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(54) **PACKAGING SYSTEM AND COMPONENTS FOR RETAIL PRODUCT**

(71) Applicant: **Apple Inc.**, Cupertino, CA (US)

(72) Inventors: **Clayton M. LOPEZ**, South San Francisco, CA (US); **Christopher M. CANIGLIO**, San Jose, CA (US); **Richard P. HOWARTH**, San Francisco, CA (US); **Hseh Tjun Tereave LIM**, Sunnyvale, CA (US); **Nicolas Pedro LYLYK**, Los Gatos, CA (US); **Philip SALIBI**, Ben Lomond, CA (US); **Benjamin Andrew SHAFFER**, San Jose, CA (US); **Jesiska TANDY**, Sunnyvale, CA (US); **Robert V. TANG**, San Francisco, CA (US)

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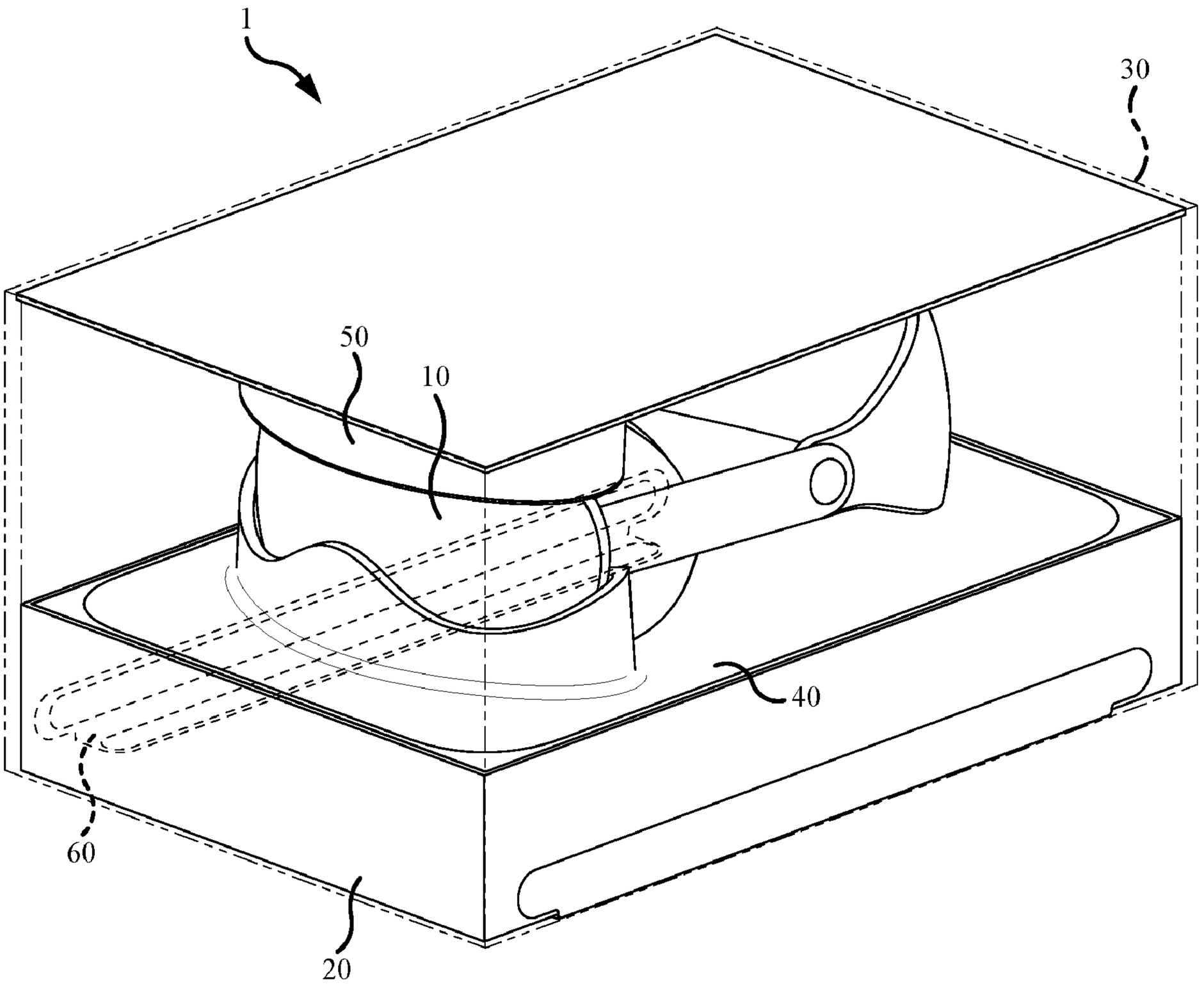
CPC ***B65D 25/107*** (2013.01); ***B65D 85/68*** (2013.01); *B65D 2585/6837* (2013.01)

(57) **ABSTRACT**

Some embodiments described herein are directed to packaging including a first collar portion configured to conform to a periphery of a first product portion, and a second collar portion configured to conform to a periphery of a second product portion. The first collar portion can be movable relative to the second collar portion while an arm of the second collar portion is received in a pocket of the first collar portion.



