

DESCRIPTION

Title of Invention: COMMODITY PACKAGING BOX

Technical Field

[0001]

The present invention relates to a product packaging box including a lower box component and an upper box component that is coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and contains a product when placed on the lower box component.

Background Art

[0002]

Between close male and female friends, jewelry is often given as a present from a man to a woman. The man visits a jewelry store together with the woman to buy jewelry. For example, as disclosed in Japanese Patent Application No. 2019-195405, a jewelry store packages jewelry in a specially prepared packaging box when delivering the jewelry.

Citation List

Patent Literature

[0003]

Patent Literature 1: Japanese Patent Application No. 2019-

195405

Patent Literature 2: Japanese Utility Model Registration
No. 3050705

Summary of Invention

Technical Problem

[0004]

A fragrance strongly remains in one's memory. A person can recall a specific scene triggered by a fragrance. If a purchase scene of jewelry is associated with a fragrance, then every time a woman smells that fragrance, she can vividly relive the joy of that occasion. For example, if a fragrance in the jewelry store is associated with a packaging box, a woman will undoubtedly recall the joy felt when receiving the present every time the woman approaches the packaging box at home. However, until now, there have been no packaging boxes utilized for packaging that incorporate a fragrance source. Therefore, the fragrance memory is not utilized as a trigger to recall the joy felt when receiving the present.

[0005]

In particular, jewelry brands also sell perfumes. If the perfume wafts from a jewelry packaging box, a woman will recall the joy felt when receiving the present every time the woman applies the perfume. The use of the perfume can be promoted. Moreover, since the perfume in the packaging box is diffused over time, the perfume is replenished to maintain the fragrance

of the packaging box. Sales of the perfume can be further promoted. Since a cost rate of the perfume is low, the sales of the perfume can contribute to the profits of the jewelry brand.

[0006]

An object of the present invention is to provide a product packaging box that can create an opportunity to recall the joy felt when receiving a present.

Solution to Problem

[0007]

According to a first aspect of the invention, there is provided a product packaging box includes: a lower box component; an upper box component coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface; and a plate member fitted to a contour of the recess and fixed within the recess, and configured to cover a sheet placed on a horizontal plane within the recess and containing a fragrance component, in which the recess defines a space that is adjacent to an outer periphery of the plate member and is open on a horizontal plane including an upper surface of the plate member.

[0008]

A slight gap is formed between the plate member and the horizontal plane due to the thickness of the sheet. Therefore,

the fragrance component of the sheet leaks out from the outer periphery of the plate member into the space (hereinafter referred to as "ventilation space") adjacent to the outer periphery within the recess. The leaked fragrance component is diffused upward over the upper box component from the ventilation space. In this way, the fragrance wafts around the product packaging box. The product packaging box can be utilized for packaging a present, for example. A receiver of the present can enjoy the fragrance every time the product packaging box is taken out. The product packaging box can create an opportunity to recall the joy felt when receiving the present. A giver can make a strong impression on the receiver.

[0009]

In addition, the product packaging box can be displayed in the room as a fragrance source. The receiver of the present can frequently see the product packaging box in the room. In this way, the receiver of the present can frequently recall the joy felt when receiving the present. The giver can make a strong impression on the receiver.

[0010]

The product packaging box may include an enclosure having a wall surface erecting from a horizontal plane including a front surface of the plate member along the contour of the recess and surrounding a space above the front surface of the plate member. The enclosure serves to form a tray on the upper surface of the upper box component. A small object such as

jewelry can be placed on the plate member. The enclosure serves to hold the small object on the plate member. Since such a tray is utilized on a daily basis, an owner of a product can frequently see the product packaging box. The emotions felt when receiving the present can be imprinted strongly on the memory of the owner. One who observes the product packaging box can be left with a strong impression of the product.

[0011]

The product packaging box may further include a support plate. The support plate is fitted to a contour of the plate member and placed within the recess, defines the horizontal plane, is configured to receive the sheet on the horizontal plane, and is coupled to the plate member. At this time, the space may continue to a position adjacent to the support plate. The sheet containing the fragrance component is sandwiched between the plate member and the support plate. The plate member, the sheet, and the support plate can function as one unit. Access to the outer peripheries of the plate member and the support plate is permitted from the defined space. By applying the external force to the outer peripheries of the plate member and the support plate, the plate member and the support plate can be easily pulled up from the recess. The plate member, the sheet, and the support plate can be easily removed from the upper box component.

[0012]

The product packaging box may include a magnet fixed to

the plate member, and a magnetic body fixed to the support plate, fixed to the magnet based on the magnetic force of the magnet, and configured to fix the support plate to the plate member. The magnetic force serves to fix the lower plate member to the upper plate member. The sheet containing the fragrance component is sandwiched between the plate member and the support plate. Since the support plate can be spaced apart from the plate member against the magnetic force, the sheet can be replenished with the fragrance component. Alternatively, the sheet may be replaced. In this way, the receiver of the present can enjoy the fragrance from the product packaging box anytime. The magnet and the magnetic body may be exchanged between the plate member and the support plate.

[0013]

The product packaging box may further include a fixing magnetic body fixed to the upper box component and placed below the magnetic body. The magnetic line of force of the magnet can flow through the magnetic body and the fixing magnetic body. Therefore, the magnetic force serves to fix the support plate within the recess. The plate member and the support plate can be securely held within the recess regardless of whether the upper box component is opened or closed.

[0014]

At least the plate member may be made of a transparent material. At this time, the plate member may cover the instant film overlaid on the horizontal plane at a position offset from

the sheet in a horizontal direction. The instant film can be developed on the spot to preserve a purchase scene of a product. The plate member serves to hold the instant film within the recess. In this way, a photograph can be easily attached to the product packaging box. One who observes the product packaging box can enjoy an image on the instant film through the transparent plate member. The image can serve to further intensify the emotions felt when receiving the present.

[0015]

According to a second aspect of the present invention, there is provided a product packaging box includes: a lower box component; an upper box component coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface; a plate member fitted to a contour of the recess and detachably fixed within the recess, and configured to define, on a back surface, a plane for receiving a sheet containing a fragrance component; a pair of rails coupled to the back surface of the plate member and linearly extending in parallel on two sides of the plane; and a slider guided by the rails and configured to be displaced between a first position where the sheet is held along the plane and a second position where the sheet is separated from the plane, in which the recess defines a space that is adjacent to an outer periphery of the plate member and is open to a horizontal plane including an upper surface of the plate member, and in the slider, a passage

connecting, to the space, an accommodation space of the sheet in contact with the plane is defined.

[0016]

The fragrance component of the sheet leaks out from the passage into the space (hereinafter referred to as "ventilation space") adjacent to the passage within the recess. The leaked fragrance component is diffused upward over the upper box component from the ventilation space. In this way, the fragrance wafts around the product packaging box. The product packaging box can be utilized for packaging a present, for example. A receiver of the present can enjoy the fragrance every time the product packaging box is taken out. The product packaging box can create an opportunity to recall the joy felt when receiving the present. A giver can make a strong impression on the receiver. In addition, the product packaging box can be displayed in the room as a fragrance source. The receiver of the present can frequently see the product packaging box in the room. In this way, the receiver of the present can frequently recall the joy felt when receiving the present. The giver can make a strong impression on the receiver.

[0017]

The plate member can be easily removed from the recess. Depending on the displacement of the slider, the sheet can be peeled off from the plate member as a single unit. Since the sheet is an absorbent of the fragrance component, the fragrance component just needs to permeate the sheet. For example, as

with perfume, the fragrance component just needs to be sprayed onto the sheet. The fragrance component can be replenished quickly and easily. The fragrance can be easily switched to another fragrance by replacing the sheet alone. As with perfume, a different fragrance component just needs to be sprayed onto a new sheet.

[0018]

The product packaging box may include a holder attached to the plate member and configured to hold the instant film along a receiving plane defined on the front surface or the back surface of the plate member. The instant film can be developed on the spot to preserve a purchase scene of a product. The plate member serves to hold the instant film within the recess. In this way, the instant film can be easily attached to the product packaging box. One who observes the product packaging box can enjoy the image on the instant film along with the fragrance. The image can serve to further intensify the emotions felt when receiving the present.

[0019]

The plate member may be a resin plate that defines the plane and the receiving plane on the back surface and has a transparent region covering at least the image on the instant film. One who observes the product packaging box can observe the image on the instant film through the transparent region. The plate member can protect the image on the instant film while ensuring visibility of the image. Here, the holder can be

maintained on the plate member when the slider is detached. When replacing the sheet, the instant film can continue to be held on the plate member. When replacing the sheet, displacement of the instant film can be avoided.

[0020]

The plate member may be made of a transparent material, and an opaque film that covers at least an edge of the instant film may be formed on the front surface of the plate member. The plate member can be molded from a single piece of transparent material. The plate member can be molded by a simple process. Inexpensive molding can be realized. On the other hand, since the edge of the instant film is hidden by the opaque film, the image can be well emphasized.

[0021]

The holder may be a slider that is guided by a pair of rails extending in parallel on two sides of the receiving plane, and that is configured to be displaced between a first position where the instant film is held along the receiving plane and a second position where the instant film is separated from the receiving plane. Since the rail is formed on the back surface of the plate member, the front surface of the plate member can be maintained as a smooth surface. The visibility of the image can be maintained well. Depending on the displacement of the holder, the instant film can be removed from the plate member. Here, the holder may have an outwardly facing surface that is flush with the rail. Thus, a shape of the back surface of the

plate member can be adjusted.

