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(54) **PACKAGING COMPRISING A BOX AND A SUPPORT**

(57) A packaging for a product comprising:
- a box (2) in turn comprising a bottom (22) and a lateral flank (23) which develops from the bottom (22);
- a support (3) comprising a housing (30), at least partial, of the product, said support (3) being located internally of the box (2).

The support (3) comprises at least one projection (31). The lateral flank (23) comprising at least one housing seating (231) of said projection (31). The projection (31) and the housing seating (231) define positioning means of the support (3) with respect to the box (2).

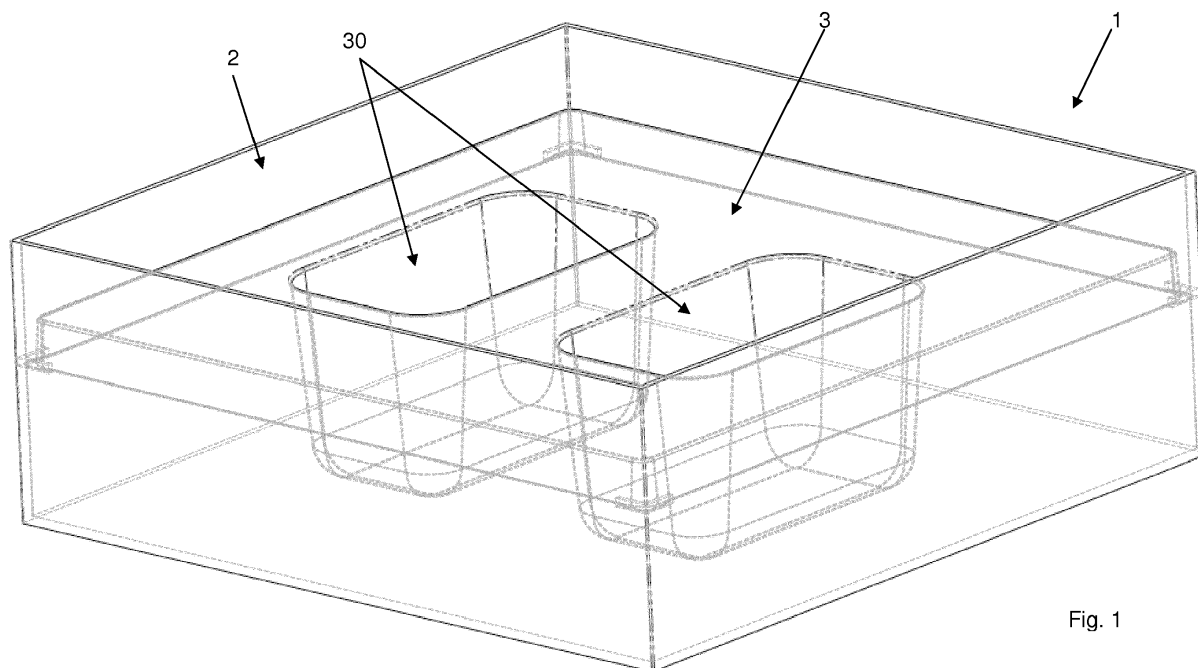


Fig. 1

Description

[0001] The present invention relates to a packaging for a product, for example a perfume, a liqueur, a gift article.

[0002] Packagings are known that comprise a box provided with a lower bottom, a removable cover and a lateral flank which extends on four sides between the bottom and the cover.

[0003] A heat-formed support of the product is present internally of the box. It comprises a flat upper surface having a central part in which a housing cavity of the product is fashioned. The support also comprises lateral walls that extend adjacently to the flank of the box. The lateral walls rest on the bottom of the box and enable distancing the flat upper surface of the heat-formed support from the bottom of the box.

[0004] In this context, the technical task on which the present invention is based is to propose a packaging which enables a saving of material and at the same time a stable positioning of the support with respect to the box in such a way that it maintains the desired position.

[0005] The stated technical task and specified objects are substantially achieved by a packaging comprising the technical features disclosed in one or more of the appended claims.

