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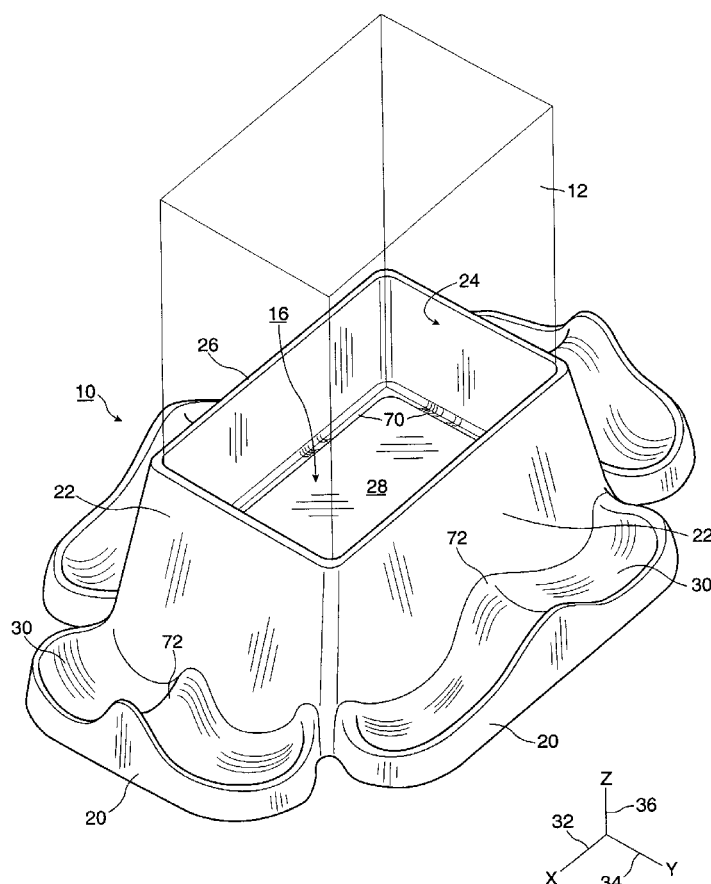
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(54) Title: UNITARY PRODUCT CUSHIONING STRUCTURE



(57) Abstract: A unitary product cushioning structure (10, 50, 60, 80) for supporting a shock sensitive product (12, 83) in an outer packaging container is formed of moldable resilient plastics material. It has an outer container contacting wall (20) at each side which is intended to contact an outer packaging container, and a flexible shock absorbing spring section (30) at each such side. A product supporting region (16) is bounded by outer product supporting region defining walls (22), inner product contacting walls (24), an upper ridge (26) between them, and a product supporting platform (28). Shock absorption support for a shock sensitive product is provided in at least two of three mutually perpendicular directions (32, 36, 36); most embodiments, including end pieces, end caps, trays and covers, and corner pieces, provide shock absorption protection in three mutually perpendicular directions. The structure is usually thermoformed, but may be otherwise molded from a suitable resilient and moldable plastics material.

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