[0022]

The passage may be a through hole that is formed in the slider and faces the sheet at one end, a magnet by which a gap for connecting the through hole to the space is formed between the horizontal plane within the recess and the slider may be fixed to the back surface of the plate member, and a magnetic body that receiving the attractive force of the magnet on the horizontal plane may be fixed to the upper box component. The magnet serves to fix the plate member within the recess of the upper box component. The plate member and the support plate can be securely held within the recess regardless of whether the upper box component is opened or closed. The fragrance component of the sheet flows into the gap between the horizontal plane and the slider through the through hole, and leaks out into the ventilation space. The leaked fragrance component is diffused upward over the upper box component from the ventilation space.

[0023]

According to a third aspect of the present invention, there is provided a product packaging box includes: a lower box component; an upper box component coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface; and a plate member fitted to a contour of the recess and fixed within the recess, and configured to cover a

sheet placed on a horizontal plane within the recess and containing a fragrance component, in which the plate member has a through hole that overlaps the sheet inward of the contour of the sheet and is open on an upper surface of the plate member.

[0024]

The fragrance component of the sheet can be diffused upward over the plate member through the through holes. The fragrance wafts around the product packaging box. The product packaging box can be utilized for packaging a present, for example. A receiver of the present can enjoy the fragrance every time the product packaging box is taken out. The product packaging box can create an opportunity to recall the joy felt when receiving the present. A giver can make a strong impression on the receiver. In addition, the product packaging box can be displayed in the room as a fragrance source. The receiver of the present can frequently see the product packaging box in the room. In this way, the receiver of the present can frequently recall the joy felt when receiving the present. The giver can make a strong impression on the receiver.

[0025]

The sheet is sandwiched between the plate member and the horizontal plane. Since the through hole of the plate member overlaps the sheet inward of the contour of the sheet, the plate member can press the sheet against the horizontal plane over the entire contour of the through hole. Therefore, warping of the sheet can be prevented on the inner side of the through

hole. The horizontal plane can be aesthetically decorated with the flat sheet. Since the sheet seals the through hole without a gap, the fragrance component of the sheet can efficiently waft upward through the through hole. When the gap is formed, the fragrance component leaks out from the gap into locations other than the through hole.

[0026]

The plate member may have a protruding piece that protrudes from a lower surface of the plate member and bites into the sheet on the horizontal plane. When the plate member presses the sheet against the horizontal plane, the pressing pressure can be concentrated on the protruding piece. As a result, the protruding piece can bite into the sheet. The sheet can be sandwiched between the plate member and the horizontal plane under strong pressure. The sheet can be prevented from moving in the horizontal direction. The sheet can be securely held.

[0027]

According to a fourth aspect of the present invention, there is provided a product packaging box includes: a lower box component; an upper box component coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface; a plate member fitted to a contour of the recess and detachably fixed within the recess, and configured to define, on a back surface, a plane for receiving a sheet containing a

fragrance component; a pair of rails coupled to the back surface of the plate member and linearly extending in parallel on two sides of the plane; and a slider guided by the rails and configured to be displaced between a first position where the sheet is held along the plane and a second position where the sheet is separated from the plane, in which in the plate member, a through hole that is connected to an accommodation space of the sheet in contact with the plane and is open on a front surface of the plate member is defined.

[0028]

The fragrance component of the sheet can be diffused upward over the plate member through the through holes. The fragrance wafts around the product packaging box. The product packaging box can be utilized for packaging a present, for example. A receiver of the present can enjoy the fragrance every time the product packaging box is taken out. The product packaging box can create an opportunity to recall the joy felt when receiving the present. A giver can make a strong impression on the receiver. In addition, the product packaging box can be displayed in the room as a fragrance source. The receiver of the present can frequently see the product packaging box in the room. In this way, the receiver of the present can frequently recall the joy felt when receiving the present. The giver can make a strong impression on the receiver.

[0029]

The plate member can be easily removed from the recess.

Depending on the displacement of the slider, the sheet can be peeled off from the plate member as a single unit. Since the sheet is an absorbent of the fragrance component, the fragrance component just needs to permeate the sheet. For example, as with perfume, the fragrance component just needs to be sprayed onto the sheet. The fragrance component can be replenished quickly and easily. The fragrance can be easily switched to another fragrance by replacing the sheet alone. As with perfume, a different fragrance component just needs to be sprayed onto a new sheet.

Advantageous Effects of Invention

[0030]

As described above, according to the present invention, it is possible to provide a product packaging box that can create an opportunity to recall the joy felt when receiving a present.

Brief Description of Drawings

[0031]

Fig. 1 is a perspective view schematically illustrating the appearance of a product packaging unit according to a first embodiment of the present invention.

Fig. 2 is a perspective view schematically illustrating an inner box contained within a lower outer box.

Fig. 3 is a perspective view illustrating the appearance

of the inner box according to the first embodiment of the present invention.

Fig. 4 is a plan view of the inner box.

Fig. 5 is a perspective view schematically illustrating the structure of the inner box when an upper box component is opened.

Fig. 6 is an enlarged perspective view schematically illustrating the structure of a hinge.

Fig. 7 is a sectional view at the vertical plane along the line 7-7 in Fig. 3.

Fig. 8 is a sectional view at the vertical plane along the line 8-8 in Fig. 5.

Fig. 9 corresponds to a sectional view along the line 9-9 in Fig. 4 and is an enlarged partial sectional view of a fragrance unit.

Fig. 10 is a sectional view at the vertical plane along the line 10-10 in Fig. 3.

Fig. 11 is a circuit diagram of a light irradiation circuit according to a first example.

Fig. 12 is a block diagram schematically illustrating the structure of an audio playback unit.

Fig. 13 corresponds to Fig. 8 and illustrates a relation between a recording switch and a protection component.

Fig. 14 corresponds to Fig. 9 and is an enlarged sectional view at the vertical plane of a fragrance unit according to another example at a position of a second sheet.

Fig. 15 corresponds to Fig. 14 and is an enlarged sectional view at the vertical plane of a fragrance unit according to yet another example.

Fig. 16 corresponds to Fig. 14 and is an enlarged sectional view at the vertical plane of a fragrance unit according to a still further example.

Fig. 17 corresponds to Fig. 14 and is an enlarged sectional view at the vertical plane of a fragrance unit according to a still further different example.

Fig. 18 corresponds to an enlarged partial sectional view of Fig. 17 and schematically illustrates the structure of an upper plate member according to a modification.

Fig. 19 is a circuit diagram of a light irradiation circuit according to a second specific example.

Fig. 20 is a plan view of an inner box according to a second embodiment of the present invention.

Fig. 21 is a schematic sectional view of a fragrance unit along the line 21-21 in Fig. 20.

Fig. 22 is an enlarged partial sectional view of the inner box along the line 21-21 in Fig. 20.

Fig. 23 corresponds to Fig. 21 and is a schematic sectional view of a fragrance unit according to a modification.

Fig. 24 is an enlarged partial sectional view at the vertical plane along the line 24-24 in Fig. 20, schematically illustrating a passage of a fragrance component.

Fig. 25 corresponds to Fig. 24 and is an enlarged

sectional view at the vertical plane of a fragrance unit according to another example.

Fig. 26 corresponds to an enlarged partial sectional view at the vertical plane along the line 24-24 in Fig. 20, illustrating a fragrance unit according to yet another example.

Description of Embodiments

[0032]

Embodiments of the present invention will be explained below with reference to the accompanying drawings.

[0033]

Fig. 1 schematically illustrates a product packaging unit according to a first embodiment of the present invention. A product packaging unit 101 includes an outer box 102. The outer box 102 includes a lower outer box 103 and an upper outer box 104 that covers the lower outer box 103 from above. As depicted in Fig. 2, the lower outer box 103 includes a bottom plate 103a shaped in a rectangle or square and four side plates 103b respectively standing at right angles from four sides of the bottom plate 103a. An accommodation space of rectangular parallelepiped is defined inside the lower outer box 103. An inner box (product packaging box) 11 is contained within the accommodation space. The bottom plate 103a and the side plates 103b are each a flat paper plate. The bottom plate 103a and the side plates 103b, as well as the side plates 103b with each other are coupled along respective edges. The lower outer box

103 has a seamless, continuous appearance along the edges.

[0034]

The upper outer box 104 includes a top panel 104a shaped in a rectangle or square and four side plates 104b respectively extending downward from four sides of the top panel 104a. The top panel 104a is supported by upper ends of the side plates 103b of the lower outer box 103 and closes an opening 105 of the lower outer box 103 surrounded by the side plates 103b. The side plates 104b of the upper outer box 104 surround the side plates 103b of the lower outer box 103. The top panel 104a and the side plates 104b are each a flat paper plate. The top panel 104a and the side plates 104b, as well as the side plates 104b with each other are coupled along respective edges. An upper surface of the upper outer box 104 may be printed with, for example, a logo of a distributor or a manufacturer. The upper outer box 104 has a seamless, continuous appearance along the edges. The upper outer box 104 is entirely opaque. In addition, the top panel 104a may be made of a transparent resin material.

