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(54) **Flower display container**

(57) The object of this invention is a flower display container which also protects the plant during transport and handling before it is sold in shops. The flower display container is characterized in that it comprises an outer container (1); gripping means (5) for gripping the actual outer container; a supporting container receptacle (2) for supporting the flowers with the upper part thereof at least

partially open and arranged inside said outer container, and fastening means (4) connecting the container receptacle with the outer container for supporting said container receptacle. Additional features of the invention include the fact that the container can be stacked during transport or displayed in business establishments.

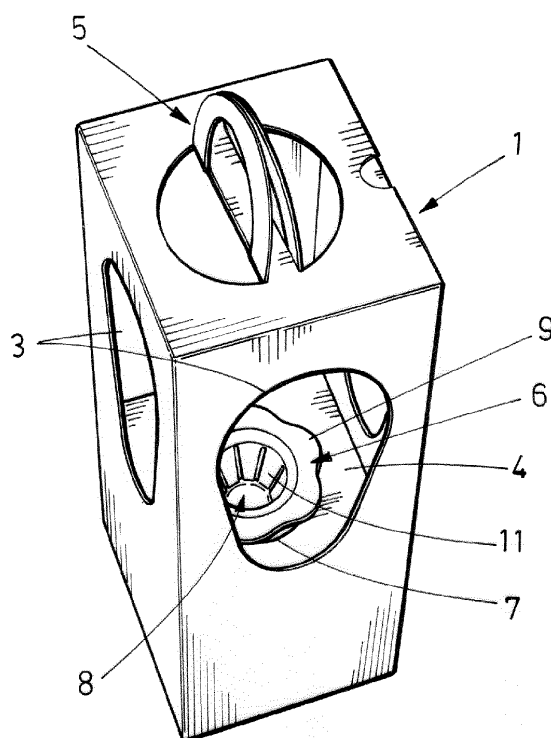


FIG.1

Description

Object of the Invention

[0001] The flower display container object of the present invention belongs to the technical sector of auxiliary objects for points of sale which perform the functions of storing and displaying the objects contained therein. It belongs specifically to the technical sector of containers for displaying cut flowers or flowers planted therein.

[0002] The object of this invention is a container the main function of which is to enhance the value of the product found therein, i.e., flowers, and which also protects the plant during transport and handling before their sale in shops. Additional features of the invention include the fact that the container can be stacked during transport or display in business establishments, it has means that facilitate its after sales transport and comprises a supporting container receptacle therein which can be used directly as a vase or flowerpot or put inside the receptacle chosen by the end consumer.

Background of the Invention

[0003] Flowers bouquets sold in florists or mobile roadside stalls are well known to everyone as the conventional way of marketing flowers while flower arrangements which use all kinds of baskets or vases as a container and which are widely used as a gift, for example, when visiting patients in hospitals where there are no vases available for placing a flower bouquet emerged later on. The trend today is to sell bouquets with a few flowers which have a certain type of receptacle or container for use as a vase.

[0004] On the other hand, transporting and handling flowers in bulk requires a large space and great care in order to not damage them, furthermore, the emergence of large retail outlets as points of sale for flowers gives rise to the need for flower bouquets to incorporate the legally required information and other necessary marketing information, and the need for an easy storage as well as to enhance the value, i.e., to make the product stand out in the shop.

[0005] In order to solve the aforementioned needs, various containers such as those described in Spanish utility models ES 1 056 152, ES 1 062 378 and ES 1 064 807, for example, which are briefly described below, have been devised.

[0006] Utility model ES 1 056 152 describes a supporting element in the form of an inverted pyramid having an opening in its upper part for introducing a receptacle which contains one or more flowers and which, by means of separating its upper part along a weakening line and then turning it over, converts the supporting element into a vase by introducing the lower part into the upper part. This supporting element does not allow easy transport and handling or stacking, nor does it protect the flowers or facilitate their transport by the end consumer.

[0007] Utility model ES 1 062 378 relates to a bag for transporting flowers made of a flexible sheet material; the lower part thereof has an essentially conical shape when in use, and the upper part thereof has an area close to the main opening of the bag; it has two cuts in the sheet wall forming it which are arranged close to one another, such that both cuts form a handle for the user which is arranged in the perimetral area of the conical shape of the bag when in use. This bag only solves the problem of transport by means of the handle made in the bag, but by no means does it solve the remaining features relating to transport-distribution, display and stacking.