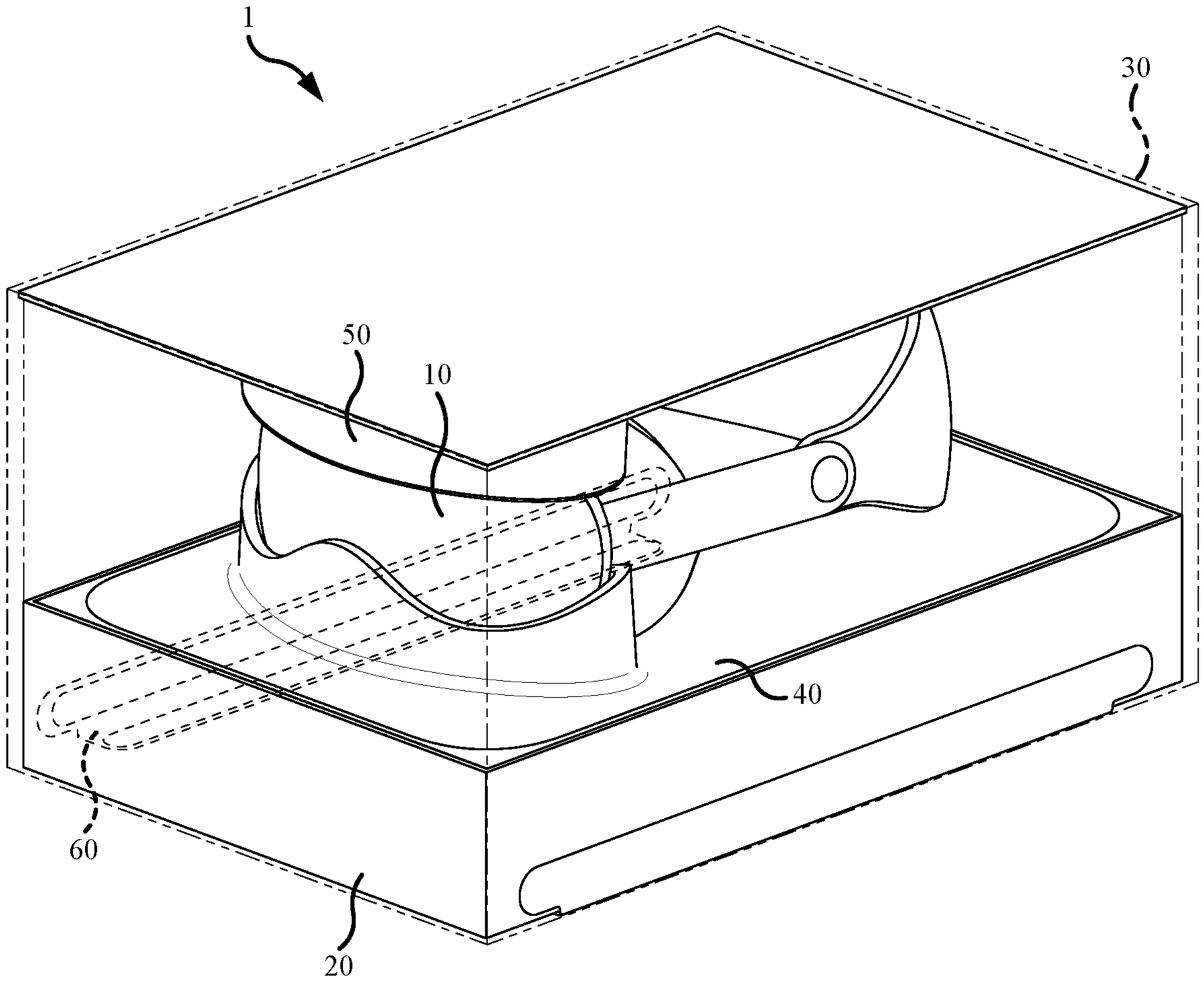


FIG. 1

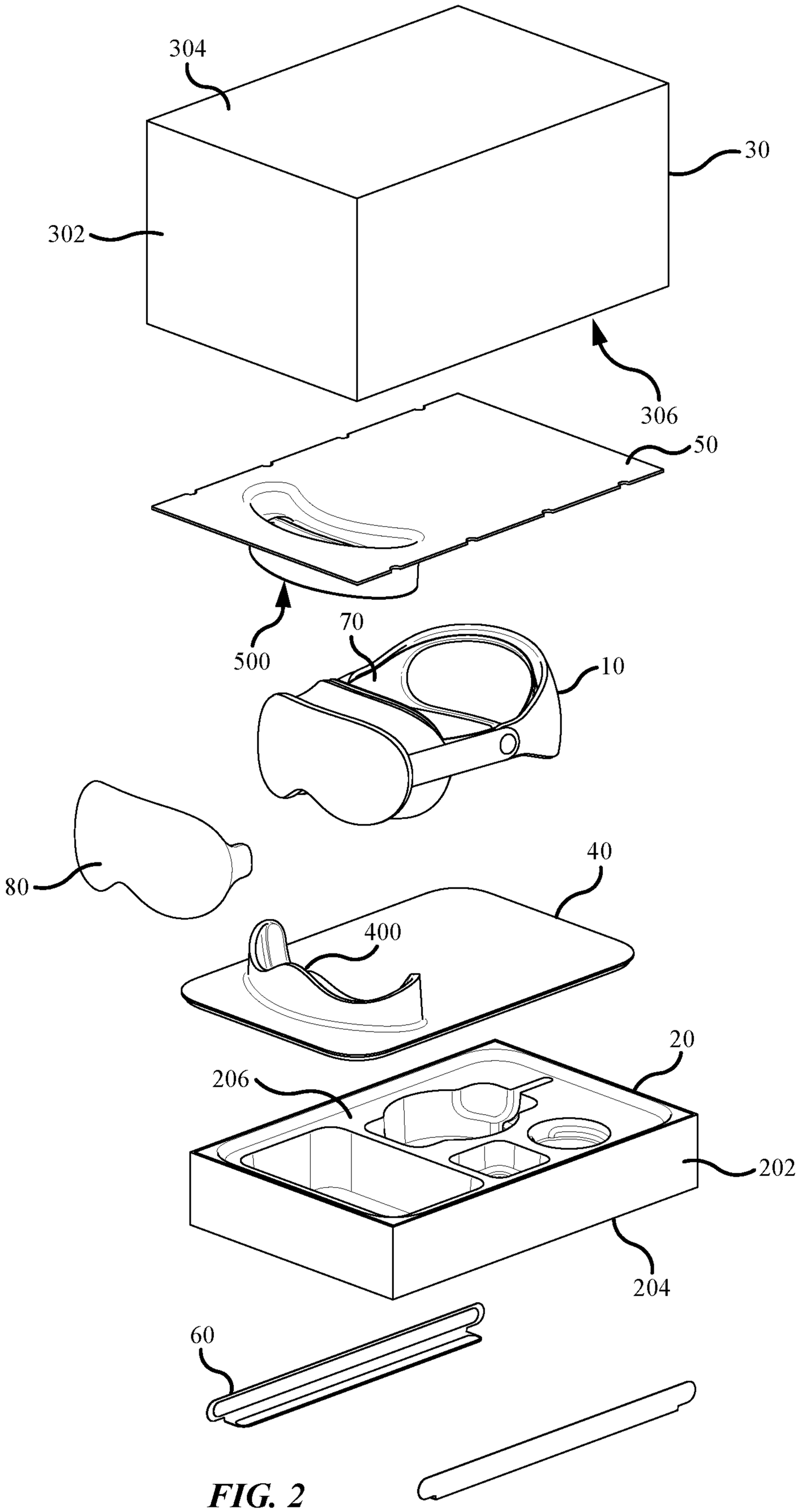


FIG. 2

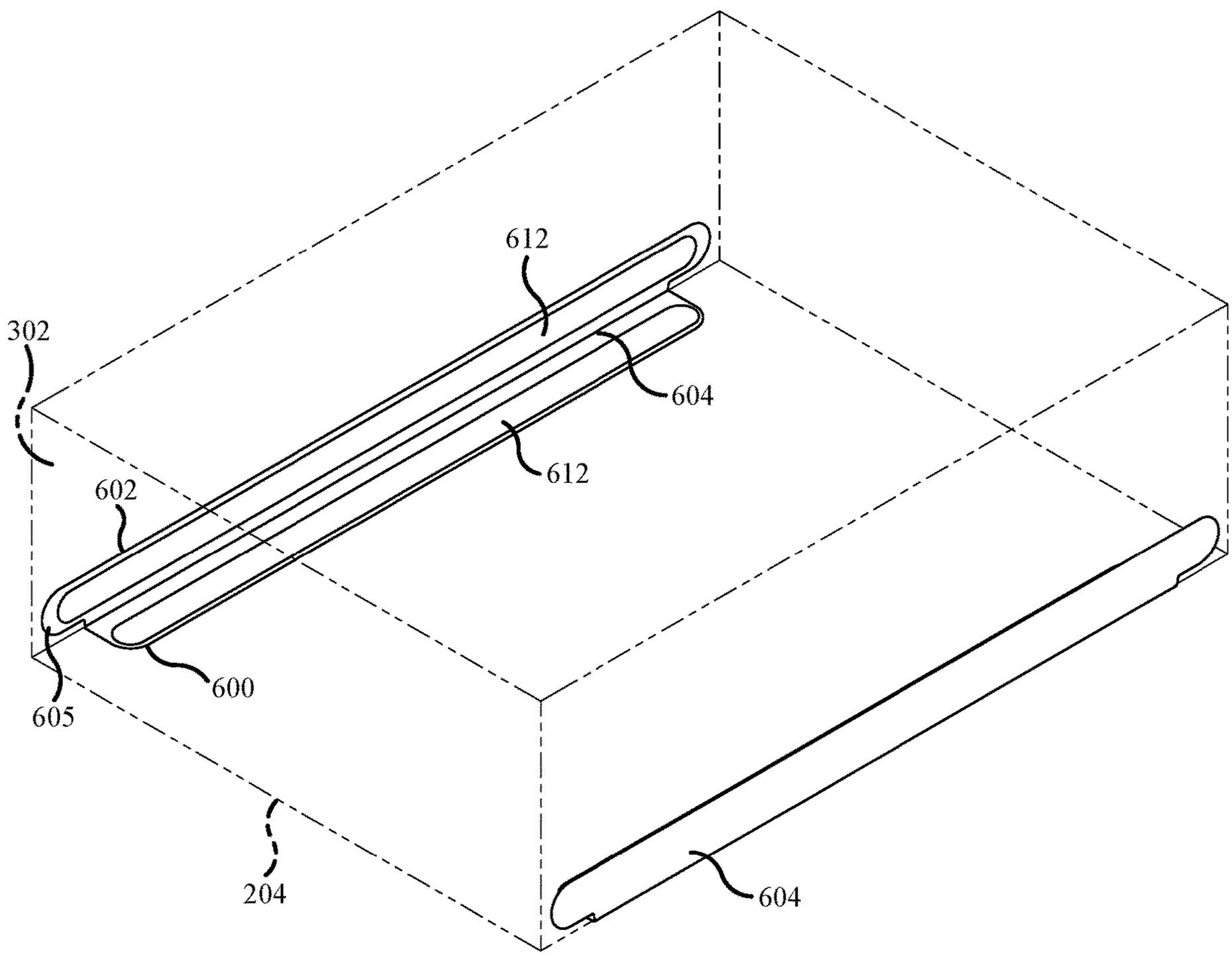


FIG. 3A

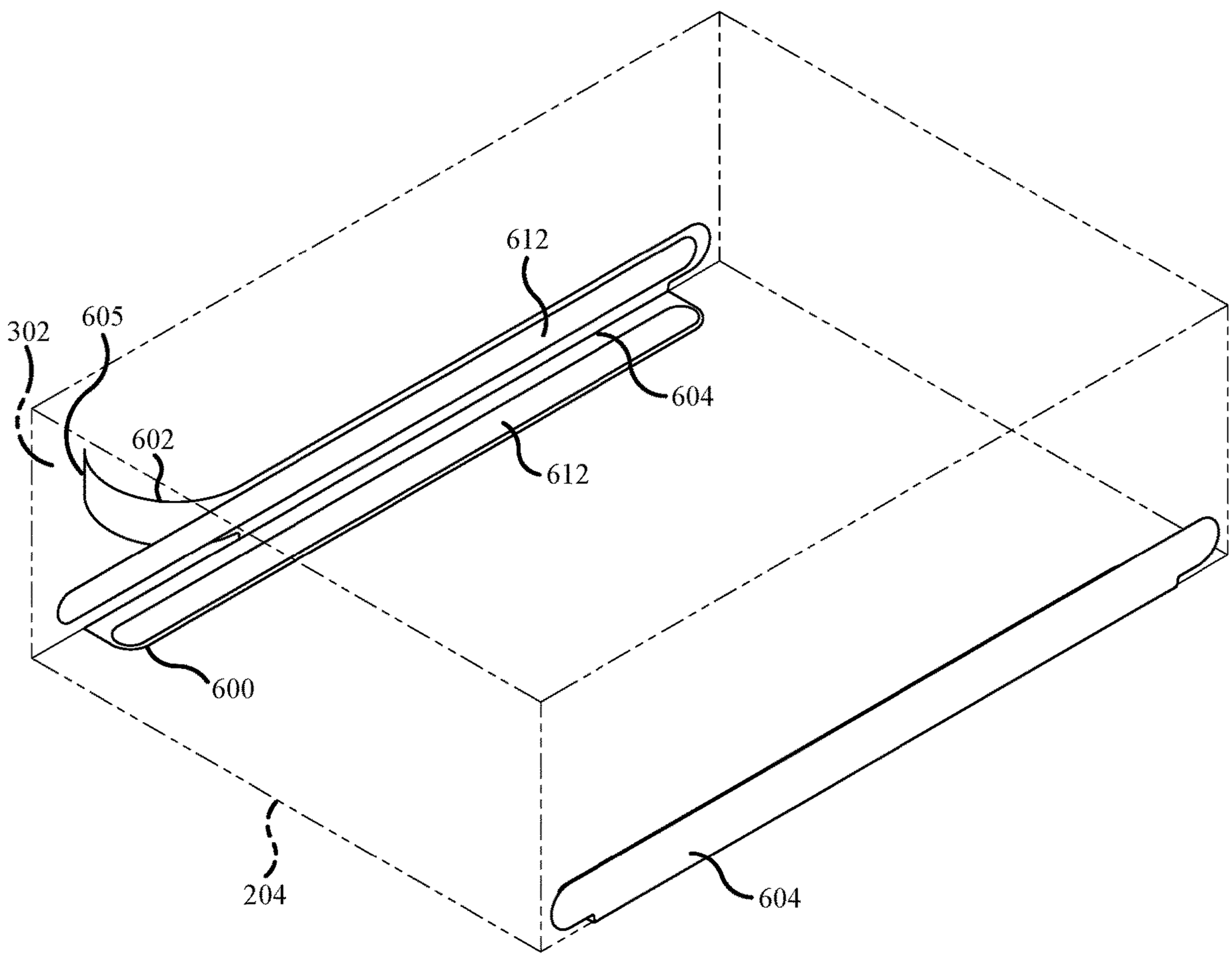


FIG. 3B

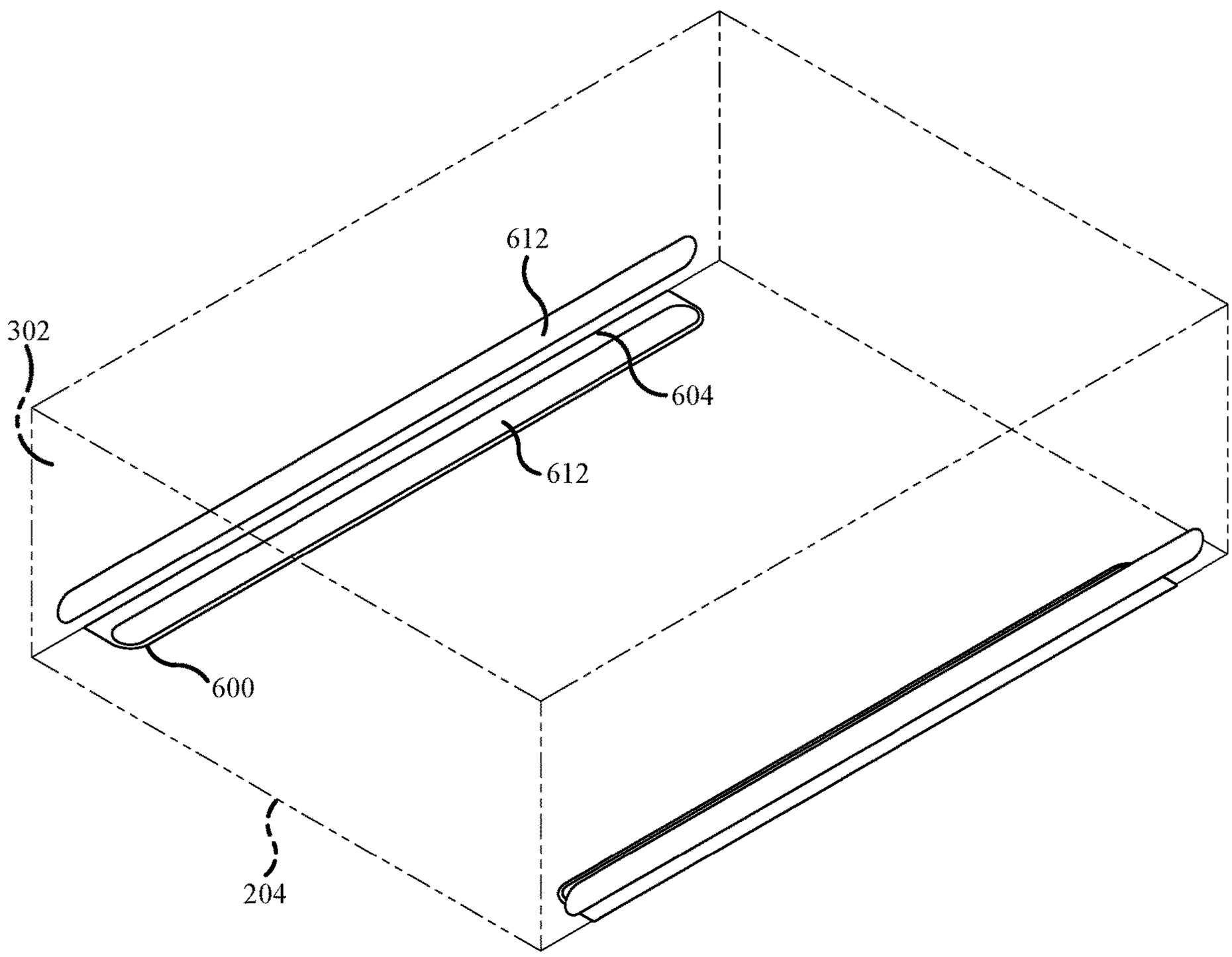


FIG. 3C

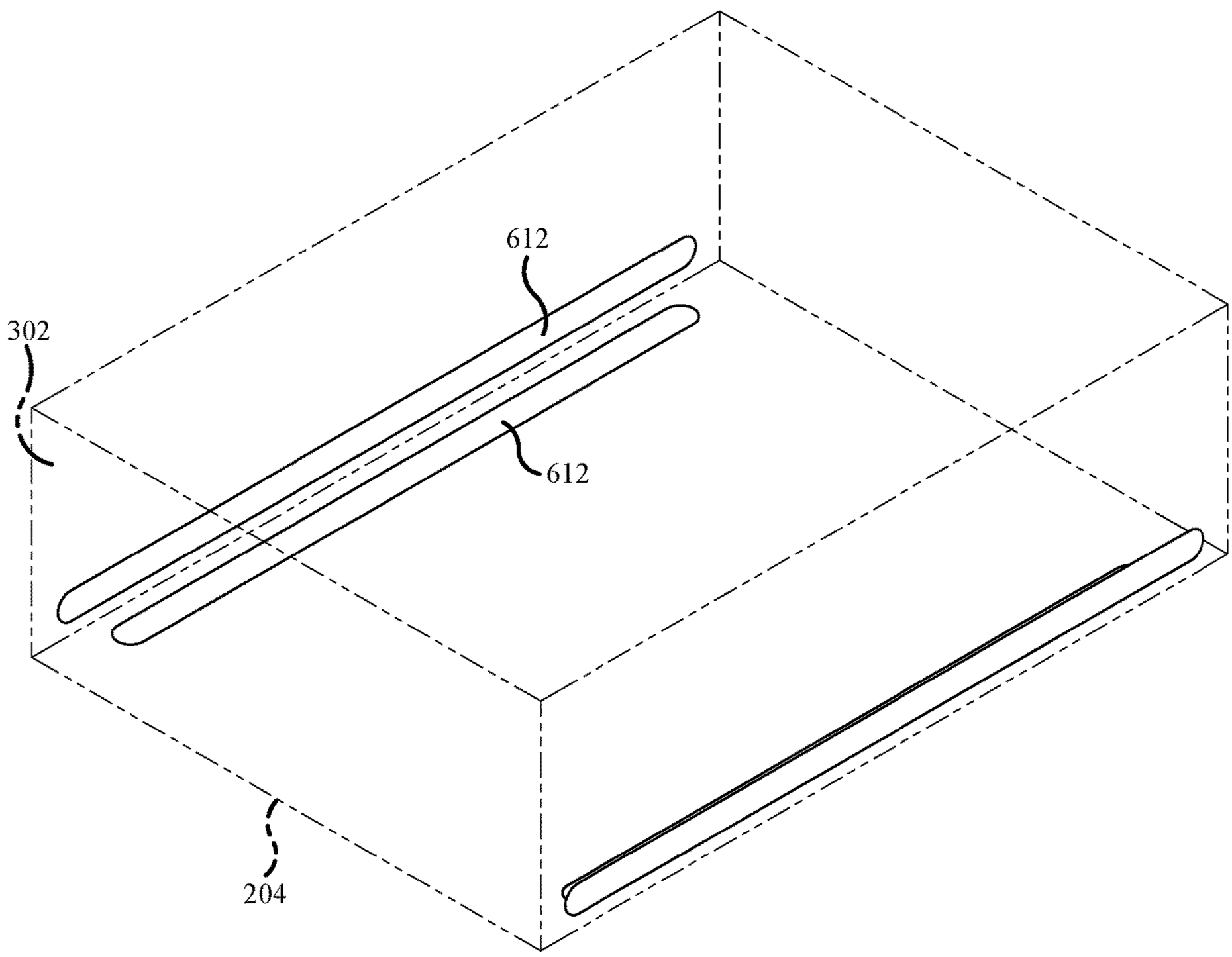


FIG. 3D

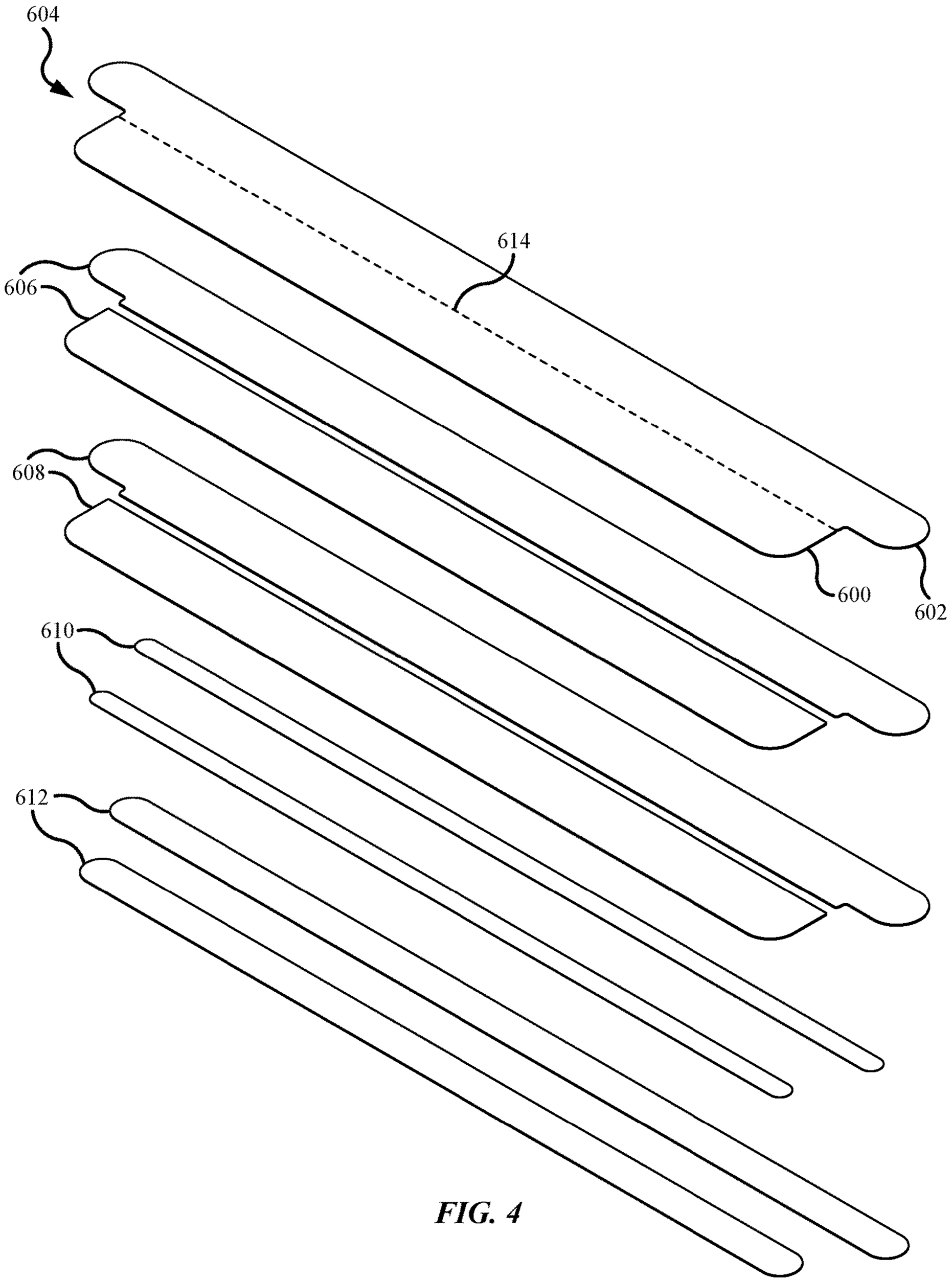


FIG. 4

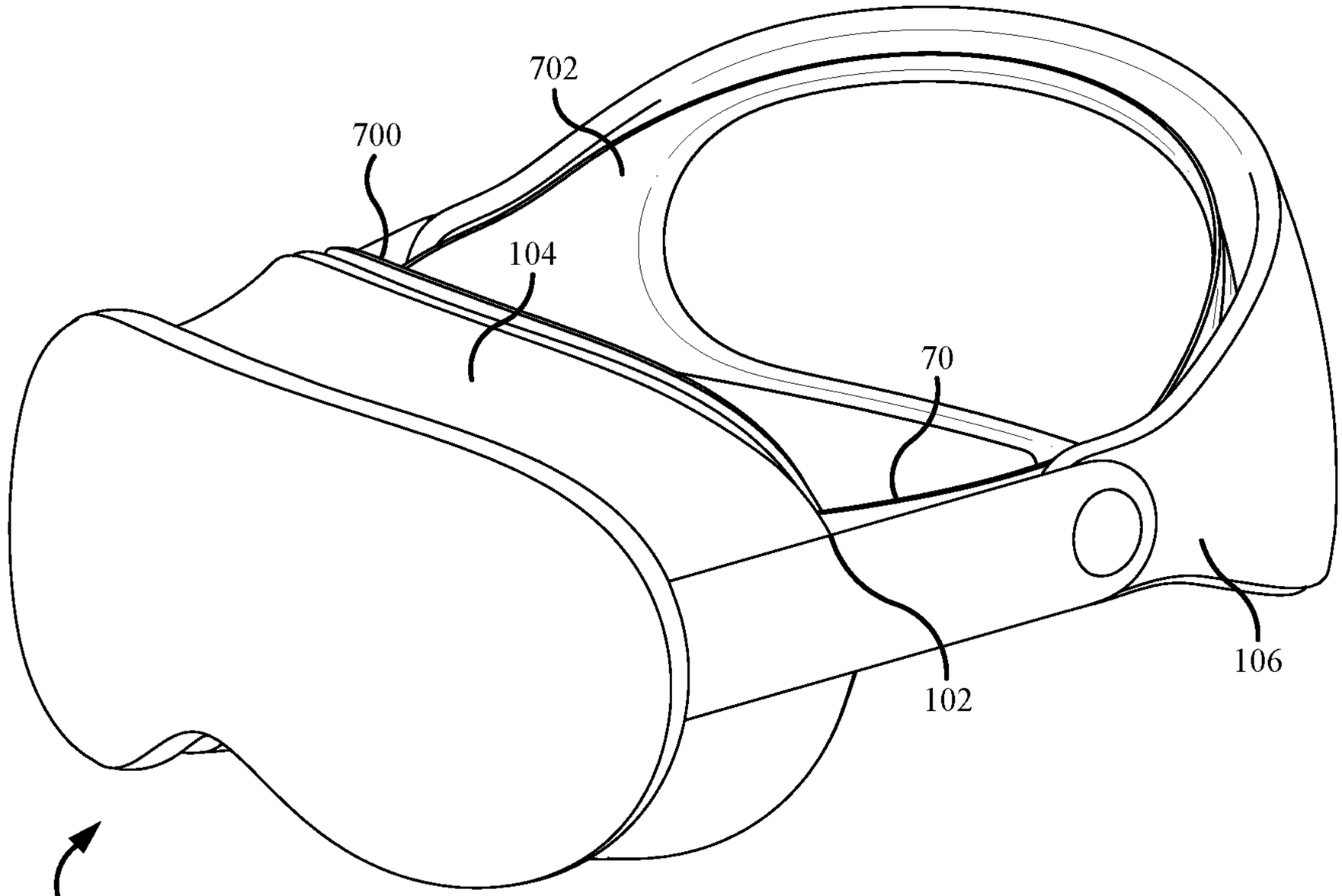


FIG. 5

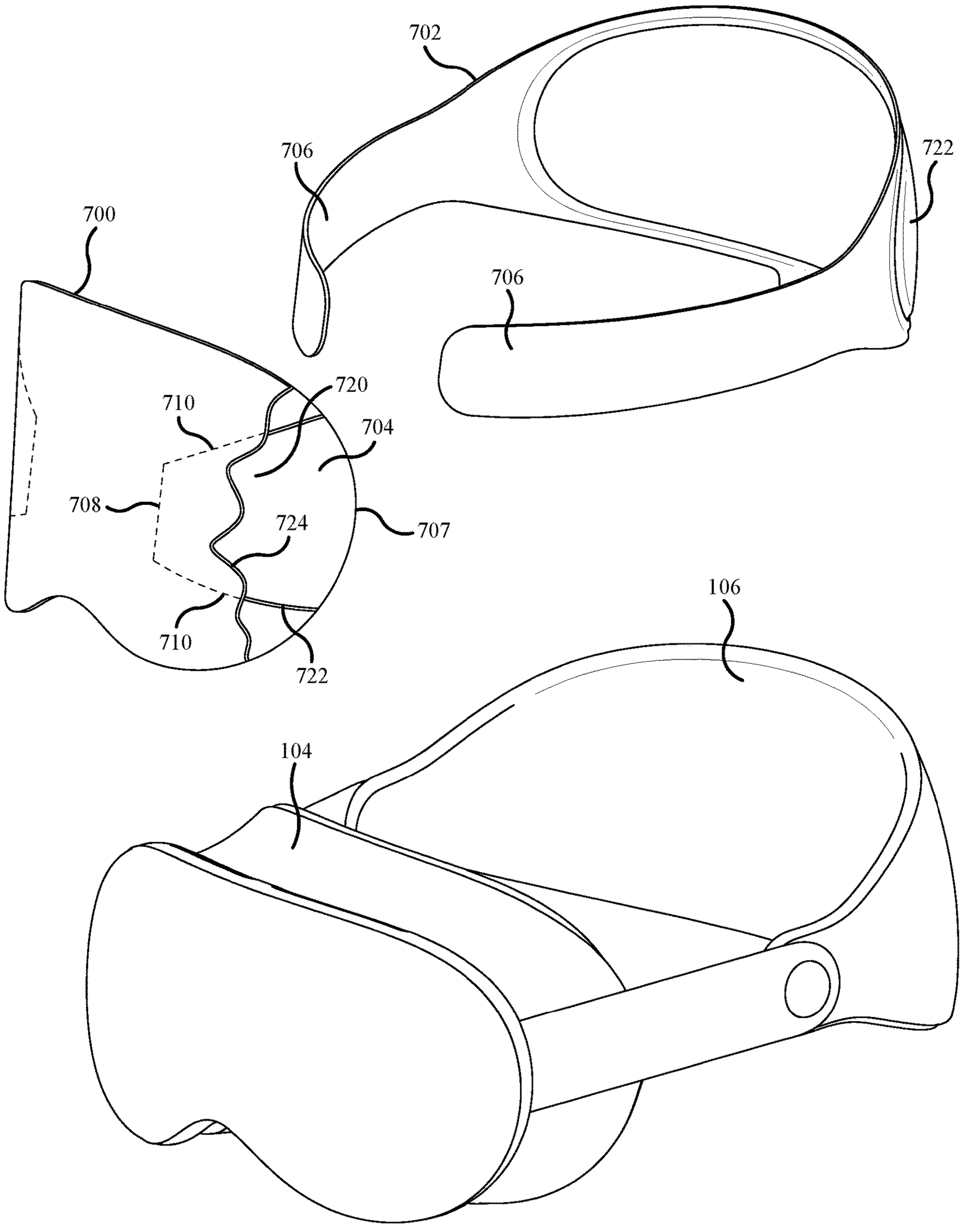


FIG. 6

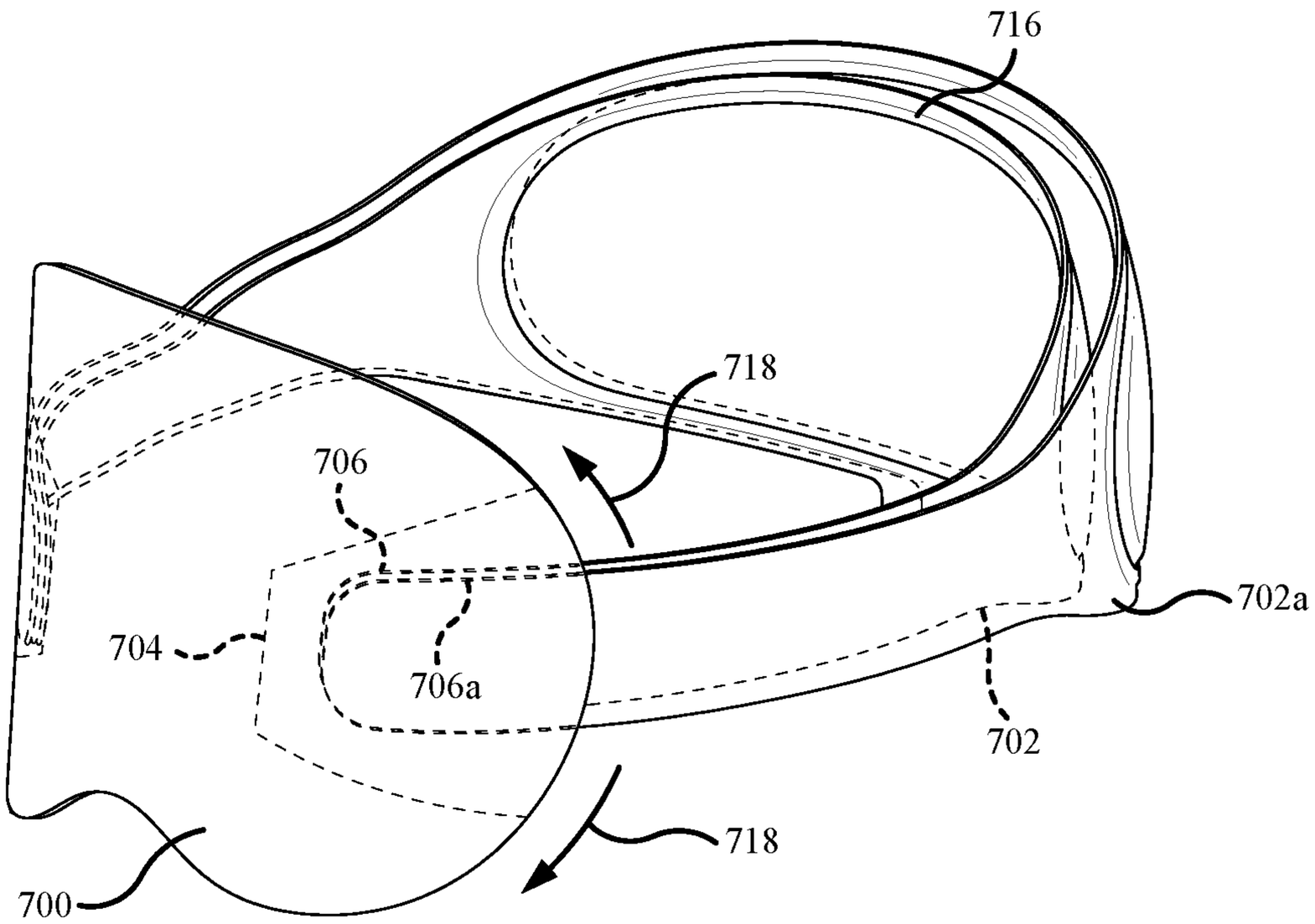