[0035]

As depicted in Fig. 3, the inner box 11 includes a lower box component 12 and an upper box component 13 placed on the lower box component 12 to form a rectangular parallelepiped box in combination with the lower box component 12. The lower box component 12 includes a hard molded resin body having a bottom plate 14a shaped in a rectangle or square and four side walls 14b respectively standing at right angles from four sides of

the bottom plate 14a, and a covering paper 15 adhered to the outer surfaces of the hard molded resin body so as to decorate the hard molded resin body. The upper box component 13 includes a hard molded resin body having a top panel 16a that receives a fragrance unit 62 in a recess 61 shaped in a rectangle or square and side walls 16b respectively extending downward from four sides of the top panel 16a to mate their lower ends with respective upper ends of the side walls 14b of the lower box component 12 to form side walls of the inner box 11, and a covering paper 17 adhered to the outer surfaces of the hard molded resin body so as to decorate the molded resin body. The covering papers 15, 17 may be a sueded paper, a cloth-like paper, or the like. The covering paper 17 covers an inner surface of the recess 61. The inner surface of the recess 61 is neatly covered with the covering paper 17. The upper box component 13 is formed of a material that blocks ventilation (air-impermeable material) at least in a region that partitions off the recess 61.

[0036]

The fragrance unit 62 includes an upper plate member 62a fitted to a contour of the recess 61 and fixed within the recess 61. The upper plate member 62a is fitted into the recess 61. When fitted, the upper plate member 62a comes into contact with an inner wall surface of the recess 61, for example, at an upper end and a lower end in a plan view. The upper end and the lower end (or any one of the upper end and the lower end) in the plan

view position the upper plate member 62a in an upper-lower direction in the plan view. The upper plate member 62a may be, for example, a transparent hard acrylic plate. The upper plate member 62a is formed of a material that blocks ventilation (air-impermeable material). A front surface of the upper plate member 62a defines a flat surface 63. A space above the flat surface 63 is surrounded by an enclosure 64. The enclosure 64 has a wall surface 64a erecting from a horizontal plane including the flat surface 63 along the contour of the recess 61. For each side of the contour, the wall surface 64a is continuous from the inner wall surface of the recess 61 in one vertical plane. The wall surface 64a can guide the upper plate member 62a downward in a vertical direction. In this way, the upper plate member 62a and the enclosure 64 cooperate to form a tray on an upper surface of the upper box component 13. The upper plate member 62a forms an entire bottom plate of the tray. Here, the recess 61 defines a space 65 that is adjacent to an outer periphery of the upper plate member 62a and is open on the horizontal plane including the flat surface 63. The space 65 is located outside a left end and a right end in the plan view. The space 65 may be located at either the left end or the right end. The space 65 is open with a dimension that prevents the drop of a small object anticipated when the plate member 62 and the enclosure 64 are utilized as the tray.

[0037]

As depicted in Fig. 4, the upper plate member 62a covers

an instant film 66 placed within the recess 61. A lower surface of the upper plate member 62a is overlaid on an upper surface of the instant film 66. In the plan view, the entire instant film 66 is placed below the upper plate member 62a. In the plan view, a first decoration 67a is fixed to the upper plate member 62a at a position above the instant film 66. The first decoration 67a is printed on the flat surface 63 in a strip shape parallel to the upper end in the plan view, for example. For example, opaque ink is utilized for the first decoration 67a. Similarly, in the plan view, a second decoration 67b is fixed to the upper plate member 62a at a position below the instant film 66. The second decoration 67b is printed on the flat surface 63 in a strip shape parallel to the lower end in the plan view, for example. For example, opaque ink is utilized for the second decoration 67b.

[0038]

As depicted in Fig. 5, a cushioning material 18 is fitted in a space of rectangular parallelepiped surrounded by the side walls 14b of the lower box component 12. The cushioning material 18 includes, for example, a sponge and a cloth 18a wrapping the sponge. A slit 19 is formed in the cushioning material 18. A ring (jewelry) 21 is inserted into the slit 19, for example. The elasticity of the cushioning material 18 serves to hold the ring 21 in the slit 19.

[0039]

The ring 21 includes an annular member 22 made from

platinum having an inside diameter corresponding to the size of a finger, for example, and a diamond stone 23 fixed to the mount of the annular member 22. The diamond stone 23 may be a single stone or a group of stones. The diamond stone 23 exhibits a blue fluorescence equal to or stronger than strong blue, namely, strong blue or very strong blue. The diamond stone 23 shines clear and white (transparent) under a visible light (the natural light or from a normal electric light). The diamond stone 23 shines blue under ultraviolet radiation. The diamond stone 23 is thus supported in the lower box component 12. When pieces of diamond stone 23 are arranged, the blue fluorescence of all pieces of diamond stone 23 (or for each design-coherent group) may be unified to the strong blue or the very strong blue.

[0040]

A ceiling member 24 is fitted in a space of rectangular parallelepiped surrounded by the side walls 16b of the upper box component 13. The ceiling member 24 includes a dressing top panel 24a shaped in a rectangle or square to form the ceiling surface of the inner box 11, and four side lining panels 24b respectively continuous from four sides of the dressing top panel 24a to cover over inside surfaces of the four side walls 16b. Here, the side lining panels 24b are not adhered to the inside surfaces of the side walls 16b, and the ceiling member 24 is detachably set inside the upper box component 13.

[0041]

As depicted in Fig. 6, the upper box component 13 is

coupled to the lower box component 26 through a hinge 26 for swinging movement between an opened position and a closed position. The hinge 26 includes a first hinge blade 27 overlaid and fixed on the inside surface of the side wall 16b of the upper box component 13, a second hinge blade 28 overlaid and fixed on the inside surface of the corresponding side wall 14b of the lower box component 12, and a single hinge pin 29. The first hinge blade 27 has tubes 27a. The second hinge blade 28 has tubes 28a alternated in series with the tubes 27a of the first hinge blade 27. The hinge pin 29 is commonly inserted into the tubes 27a of the first hinge blade 27 and the tubes 28a of the second hinge blade 28. The first hinge blade 27 swings around the hinge pin 29 relative to the second hinge blade 28. A central axis of the hinge pin 29 corresponds to a rotation axis of the upper box component 13 when opened or closed.

[0042]

A plate spring 31 is connected to the hinge 26. As depicted in Fig. 7, the plate spring 31 is formed in a bent plate keeping generatrices in parallel with the axis of the hinge pin 29. The opposite ends of the plate spring 31 are respectively coupled to the first hinge blade 27 and the second hinge blade 28 at positions spaced from the hinge pin 29. The first hinge blade 27 is positioned beside the second hinge blade 28 along a common provisional plane, and the intermediate section of the plate spring 31 gets furthest inward from the

hinge pin 29, when the upper box component 13 takes the closed position where the lower end of the upper box component 13 is mated with the upper end of the lower box component 12. As the upper box component 13 displaces around the hinge pin 29 toward the closed position from the opened position, the outside angle reduces between the first hinge blade 27 and the second hinge blade 28 so that the intermediate section of the plate spring 31 gets closer to the hinge pin 29. As depicted in Fig. 8, when the intermediate section of the plate spring 31 is in contact with the hinge pin 29, a further displacement of the upper box component 13 is restrained around the hinge pin 29 relative to the lower box component 12. The contact of the plate spring 31 with the hinge pin 29 in this manner defines the opened position of the upper box component 13. The plate spring 31 exerts the driving force to urge the upper box component 13 toward the closed position when an opening angle is smaller than a predetermined opening angle around the hinge pin 29 between the upper box component 13 and the lower box component 12. The plate spring 31 exerts the driving force to urge the upper box component 13 toward the opened position when the opening angle is larger than the predetermined opening angle around the hinge pin 29 between the upper box component 13 and the lower box component 12. A hinge cover 32 covers the hinge 26 and the plate spring 31. The hinge cover 32 may be formed of a material identical to that of the cloth 18a of the cushioning material 18, for example.

[0043]

A light-emitting diode (LED) lamp (light source) 33 is embedded in the dressing top panel 24a for the upper box component 13. The LED lamp 33 is configured to emit ultraviolet radiation based on a predetermined directivity Dv. The LED lamp 33 emits an ultraviolet light of ultraviolet A having a wavelength ranging from 395 nm to 405 nm, for example. The LED lamp 33 is preferably configured to emit radiation other than visible light. The LED lamp 33 is preferably designed to have a narrower directivity Dv. The LED lamp 33 has the directivity Dv allowing entire radiation to be blocked with the lower box component 12.

[0044]

A battery 35 is connected to the LED lamp 33. The battery 35 is contained within a battery chamber 34 defined between the top panel 16a of the hard molded resin body and the dressing top panel 24a. A thin button cell may be utilized as the battery 35, for example. Here, button cells are connected in series, for example. Electric current is supplied to the LED lamp 33 from the battery 35.

[0045]

A switch 36 is established in the hinge 26 and the plate spring 31. The switch 36 is configured to control the supply of current to the LED lamp 33 and the termination of the current. A first contact 37 is fixed to an intermediate section of the plate spring 31 while being electrically insulated from the

plate spring 31. The hinge 26 functions as a second contact establishing the switch 36 in combination with the first contact 37. Accordingly, the hinge 26 is made of an electrically conductive material. An electrically conductive material such as copper (Cu) is utilized to form the first contact 37, for example. An insulating material is interposed between the first contact 37 and the plate spring 31, for example. The first contact 37 is placed on the plate spring 31 at a surface opposed to the hinge pin 29. The first contact 37 is in contact with the hinge 26 when the upper box component 13 takes the opened position. The first contact 37 is spaced apart from the hinge 26 when the upper box component 13 takes a position other than the opened position.

[0046]

As depicted in Fig. 7, the fragrance unit 62 includes a lower plate member 62b that is overlaid on the lower surface of the upper plate member 62a from below and is coupled to the upper plate member 62a. The lower plate member 62b receives the lower surface of the instant film 66 on a horizontal plane 68 and holds the instant film 66 between the lower plate member 62b and the upper plate member 62a. The instant film 66 is sandwiched between the upper plate member 62a and the lower plate member 62b. The lower plate member 62b may be formed from a transparent material similarly to the upper plate member 62a, or may be formed from an opaque material. The lower plate member 62b has a contour overlapping the contour of the upper

plate member 62a.

