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(54) **SHIPPING AND POINT OF SALE DISPLAY CARTON**

(57) A shipping and point of sale display carton comprising a display carton (2) adapted to hold and display a plurality of products, said display carton (2) being telescopically received and enclosed within a shipping sleeve (4) within which the display carton (2) is a sliding fit, whereby the display carton (2) can be telescopically slid within the shipping sleeve (4) between a shipping position, wherein the display carton (2) is contained within the shipping sleeve (4), and an elevated display position, wherein an upper portion of the display carton (2) extends above an upper end of the shipping sleeve (4), at least one inner wall of the shipping sleeve (4) including at least one support member (46,47,48,49) adapted to be movable between a first position, wherein said support member sits between an outer side of the display carton (2) and the shipping sleeve (4) when the display carton (2) is in its shipping position within the shipping sleeve (4), and a second position, extending from said at least one inner wall of the shipping sleeve (4), when the display carton (2) is in its display position, wherein the display carton (2) rests upon said at least one support member (46,47,48,49) when in its elevated display position.

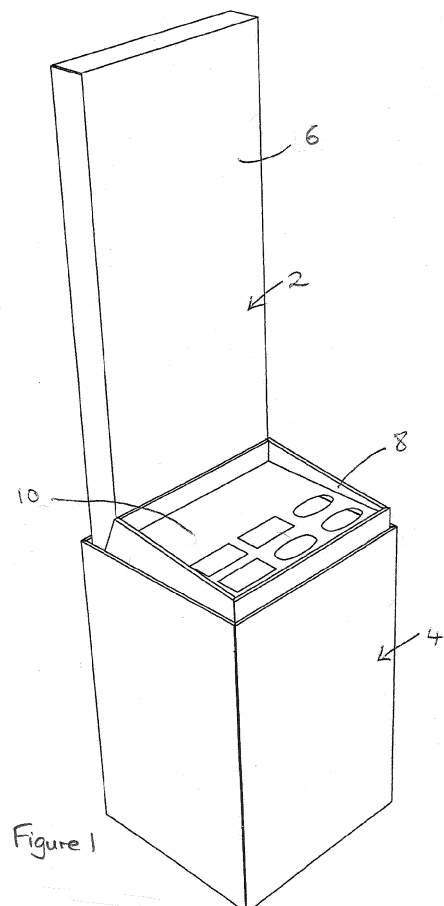


Figure 1

Description

FIELD OF THE INVENTION

[0001] This invention relates to packaging and in particular to a combined shipping and point of sale display carton.

BACKGROUND OF THE INVENTION

[0002] It is known to provide a point of sale display carton, typically made from corrugated cardboard, within which consumer products can be packaged for transportation to the point of sale, and within which the products are displayed at the point of sale, such that the purchaser's attention is drawn to the products and whereby the purchaser has access to the products. Such display carton may be assembled and filled with products prior to being supplied to the point of sale or may be supplied as flat blanks to be assembled and filled with products at the point of sale.

[0003] Typically a combined shipping and point of display carton includes removable sections adapted to be removed at the point of sale to allow the contents of the carton to be displayed and accessed by the customer. However, a problem with known shipping and point of display cartons is that the contents of the carton are not at a convenient height when the carton is placed on the ground. Furthermore, the provision of removable sections of the carton, required to allow the contents to be displayed, often compromises the strength of the carton during shipping.

SUMMARY OF THE INVENTION

[0004] According to the present invention there is provided a shipping and point of sale display carton comprising a display carton adapted to hold and display a plurality of products, said display carton being telescopically received and enclosed within a shipping sleeve within which the display carton is a sliding fit, whereby the display carton can be telescopically slid within the shipping sleeve between a shipping position, wherein the display carton is contained within the shipping sleeve, and an elevated display position, wherein an upper portion of the display carton extends above an upper end of the shipping sleeve, at least one inner wall of the shipping sleeve including at least one support member adapted to be movable between a first position, wherein said support member sits between an outer side of the display carton and the shipping sleeve when the display carton is in its shipping position within the shipping sleeve, and a second position, extending from said at least one inner wall of the shipping sleeve, when the display carton is in its display position, wherein the display carton rests upon said at least one support member when in its elevated display position.

[0005] Preferably the at least one support sleeve is

adapted to automatically move to its second position as the display carton is moved to its elevated display position. Preferably the display sleeve maintains the at least one support member in its first position, between the display carton and the shipping sleeve, when the display carton is in its shipping position within the display sleeve.

[0006] In one embodiment at least one support member may be provided on each of a pair of opposing inner walls of the shipping sleeve.

[0007] Preferably the at least one support member is integrally formed with said shipping sleeve. The shipping sleeve may be formed from a blank of foldable sheet material. The at least one support member may comprise a folded portion of said shipping sleeve. The shipping sleeve may comprise a plurality of outer panels, a plurality inner panels, each inner panel being connected to a respective outer panel about a respective fold line at one end of the sleeve, wherein said at least one support member is defined by at least one portion of a respective inner panel. Preferably said at least one support member comprises a flap formed from at least a portion of at least one side of a respective inner panel and coupled to the remainder of the respective inner panel by a respective first fold line. Said flap defining said at least one support member may include an intermediate fold line extending between and outer edge of the flap and said first fold line, parallel to said first fold line. In one embodiment respective support members are formed on an opposing pair of said inner panels of the sleeve, each of said pair of opposing inner panels having a respective flap formed on each lateral side thereof.

[0008] Preferably the sum of the width of each flap and an intervening portion of the respective inner panel of each of said opposing pair of inner panels is greater than the width of the associated outer panel of the sleeve, and wherein the flaps are folded about said intermediate fold line to lay between the display carton and the shipping sleeve when the support members are in their first positions. An outer portion of each of the flaps may be defined by a cut out portion of the adjacent inner panel of the sleeve.