716
718
706
704
706a
702a
702
718
700

FIG. 7A

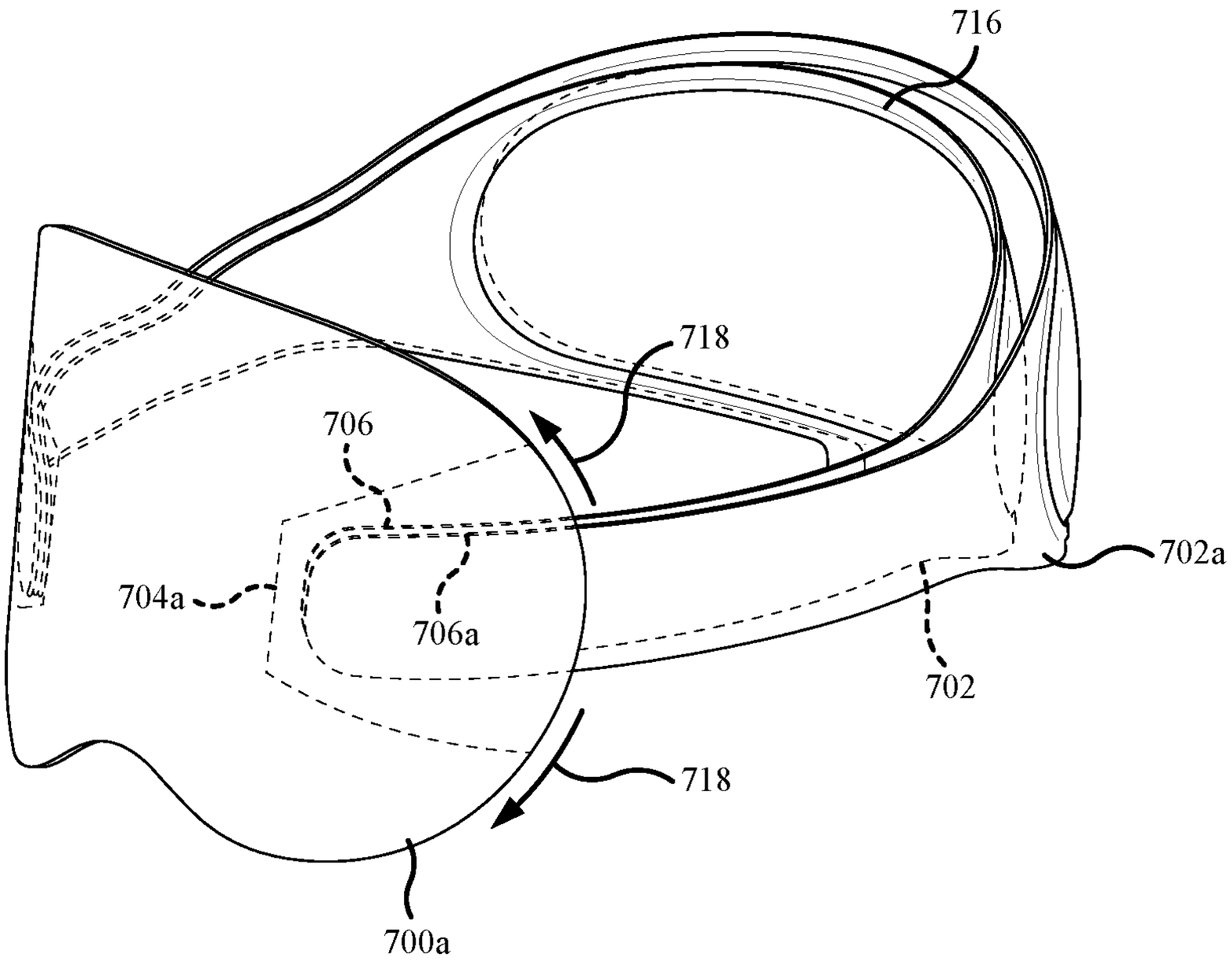

716
718
706
704a
706a
702a
702
718
700a

FIG. 7B

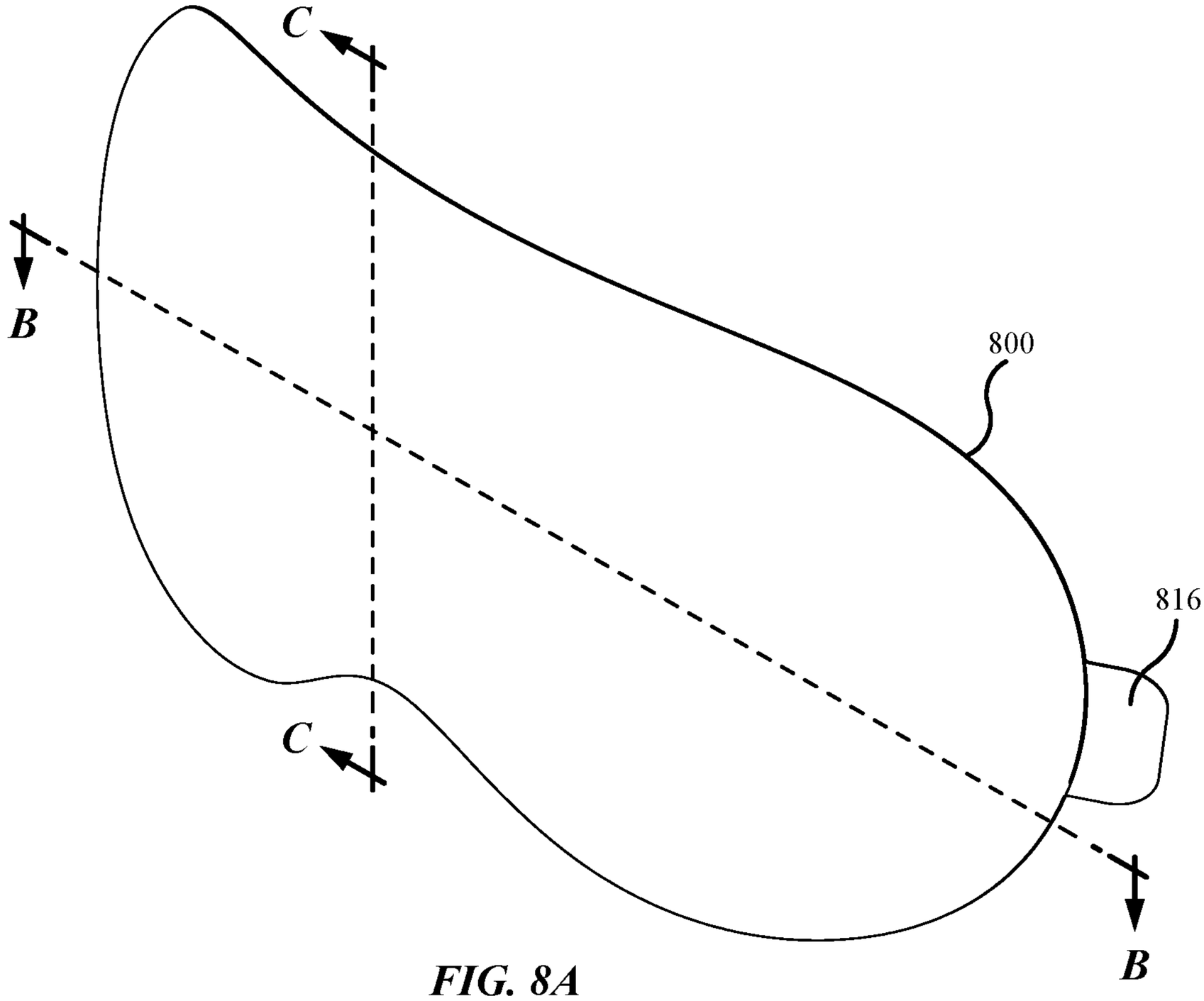


FIG. 8A

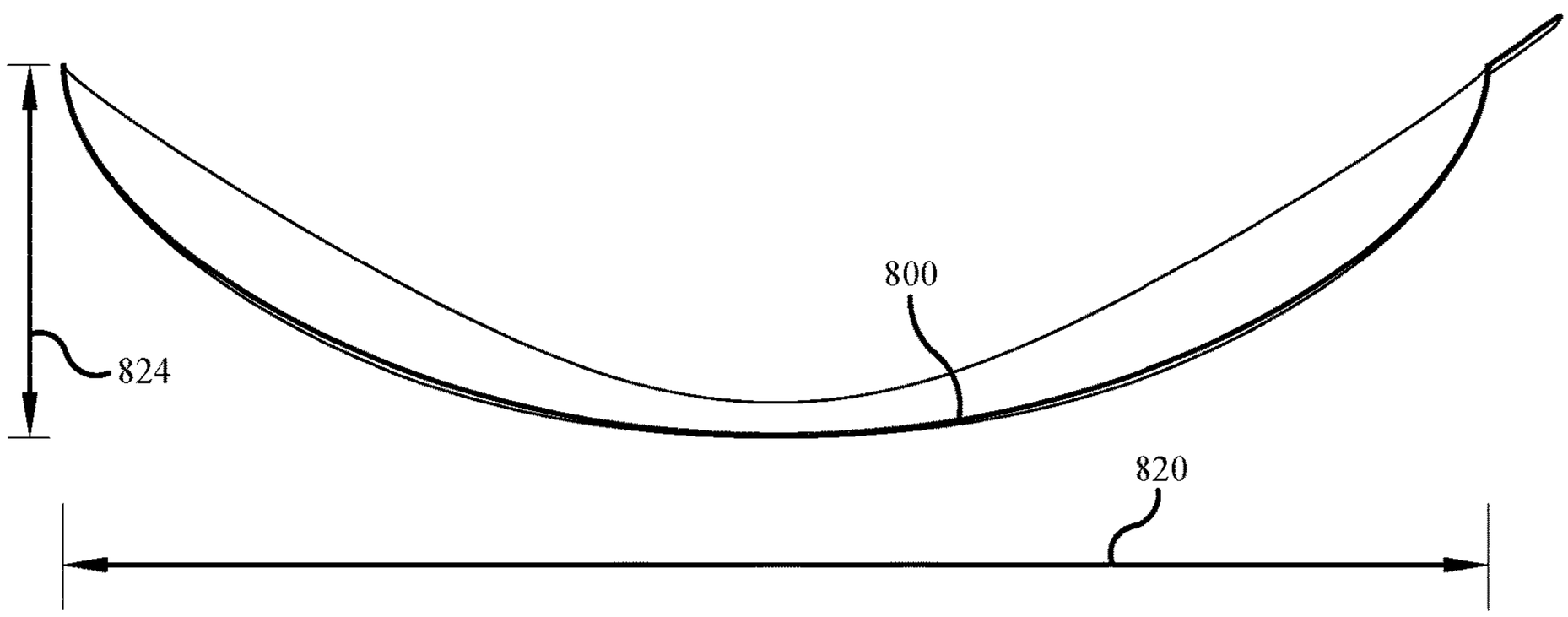


FIG. 8B

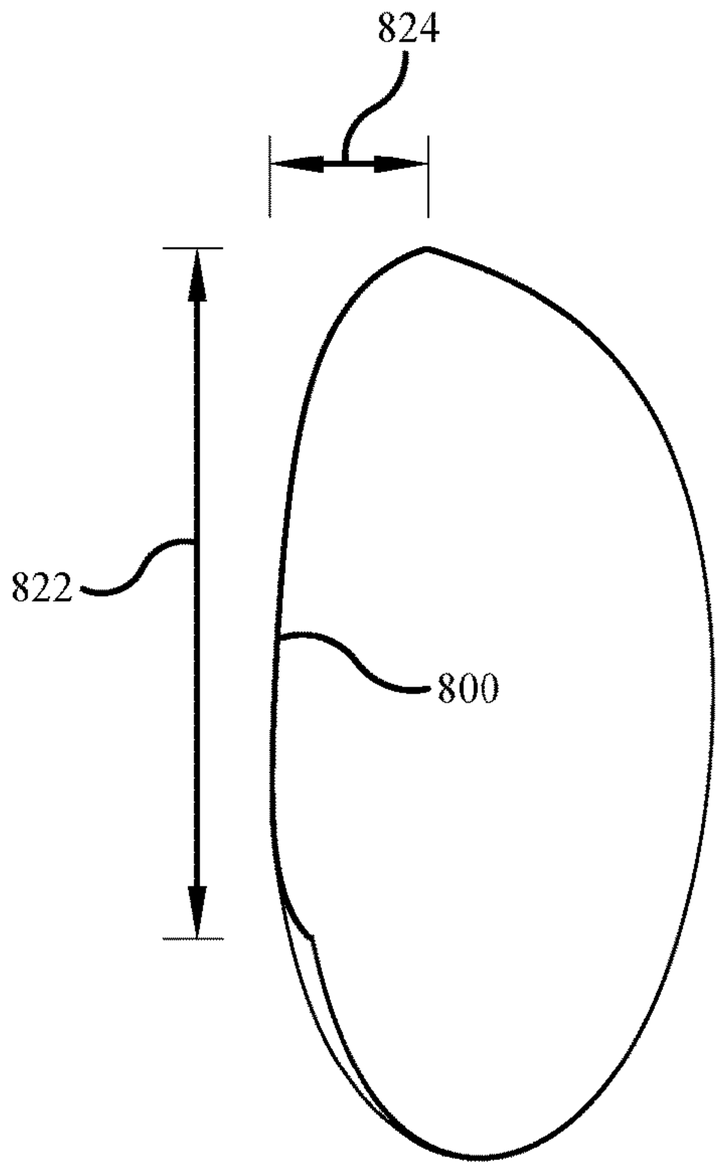


FIG. 8C

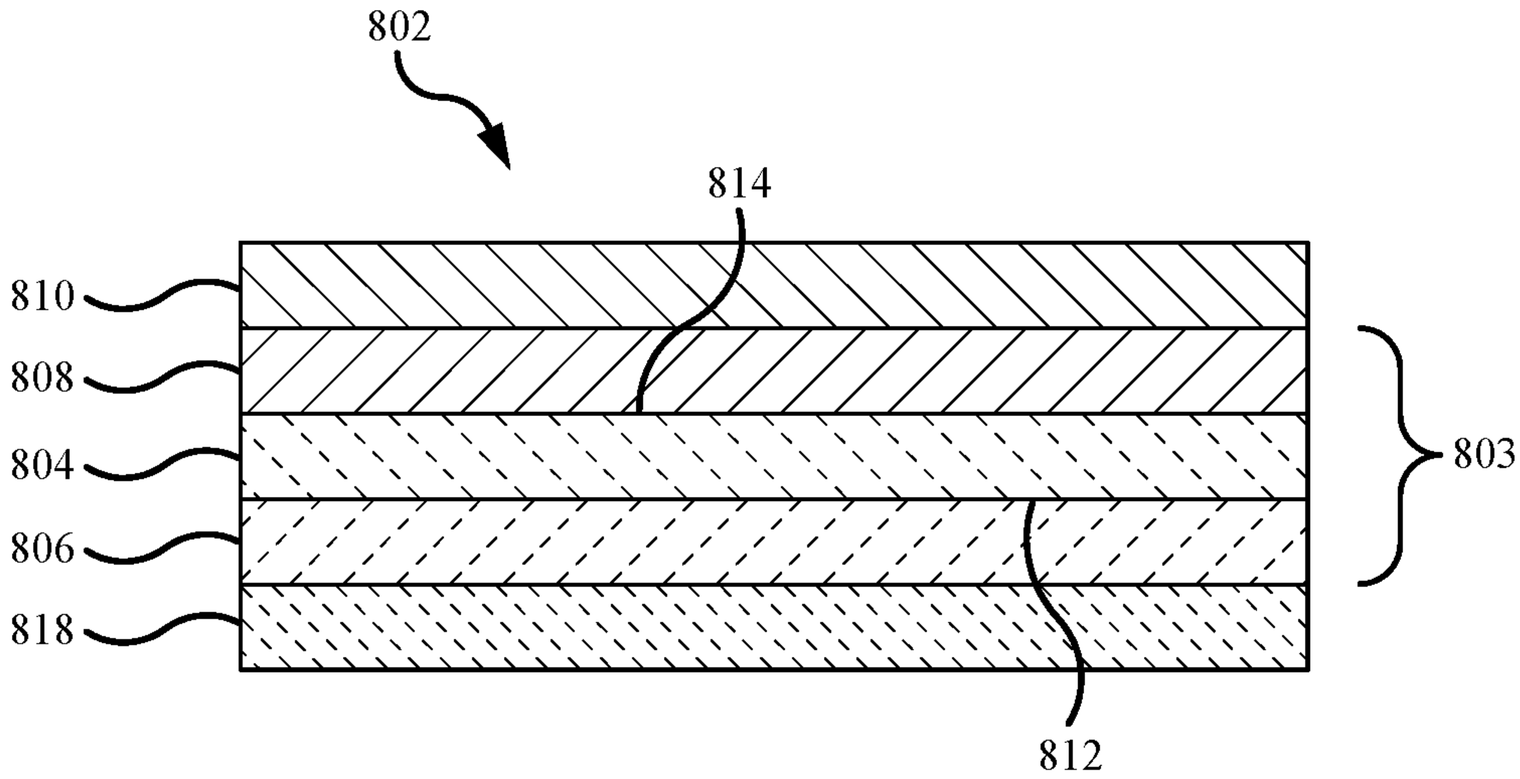

802
814
810
808
804
806
818
803
812

FIG. 9

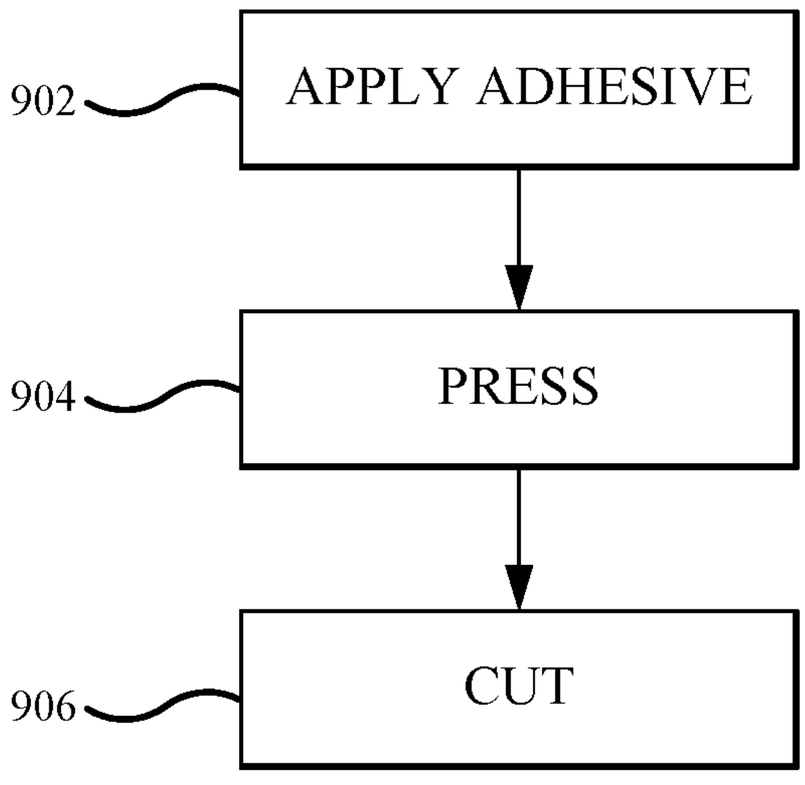

902
APPLY ADHESIVE
904
PRESS
906
CUT

FIG. 10