[0047]

The fragrance unit 62 includes a first sheet 69a and a second sheet 69b that are received by the lower plate member 62b on the horizontal plane 68. The first sheet 69a and the second sheet 69b are sandwiched between the upper plate member 62a and the lower plate member 62b. Perfume is impregnated in the first sheet 69a and the second sheet 69b. In the plan view, the first sheet 69a is placed at a position above the instant film 66. The first sheet 69a extends in a strip shape parallel to the upper end in the plan view, for example. A first decoration 67a covers the first sheet 69a in the plan view. The first sheet 69a is hidden by the first decoration 67a. In the plan view, the second sheet 69b is placed at a position below the instant film 66. The second sheet 69b extends in a strip shape parallel to the lower end in the plan view, for example. The second decoration 67b covers the second sheet 69b in the plan view. The second sheet 69b is hidden by the second decoration 67b.

[0048]

As depicted in Fig. 9, a slight gap 71 is formed between the upper plate member 62a and the lower plate member 62b due to the thicknesses of the first sheet 69a, the second sheet 69b, and the instant film 66. The gap 71 is connected to the space 65. The space 65 continues to a position adjacent to the lower plate member 62b. That is, the space 65 is adjacent to an outer

periphery of the upper plate member 62a and an outer periphery of the lower plate member 62b and is open on the horizontal plane including the flat surface 63. A fragrance component of the first sheet 69a and the second sheet 69b can be diffused upward over the upper plate member 62a from the space 65.

[0049]

As depicted in Fig. 10, magnets 73 are fixed to the upper plate member 62a. The magnet 73 is embedded in the lower surface of the upper plate member 62a, for example. In the plan view, the first decoration 67a and the second decoration 67b cover over the respective magnets 73. Each magnet 73 is hidden by the first decoration 67a or the second decoration 67b. None of the magnets 73 are visually recognized from the flat surface 63. Here, for example, if the magnet 73 is formed of a transparent material, the first decoration body 67a and the second decoration body 67b may be omitted. In addition, an opaque decoration may be applied to the lower surface of the upper plate member 62a while leaving a transparent window. Printing or vapor deposition can be utilized to apply the decoration. The window can be shaped, for example, to resemble a contour of an image on the instant film 66. The image can be observed through the window. Transmission is blocked around the window. The magnet 73 can be hidden.

[0050]

First magnetic bodies 74 fixed to the respective magnets 73 based on the magnetic force of the magnets 73 are fixed to

the lower plate member 62b. The first magnetic body 74 is embedded in an upper surface of the lower plate member 62b, for example. The first magnetic body 74 may have a contour that overlaps the magnet 73 when the upper plate member 62a is overlaid on the lower plate member 62b. The magnetic force serves to fix the lower plate member 62b to the lower surface of the upper plate member 62a. The instant film 66 is sandwiched between the upper plate member 62a and the lower plate member 62b overlaid on the upper plate member 62a. A magnet may be utilized in place of the first magnetic body 74. At this time, the magnet of the lower plate member 62b may be placed to face the magnet 73 of the upper plate member 62a with a magnetic pole opposite to that of the magnet 73. The magnet 73 and the first magnetic body 74 may be exchanged between the upper plate member 62a and the lower plate member 62b.

[0051]

Second magnetic bodies 75 are fixed to the upper box component 13. The second magnetic bodies 75 are placed below the respective first magnetic body 74. The magnetic force of the magnet 73 acts on the second magnetic body 75 via the first magnetic body 74. In this way, the magnetic force serves to fix the upper plate member 62a and the lower plate member 62b within the recess 61. Here, a magnet may be utilized in place of the second magnetic body 75. At this time, the magnet of the upper box component 13 may be placed to face the magnet of the lower plate member 62b with a magnetic pole opposite to that

of the magnet of the lower plate member 62b.

[0052]

As depicted in Fig. 11, a light irradiation circuit 38 according to a first example, including the LED lamp 33, the battery 35, and the switch 36, is established in the inner box 11. The LED element of the LED lamp 33 is connected in series with the battery 35 in the light irradiation circuit 38. A time-delay normally open contact (hereinafter referred to as "timer contact") 39 is connected in series with the LED lamp 33. The switch 36 and a timer 41 are connected in parallel with the LED lamp 33 and the timer contact 39. When the switch 36 is closed, the timer 41 starts to operate, and the timer contact 39 closes after a predetermined time (hereinafter referred to as a "first time") has elapsed. The LED lamp 33 is thus energized. When the switch 36 opens, the timer 41 returns to the initial status, the timer contact 39 opens. The LED lamp 33 thus blows out.

[0053]

As depicted in Fig. 12, an audio playback unit 45 that plays back recorded audio is incorporated in the inner box 11. The audio playback unit 45 includes an audio circuit 48 that acquires an audio signal from a microphone 46 and supplies the audio signal to a speaker 47. The audio circuit 48 is connected to the battery 35. The audio circuit 48 operates by receiving a voltage of the battery 35.

[0054]

The microphone 46 detects vibrations in the air caused by audio and converts the vibrations into an audio signal (electric signal). The generated audio signal is recorded in, for example, a memory 49. As the memory 49, for example, an EEPROM may be used. The memory 49 may be a memory that allows writing of an audio signal only once. The microphone 46 is supported by the upper box component 13 or the lower box component 12. Here, for example, the microphone 46 is contained within a space defined between the top panel 16a and the dressing top panel 24a. The top panel 16a or the dressing top panel 24a may have a through hole that is formed corresponding to a position of the microphone 46 and connects outside air to the microphone 46.

[0055]

The speaker 47 generates vibrations in the air based on the audio signal and plays back the corresponding audio. The played-back audio stimulates auditory sense of one who is listening to the played-back audio. In this way, one who is listening to the played-back audio can hear the audio. The speaker 47 is supported by the upper box component 13 or the lower box component 12. Here, for example, the speaker 47 is contained within the space defined between the top panel 16a and the dressing top panel 24a. The top panel 16a or the dressing top panel 24a may have a through hole that is formed corresponding to a position of the speaker 47 and connects outside air to the speaker 47.

[0056]

The audio playback unit 45 is connected to a hold circuit 51 that holds the audio playback until a predetermined time (hereinafter referred to as "second time") has elapsed since the start of ultraviolet radiation. The hold circuit 51 connects the switch 36 to the audio circuit 48. The audio circuit 48 and the light irradiation circuit 38 share the battery 35 and the switch 36. The hold circuit 51 measures (the first time + the second time) after the close of the switch 36. Here, when the predetermined second time has elapsed since the start of ultraviolet radiation, the audio circuit 48 extracts the audio signal from the memory 49 and supplies the audio signal to the speaker 47.

[0057]

A recording switch 52 is connected to the audio circuit 48. When the recording switch 52 is closed, the audio circuit 48 acquires the audio signal from the microphone 46 and stores the audio signal in the memory 49. As depicted in Fig. 13, a button of the recording switch 52 may be installed on an inner wall surface of the upper box component 13. Here, the recording switch 52 is closed as long as the button is continuously pressed. When the button is released from a pressing operation, the recording switch 52 is opened. By disposing the button inside the upper box component 13, the recording switch 52 can be protected from false operation only by positioning the upper box component 13 at the closed position. The upper box component 13 functions as a protection component that protects

the recording switch 52 from objects other than components of the inner box 11. In this way, it is possible to prevent unintended audio recording (deletion of audio due to overwriting). In addition, the recording switch 52 may be interlocked with the close of the switch 36. As a result, when the recording switch 52 is operated in a state where the upper box component 13 reaches the opened position, the audio can be recorded in the memory 49.

[0058]

The LED lamp 33, the timer contact 39, the timer 41, the audio circuit 48, the memory 49, and the hold circuit 51 may be mounted on a common printed circuit board, for example. Wires such as vinyl coated wires or cables may be utilized to electrically connect the first contact 37 of the switch 36, the first hinge blade 27 or the second hinge blade 28 of the hinge 26, the battery 35, the microphone 46, the speaker 47 and the like to wiring patterns on the printed circuit board. The printed circuit board may be contained within the battery chamber 34, for example.

[0059]

Next, the operation of the inner box 11 will be described below. As depicted in Fig. 3, when the upper box component 13 is located at the closed position, the lower end of the upper box component 13 is mated with the upper end of the lower box component 12. The upper box component 13 covers over the ring 21 and buries the diamond stone 23. One who observes the inner

box 11 looks at the exterior of the closed inner box 11. The diamond stone 23 is placed out of sight of one who observes the inner box 11.

[0060]

Here, as depicted in Fig. 7, the intermediate section of the plate spring 31 gets furthest from the hinge pin 29. Accordingly, the first contact 37 of the switch 36 is spaced from the hinge 26 namely the second contact. The switch 36 opens. The LED lamp 33 is maintained in an off state. The operation of the audio circuit 48 is maintained in a stopped state.

[0061]

When one who observes the inner box 11 manipulates the upper box component 13 toward the opened position around the hinge pin 29 against the elasticity of the plate spring 31, the lower end of the upper box component 13 gets remote from the upper end of the lower box component 12. A visible light streams in through a gap between the upper box component 13 and the lower box component 12 toward the diamond stone 23. The diamond stone 23 gradually appears in the sight of one who observes the inner box 11. The diamond stone 23 is exposed to the radiation of the visible light. Accordingly, the diamond stone 23 shines clear and white.