[0009] In one embodiment the display carton may comprise a rear wall portion and base tray portion extending perpendicular to and forwardly from a lower end of the rear wall portion, wherein said base tray portion comprises a product support tray. The product support tray may comprise a separate box-like body mounted in the base tray portion. One or more additional product support trays may be mounted or formed on a front face of the rear wall portion of the display carton.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] A display carton in accordance with an embodiment of the present invention will now be described, by way of example only, with reference to the accompanying drawings, in which:-

Figure 1 is a perspective view of a shipping and point of display carton in accordance with an embodiment of the present invention in a display configuration;

Figure 2 is a perspective view of the blank used to form the shipping sleeve of the carton of Figure 1;

Figures 3 and 4 illustrate formation of the shipping sleeve from the blank of Figure 2;

Figure 5 to 9 illustrate assembly of the shipping sleeve ready for use;

Figure 10 is a perspective view the display carton of the shipping and point of display carton of Figure 1;

Figures 11 and 12 illustrate the assembly of the display carton of Figure 10;

Figure 13 illustrates the insertion of the display carton of Figure 10 into the shipping sleeve; and

Figures 14 and 15 illustrate the movement of the display carton to its elevated display position within the shipping sleeve.

DETAILED DESCRIPTION OF THE DRAWINGS

[0011] Figure 1 illustrates a shipping and point of sale display unit comprising a display carton 2, which may be made from corrugated cardboard, within which consumer products can be packaged for transportation to the point of sale, and within which the products can be displayed at the point of sale, and a shipping sleeve 4 within which the display carton 2 is slideably received such that the display carton 2 is telescopically moveable in the shipping sleeve 4 between a shipping position, wherein the display carton 2 is wholly contained within the shipping sleeve 4, and an elevated display position, wherein an upper portion of the display carton 2 extends above an upper end of the shipping sleeve 4.

[0012] As will be described below in more detail, the shipping sleeve 4 incorporates support members integrally formed on opposing inner walls of the sleeve, said support members being adapted to be movable between a first position, wherein the support members lay flat against the inner walls of the sleeve to be located between an outer side of the display carton and the shipping sleeve when the display carton is in its shipping position within the shipping sleeve, and a second position, extending from the respective inner wall of the shipping sleeve, when the display carton is in its display position, whereby the display carton rests upon and is supported by the support members when in its elevated display position.

[0013] The display carton 2 comprises a rear portion 6, defining an upright rear wall portion of the display carton 2, and a base portion 8, defining a base tray, extend-

ing perpendicular to and forwardly from a lower end of the rear portion 6. A product support tray 10, may be located in the base portion 8 of the display carton 2, said support tray 10 being adapted to hold and display a plurality of products.

[0014] As illustrated in Figure 2, a first one piece blank 20 adapted to form the shipping sleeve 4 preferably comprises a row of first, second, third and fourth outer panels 22,24,26,28, hingedly connected about first to third parallel fold lines 29,30,31. A connecting tab 32 may be hingedly connected to the fourth outer panel 28 about a fourth fold line 33 parallel to said first to third fold lines 29,30,31 for connecting to the first outer panel 22 to form the sleeve 4.

[0015] The blank 20 further comprises first, second, third and fourth inner panels 34,36,38,40 respectively connected to a first end of the first through fourth outer panels 22,24,26,28 about respective fifth to eighth fold lines 41,42,43,44 perpendicular to said first to fourth fold lines 29,30,31,33, whereby the first to fourth inner panels 34,36,38,40 of the shipping sleeve 4 are foldable about the respective fifth to seventh fold lines 22,24,26,28 to form the double walled shipping sleeve 4, as shown in Figure 3.

[0016] In a preferred embodiment side regions of each of the second and fourth inner wall panels 36,38 incorporate foldable flaps 46,47,48,49 defining said support members for supporting the display carton thereon when in its elevated display position, said flaps 46,47,48,49 being separated from the remainder of the respective inner panel 36,40 by respective fold lines 50,51,52,53 extending parallel to the first to fourth fold lines 29,30,31,33. The length of each flap 46,47,48,49 is preferably less than the length of the associated inner panel 36,40, each flap being separate from the remainder of the respective inner panel 36,40 by a respective cut line 54,55,56,57 at one end, said cut lines 54,55,56,57 extending parallel to the fifth to eighth fold lines 41,42,43,44 and spaced from the respective adjacent fold line 41,42,43,44.

[0017] The foldable flaps 46,47,48,49 extend beyond the side edges of the respective inner panel 36,40 in which they are formed such that the sum of the width of each flap 46,47,48 and an intervening portion of the respective inner panel 36,40 is greater than the width of the associated outer panel 22,24,26,28 of the sleeve 4.

[0018] First and second flaps 46,47 formed on either side of the second inner panel 36 extend into cut out regions in the adjacent side of the respective first and third inner panels 34,38. A third flap 48 formed on a first side of the fourth inner panel 40 extends into a cut out region in an adjacent side of the third inner panel 38. A fourth flap 49, formed on a second side of the fourth inner panel 40, opposite said first side, extends beyond the adjacent edge of the fourth inner panel 40.

[0019] Each of the flaps 46,47,48,49 includes an intermediate fold line 58,59,60,61 extending parallel to an adjacent outer edge of the respective flap 46,47,48,49 and

between said outer edge and respective fold line 50,51,52,53 separating the respective flap 46,47,48,49 from the remainder of the respective inner panel 36,40, such that each flap 46,47,48,49 can be folded to define a double thickness panel able to be located between the shipping sleeve 4 and the display carton 2 when folded and when the display carton 2 is in its shipping position within the shipping sleeve 4, each flap 46,47,48 automatically springing open to an extended position, as illustrated in Figures 7 to 9, when the display carton 2 is moved to its elevated display position, such that the extended flaps 46,47,48,49 define supports upon which the display carton 2 can rest to support the display carton 2 on the shipping sleeve 4 in its elevated display position.

[0020] Each of the first and third inner panels 34,38 includes a central cut out region 62,64 extending to an outer edge of the respective inner panel 34,38 and having a length less than that of the respective inner panel 34,38 to terminate at a position spaced from the respective fifth and seventh fold lines 41,43, preferably along a line substantially coaxial with the cut lines 54,55,56,57 of the flaps 46,47,48,49 of the second and fourth inner panels 36,40. Laterally extending tabs 66,68 formed on or adjacent a lower end of the display carton 2 are adapted to engage the cut out regions 62,64 of the first and third inner panels 34,36 of the shipping sleeve 4, in use, whereby the interaction of the tabs 66,68 in said cut out regions 62,64 of the first and third inner walls 34,48 of the shipping sleeve 4 limit telescopic movement of the display carton 2 within the shipping sleeve 4, preventing the display carton 2 from being elevated beyond its elevated display position within the shipping sleeve 4.

[0021] As shown in Figures 10 to 12, the rear portion 6 of the display carton 2 may be defined by a rear wall 70, front wall 72, pair of side walls 73,74 and an upper closure 75 defining a tall and narrow rectangular box.