[0006] Further characteristics and advantages of the present invention will become more apparent from the following indicative, and hence nonlimiting, description of a preferred, but not exclusive, embodiment of a packaging as illustrated in the appended drawings, in which:

- figure 1 shows a perspective view of a packaging according to the present invention;
- figure 2 shows a perspective view of a component of figure 1;
- figure 3 shows a view from above of a component of figure 1;
- figure 4 shows an enlargement of figure 3;
- figure 5 shows a view from above of a packaging according to figure 1;
- figure 6 shows a detail of figure 5;
- figure 7 shows a section along line B-B of figure 5;
- figure 8 shows an enlargement of figure 7.

[0007] In the appended figures, reference number 1 indicates a packaging for a product. For example, this product might be a perfume, a cream, a liqueur, etc. The packaging 1 advantageously comprises a box 2. The box 2 comprises a bottom 22 and a lateral flank 23. The box 2 advantageously comprises a cover (not illustrated). The cover is typically removable or openable. In particular the cover comprises at least one transparent portion so as to enable viewing the product inside it. The lateral flank 23 advantageously extends from the bottom 22. It is preferably interposed between the bottom 22 and the cover (when it is closed). The lateral flank 23 is transversal (perpendicular) to the bottom 22 and advantageously it is transversal also to the cover (when closed). In a con-

figuration given by way of example, the lateral flank 23 comprises a plurality of walls, typically four. In an alternative solution the lateral flank might be circular or might have a more complex shape.

[0008] The bottom 22 and the lateral flank 23 are advantageously made of the same material. Advantageously, they are in a single monolithic body. The lateral flank 23 is advantageously made of paper and/or cardboard.

[0009] The packaging 1 further comprises a support 3 in turn comprising a housing 30, being at least one partial housing, of the product. The support 3 is located internally of the box 2. The housing 30 advantageously defines a cavity. The cavity is usually complementarily-shaped with respect to at least a part of the product that is to be accommodated (so as to position it stably); in fact, the cavity together with the cover retain the product.

[0010] The support 3 comprises at least one projection 31 and the lateral flank 23 comprises at least one housing seating 231 of said projection 31. The projection 31 and the housing seating 231 define positioning means of the support 3 with respect to the box 2. In fact, they enable a stable positioning of the support 3 housing the product.

[0011] The projection 31 involves a part of the external perimeter of the support (3). The support 3 is preferably, but not necessarily made of a plastic material.

[0012] In the preferred embodiment support 3 comprises a plurality of projections 31 and said lateral flank 23 comprises a plurality of corresponding housing seatings 231 for enabling a stable positioning of the support 3 with respect to the box 2. In fact, the presence of a plurality of projections 31 and corresponding seatings 231 enable increasing the stability of the connection.

[0013] At least two seatings 231 are advantageously at least partly fashioned in two distinct walls of the flank 23. At least two seatings are advantageously at least partly fashioned in two opposite walls of the flank 23. Possibly at least one seating 231 (but advantageously a plurality of said seatings 231) can involve two consecutive walls of the flank 23 (extending with an angular shape). At least two seatings 231 can advantageously extend with an angular shape, involving each two consecutive walls of the flank 23. Corresponding projections 31 fit in said seatings 231.

[0014] Said at least one seating 231 defines a reduction in thickness of said lateral flank 23.

[0015] The lateral flank 23 comprises a superposition of layers of cardboard which define the thickness thereof. For example, there are layers of cardboard 5 externally covered by a layer of paper. At said at least one seating 231 there is advantageously a reduction of the number of layers of cardboard defining the thickness of the lateral flank 23 (this also involves the possibility that the number of cardboard layers at the seating 231 is zero and only the external paper remains). The layers of cardboard at the seating 231 are preferably not entirely eliminated but remain on the outermost side of the flank 23. In this way the seating 231 is not a through-seating. What has been

discussed with reference to a projection 31 and/or a seating 231 can be repeated for a plurality of projections 31 and/or seatings 231.

[0016] The support 3 is preferably a monolithic element. It is preferably a thermoformed body. Advantageously, the support 3 has a thickness of less than 2 millimetres.

[0017] A peripheral edge 33 of the support 3 is completely distanced from the bottom 22 of the box 2. In the illustrated exemplary embodiment, the peripheral edge 33 consists of a strip of material which develops parallel, in contact with and adjacent to the lateral flank 23. The peripheral edge 33 advantageously comprises a longitudinal perimeter band that extends in width between the top and bottom (for example extending substantially parallel to the lateral flank 23) and remaining distanced from the bottom 22.