[0062]

The plate spring 31 exerts the driving force to urge the upper box component 13 toward the opened position when the

opening angle is larger than the predetermined opening angle around the hinge pin 29 between the upper box component 13 and the lower box component 12. The upper box component 13 thus reaches the opened position. The elasticity of the plate spring 31 serves to hold the upper box component 13 at the opened position. The flat surface 63 of the upper box component 13 is located at a higher position as a distance from the rotation axis increases. As depicted in Fig. 5, one who observes the inner box 11 is allowed to look at the diamond stone 23 without blockage of the upper box component 13. The diamond stone 23 shines clear and white (transparent) under a visible light (the natural light or from a normal electric light).

[0063]

When the upper box component 13 reaches the opened position, as depicted in Fig. 8, the intermediate section of the plate spring 31 is urged against the hinge pin 29 with the elasticity of the plate spring 31. In this way, the first contact 37 comes into contact with the hinge 26 namely the second contact. The switch 36 closes. When the first time has elapsed after the close (ON operation) of the switch 36, the LED lamp 33 lights up. The LED lamp 33 starts emitting ultraviolet radiation toward the diamond stone 23. The diamond stone 23 shines blue.

[0064]

The color of the diamond stone 23 changes from transparency (white) to blue after the diamond stone 23 shining

clear and white has been observed for a while subsequent to the opening of the upper box component 13. A visual performance is in this manner accomplished in response to the opening action of the upper box component 13. Since the plate spring 31 exerts the driving force for positioning the upper box component 13 at the opened position, the diamond stone 23 is prevented from starting to change the color at an intermediate position between the closed position and the opened position, and one who observes the inner box 11 can reliably see the change in the color of the diamond stone 23.

[0065]

When the second time has elapsed from the start of ultraviolet irradiation, the audio circuit 48 plays back the recorded audio. For example, in the case of a present, the audio of a giver (for example, "Will you marry me?" or "Let's stay together from now on") can be delivered to one who observes the inner box 11. Since the audio playback is delayed relative to the visual performance of the diamond stone 23, the visual performance of the diamond stone 23 and the audio performance sequentially act on one who observes the inner box 11. One who observes the inner box 11 can be aware of the auditory performance (including language processing) of the audio after being aware of the visual performance of the diamond stone 23. The audio performance is superimposed on the visual performance. According to the insight of the present inventor, since a person cannot be aware of a plurality of senses at the same time, a

synergistic effect of visual and audio can be strengthened by delaying the audio playback from the visual performance, compared to when the audio performance progresses simultaneously with the visual performance. This type of performance generates a dramatic impact on one who observes the inner box 11.

[0066]

When the switch 36 is opened, the LED lamp 33 blows out. The audio circuit 48 stops supplying the audio signal. The audio playback ends.

[0067]

Prior to giving the present, the audio of the giver is recorded in advance on the inner box 11. For recording, the upper box component 13 is positioned at the opened position. The giver speaks (for example, "Will you marry me?" or "Let's stay together from now on") into the microphone 46 while pressing the recording switch 52. The audio circuit 48 operates in accordance with the close of the recording switch 52. The audio is converted into the audio signal by the microphone 46. The audio signal is stored in the memory 49. When the finger is released from the button of the recording switch 52, the audio recording ends.

[0068]

Here, the cloth 18a of the cushioning material 18 may be colored in black or dark blue. According to such coloring, even when the visible light adjacent to an ultraviolet region is slightly mixed into the light of the LED lamp 33, the visible

light illuminating the cloth 18a is not noticeable. The light from the LED lamp 33 can be concealed from one who observes the inner box 11.

[0069]

For example, it is assumed that a man and a woman visit a jewelry store to purchase jewelry. The interior of a jewelry store is filled with a fragrance specific to the jewelry store or a brand. The first sheet 69a and the second sheet 69b of the inner box 11 are impregnated with the fragrance component that evokes the fragrance in the store. Thus, the fragrance in the jewelry store is associated with the inner box 11. When the ring 21 is purchased in the jewelry store, the purchase scene can be associated with the fragrance. The fragrance is strongly retained in the memory of the man and the woman.

[0070]

When the inner box 11 is taken out of the outer box 102, the fragrance of the jewelry store wafts around the inner box 11. The fragrance component of the first sheet 69a and the second sheet 69b leaks out into the space 65 through the gap 71. The leaked fragrance component is diffused upward over the upper box component 13 from the space 65. The woman can enjoy the fragrance every time the inner box 11 is taken out. If the woman receives the ring 21 as a present, the woman recalls the joy felt when receiving the present every time the woman approaches the inner box 11 at home. The inner box 11 can create an opportunity to recall the joy felt when receiving the

present. The man can make a strong impression on the woman.

[0071]

The inner box 11 can be displayed in the room as a fragrance source. The woman can frequently see the inner box 11 in the room. In this way, the woman can frequently recall the joy felt when receiving the present. The man can make a strong impression on the woman.

[0072]

The enclosure 64 serves to form the tray on the upper surface of the upper box component 13. A small object such as the ring 21 or a key holder can be placed on the upper plate member 62a. The enclosure 64 serves to hold the small object on the upper plate member 62a. Since such a tray is utilized on a daily basis, the woman can frequently see the inner box 11. The emotions felt when receiving the present can be imprinted strongly on the memory of the woman. One who observes the inner box 11 can be left with a strong impression of the ring 21, the brand, and the jewelry store at the time of purchase.

[0073]

The lower plate member 62b is fixed to the upper plate member 62a by the magnetic force of the magnets 73. The first sheet 69a and the second sheet 69b containing the fragrance component are sandwiched between the upper plate member 62a and the lower plate member 62b. Access to the outer peripheries of the upper plate member 62a and the lower plate member 62b is permitted from the space 65. By applying the external force to

the outer peripheries of the upper plate member 62a and the lower plate member 62b, the upper plate member 62a and the lower plate member 62b can be easily pulled up from the recess 61. The fragrance unit 62 can be easily removed from the upper box component 13. At this time, since the lower plate member 62b can be spaced apart from the upper plate member 62a against the magnetic force, the first sheet 69a and the second sheet 69b can be replenished with the fragrance component. Alternatively, the first sheet 69a and the second sheet 69b may be replaced with those sufficiently containing the fragrance component. In this way, the woman can enjoy the fragrance from the inner box 11 anytime. The jewelry store can aim to increase its revenue by selling special sheet for the first sheet 69a and the second sheet 69b. The magnet and the magnetic body may be exchanged between the upper plate member 62a and the lower plate member 62b. The space 65 may extend narrowly along the left ends or the right ends of the upper plate member 62a and the lower plate member 62b, and may be formed in a size sufficient to accept, for example, the insertion of the ring 21. In this case, for the removal of the fragrance unit 62, a rigid tool may be inserted into the space 65. The space 65 may be formed in a size sufficient to allow a fingertip to reach the lower plate member 62b.

[0074]

The magnet 73 serves to fix the fragrance unit 62 within the recess 61. The magnetic line of force of the magnet 73 can

flow through the corresponding first magnetic body 74 and the corresponding second magnetic body 75. The fragrance unit 62 can be securely held within the recess 61 regardless of whether the upper box component 13 is opened or closed.

[0075]

For example, in the jewelry store, an image of the purchase scene can be captured by an instant camera. The instant film 66 can be developed on the spot to preserve the purchase scene. The upper plate member 62a and the lower plate member 62b serve to hold the instant film 66 within the recess 61. In this way, a photograph can be easily attached to the inner box 11. One who observes the inner box 11 can enjoy the image on the instant film 66 through the transparent upper plate member 62a. The image can serve to further intensify the emotions felt when receiving the present.

[0076]

The inner box 11 according to the present embodiment produces a change in the color of the diamond stone 23 from white (clarity) to blue fluorescence. The owner of the ring 21 uses the inner box 11 when enjoying the change in the color of the diamond stone 23. In this way, the inner box 11 is kept together with the ring 21. Opportunities for the inner box 11 to be taken out increase. Opportunities to see the image on the instant film 66 increase. With a general product, the packaging box is often discarded once the product starts to be used.

[0077]

Similarly, the inner box 11 according to the present embodiment plays back the recorded audio. Since the audio performance is realized in this way, the owner of the ring 21 does not throw away the inner box 11 but keeps the inner box 11 and enjoys the audio performance. In this way, the inner box 11 is kept together with the ring 21. The opportunities for the inner box 11 to be taken out further increase. The opportunities to see the image on the instant film 66 further increase.

[0078]

Fig. 14 schematically illustrates the structure of the fragrance unit 77 according to a second example. A plate member 78 is fitted to a contour of the recess 61 and fixed within the recess 61. The instant film 66, the first sheet 69a, and the second sheet 69b are overlaid on the horizontal plane 68 defined at the bottom of the recess 61. The plate member 78 is overlaid over the horizontal plane 68 and covers the instant film 66, the first sheet 69a, and the second sheet 69b. The plate member 78 is in contact with the inner wall surface of the recess 61, for example, at the upper end and the lower end in the plan view. The plate member 78 may be, for example, a transparent hard acrylic plate. A front surface of the plate member 78 defines the flat surface 63. A space above the flat surface 63 is surrounded by the enclosure 64. The enclosure 64 has the wall surface 64a erecting from a horizontal plane including the

flat surface 63 along the contour of the recess 61. For each side of the contour, the wall surface 64a is continuous from the inner wall surface of the recess 61 in one vertical plane. The wall surface 64a can guide the plate member 78 downward in the vertical direction. In this way, the plate member 78 and the enclosure 64 cooperate to form a tray on an upper surface of the upper box component 13. As described above, the recess 61 defines the space 65 that is adjacent to an outer periphery of the plate member 78 and is open on the horizontal plane including the flat surface 63. The space 65 is located outside a left end and a right end in the plan view.