[0022] The base portion 8 of the display carton 2 may be defined by a substantially square base panel 76, a pair of foldable side wall portions extending from opposing first sides of the base panel about respective first and second fold lines and a front wall portion extending from a front side of the base portion.

[0023] The base portion 8 may be formed from first and second connecting panels 77,78 extending forwardly from a lower region of the rear portion 6 of the display carton 2 to be received between respective first panels 79,80 coupled to respective sides of the base panel 76 via said first and second fold lines, and respective second panels 81,82, extending from a respective intermediate fold lines at an outer edge of respective first panels 79,80, whereby the first and second panels 79,80,81,82 of each side of the base portion 8 can be folded around a respective connecting panel 77,78 of the rear portion of the display carton 2. A front wall portion of the base portion 8 of the display carton may comprise a first front wall panel 83 extending from a front fold line at a forward edge of the base panel 76 and a second front panel 84 extending from an intermediate fold line at an outer edge of the first

front wall panel 83, said intermediate fold line being parallel to said front fold line, connecting panels 85,86 extending from respective fold lines at forward edges of each first panel 79,80 of the sides of the base portion 8 to be located between the first and second front wall panels 83,84 when the base portion 8 of the display carton 2 is assembled.

[0024] The rear portion 6 of the display carton 2 may define a support wall upon which one or more additional product support trays may be mounted.

[0025] A topper (not shown), upon which advertising and branding or other promotional information about the products to be held in the display carton may be printed, may be attached to or mounted on an upper end of the rear portion 6 of the display carton 2. Alternatively, or additionally, the rear portion 6 of the display carton 2 may have advertising and branding or other promotional information printed on one or more sides thereof.

[0026] The above described embodiment is described by way of a non-limiting example only and the invention is not limited to the embodiment described herein but can be amended or modified without departing from the scope of the present invention as defined by the claims.

Claims

1. A shipping and point of sale display carton comprising a display carton (2) adapted to hold and display a plurality of products, said display carton (2) being telescopically received and enclosed within a shipping sleeve (4) within which the display carton (2) is a sliding fit, whereby the display carton (2) can be telescopically slid within the shipping sleeve (4) between a shipping position, wherein the display carton (2) is contained within the shipping sleeve (4), and an elevated display position, wherein an upper portion of the display carton (2) extends above an upper end of the shipping sleeve (4), at least one inner wall of the shipping sleeve (4) including at least one support member (46,47,48,49) adapted to be movable between a first position, wherein said support member sits between an outer side of the display carton (2) and the shipping sleeve (4) when the display carton (2) is in its shipping position within the shipping sleeve (4), and a second position, extending from said at least one inner wall of the shipping sleeve (4), when the display carton (2) is in its display position, wherein the display carton (2) rests upon said at least one support member (46,47,48,49) when in its elevated display position.
2. A carton as claimed in claim 1, wherein the at least one support sleeve (46,47,48,49) is adapted to automatically move to its second position as the display carton (2) is moved to its elevated display position.
3. A carton as claimed in claim 2, wherein the display

- sleeve (4) maintains the at least one support member (46,47,48,39) in its first position, between the display carton (2) and the shipping sleeve (4), when the display carton (2) is in its shipping position within the display sleeve (4). 5
4. A carton as claimed in any preceding claim, wherein at least one support member (46,47,48,49) is provided on each of a pair of opposing inner walls (36,40) of the shipping sleeve (4). 10
5. A carton as claimed in any preceding claim, wherein said at least one support member (46,47,48,49) is integrally formed with said shipping sleeve (4). 15
6. A carton as claimed in claim 5, wherein said shipping sleeve (4) is formed from a blank of foldable sheet material. 20
7. A carton as claimed in claim 5 or claim 6, wherein said at least one support member (46,47,48,49) comprises a folded portion of said shipping sleeve (4). 25
8. A carton as claimed in claim 7, wherein the shipping sleeve (4) comprises a plurality of outer panels (22,24,26,28), and a plurality inner panels (34,36,38,40), each inner panel (34,36,38,40) being connected to a respective outer panel (22,24,26,28) about a respective fold line (41,42,43,44) at one end of the sleeve (4), wherein said at least one support member (46,47,48,49) is defined by at least one portion of a respective inner panel (34,36,38,40). 30
9. A carton as claimed in claim 8, wherein said at least one support member (46,47,48,49) comprises a flap formed from at least a portion of at least one side of a respective inner panel (36,40) and coupled to the remainder of the respective inner panel by a respective first fold line (50,51,53,53). 35 40
10. A carton as claimed in claim 9, wherein said flap defining said at least one support member (46,47,48,49) includes an intermediate fold line (58,59,60,61) extending between and outer edge of the flap and said first fold line (50,51,53,53), parallel to said first fold line (50,51,53,53). 45
11. A carton as claimed in claim 9 or claim 10, wherein support members (46,47,48,49) are formed on an opposing pair of said inner panels (36,40) of the shipping sleeve (4), each of said pair of opposing inner panels (36,40) having a flap (46,47,48,49) formed on each lateral side thereof. 50 55
12. A carton as claimed in claim 11 when dependent upon claim 10, wherein the sum of the width of each flap (46,47,48,49) and an intervening portion of the respective inner panel (36,40) of each of said opposing pair of inner panels is greater than the width of the associated outer panel (24,28) of the shipping sleeve (4), and wherein the flaps (46,47,48,49) are folded about said intermediate fold line (58,59,60,61) to lay flat between the display carton (2) and the shipping sleeve (4) when the support members (46,47,48,49) are in their first positions.
13. A carton as claimed in claim 12, wherein an outer portion of each of the flaps (46,47,48,49) is defined by a cut out portion of the adjacent inner panel (34,38) of the shipping sleeve (4).
14. A carton as claimed in any preceding claim, wherein the display carton (2) comprises a rear wall portion (6) and base tray portion (8) extending perpendicular to and forwardly from a lower end of the rear wall portion (6), wherein said base tray portion (8) comprises or contains a product support tray (10).
15. A carton as claimed in claim 14, wherein one or more additional product support trays are mounted or formed on a front face of the rear wall portion (6) of the display carton (2).