[0018] The housing 30 at least partially containing the product can advantageously touch the bottom 22. This is especially true in a case in which the product has a considerable weight. In an alternative embodiment the support 3 might be completely raised from the bottom 22. In this case the support 3 can be completely suspended by means of the projections 31 and the corresponding seatings 231. In a particular but nonlimiting embodiment, the support 3, if not loaded with an additional weight (for example the product it is supporting) remains raised from the bottom 22. In other cases, it might touch.

[0019] The projections 31 are tabs which develop by protruding in a cantilevered manner for a length comprised between 1 and 3 millimetres.

[0020] The flank 23 and the external perimeter of the support 3 develop along four sides 4, defining four corners 40. Each corner is interposed between two consecutive sides. The projections 31 involve all four corners 40 of the external perimeter of the support 3. Likewise, the housing seatings (231) involve all four corners (40) of the lateral flank (23) of said box (2).

[0021] The support 3 comprises a flat surface 32 from which said housing 30 projects towards the bottom of the box 2; said flat surface 32 and said housing 30 obstruct access to the bottom 22 of the box 2. In the preferred solution the projections 31 are coplanar with the flat surface 32.

[0022] The present invention provides important advantages.

[0023] It primarily enables a significant saving in terms of material. In fact, the external perimeter portion of the support 3 no longer has to extend downwards up to coming into contact with the bottom 22. There is therefore a significant reduction in costs for the support 3. In fact, the projections 31 enable suspending the support 3 directly at the flank 23.

[0024] Notwithstanding the above-indicated advantage the modification in no way jeopardises the stable positioning of the support 3. The support 3 is therefore stationary internally of the box 2 and does not jiggle should it accidentally be overturned. In fact, the projections 31

ensure that the planarity of the flat surface 32 is maintained.

[0025] The invention as it is conceived is susceptible to numerous modifications and variants, all falling within the scope of the inventive concept characterising it. Further, all the details can be replaced with other technically-equivalent elements. In practice, all the materials used, as well as the dimensions, can be any according to requirements.

Claims

1. A packaging for a product comprising:

- a box (2) in turn comprising a bottom (22) and a lateral flank (23) which develops from the bottom (22);
- a support (3) comprising a housing (30), at least partial, of the product, said support (3) being located internally of the box (2);

characterised in that said support (3) comprises at least one projection (31); the lateral flank (23) comprising at least one housing seating (231) of said projection (31), said projection (31) and said housing seating (231) defining positioning means of the support (3) with respect to the box (2).

2. The packaging according to claim 1, **characterised in that** said projection (31) involves a part of the external perimeter of the support (3).

3. The packaging according to claim 1 or 2, **characterised in that** said support (3) comprises a plurality of projections (31) and said lateral flank (23) comprises a plurality of corresponding housing seatings (231) for enabling a stable positioning of the support (3) with respect to the box (2).

4. The packaging according to any one of the preceding claims, **characterised in that** said at least one seating (231) defines a reduction in thickness of said lateral flank (23).

5. The packaging according to any one of the preceding claims, **characterised in that** said lateral flank (23) comprises a superposition of layers of cardboard which define the thickness thereof, there being a reduction of the number of layers of cardboard defining the thickness of the lateral flank (23) at said at least one seating (231).

6. The packaging according to any one of the preceding claims, **characterised in that** said support (3) is a monolithic thermoformed body.

7. The packaging according to any one of the preceding

claims, **characterised in that** a peripheral edge (33) of the support (3) is completely distanced from the bottom (22) of the box (2); the peripheral edge (33) being constituted by a strip of material which develops parallel, in contact with and adjacent to the lateral flank (23). 5

8. The packaging according to any one of the preceding claims, **characterised in that** said projections (31) are tabs which develop by protruding in a cantilevered manner for a length comprised between 1 and 3 millimetres. 10

9. The packaging according to any one of the preceding claims, **characterised in that** said flank (23) and the external perimeter of the support (3) develop along four sides (4), defining four corners (40), said projections (31) involving a part of the external perimeter of the support (3); the housing seatings (231) involving all four corners (40) of the lateral flank (23) of said box (2). 15 20

10. The packaging according to any one of the preceding claims, **characterised in that** said support (3) comprises a flat surface (32) from which said housing (30) projects towards the bottom (22) of the box (2); said flat surface (32) and said housing (30) obstructing access to the bottom (22) of the box (2); said projections (31) being coplanar with said flat surface (32). 25 30