[0079]

Magnetic bodies 79 are fixed to the upper box component 13. The magnetic bodies 79 are placed below the respective magnets 73. The magnetic force of the magnet 73 acts on the magnetic body 79. In this way, the magnetic force serves to fix the plate member 78 within the recess 61. Here, the lower plate member 62b may be omitted. A gap is formed between the upper plate member 62a and the horizontal plane 68 according to the thicknesses of the instant film 66, the first sheet 69a, and the second sheet 69b. The gap is connected to the space 65. A magnet may be utilized in place of the magnetic body 79. At this time, the magnet of the upper box component 13 may be placed to face the magnet 73 of the upper plate member 62a with a magnetic pole opposite to that of the magnet 73.

[0080]

Fig. 15 schematically illustrates the structure of the fragrance unit 82 according to a third example. The upper plate member 62a and the lower plate member 62b are overlapped with each other in surface contact. The instant film 66, the first sheet 69a, and the second sheet 69b are placed in a recess 83 formed in either the upper plate member 62a or the lower plate member 62b. Openings 84 are formed in the lower plate member 62b at positions corresponding to the first sheet 69a and the second sheet 69b, respectively. The opening 84 penetrates the lower plate member 62b in the vertical direction. The first sheet 69a and the second sheet member 69b are exposed to the respective openings 84. Each opening 84 is connected to an in-recess space 85 in contact with a lower surface of the lower plate member 62b. The second magnetic body 75 of the upper box component 13 can hold the lower plate member 62b at a position spaced from the bottom of the recess 61 in the vertical direction. The fragrance component of the first sheet 69a and the second sheet 69b can leak out into the in-recess space 85 through the openings 84. The leaked fragrance component can be diffused upward over the upper box component 13 from the space 65.

[0081]

Here, as depicted in Fig. 16, as described above, the gap 71 may be formed between the upper plate member 62a and the lower plate member 62b according to the thicknesses of the first sheet 69a, the second sheet 69b, and the instant film 66. The fragrance component of the first sheet 69a and the second sheet

69b can leak out into the space 65 not only from the openings 84 and the in-recess space 85 but also from the gap 71. The diffusion of the fragrance can be strengthened. The second magnetic body 75 of the upper box component 13 may be, for example, a stainless steel plate extending all the way to the contour of the recess 61. An upper surface of the second magnetic body 75 is covered with the covering paper 17 seamlessly extending to the contour of the recess 61. A magnet 87 is fixed to the lower plate member 62b in a horizontal direction at a position offset from the openings 84. The magnet 87 is fixed to the second magnetic body 75. The magnet 87 fixes the fragrance unit 82 to the upper box component 13. In place of the second magnetic body 75, the magnet 87 can hold the lower plate member 62b at a position spaced from the bottom of the recess 61 in the vertical direction.

[0082]

Fig. 17 schematically illustrates the structure of the fragrance unit 88 according to a fourth example. The upper plate member 62a has through holes 89. The through hole 89 is open on an upper surface of the upper plate member 62a. A lower end of the through hole 89 overlaps the first sheet 69a or the second sheet 69b inward of the contour of the first sheet 69a or the second sheet 69b. The fragrance component of the first sheet 69a and the second sheet 69b can be diffused upward over the upper plate member 62a through the through holes 89. The fragrance wafts around the inner box 11.

[0083]

Here, since the through hole 89 of the upper plate member 62a overlaps the first sheet 69a or the second sheet 69b inward of the contour of the first sheet 69a or the second sheet 69b, the upper plate member 62a can press the first sheet 69a and second sheet 69b against the horizontal plane 68 over the entire contour of the through hole 89. Therefore, warping of the first sheet 69a and the second sheet 69b can be prevented on the inner sides of the through holes 89. The horizontal plane 68 can be aesthetically decorated with the first sheet 69a and the second sheet 69b which are flat. Since the first sheet 69a and the second sheet 69b seal the through holes 89 without a gap, the fragrance component of the first sheet 69a and the second sheet 69b can efficiently waft upward through the through holes 89. When the gap is formed, the fragrance component leaks out from the gap into locations other than the through holes 89.

[0084]

As depicted in Fig. 18, the upper plate member 62a may have protruding pieces 91 that protrude from the lower surface of the upper plate member 62a and bite into the first sheet 69a and the second sheet 69b on the horizontal plane 68. The protruding piece 91 is continuous over the entire circumference along a contour of the through hole 89, for example. When the upper plate member 62a presses the first sheet 69a and the second sheet 69b against the horizontal plane 68, the pressing pressure can be concentrated on the protruding pieces 91. As a

result, the protruding pieces 91 can bite into the first sheet 69a and the second sheet 69b. The first sheet 69a and the second sheet 69b can be sandwiched between the upper plate member 62a and the lower plate member 62b (horizontal plane 68) with strong pressure. The first sheet 69a and the second sheet 69b can be prevented from moving in the horizontal direction. The first sheet 69a and the second sheet 69b can be securely held. The warping of the first sheet 69a and the second sheet 69b can be prevented on the inner sides of the through holes 89. In addition, a protruding piece 92 may be formed on the upper plate member 62a at a position spaced from the through hole 89. The protruding piece 92 can greatly help to prevent the first sheet 69a and the second sheet 69b from moving in the horizontal direction. The protruding pieces 91 and 92 can be molded integrally with the upper plate member 62a, for example.

[0085]

Fig. 19 schematically illustrates the structure of a light irradiation circuit according to the second example. The light irradiation circuit 43 includes an NPN transistor TR1 connected to the battery 35. An LED element of the LED lamp 33 is connected between a positive terminal of the battery 35 and a collector C of the NPN transistor TR1. The switch 36 and a first resistor R1 are connected in series between the positive terminal of the battery 35 and a base B of the NPN transistor TR1. A capacitor C1 is connected between the base B of the NPN transistor TR1 and a negative terminal of the battery 35. A

second resistor R2 is connected in parallel with the first resistor R1 and the capacitor C1. An emitter E of the NPN transistor TR1 is connected to the negative terminal of the battery 35. When the switch 36 is closed in the light irradiation circuit 43, a time constant circuit R1, C1 serves to gradually increase the voltage applied to the base B of the NPN transistor TR1. When the voltage reaches a predetermined threshold at the base B of the NPN transistor TR1 during the voltage increase, the current flows into the collector C. When the predetermined time has subsequently elapsed, the applied voltage is maintained constant at the base B of the NPN transistor TR1. When the switch 36 is opened, the charge of the capacitor C1 is released through the second resistor R2.

[0086]

The hold circuit 51 of the audio playback unit 45 holds the audio playback until a predetermined time (hereinafter referred to as "third time") has elapsed after the ultraviolet radiation reaches the maximum intensity. The audio circuit 48 and the light irradiation circuit 43 share the battery 35 and the switch 36. The hold circuit 51 measures a time from the close of the switch 36 until the ultraviolet radiation reaches the maximum intensity (hereinafter referred to as a "gradual increase time"), and the third time. The gradual increase time can be specified by voltage characteristics of the light irradiation circuit 43. The gradual increase time corresponds to a time from the close of the switch 36 until the voltage

applied to the base B of the NPN transistor TR1 reaches and is maintained at the maximum value. Here, when the predetermined third time has elapsed from the time when the ultraviolet radiation reaches the maximum intensity, the audio circuit 48 extracts the audio signal from the memory 49 and supplies the audio signal to the speaker 47.

[0087]

The LED lamp 33, the NPN transistor TR1, the capacitor C1, the first and second resistors R1 and R2, the audio circuit 48, the memory 49, and the hold circuit 51 may be mounted on a common printed circuit board, for example. Wires such as vinyl coated wires may be utilized to electrically connect the first contact 37 of the switch 36, the first hinge blade 27 or the second hinge blade 28 of the hinge 26, the battery 35, the microphone 46, the speaker 47 and the like to wiring patterns on the printed circuit board. The printed circuit board may be contained within the battery chamber 34, for example.

[0088]

When the upper box component 13 reaches the opened position so that the switch 36 closes in the light irradiation circuit 43 according to the second example, the predetermined voltage is applied to the base B of the NPN transistor TR1 from the battery 35 after the first time has elapsed subsequent to the close (ON operation) of the switch 36. This causes the current to flow into the collector C of the NPN transistor TR1. The LED lamp 33 correspondingly starts to light up. Accordingly,

one who observes the inner box 11 is allowed to enjoy the diamond stone 23 shining clear and white (transparent) for a while subsequent to the opening of the upper box component 13.

[0089]

The time constant circuit R1, C1 serves to gradually increase the voltage applied to the base B of the NPN transistor TR1. The amount of current gradually increases through the LED lamp 33. The LED lamp 33 correspondingly acts to increase the intensity of the ultraviolet radiation to the diamond stone 23. The color of the diamond stone 23 gradually changes from white (clarity) to blue. A visual performance is in this manner accomplished in response to the opening action of the upper box component 13. Since the plate spring 31 exerts the driving force for positioning the upper box component 13 at the opened position, the diamond stone 23 is prevented from starting to change the color at an intermediate position between the closed position and the opened position, and one who observes the inner box 11 can reliably see the change in the color of the diamond stone 23.