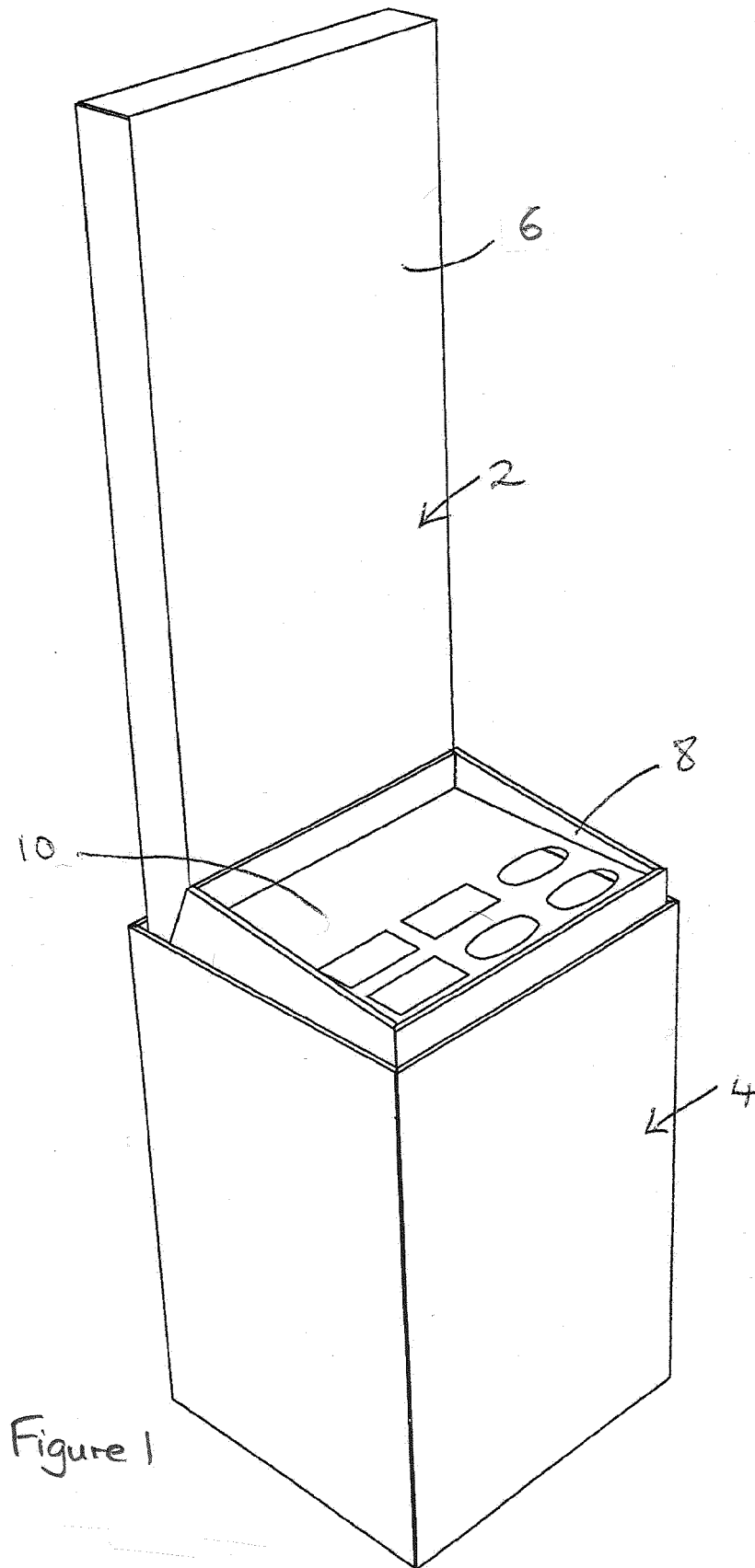
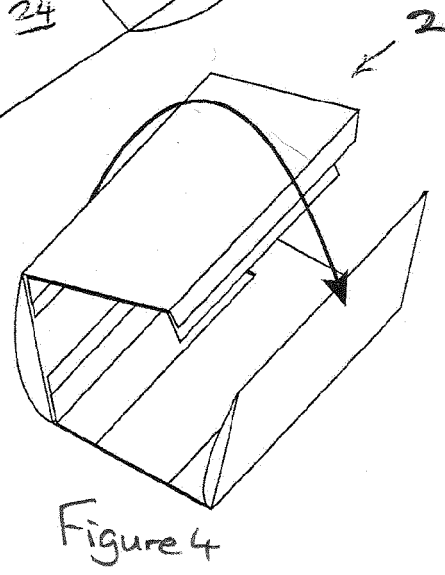
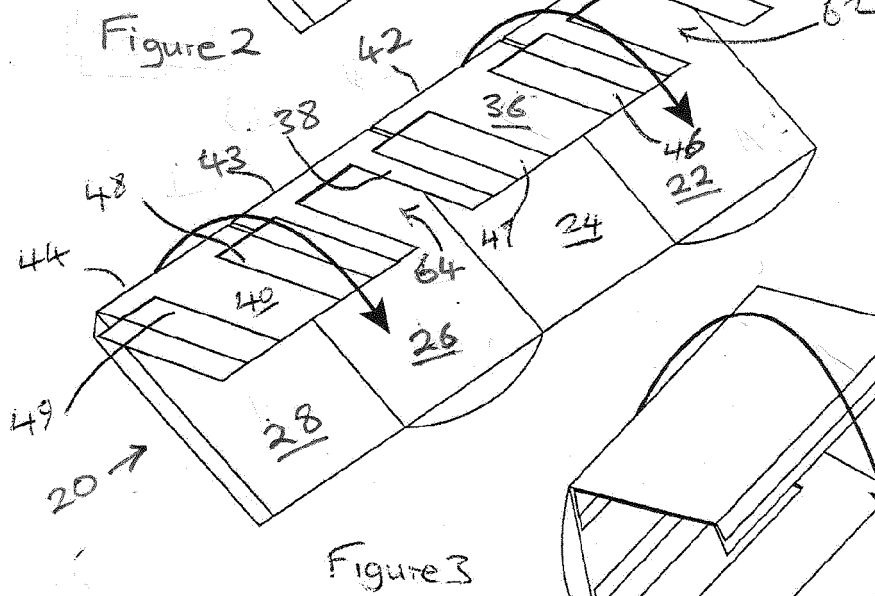
