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FOOD CONTAINER DISPLAY DEVICE

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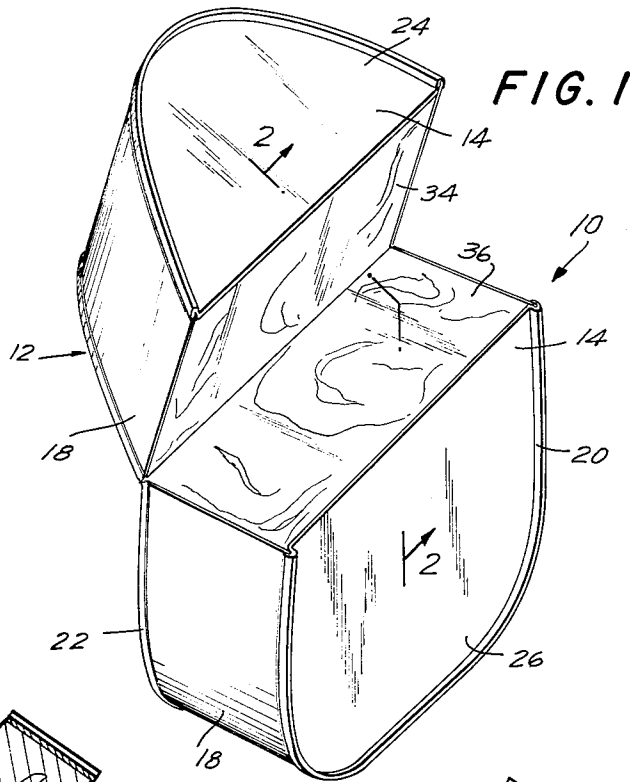


FIG. 1

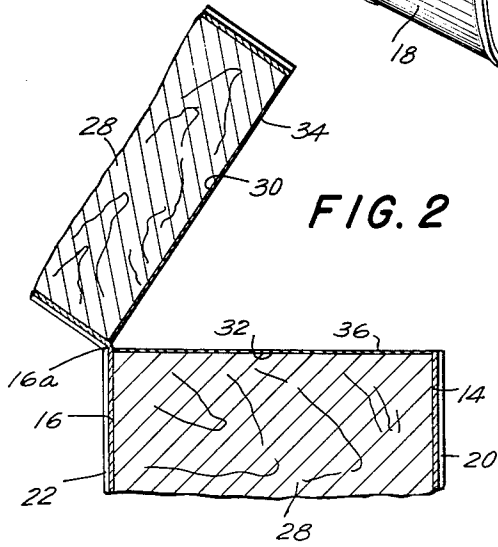


FIG. 2

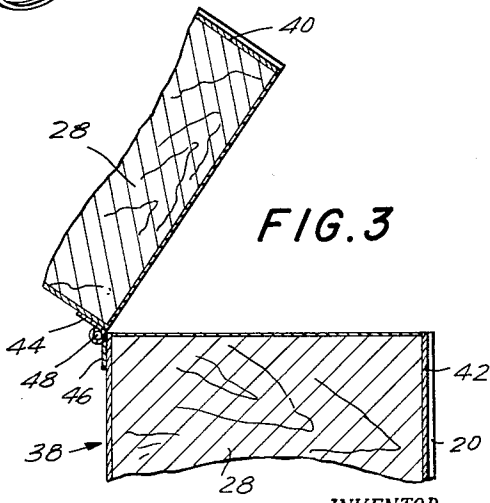


FIG. 3

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FOOD CONTAINER DISPLAY DEVICE

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The present invention relates to a novel display device for food, and more particularly to a display device simulating canned or packaged meats or the like.

In the packaging of foods, for example hams or other meats, it is customary to pack such foods under vacuum in hermetically-sealed cans to prevent spoilage. This presents a problem in displaying such foodstuffs for sale, since, if the can is opened, the food will spoil or decay quickly, and on the other hand, the purchaser cannot see the food when the container is sealed. It is desirable, however, to display the contents of the container, since the purchaser would be more ready to accept the same if the food were visually presented in the market.

Heretofore, the only manner in which perishable packed foods could be displayed in stores was by means of photographs or illustrations. Such means is not as effective from a merchandising standpoint as the displaying of the goods in the environment of its container, so that the prospective customer can ascertain what is to be found in the sealed container.

Accordingly it is an object of the present invention to provide a display device simulating an opened or sectioned container with the visual representation of the contents therein.

Another object of the present invention is to provide a display device, which is realistic in appearance, and is not subject to waste or spoilage during display due to contamination of the product therein.

A further object of the present invention is to provide an inexpensive and permanent type of food display device which can be picked up and handled by prospective purchasers.

Additional objects and advantages of the present invention will become apparent during the course of the following specification when taken in connection with the accompanying drawings, wherein:

Fig. 1 is a perspective view of a display device incorporating the present invention;

Fig. 2 is a section taken along the line 2—2 of Fig. 1; and

Fig. 3 is a section similar to Fig. 2, through a modified display device made in accordance with the present invention.

