

DISPLAY PACKAGES

This invention relates to display packages. Embodiments of a display package according to the invention are particularly, but not exclusively, suitable for packaging magnetic tape cassettes.

5 Display packages for magnetic tape cassettes generally comprise a container made, for example, of a cardboard-like material or plastics material, having a coloured pattern printed thereon. Besides being decorative in nature, the coloured pattern may also be used to identify, for example, the tape programme, the tape length and the manufacturer of the tape cassette. A thin transparent material, such as cellophane or a plastics material, surrounds and overlays the container to provide a protective seal. Thus the tape cassette cannot be removed from the container unless the protective sheet is first removed.

15 It may be desirable, however, to change the coloured pattern, for example, for different tape cassettes. With the arrangement described above, a new and different printing operation for the containers must be performed for each such change. This, of course, results in added expense.

According to the present invention there is provided a display package suitable for packing a tape cassette, the package comprising: a rectangular container having a first opaque colour pattern thereon, said first colour pattern including a plurality of abutting coloured stripes; and a plastics sheet surrounding said container and having a substantially transparent second colour pattern thereon which at least partially overlaps said first colour pattern, said second colour pattern including a plurality of abutting coloured stripes with at least one of said coloured stripes of said second colour pattern overlapping at least one differently coloured stripe of said first colour pattern so as to form a third colour pattern.

The invention will now be described by way of example with reference to the accompanying drawings, in which:

30 Figure 1 is a perspective view of an embodiment of display package according to the invention and having a first coloured pattern thereon;

Figure 2 shows a transparent sheet blank having a second coloured pattern thereon; and

Figure 3 is a perspective view of an embodiment of display package according to the invention and having a third coloured pattern thereon.

Referring to Figure 1, there is shown a casing or container 1 to store a magnetic tape cassette 5, such as a video or audio tape cassette, therein. Preferably the container 1 is constructed from a cardboard-like material or plastics material. The container 1 also preferably includes an indication of the tape programme, the tape length, the type of tape, and the manufacturer, such as SONY (Registered Trade Mark) pre-printed thereon. A distinctive first coloured pattern 2 is pre-printed on the container 1 and may also be used to indicate matter, such as the tape programme and the type of tape, to enable the buyer readily to determine which tape cassette to purchase. In the embodiment shown in Figure 1, the first coloured pattern 2 includes four parallel and vertical colour stripes arranged in an abutting relation and having a violet stripe 2a, a red stripe 2b, an orange stripe 2c and a yellow stripe 2d.

Referring now to Figure 2, there is shown an envelope or blank for a thin, transparent sheet 3, made of a plastics material such as Cellophane (Registered Trade Mark), which is to be wrapped about the container 1. The dashed lines 6 in Figure 2 represent the fold lines of the blank for wrapping it about the container 1. As shown in Figure 2, the transparent sheet 3 has a striped second coloured pattern 4 which is substantially transparent and is formed as a striped pattern in the horizontal or transverse direction when the transparent sheet 3 is wrapped about the container 1. In particular, the coloured pattern 4 is formed by four parallel and horizontal coloured stripes arranged in an abutting relation and having a yellow stripe 4a, an orange stripe 4b, a red stripe 4c and a violet stripe 4d. The transparent sheet 3 also bears a Registered Trade Mark "Betamax".

To assemble the display package, the transparent sheet 3 is wrapped about the container 1 and the unattached edge portions of the transparent sheet 3 are heated, whereby the heated portions partially melt completely to enclose or surround the container 1 and the tape cassette 5 therein. It should be appreciated that the heating operation results in the shrinkage of the transparent sheet 3 so that it closely and tightly embraces the container 1. The overlaying of the second coloured pattern 4 of the transparent sheet 3 onto the first coloured pattern 2 of the container 1, whereby the stripes of each colour pattern cross each other, results in a third coloured pattern.

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which, as shown in Figure 3, is formed in a checkerboard-like arrangement.

The particular checkerboard-like arrangement shown in Figure 3 has twenty-four different coloured sections or boxes for the display package, although many other arrangements are possible within the present invention. Then, as previously discussed, the coloured pattern printed on the container 1 may contain information, concerning, for example, the tape programme or the tape length. As shown in Figure 3, the coloured pattern 4 does not completely overlap the coloured pattern 2, that is, a small portion at the upper edge of the coloured pattern 2 remains exposed. This, of course, may be used to designate information such as the tape length or the tape programme. It should also be appreciated that the checkerboard-like coloured pattern may also be used to designate such information. In any event, the checkerboard-like pattern can easily be modified merely by wrapping the container 1 with a transparent sheet 3 having a different coloured pattern thereon.

CLAIMS

1. A display package suitable for packing a tape cassette, the package comprising:
a rectangular container having a first opaque colour pattern thereon, said first colour pattern including a plurality of abutting coloured stripes; and
5 a plastics sheet surrounding said container and having a substantially transparent second colour pattern thereon which at least partially overlaps said first colour pattern, said second colour pattern including a plurality of abutting coloured stripes with at least one of said coloured stripes of said second colour pattern overlapping at least one differently coloured stripe of
10 said first colour pattern so as to form a third colour pattern..
 2. A display package according to claim 1 wherein said second coloured pattern is different from said first coloured pattern.
 - 15 3. A display package according to claim 1 or claim 2 wherein a portion of said first coloured pattern is not overlapped by said second coloured pattern.
 4. A display package according to claim 1, claim 2 or claim 3 wherein
20 said transparent sheet is wrapped about said container and then heated to form a close fitting relation with said container.
 5. A display package substantially as hereinbefore described with reference to the accompanying drawings.
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