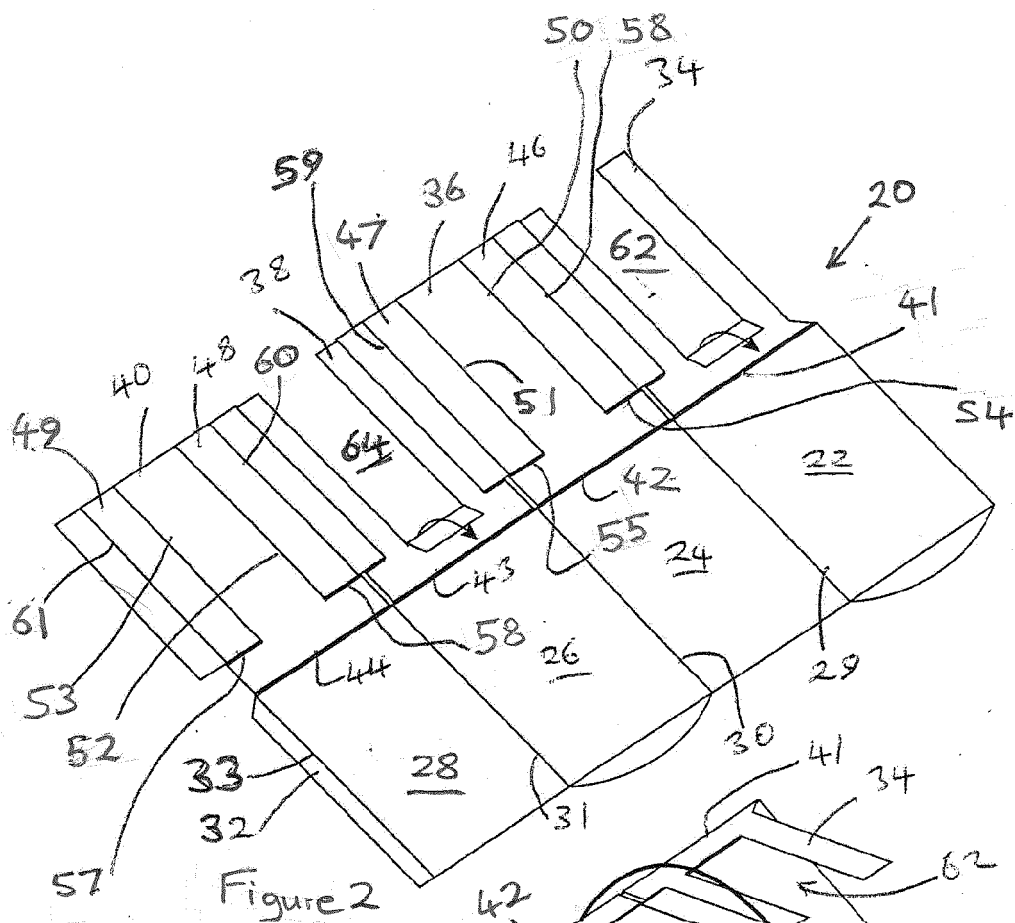
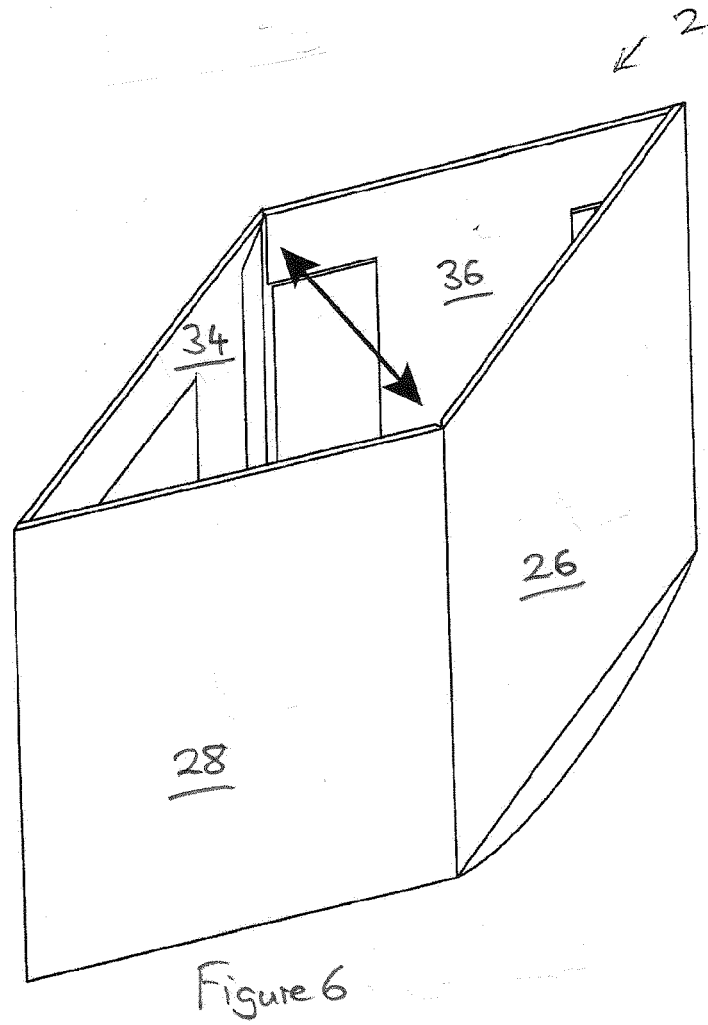
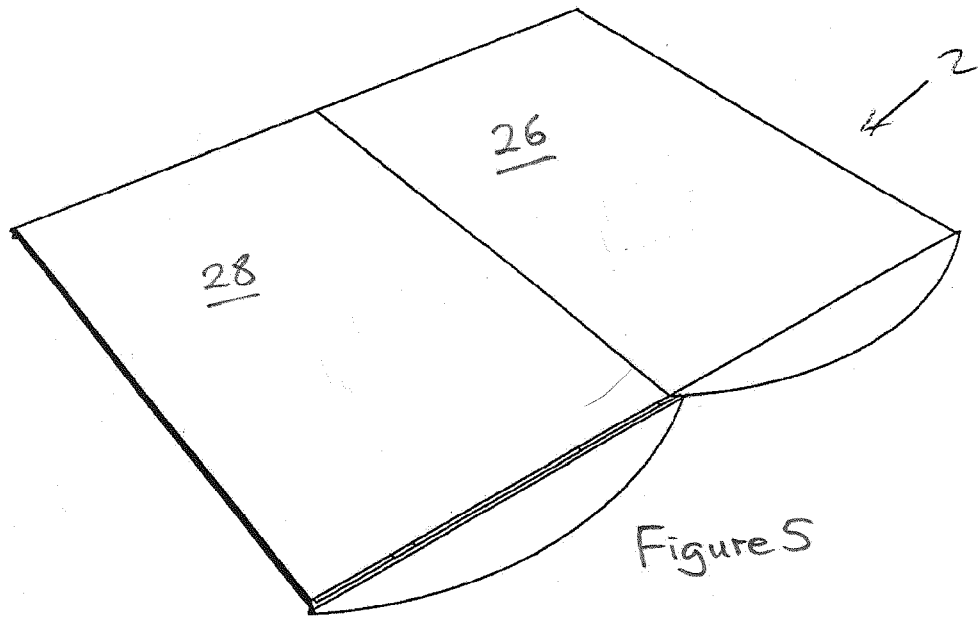