[0008] With respect to utility model ES 1 064 807, which consists of a packaging that can be converted into a disposable cardboard vase having a generally frustoconical shape for flowers, bouquets and posies, made from a ply of disposable, recyclable and biodegradable semi-rigid cardboard material, in which said ply comprises an outer frustoconical-shaped contour with a weakened or semi-cut line for detaching said bodies, however, it does not solve the problems relating to product transport-distribution to the point of sale, display and stacking either.

[0009] The present invention offers a flower display container which meets the needs of enhancing the value of the product, facilitating its transport, handling and storage, protects the flowers from damage and its inner supporting container is suitable to be used as a vase.

Description of the Invention

[0010] The flower display container object of the present invention comprises an outer container having a prismatic or cylindrical geometric shape, preferably a parallelepiped shape, and gripping means for gripping the actual outer container, which can be at least one handle die-cast on the upper face of the outer container; a supporting container receptacle for supporting the flowers with the upper part thereof at least partially open and said receptacle being arranged inside the outer container, and fastening means connecting the container receptacle with the outer container for supporting said container receptacle.

[0011] In relation to the body of the supporting container receptacle, it can have an inverted cone frustum shape and be made with cardboard, paper, plastic material or combinations thereof and can have a series of reliefs or ribs on its outer side face.

[0012] The supporting container receptacle can comprise a cover suitable for fitting on the open upper part of said container receptacle. Said cover comprises at least one hole in correspondence with the open upper part of the container receptacle, being able to consist of a series of holes made therein or preferably a single hole in the central part thereof.

[0013] The at least one hole made in the cover can comprise in the lower portion a series of tabs preferably having inclined walls so that the flower bouquet opens from the inside out, provides stability to the stems and

distributes the weight homogenously.

[0014] The outer perimeter of said cover can comprise rosette-like extensions suitable for cooperating with the reliefs or ribs of the supporting receptacle and enabling the secure fitting of the cover and the supporting container receptacle.

[0015] In a first option, the fastening means can comprise a sheet arranged in height inside the outer container in which there is arranged in the central part thereof a hole for housing the supporting receptacle therethrough, such that a blocking is exerted between said sheet and the cover that can be comprised by the supporting container receptacle.

[0016] As a second option, the fastening means can comprise a sheet preferably arranged in height inside the outer container in which there is arranged in the central part thereof a hole having the same shape and dimensions as a cross section of the body forming the supporting container receptacle preferably arranged close to the base of said supporting container receptacle. In this option where the cover is present, blocking does not occur between the cover and the sheet, but the supporting receptacle is maintained in a vertical position.

[0017] Furthermore as a third option, the fastening means can comprise a sheet arranged inside the outer container and preferably close to its base, in which sheet there is arranged in the central area thereof a bas-relief having dimensions and a shape considerably similar to those of the lower part of the supporting receptacle so that said supporting container is fitted on the bas-relief and arranged so that its concave part is oriented towards the upper part of the outer container, regardless of the presence or absence of the cover.

[0018] In order to provide nutrients to the flowers and preserve them, the supporting container receptacle can incorporate therein suitable soil or a foam plastic material which can be wetted with a mixture of water with nutrients, substrates or aromatic substances.

[0019] Regardless of whether or not the cover is arranged in correspondence with the container receptacle, the lower ends of the flower stems are preferably at least partially inserted into the foam plastic material facilitating their maintenance and at the same time securing or supporting them.

[0020] Finally, and in order to enhance the value of the product, the outer container can comprise one or more windows located on one or more of its side faces, and at least one of the windows can be closed with the collaboration of a fragment of a transparent material suitable in shape and size.

Description of the Drawings

[0021]

Figure 1 shows a perspective view of the flower display container

Figure 2 shows a cross-section view of the flower

display container in which the supporting container receptacle is shown.

Figure 3 shows two perspective views of the supporting container receptacle.

List of reference numbers used

[0022]

1. Display container
2. Supporting container receptacle
3. Window
4. Sheet
5. Handles
6. Cover
7. Hole of the sheet
8. Hole of the cover
9. Extensions
10. Reliefs
11. Tabs

Preferred Embodiment of the Invention

[0023] A preferred embodiment of the flower display container is that shown in Figures 1-3, in which the outer container (1) and the sheet (4) are made with a sheet material, such as plasticized cardboard or paper, for example. The outer container (1) has a parallelepiped shape and has handles (5) die-cast on its upper face which facilitate its transport by the end consumer when extended. The parallelepiped shape allows stacking the flower display container (1) which facilitates its storage and transport both at the time distribution and at the actual point of sale.