PACKAGING SYSTEM AND COMPONENTS FOR RETAIL PRODUCT

CROSS-REFERENCE TO RELATED APPLICATION

[0001] This application claims the benefit of U.S. Provisional Patent Application No. 63/505,626, filed Jun. 1, 2023, which is incorporated herein in its entirety by reference thereto.

FIELD

[0002] The described embodiments relate generally to retail packaging. More particularly, the present embodiments relate to a removable tear strip, a system that provides support to a product having movable components, and a protective film. The packaging may be made of paper or other recyclable materials.

BACKGROUND

[0003] Product packaging is an integral part of a customer's experience. It introduces the customer to a product, and can affect the customer's feelings toward the product and the company that created it. Packaging that is simple, clean, and secure may help influence the customer's impression of the product packaged within.

[0004] Structural and environmental considerations may also play a role in designing packaging. For example, packaging may be designed to be environmentally friendly—while retaining sufficient structure to ensure robust protection for the products contained within it.

[0005] Packaging described herein achieves these and other beneficial characteristics by balancing structural robustness, eco-friendly materials, and aesthetic elements.

SUMMARY

[0006] Some embodiments disclosed herein are directed to packaging including a first collar portion configured to conform to a periphery of a first product portion, and a second collar portion configured to conform to a periphery of a second product portion. The first collar portion can define a pocket. An arm of the second collar portion can be receivable in the pocket to couple the first collar portion and the second collar portion to form an assembled collar. The first collar portion can be movable relative to the second collar portion while the arm of the second collar portion is received in the pocket of the first collar portion.

