


Fig. 1

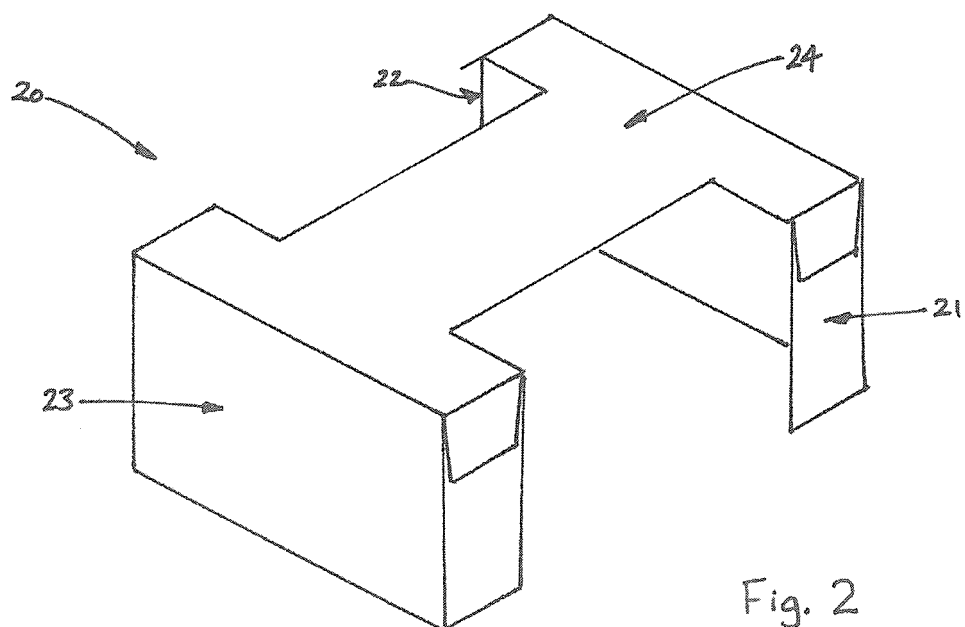


Fig. 2



European Patent
Office

EUROPEAN SEARCH REPORT

Application Number
EP 06 11 5213

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	DE 89 11 526 U1 (THIMM KG VERPACKUNGSWERKE, 3410 NORTHEIM, DE) 4 January 1990 (1990-01-04) * page 5, line 13 - page 8, line 17 * * figures 1,2,6,7,10 * -----	1-4	INV. B65D5/32
X	US 5 520 325 A (QUAINTANCE BENJAMIN W [US]) 28 May 1996 (1996-05-28) * column 2, line 12 - column 4, line 46 * * figures 1-14 * -----	1-4	
X	FR 2 853 886 A (OTOR SA [FR]) 22 October 2004 (2004-10-22) * page 7, line 1 - page 11, line 20 * * figures 1-7 * -----	1,3,4	
			TECHNICAL FIELDS SEARCHED (IPC)
			B65D
The present search report has been drawn up for all claims			
Place of search Munich		Date of completion of the search 3 November 2006	Examiner RODRIGUEZ GOMBAU, F
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
ON EUROPEAN PATENT APPLICATION NO.**

EP 06 11 5213

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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03-11-2006

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DE 8911526	U1	04-01-1990	NONE
US 5520325	A	28-05-1996	NONE
FR 2853886	A	22-10-2004	EP 1615828 A2 18-01-2006 WO 2004094247 A2 04-11-2004

REFERENCES CITED IN THE DESCRIPTION

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Patent documents cited in the description

- US 5398869 A [0002] [0003]
- EP 0706947 A [0014]