[0090]

When the second time has elapsed from the start of ultraviolet irradiation, that is, when the third time has elapsed since the diamond stone 23 starts to shine blue to the maximum extent, the audio circuit 48 plays back the recorded audio. For example, in the case of a present, the audio of the giver (for example, "Will you marry me?" or "Let's stay together

from now on") can be delivered to one who observes the inner box 11. Since the audio playback is delayed relative to the visual performance of the diamond stone 23, the visual performance of the diamond stone 23 and the audio performance sequentially act on one who observes the inner box 11. One who observes the inner box 11 can be aware of the auditory performance (including language processing) of the audio after being aware of the visual performance of the diamond stone 23. The audio performance is superimposed on the visual performance. According to the insight of the present inventor, since a person cannot be aware of a plurality of senses at the same time, a synergistic effect of visual and audio can be strengthened by delaying the audio playback from the visual performance, compared to when the audio performance progresses simultaneously with the visual performance. This type of performance generates a dramatic impact on one who observes the inner box 11.

[0091]

When the switch 36 is opened, the LED lamp 33 blows out. The audio circuit 48 stops supplying the audio signal. The audio playback ends. The charge of the capacitor C1 is released through the second resistor R2.

[0092]

Fig. 20 schematically illustrates the structure of a fragrance unit 111 according to a second embodiment of the present invention. The fragrance unit 111 includes a plate member 111a fitted to a contour of the recess 61 and fixed

within the recess 61. The plate member 111a covers the instant film 66 placed within the recess 61. A lower surface of the plate member 111a is overlaid on an upper surface of the instant film 66. In a plan view, the entire instant film 66 is placed below the plate member 111a. Here, an opaque film 112 that covers at least the edge of the instant film 66 is formed on a front surface of the plate member 111a. For example, the opaque film 112 extends to the outer edge of the plate member 111a throughout the entire circumference while surrounding a window 113 that displays an image on the instant film 66. Therefore, in the plate member 111a, a transparent region covering at least the image on the instant film 66 is formed corresponding to the window 113. One who observes the inner box 11 can observe the image on the instant film 66 through the transparent region. The opaque film 113 may be, for example, a colored coating film.

[0093]

As depicted in Fig. 21, on a back surface of the plate member 111a, a first plane (receiving plane) 114 for receiving the instant film 66 and a second plane (plane) 116 for receiving a sheet 115 are defined. The second plane 116 is formed without overlapping the first plane 114. The second plane 116 is spaced from the first plane 114.

[0094]

The fragrance unit 111 includes a first holder 117 attached to the plate member 111a and configured to hold the instant film 66 along the first plane 114. The first holder

117 is a slider that is guided by a pair of first rails 118 extending in parallel on two sides of the first plane 114, and that is configured to be displaced between a first position where the instant film 66 is held along the first plane 114 and a second position where the instant film 66 is separated from the first plane 114. Therefore, the first holder 117 is detachably attached to the plate member 111a.

[0095]

The first rail 118 linearly extends parallel to the wall surface 64a. A first smooth surface 119 is defined on the back surface of the plate member 111a between the first rails 118. The first rail 118 defines a guide path in contact with the first smooth surface 119. In defining the guide path, a restriction edge 118a for accepting the first holder 117 is formed between the first rail 118 and the first smooth surface 119. The restriction edge 118a allows the first holder 117 to horizontally move along the guide path and restricts the first holder 117 from separating from the first plane 114 except for the horizontal movement. Here, the first plane 114 is defined on an inner surface of the recess 121 formed in the first smooth surface 119. The recess 121 is closed by the first holder 117 overlapping the first smooth surface 119 at the first position, and defines a photograph chamber for containing the instant film 66 between the first holder 117 and the first plane 114. A contour of the recess 121 may be aligned with a contour of the instant film 66.

[0096]

The first holder (slider) 117 is formed as a flat plate that blocks all guide paths at the first position. An upper end of the flat plate engages with the restriction edge 118a of the upper first rail 118. A lower end of the flat plate engages with the restriction edge 118a of the lower first rail 118. The first holder (slider) 117 may be molded from, for example, a hard acrylic resin. The first holder 117 is formed of a material that blocks ventilation (air-impermeable material).

[0097]

The fragrance unit 111 includes a second holder 122 attached to the plate member 111a and configured to hold the sheet 115 along the second plane 116. The second holder 122 is a slider that is guided by a pair of second rails 123 extending in parallel on two sides of the second plane 116, and that is configured to be displaced between a first position where the sheet 115 is held along the second plane 116 and a second position where the sheet 115 is separated from the second plane 116. Therefore, the second holder 122 is detachably attached to the plate member 111a.

[0098]

The second rail 123 linearly extends parallel to the wall surface 64a. A second smooth surface 124 is defined on the back surface of the plate member 111a between the second rails 123. The second rail 123 defines a guide path in contact with the second smooth surface 124. In defining the guide path, a

restriction edge 123a for accepting the second holder 122 is formed between the second rail 123 and the second smooth surface 124. The restriction edge 123a allows the second holder 122 to horizontally move along the guide path and restricts the second holder 122 from separating from the second plane 116 except for the horizontal movement. Here, the second plane 116 is defined on an inner surface of the recess 125 formed in the second smooth surface 124. The recess 125 is closed by the second holder 122 overlapping the second smooth surface 124 at the first position, and defines a sheet chamber for containing the sheet 115 between the second holder 122 and the second plane 116.

[0099]

The second holder (slider) 122 is formed as a flat plate that blocks all guide paths at the first position. An upper end of the flat plate engages with the restriction edge 123a of the upper second rail 123. A lower end of the flat plate engages with the restriction edge 123a of the lower second rail 123. The second holder (slider) 122 may be molded from, for example, a hard acrylic resin. The second holder 122 is formed of a material that blocks ventilation (air-impermeable material).

[0100]

The sheet 115 contains a fragrance component. The sheet 115 is formed as an elongated strip parallel to the wall surface 64a. A contour of the recess 125 may be aligned with a contour of the sheet 115. The sheet 115 has an absorbent capacity to

hold a solvent of the fragrance component. For example, perfume can permeate into the sheet 115. For the sheet 115, for example, a paper material whose color changes in response to absorption of the fragrance component may be used. For example, the color of litmus paper can change in response to the pH that changes in response to the absorption of the fragrance component.

[0101]

As depicted in Fig. 22, magnets 126 are respectively fixed to the back surface of the plate member 111a at positions offset from the guide paths defined by the first rail 118 and the second rail 123. When the fragrance unit 111 is received by a horizontal plane 127 within the recess 61, the magnets 126 come into surface contact with the horizontal plane 127. Here, a magnetic body 128 is incorporated in the upper box component 13 to establish the horizontal plane 127. The magnetic body 128 includes, for example, a thin plate forming a bottom surface of the recess 61. The thin plate may be, for example, a stainless steel plate. The magnetic body 128 receives the attractive force of the magnets 126 on the horizontal plane 127. The magnetic force of the magnets 126 thus secures the fragrance unit 111 to the magnetic body 128. The magnet 126 protrudes from one plane including the back surface of the plate member 111a at a predetermined height. Due to the magnets 126, a gap Hs is formed between the second holder 122 and the horizontal plane 127. The gap Hs is connected to the space 65 at an outer periphery of the plate member 111a.

[0102]

In the second holder 122, a passage connecting the sheet chamber to the space 65 is defined. In defining the passage, the second holder 122 is formed with a through hole 129 that faces the sheet 115 at one end and is open to the gap Hs between the second holder 122 and the horizontal plane 127 at the other end. The fragrance component of the sheet 115 can flow into the gap Hs through the through hole 129. The fragrance component leaks out from the gap Hs into the space 65. The fragrance component is diffused from the space 65 into the atmosphere.

[0103]

As depicted in Fig. 23, the first plane 114 and the second plane 116 may be formed flush with the back surface of the plate member 111a. Here, the first plane 114 is included in the first smooth surface 119. The recess 121 is formed in the first holder 117 at a position overlapping the first plane 114. The first smooth surface 119 (first plane 114) closes the recess 121 at the first position of the first holder 117. The photograph chamber for containing the instant film 66 is thus defined between the first holder 117 and the first plane 114. Similarly, the second plane 116 is included in the second smooth surface 124. The recess 125 is formed in the second holder 122 at a position overlapping the second plane 116. The second smooth surface 124 (second plane 116) closes the recess 125 at the first position of the second holder 122. The sheet chamber

for containing the sheet 115 is thus defined between the second holder 122 and the second plane 116. Similarly, the second holder 122 has a through hole 129 connecting the sheet chamber to an outer space. The fragrance component of the sheet 115 can be diffused into the outer space through the through hole 129. The gap Hs between the second holder 122 and the horizontal plane 127 connects the through hole 129 to the atmosphere.

[0104]

When the inner box 11 is taken out of the outer box 102, the fragrance of the jewelry store wafts around the inner box 11. As depicted in Fig. 24, the fragrance component of the sheet 115 flows into the gap Hs between the second holder 122 and the horizontal plane 127 through the through hole 129, and leaks out from the gap Hs into the space 65. The leaked fragrance component is diffused upward over the upper box component 13 from the space 65. The woman can enjoy the fragrance every time the inner box 11 is taken out. If the woman receives the ring 21 as a present, the woman recalls the joy felt when receiving the present every time the woman approaches the inner box 11 at home. The inner box 11 can create an opportunity to recall the joy felt when receiving the present. The man can make a strong impression on the woman.

[0105]

The inner box 11 can be displayed in the room as a fragrance source. The woman can frequently see the inner box 11 in the room. In this way, the woman can frequently recall

the joy felt when receiving the present. The man can make a strong impression on the woman.