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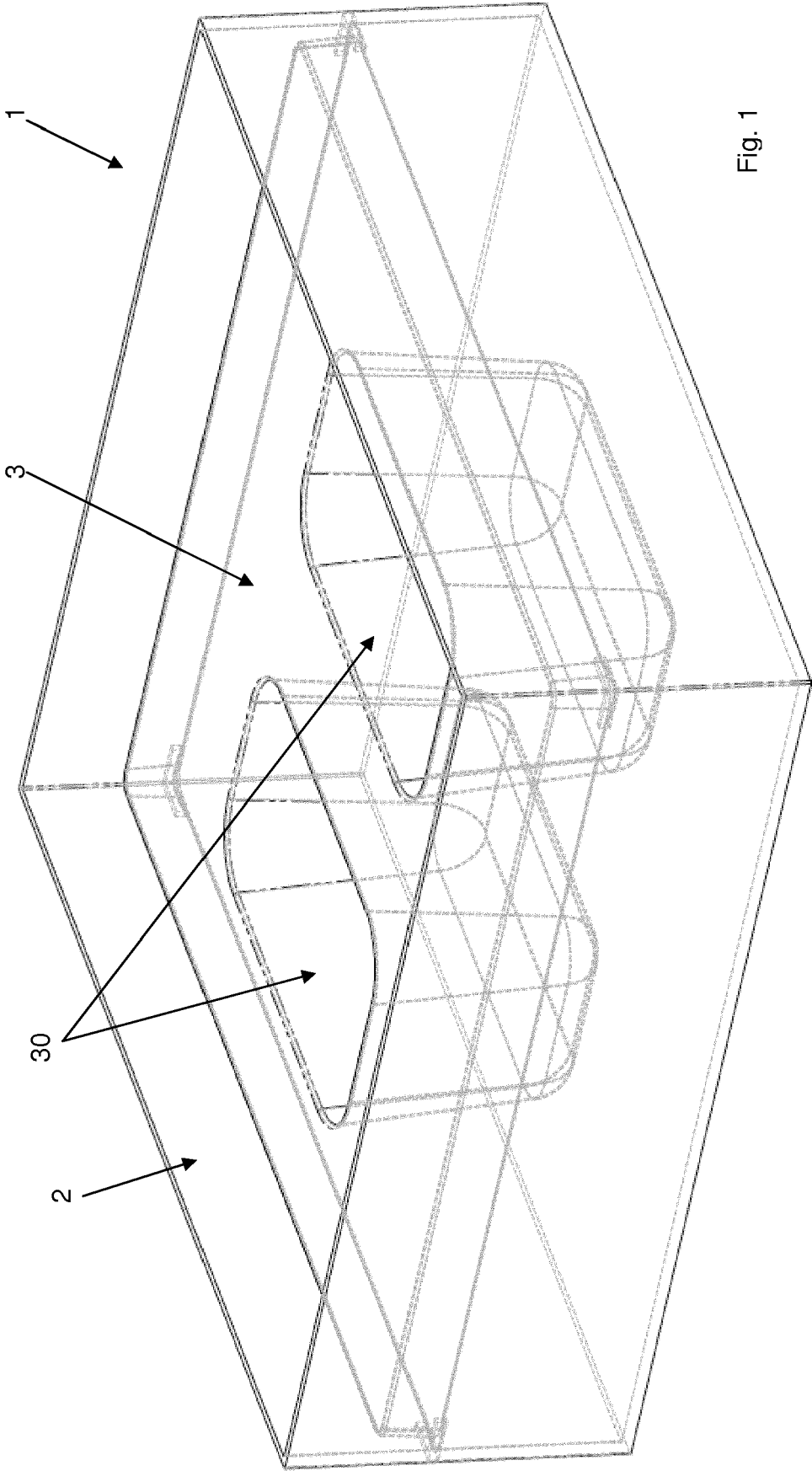