Referring now in detail to the drawings and in particular to Fig. 1, there is shown a display device 10 made in accordance with the present invention, and simulating a vacuum-packed ham product, or the like. The display device 10 includes a container in the form of a metallic can 12 which has respective top, bottom and side walls 14, 16, and 18. In the form illustrated herein, the can 12 is of the type in which processed ham or other meats is usually packed, and for display purposes, it is contemplated that the actual container used in packaging the food, including its labelling, be employed. The can 12 has upper and peripheral flanges 20 and 22 which border the top and bottom walls 14 and 16, said flanges 20 and 21 serving as the connection between the side wall 18 with the top and bottom walls.

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In accordance with the present invention, a food container is split transversely approximately at its center to form two sections, the latter being hinged together at the rear of the container. In the example illustrated in the drawings, the can 12 is split transversely slightly above its center line, this being preferably performed by cutting through a sealed but empty can from the front to the rear thereof. As shown in the drawings, the cut extends through the top wall 14, the upper peripheral flange 20, and the side wall 18 up to the bottom wall 16, which remains intact and uncut.

When the can 12 is cut in the manner described above, there is formed two separate sections 24 and 26 which are hollow and empty, and which have open ends facing each other at the dividing line formed by the cut. The sections 24 and 26 are joined and held together by the uncut portion 16a of the bottom wall 16 adjacent the cut, this uncut portion 16a of the metal can providing a hinge about which the sections 24 and 26 may be bent relative to each other.

The sections 24 and 26 are then separated and filled with a heavy material 28 through their open ends. The material 28 may be wood, plaster of Paris, or other suitable material selected to have approximately the same weight as the food normally contained in the can 12, so that the prospective purchaser, in lifting the display, may receive a sensory illusion of the product as well as a visual one. In filling the container, the filler material 28 is provided with plavlar surfaces 30 and 32 the open ends of the container sections 24 and 26, the plavlar surfaces being flush with said open ends, as shown in Fig. 2.

The exposed plavlar surfaces 30 and 32 of the filler material 28 are then each covered by sheets 34 and 36 representing a pictorial likeness of the food normally contained in the can 12. For this purpose, the sheets 34 and 36 bear illustrations or photographs in natural color of the food product. For example, the sheets may bear colored photographs of cut ends of processed ham. The shopper is then presented with a display which appears to be a container and its contents split apart with the contents exposed to view.

In use, the sections 24 and 26 of the can 12 are spread apart at the hinge portion 16a, exposing the sheets 34 and 36 with their pictorial likenesses of the meat contents. The can in the open position may then be placed in the store window or upon the counter so that shoppers are able to see what will be found inside the sealed container.

In the modified embodiment shown in Fig. 3, the can 38 is completely split apart transversely through its entire depth, leaving two separated body sections 40 and 42 respectively. Hinge sections 44, 46 are then attached to the respective body sections 40 and 42. The body sections are then fitted together so that the hinge sections 44, 46 are aligned and a pin 48 is then passed through the hinge sections to secure the sections. Thus, the can body sections are joined by actual hinges rather than by the uncut portion of the rear wall which served as a hinge in the embodiment of Fig. 2.

While preferred embodiments of this invention have been shown and described herein, it is to be understood that numerous additions, changes and omissions may be made in such embodiments without departing from the spirit and scope of the invention.

What I claim is:

1. A display device for simulating a sealed food container split open to reveal its contents, said device comprising a metal container cut transversely adjacent its center to form two separate sections having open ends at said cut, opaque members respectively extending across the open ends of the respective sections to cover the same with opaque members each bearing a pictorial likeness of

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a cut section of the food normally contained in said container, and hinge means joining the rear ends of said container sections adjacent said cut with the open ends thereof facing each other.

2. A display device according to claim 1 in which each of the container sections are filled with a relatively heavy filler material to approximate the weight of a container filled with food.

3. A display device for simulating a sealed food container split open to reveal its contents, said device comprising a metal container cut transversely adjacent its center to form two separate sections having open ends at said cut, a filler of heavy, solid, non-perishable material in each of said sections, each filler having a planar end surface substantially flush with the cut open ends of the respective container section, a sheet covering the planar end surface of each filler, each sheet bearing a pictorial representation of a cut section of the food normally contained in said container, and hinge means joining the rear ends of said container sections adjacent said cut with the open ends thereof facing each other.

4. A display device for simulating a sealed food container split open to reveal its contents, said device comprising a metal container having a front wall, side walls, and a rear wall, said container being cut transversely adjacent its center through its front and side walls to form two separate sections having open ends at said cut, a filler of heavy, solid, non-perishable material in each of said sections, each filler having a planar end surface

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substantially flush with the cut open ends of the respective container section, a sheet covering the planar end surface of each filler, each sheet bearing a pictorial representation of a cut section of the food normally contained in said container, the rear wall of the container being uncut and having a portion in alignment with said cut serving as a bend line for said container sections.

5. A display device for simulating a sealed food container split open to reveal its contents, said device comprising a metal container cut transversely adjacent its center to form two separate sections having open ends at said cut, a filler of heavy, solid, non-perishable material in each of said sections, each filler having a planar end surface substantially flush with the cut open ends of the respective container sections, a sheet covering the planar end surface of each filler, a colored photograph on the outer surface of each said sheet depicting a cut section of the food normally contained in said container, and hinge means joining the rear ends of said container sections adjacent said cut with the open ends thereof facing each other.

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