[0106]

The enclosure 64 serves to form the tray on the upper surface of the upper box component 13. A small object such as the ring 21 or a key holder can be placed on the plate member 111a. The enclosure 64 serves to hold the small object on the plate member 111a. Since such a tray is utilized on a daily basis, the woman can frequently see the inner box 11. The emotions felt when receiving the present can be imprinted strongly on the memory of the woman. One who observes the inner box 11 can be left with a strong impression of the ring 21, the brand, and the jewelry store at the time of purchase. In particular, if the tray is shared by a couple (husband and wife), the image on the instant film 66 can serve as a trigger for each individual to recall the emotions felt when giving or receiving the present. The image on the instant film 66 can contribute to maintaining a harmonious relation.

[0107]

The plate member 111a is fixed to the magnetic body 128 by the magnetic force of the magnets 126. Access to the outer periphery of the plate member 111a is permitted from the space 65. By applying the external force to the outer periphery of the plate member 111a, the plate member 111a can be easily pulled up from the recess 61. The fragrance unit 111 can be easily removed from the upper box component 13. As described

above, since the sheet 115 can be taken out of the fragrance unit 111, the sheet 115 can be replenished with the fragrance component. Alternatively, the sheet 115 may be replaced with one sufficiently containing the fragrance component. In this way, the woman can enjoy the fragrance from the inner box 11 anytime. The space 65 may extend narrowly along a left end or a right end of the plate member 111a and be formed in a size sufficient to accept, for example, the insertion of the ring 21. In this case, for the removal of the fragrance unit 111, a rigid tool may be inserted into the space 65. The space 65 may be formed in a size sufficient to allow a fingertip to reach the horizontal plane 127.

[0108]

As depicted in Fig. 25, in assembling the fragrance unit 111, through holes 131 extending from the sheet chamber and opening to the front surface of the plate member 111a may be formed in the plate member 111a. A lower end of the through hole 131 overlaps the sheet 115 inward of the contour of the sheet 115. The fragrance component of the sheet 115 can be diffused upward over the plate member 111a through the through holes 131. The fragrance wafts around the inner box 11. Here, the magnet 126 can be embedded in the back surface of the plate member 111a. The back surface of the plate member 111a can be finished flush.

[0109]

As depicted in Fig. 26, the fragrance unit 111 may include

a plate member 111b fitted to the contour of the recess 61 and fixed within the recess 61, in place of the plate member 111a. Regarding the plate member 111b, a first plane (receiving surface) 132 for receiving the instant film 66 is defined on the front surface, and a second plane (plane) 133 for receiving the sheet 115 is defined on the back surface. The second plane 133 is formed without overlapping the first plane 132. The second plane 133 is spaced from the first plane 132. The plate member 111b may be made of, for example, a transparent material as a whole. The transparent material may be molded from, for example, a hard acrylic resin. In addition, the plate member 111b may be made of an opaque material. The plate member 111b is formed of a material that blocks ventilation (air-impermeable material).

[0110]

The fragrance unit 111 includes a first holder 134 attached to the plate member 111b and configured to hold the instant film 66 along the first plane 132 and a second holder 135 attached to the plate member 111b and configured to hold the sheet 115 along the second plane 133. The first holding body 134 is overlaid on a front surface of the plate member 111b, and the instant film 66 is held between the first holder 134 and the plate member 111b. The first holder 134 may be made of, for example, a transparent material as a whole. The transparent material may be molded from, for example, a hard acrylic resin. One who observes the inner box 11 can view the

image on the instant film 66 through the first holder 134. Similarly to the second holder 122, the second holder 135 is a slider that is guided by the pair of second rails 123 extending in parallel on two sides of the second plane 133, and that is configured to be displaced between a first position where the sheet 115 is held along the second plane 133 and a second position where the sheet 115 is separated from the second plane 133. The second holder 135 is formed of a material that blocks ventilation (air-impermeable material).

[0111]

In attaching the first holder 134, magnetic bodies (not illustrated) are fixed to the front surface of the plate member 111b at positions offset from the first plane 132 (instant film 66). Magnets (not illustrated) that exert the magnetic force acting on the respective magnetic bodies are fixed to the back surface of the first holder 134. The magnet is embedded in the back surface of the first holder 134. When the first holder 134 is received on the front surface of the plate member 111b, the magnetic bodies come into surface contact with the respective magnets. The magnetic body may have the contour that overlaps the corresponding magnet when the first holder 134 is overlaid on the plate member 111b. The magnetic force serves to detachably fix the first holder 134 to the plate member 111b. The instant film 66 is sandwiched between the overlaid plate member 111b and first holder 134. The magnetic body and the magnet may be each formed of a transparent material. The

magnetic body may be embedded in the front surface of the plate member 111b.

[0112]

Here, the sheet 115 is placed inside the contour of the instant film 66, which is projected onto the back surface of the plate member 111b in a direction orthogonal to the front surface of the plate member 111b. Since the sheet 115 is placed behind the instant film 66, the sheet 115 can be hidden by the instant film 66 from the front side. The image on the instant film 66 can be effectively enhanced. Here, a contour of the first holder 134 overlaps a contour of the plate member 111b. Therefore, the first holder 134 and the plate member 111b can be recognized as one rectangular parallelepiped.

[0113]

It should be noted that the lower box component 12 may be configured to support the LED lamp 33 in place of the upper box component 13. In addition, the diamond stone 23 may be mounted on each of mounts constituting a chain of a necklace. The mount may be formed of a metallic material such as platinum, gold or the like. Single piece of diamond stone 23 or pieces of diamond stone 23 may be fixed to the individual mount of the necklace. The diamond stone 23 may be mounted on a pendant, a bracelet, a pierced earring, a ring, an anklet, or the like. A group of pieces of diamond stone 23 may include pieces of a constant size or pieces of different sizes.

[0114]

The inner box 11 may include, as the switch 36, a tact switch having a plunger which the upper box component 13 pushes down when the upper box component 13 reaches the opened position. The light irradiation circuit 38 of the first example and the light irradiation circuit 43 of the second example may be replaced with any other types of electronic circuit unless such a light irradiation circuit realizes the identical function. The action of the switch 36 may be interlocked not only with the upper box component 13 assuming the opened position in the aforementioned manner but also with the upper box component 13 assuming the closed position. And the function of the light irradiation circuit 38, 43, the audio circuit 48, and the hold circuit 51 may be realized with the implementation of a software in a microprocessor (MPU).

Reference Sign List

[0115]

- 11 product packaging box (inner box)
- 12 lower box component
- 13 upper box component
- 26 hinge
- 61 recess
- 62a plate member (upper plate member)
- 62b support plate (lower plate member)
- 63 horizontal plane (flat surface) including front surface of plate member

64 enclosure
64a wall surface
65 space (adjacent to outer periphery of plate member)
66 instant film
68 horizontal plane
69a sheet (first sheet)
69b sheet (second sheet)
89 through hole
111a plate member
111b plate member
112 opaque film
114 receiving plane (first plane)
115 sheet
116 plane (second plane)
117 holder (first holder)
122 slider (second holder)
118 rail (first rail) (of holder)
123 rail (second rail)
127 horizontal plane
129 passage (through hole)
131 through hole
132 receiving plane (first plane)
133 plane (second plane)
134 holder (first holder)
135 slider (second holder)
Hs gap

CLAIMS

[Claim 1] A product packaging box comprising:

a lower box component;

an upper box component coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface; and

a plate member fitted to a contour of the recess and fixed within the recess, and configured to cover a sheet placed on a horizontal plane within the recess and containing a fragrance component, wherein

the recess defines a space that is adjacent to an outer periphery of the plate member and is open on a horizontal plane including an upper surface of the plate member.

[Claim 2] The product packaging box according to claim 1, further comprising:

an enclosure having a wall surface erecting from a horizontal plane including a front surface of the plate member along the contour of the recess and surrounding a space above the front surface of the plate member.

[Claim 3] A product packaging box comprising:

a lower box component;

an upper box component coupled to the lower box component

through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface;

a plate member fitted to a contour of the recess and detachably fixed within the recess, and configured to define, on a back surface, a plane for receiving a sheet containing a fragrance component;

a pair of rails coupled to the back surface of the plate member and linearly extending in parallel on two sides of the plane; and

a slider guided by the rails and configured to be displaced between a first position where the sheet is held along the plane and a second position where the sheet is separated from the plane, wherein

the recess defines a space that is adjacent to an outer periphery of the plate member and is open on a horizontal plane including an upper surface of the plate member, and in the slider, a passage connecting, to the space, an accommodation space of the sheet in contact with the plane is defined.

[Claim 4] The product packaging box according to claim 3, further comprising:

a holder attached to the plate member and configured to hold an instant film along a receiving plane defined on a front surface or the back surface of the plate member.

[Claim 5] A product packaging box comprising:

a lower box component;

an upper box component coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface; and

a plate member fitted to a contour of the recess and fixed within the recess, and configured to cover a sheet placed on a horizontal plane within the recess and containing a fragrance component, wherein

the plate member has a through hole that overlaps the sheet inward of the contour of the sheet and is open on an upper surface of the plate member.

[Claim 6] A product packaging box comprising:

a lower box component;

an upper box component coupled to the lower box component through a hinge for swinging movement between an opened position and a closed position and having a recess on an upper surface;

a plate member fitted to a contour of the recess and detachably fixed within the recess, and configured to define, on a back surface, a plane for receiving a sheet containing a fragrance component;

a pair of rails coupled to the back surface of the plate member and linearly extending in parallel on two sides of the plane; and

a slider guided by the rails and configured to be

displaced between a first position where the sheet is held along the plane and a second position where the sheet is separated from the plane, wherein

in the plate member, a through hole that is connected to an accommodation space of the sheet in contact with the plane and is open on a front surface of the plate member is defined.