[0024] To enhance the value of the product contained within the invention, a window (3) is arranged on each of the side faces, the rest of the surface of the side faces and the upper and lower faces remaining for product advertisement, for use and maintenance information thereof and for the necessary marketing information.

[0025] Figures 1 and 2 show the sheet (4) fitted inside the outer container (1) and placed such that upon introducing the supporting container receptacle (2) through the hole (7) located in the central part of the sheet (4), the lower edge of the cover (6) acts as a stop for blocking the downward movement of the supporting container receptacle (2), holding it in a suitable manner and even preventing unwanted movements thereof inside the outer container (1).

[0026] The supporting container receptacle (2) of this preferred embodiment is made with a plastic material, has an inverted cone frustum shape, the upper face of which is open, and the body of said container receptacle (2) has on its outer face reliefs (10) along the side face with a helical shape. The cover (6) of the supporting container receptacle (2) has a rosette shape and the extensions (9) of the rosette are suitable in shape and size so that said cover (6) fits on the upper part of the container

receptacle (2) in cooperation with the reliefs (10).

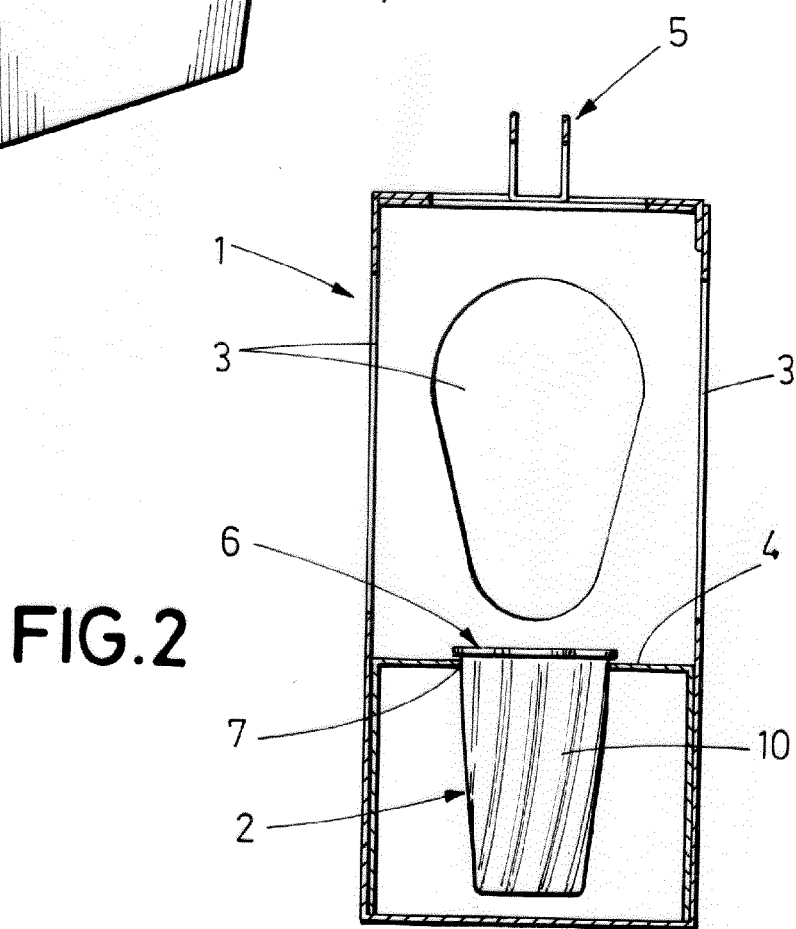
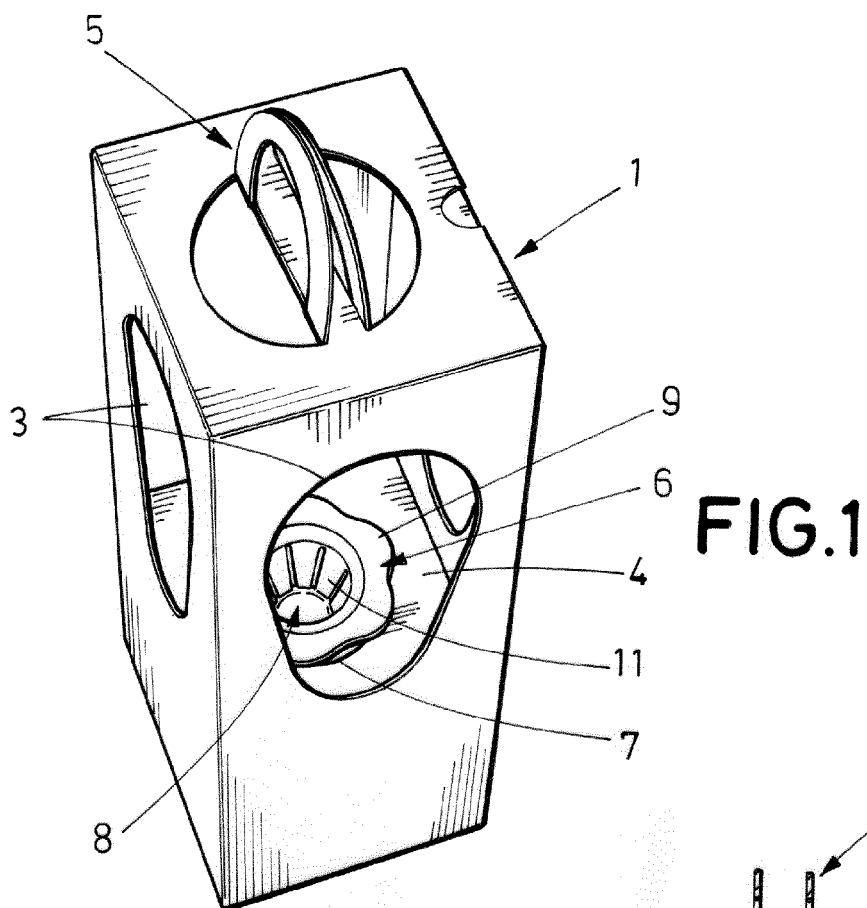
[0027] In order for the flower bouquets to have a classical arrangement, i.e., closed in the initial portions of the stems and open where the flowers are, the cover (6) has tabs (11) having inclined walls emerging in the lower portion of the contour of the hole (8) comprised by said cover (6) in the central part thereof.