Figure 1





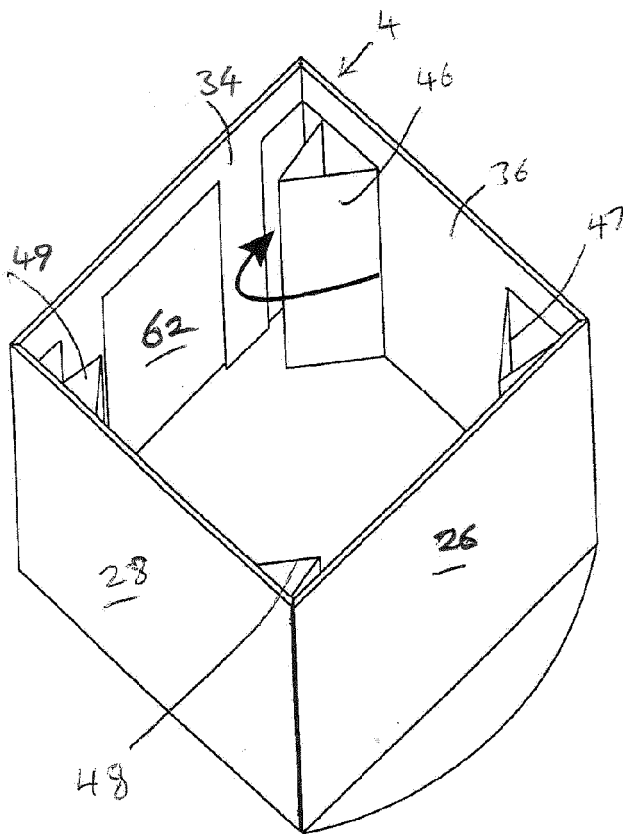


Figure 8

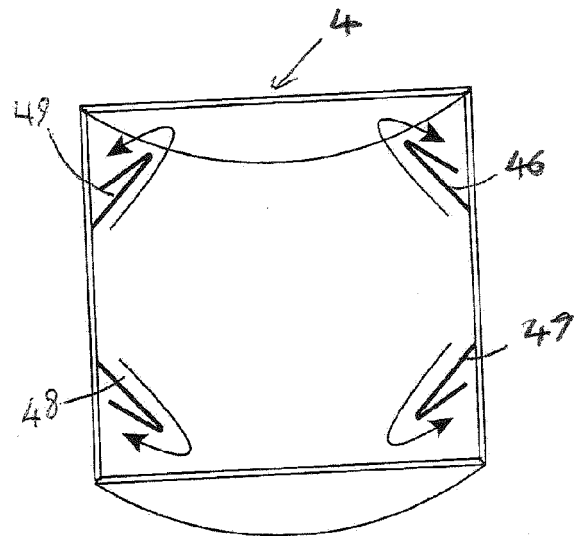


Figure 7

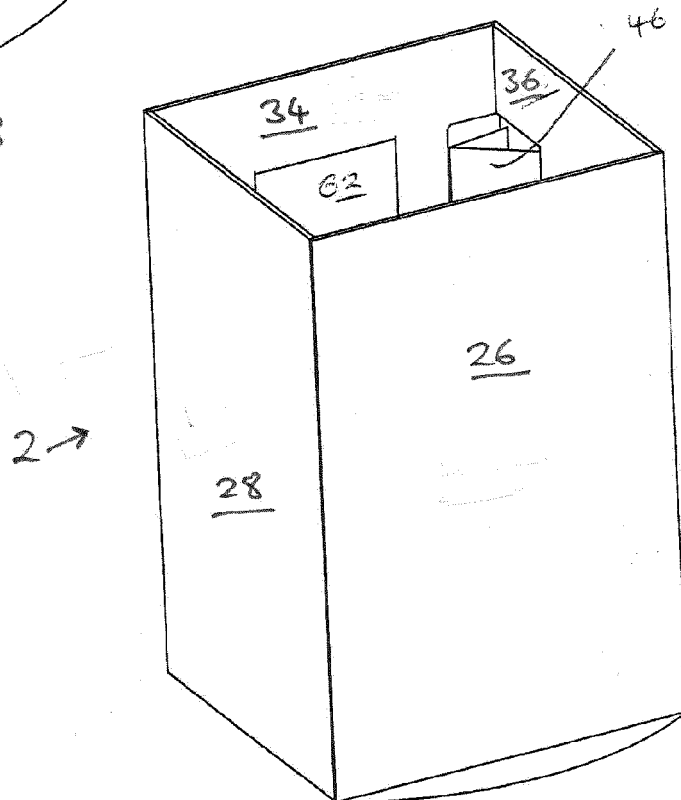


Figure 9

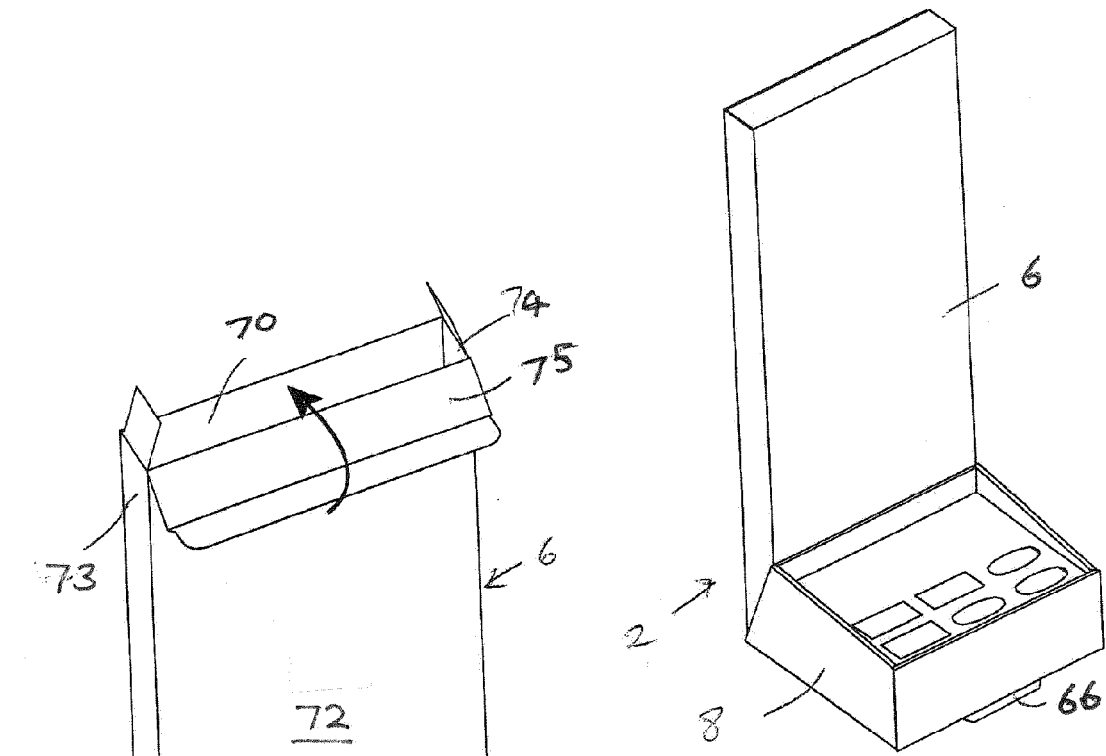


Figure 10

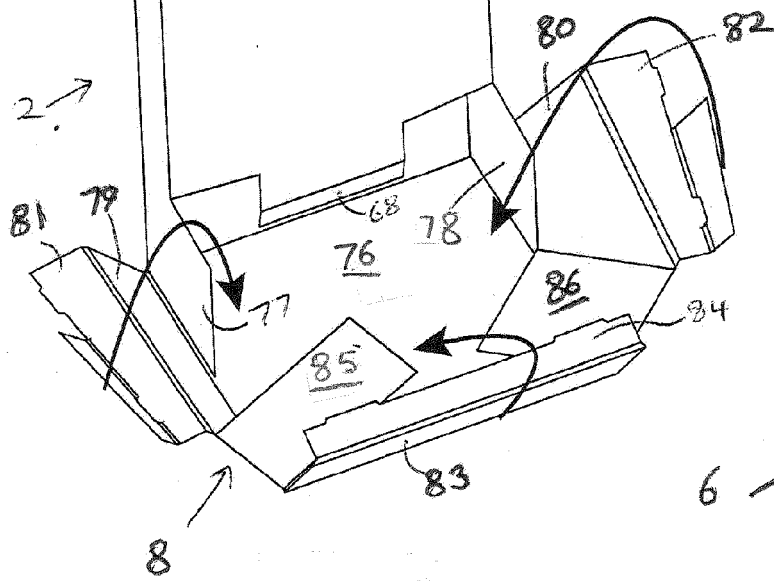


Figure 11

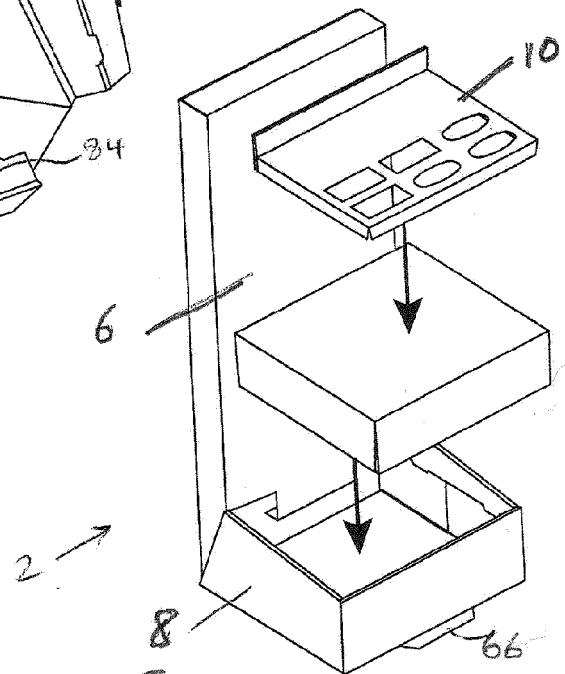


Figure 12

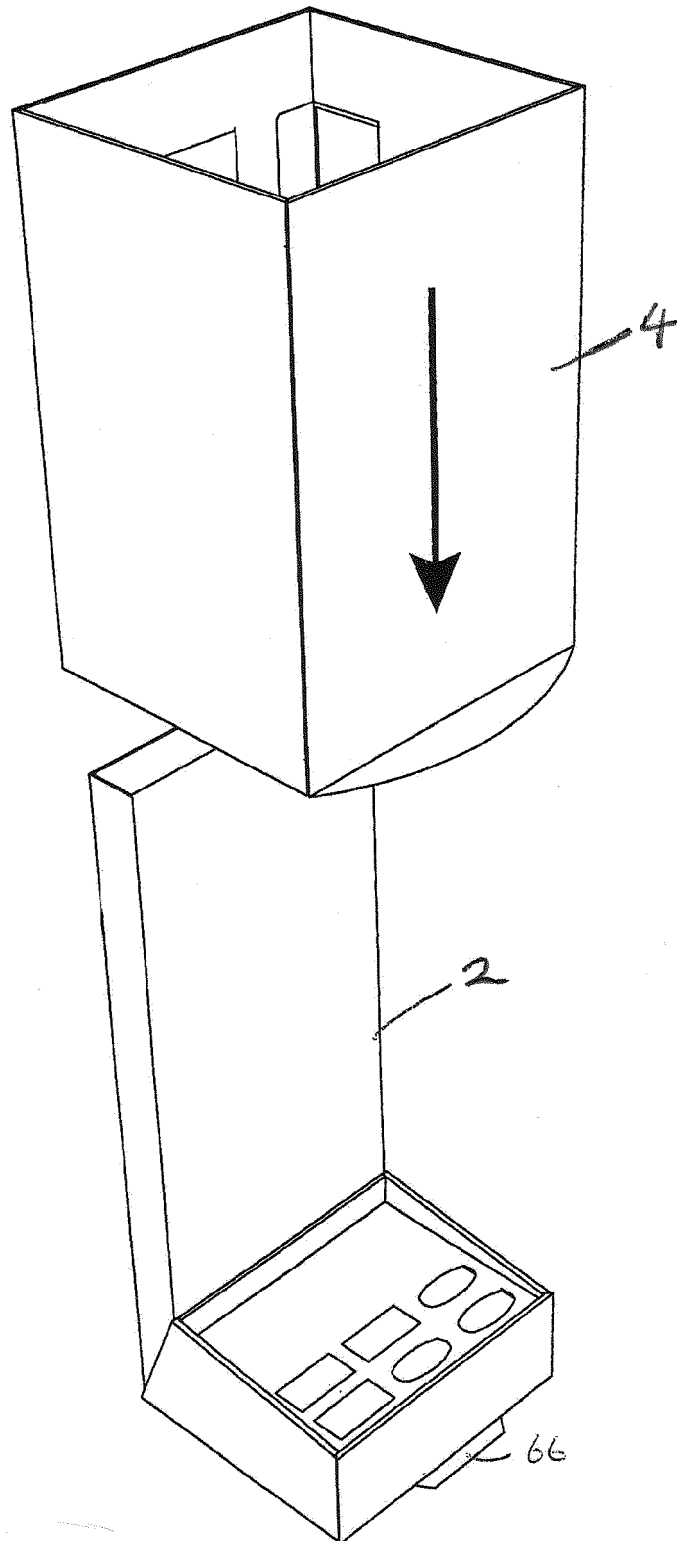


Figure 13