Fig. 1

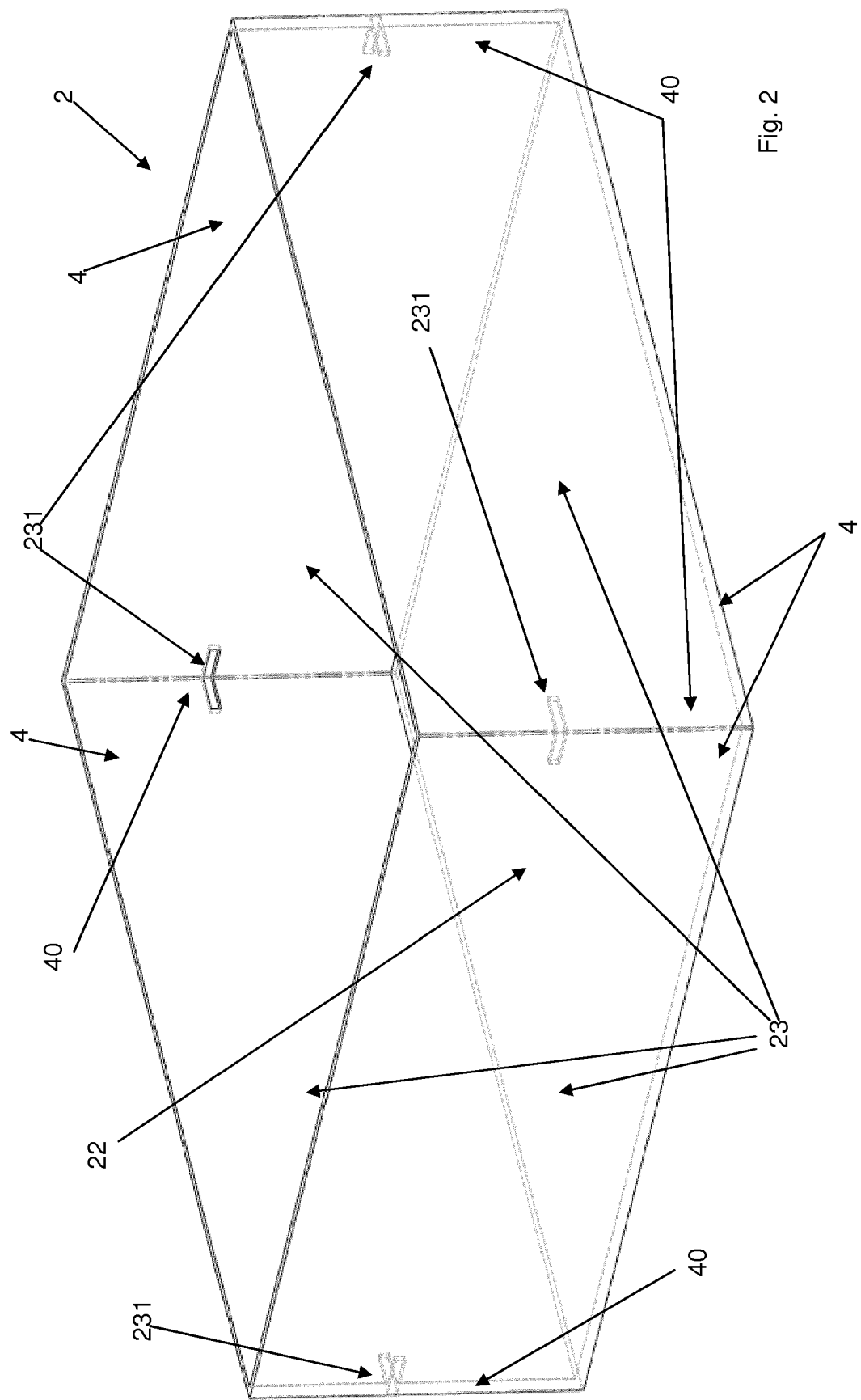


Fig. 2

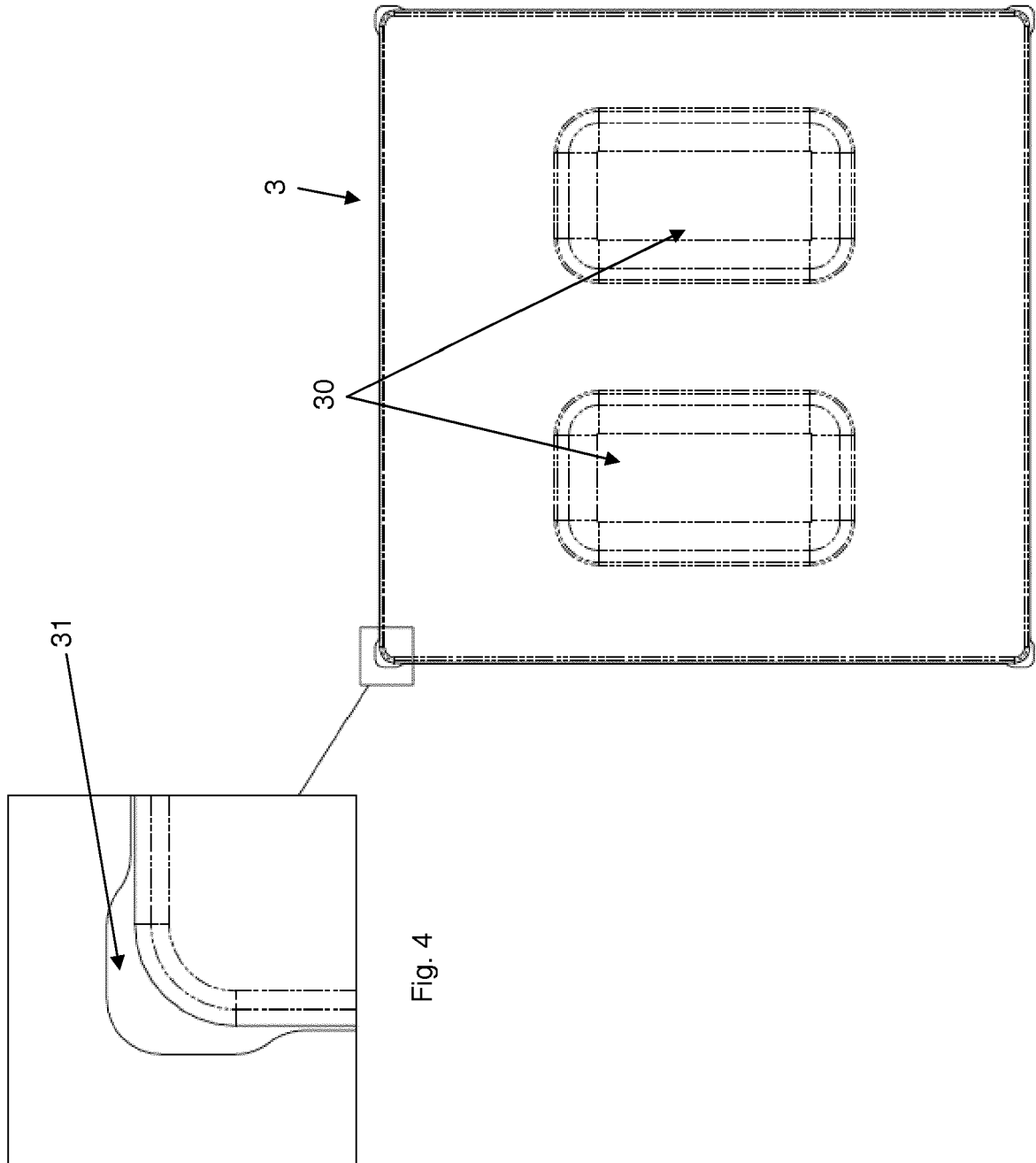


Fig. 3

Fig. 4

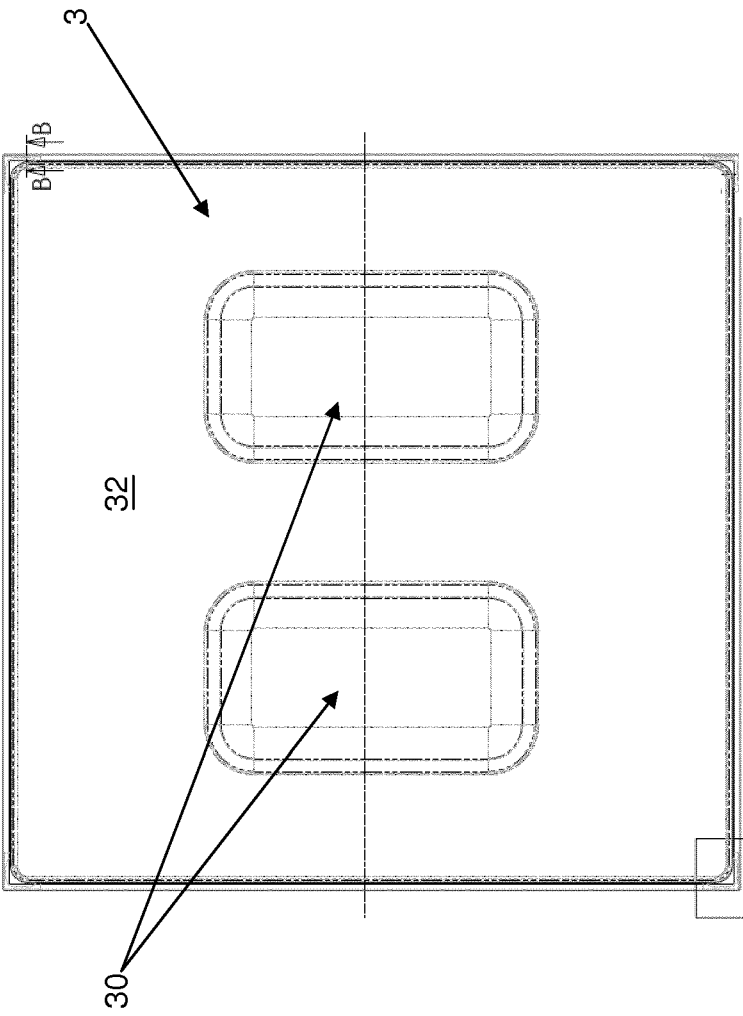


Fig. 5

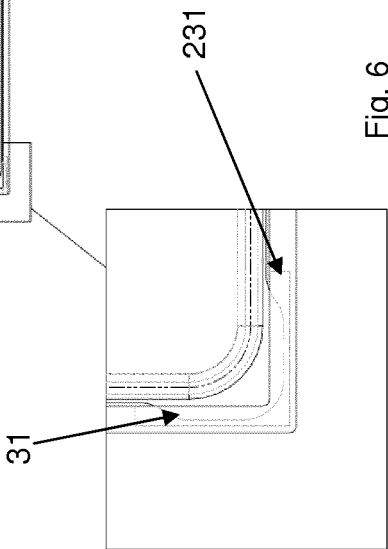


Fig. 6

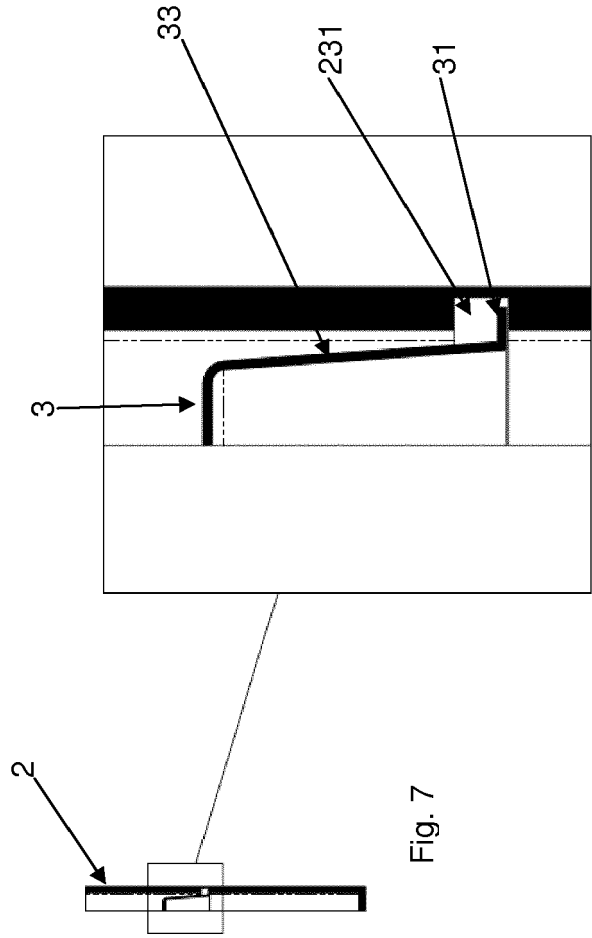


Fig. 7

Fig. 8



EUROPEAN SEARCH REPORT

Application Number
EP 18 15 1871

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EPO FORM 1503 03.82 (P04C01)

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			TECHNICAL FIELDS SEARCHED (IPC)
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The present search report has been drawn up for all claims			
Place of search Munich		Date of completion of the search 9 April 2018	Examiner Duc, Emmanuel
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This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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