Claims

1. Flower display container **characterized in that** it comprises an outer container; gripping means for gripping the actual outer container; a supporting container receptacle for supporting the flowers with the upper part thereof at least partially open and arranged inside said outer container and fastening means connecting the container receptacle with the outer container for supporting said container receptacle.
2. Flower display container according to claim 1, **characterized in that** the outer container has a considerably parallelepiped shape.
3. Flower display container according to any of the preceding claims, **characterized in that** the body of the supporting container receptacle has the shape of an inverted cone frustum.
4. Flower display container according to any of the preceding claims, **characterized in that** the supporting container receptacle comprises a cover with at least one hole in correspondence with the open upper part of said container receptacle.
5. Flower display container according to claim 4, **characterized in that** said at least one hole of the cover comprises in the lower portion a series of tabs preferably having inclined walls.
6. Flower display container according to any of claims 4 or 5, **characterized in that** the supporting container receptacle comprises a series of reliefs or ribs on its outer side face.
7. Flower display container according to claim 6, **characterized in that** the cover is suitable for fitting on the upper part of the supporting container receptacle and comprises the at least one hole made in the central part thereof and rosette-like extensions in the outer perimeter of said cover suitable for cooperating with the reliefs or ribs of the supporting container receptacle and enabling the fitting of the cover and the supporting container receptacle.
8. Flower display container according to any of claims 4 to 7, **characterized in that** the fastening means

comprise a sheet arranged in height inside the outer container and in which there is arranged in the central part thereof a hole for housing the supporting container receptacle therethrough, such that a blocking is exerted between said sheet and the cover comprised by the supporting container receptacle.