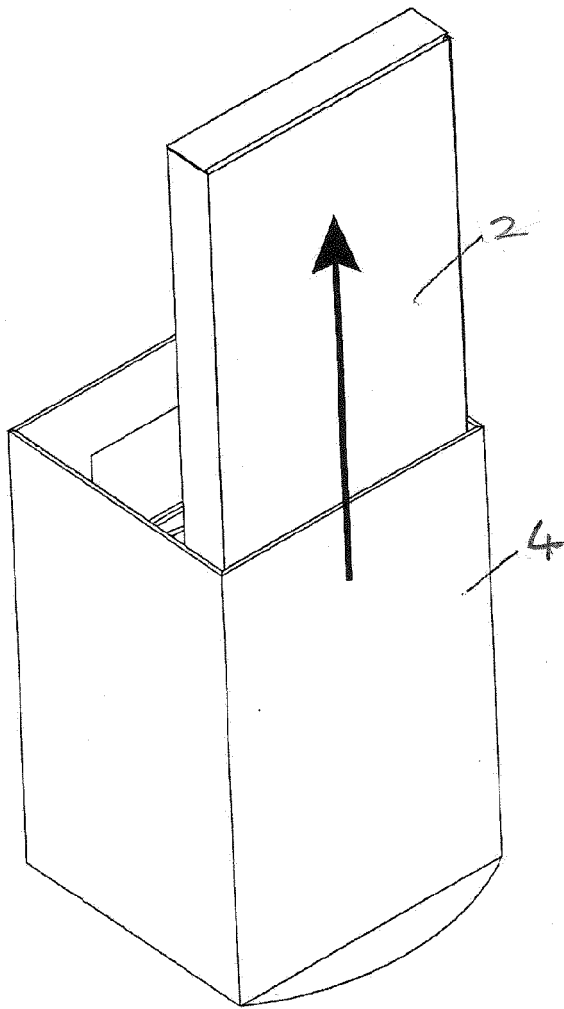


Figure 14

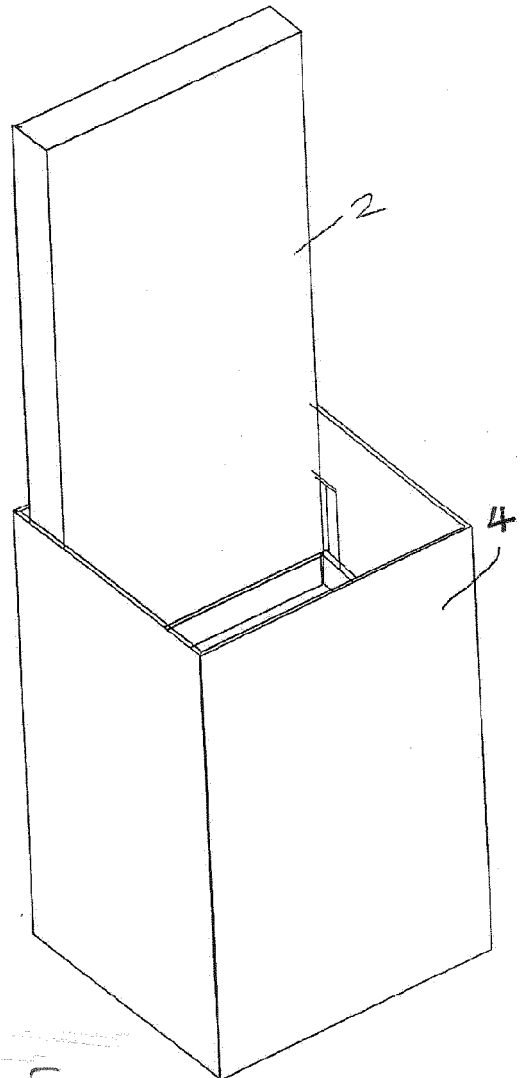


Figure 15



EUROPEAN SEARCH REPORT

Application Number

EP 23 15 3548

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EPO FORM 1503 03.82 (P04C01)

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	US 2003/150771 A1 (MASON DAVID G [GB] ET AL) 14 August 2003 (2003-08-14) * figures 1-10 *	1-15	INV. B65D5/38 B65D5/52
X	WO 2008/076419 A2 (VIRVO ALEXANDER [US]) 26 June 2008 (2008-06-26) * figures 1-7 *	1-15	
A	FR 2 856 039 A1 (VITOP [FR]) 17 December 2004 (2004-12-17) * figures 1-13 *	1-15	
A	AU 601 139 B3 (DECOR CORP PTY LTD) 16 July 1990 (1990-07-16) * figures 1-4 *	1-15	
			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 14 June 2023	Examiner Jervelund, Niels
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