9. Flower display container according to any of claims 1 to 7, **characterized in that** the fastening means comprise a sheet arranged inside the outer container and in which there is arranged in the central part thereof a hole having the same shape and dimensions as a cross section of the body forming the supporting container receptacle.
10. Flower display container according to any of claims 1 to 7, **characterized in that** the fastening means comprise a sheet arranged inside the outer container in which there is arranged in the central area thereof a bas-relief having dimensions and a shape considerably similar to those of the lower part of the supporting container receptacle and said bas-relief being arranged so that its concave part is oriented towards the upper part of the outer container.
11. Flower display container according to any of the preceding claims, **characterized in that** the supporting container receptacle incorporates therein soil suitable for the survival of the flowers planted therein.
12. Flower display container according to any of the preceding claims, **characterized in that** the supporting container receptacle incorporates therein a foam plastic material.
13. Flower display container according to any of claims 11 or 12, **characterized in that** the soil or the foam plastic material are wetted with a mixture of water with nutrients, substrates or aromatic substances.
14. Flower display container according to any of the preceding claims, **characterized in that** the gripping means are at least one handle die-cast on the upper face of the outer container.
15. Flower display container according to any of the preceding claims, **characterized in that** the outer container comprises one or more openings located on one or more of its side faces.
16. Flower display container according to claim 15, **characterized in that** at least one of the openings located on the side faces of the outer container is closed with the collaboration of a fragment of a transparent material suitable in shape and size.



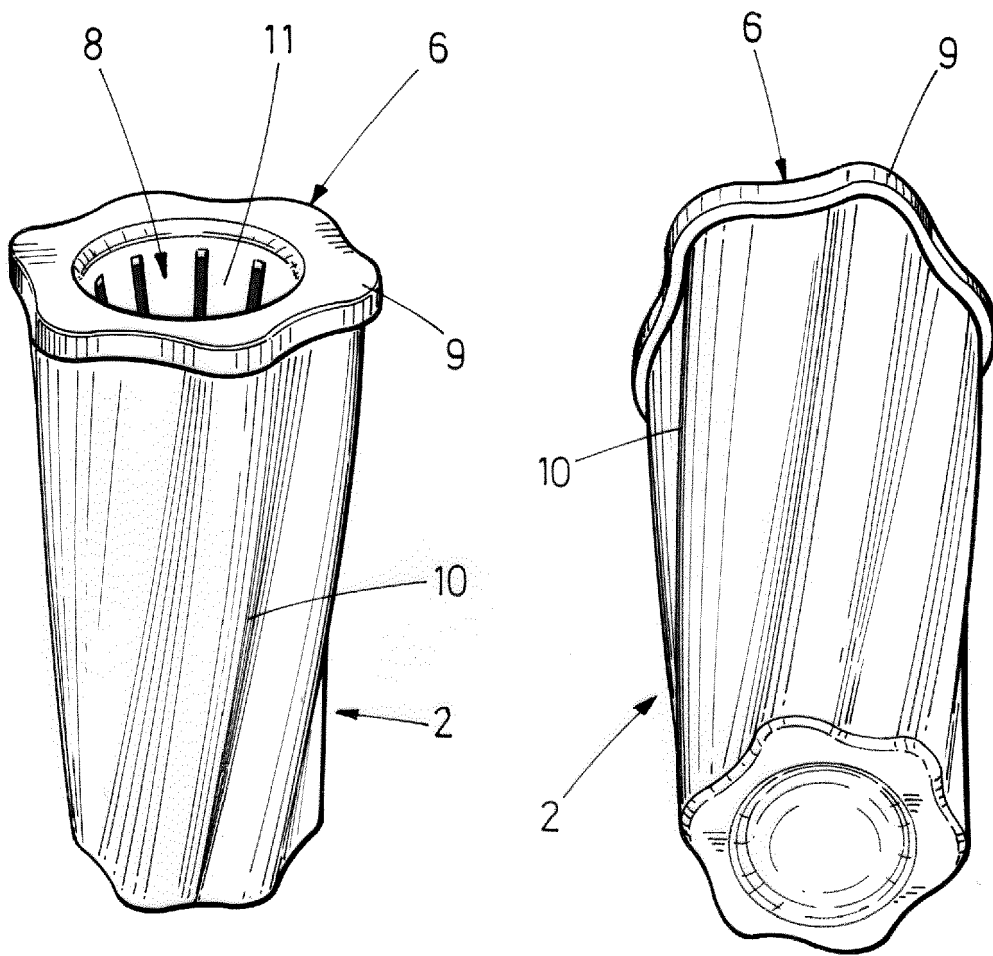


FIG.3

REFERENCES CITED IN THE DESCRIPTION

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Patent documents cited in the description

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- ES 1062378 [0005] [0007]
- ES 1064807 [0005] [0008]