[0007] Some embodiments disclosed herein are directed to packaging including a first collar portion configured to conform to a periphery of a first product portion, and a second collar portion configured to conform to a periphery of a second product portion. The first collar portion can define a first pocket and a second pocket. A first arm of the second collar portion can be receivable in the first pocket, and a second arm of the second collar portion can be receivable in the second pocket to form an assembled collar. The assembled collar can forms a closed loop and resist inward deflection.

[0008] Some embodiments disclosed herein are directed to a protective film including a polyethylene terephthalate (PET) carrier, a first adhesive portion, a second adhesive portion, and a paper layer. The PET carrier can have a thickness between 0.001 mm and 0.015 mm. The first adhesive portion can be disposed on a first side of the PET carrier and be formed of a low-tack adhesive. The second adhesive portion can be disposed on a second side of the PET carrier opposite the first side of the PET carrier. The second adhesive portion can be formed of a high-tack adhesive. The paper layer can be attached to the second adhesive portion. The paper layer, the second adhesive portion, the PET carrier, and the first adhesive portion can be formed to have a non-developable surface.

[0009] Some embodiments disclosed herein are directed to a flat sheet for forming a packaging component. The flat sheet can include a PET carrier, a first adhesive portion, a second adhesive portion, and a paper layer. The PET carrier can have a thickness between 0.001 mm and 0.015 mm. The first adhesive portion can be disposed on a first side of the PET carrier and be formed of a low-tack adhesive. The second adhesive portion can be disposed on a second side of the PET carrier opposite the first side of the PET carrier. The second adhesive portion can be formed of a high-tack adhesive. The paper layer can be attached to the second adhesive portion.

[0010] Some embodiments disclosed herein are directed a method of forming a film including operations of forming a flat sheet and pressing the flat sheet to form a shape having a non-developable inner surface. The flat sheet can include a PET carrier, a first adhesive portion, a second adhesive portion, and a paper layer. The first adhesive portion can be disposed on a first side of the PET carrier and be formed of a low-tack adhesive. The second adhesive portion can be disposed on a second side of the PET carrier opposite the first side of the PET carrier. The second adhesive portion can be formed of a high-tack adhesive. The paper layer can be attached to the second adhesive portion.

BRIEF DESCRIPTION OF THE DRAWINGS

[0011] The disclosure will be readily understood by the following detailed description in conjunction with the accompanying drawings, wherein like reference numerals designate like structural elements, and in which:

[0012] FIG. **1** shows an assembled view of packaging according to an embodiment.

[0013] FIG. **2** shows an exploded view of the packaging shown in FIG. **1**.

[0014] FIG. **3**A shows an assembled view of packaging including a base box, lid, and tear strip according to an embodiment.

[0015] FIGS. **3**B-**3**D show intermediate stages in removing the tear strip shown in FIG. **3**A.

[0016] FIG. **4** shows an exploded view of the tear strip of FIGS. **3**A-**3**D.

[0017] FIG. **5** shows an assembled view of a collar system and product according to an embodiment.

[0018] FIG. **6** shows an exploded view of the collar system and product shown in FIG. **5**.

[0019] FIG. **7**A shows an assembled view of the collar system shown in FIG. **5**.

[0020] FIG. **7**B shows another assembled view of the collar system shown in FIG. **5**.

[0021] FIG. **8**A shows a perspective view of a protective film according to an embodiment.

[0022] FIG. **8**B shows a cross sectional view of the film shown in FIG. **8**A, taken at line B-B in FIG. **8**A.

[0023] FIG. **8**C shows a cross sectional view of the film shown in FIG. **8**A, taken at line C-C in FIG. **8**A.

[0024] FIG. **9** shows a schematic side view of a portion of the film shown in FIG. **8**A.

[0025] FIG. **10** shows a process for forming the film of FIG. **8**A.

DETAILED DESCRIPTION

[0026] Reference will now be made in detail to representative embodiments illustrated in the accompanying drawings. It should be understood that the following description is not intended to limit the embodiments to one preferred embodiment. To the contrary, it is intended to cover alternatives, modifications, and equivalents as can be included within the spirit and scope of the described embodiments as defined by the appended claims.

[0027] Packaging for retail products is subject to many different considerations, including securely and safely maintaining the product (e.g., while in transport), allowing a purchaser to easily access their product once purchased, presenting the packaged product to the user in a welcoming way, and being made of materials that are robust enough not only for these uses, but for re-use by the purchaser if desired, while also being readily recyclable and otherwise environmentally friendly. These considerations may result in packaging solutions that depend on the nature and characteristics of the product being packaged, and can result in development of multiple different packaging features that can independently be of value in packaging a product, while also being valuable for their use together.

[0028] For example, a product such as a head-mounted display may include smooth surfaces (e.g., glass or other polished surfaces) that should be protected while packaged and a strap forming a loop that surrounds a space that should be maintained while packaged. And to minimize relative movement of such a product it may be beneficial for components of such packaging to be maintained in position with one another. To these and other ends as will be described in more detail below, some embodiments discussed herein relate to removable tear strips that help keep outer portions of the packaging secure and thereby maintain relative positioning of internal packaging components. Some embodiments relate to a collar support system that helps maintain the relative positions of portions of a product that form a loop. And some embodiments relate to a protective film that can protect surfaces of a product. Such embodiments can be useful and practiced individually, and also in various combinations in the same packaging assembly.

[0029] Some embodiments of the present disclosure provide a removable tear strip that attaches a lid to a base box. When the tear strip is engaged, the tear strip can hold the lid and the base box together, thereby providing a clamping force between the lid and base box. In turn, this clamping force can help secure a product between a top tray and a bottom tray provided within the lid and base box structure. In some embodiments, the removable tear strip can leave a remnant on the lid or base box when the tear strip is removed. The remnant can be designed to have a desirable aesthetic appearance. As discussed in more detail below, the tear strip can also have characteristics that balance functional requirements, case of use, and recyclability.

[0030] Some embodiments of the present disclosure provide a packaging solution for products that include movable (e.g., flexible) portions. If moveable (e.g., flexible) portions of a product are left unsecured in packaging, the portions may move or flex (e.g., during transport), which can cause containment loss or undesirable forces on sensitive components of the product. On the other hand, if movable or flexible components are tightly constrained in packaging, undesirable forces may be applied to sensitive components of the product (e.g., during a drop event). Some embodiments described herein describe a collar system to support a product that includes movable (e.g., flexible) portions.

[0031] The collar system, when assembled, can be positioned within a closed loop of the product and can support the product by, for example, resisting inward deflection of the closed loop of the product or maintaining a space within the closed loop of the product. For example, in some embodiments, the collar system is used with a head-mounted display including a viewing portion and a strap portion that together form a closed loop. The collar system can be positioned within the closed loop formed by the viewing portion and the strap portion to support the head-mounted display by, for example, resisting inward deflection of the strap portion and viewing portion or maintaining a space within the closed loop formed by the viewing portion and the strap portion.

[0032] The collar system can include a first collar portion configured to conform to a first portion of a product (e.g., the viewing portion of the head-mounted display) and a second collar portion configured to conform to a second portion of the product (e.g., the strap portion of the head-mounted display). When assembled, the first collar portion and second collar portion can be movable (e.g., slidable or rotatable) relative to each other. Accordingly, the collar system can support the product while allowing the product portions (e.g., the view portion and the strap portion of the head-mounted display) to move relative to each other. Such relative motion can also allow the same collar design to be used to support different product sizes (e.g., head-mounted displays having different strap lengths).

[0033] Some embodiments of the present disclosure provide a protective film for a product. Some products, such as electronic devices, can include smooth and/or highly polished surfaces (e.g., glass surfaces) that can be aesthetic or functional. Placing protective films over these surfaces can help maintain and protect the surfaces during transport. However, some surfaces that are desirable to protect have complex shapes that are difficult to protect with a single film that covers the entire surface. For example, non-developable surfaces (i.e., double curved surfaces, or surfaces that are curved in two dimensions) often cannot be protected with a continuous film that covers the entire non-developable surface. The classic example of a non-developable surface is a globe, which is why world maps are often distorted in different ways, but the term can apply to any surface that cannot be flattened without distortion (e.g., shrinking, breaking, or creasing). Protective films are normally flat. For one to cover a non-developable surface, multiple film pieces are sometimes needed, the film is sometimes cut and folded to approximate the non-developable shape, or the film sometimes does not lie smoothly on the non-developable surface. A single, continuous film that covers an entire non-developable surface, however, may be aesthetically preferred. The challenges described above are present for both protective films made of plastic and protective films made primarily or entirely of paper. However, the challenges described above can be more severe for films made primarily or entirely of paper.

[0034] Some embodiments described herein provide a single film that is formed to have a non-developable surface. The film can be made primarily or entirely of paper that has been formed from its nominal, flat shape into a shape corresponding to the non-developable surface that it is to be applied to protect. This forming can be done so that there are no cuts or discontinuities within the film.

[0035] These and other embodiments are discussed below with reference to the accompanying figures. However, those skilled in the art will readily appreciate that the detailed description given herein with respect to these figures is for explanatory purposes only and should not be construed as limiting.

[0036] FIGS. **1** and **2** show packaging **1** according to some embodiments. FIG. **1** shows an assembled view of packaging **1**, and FIG. **2** shows an exploded view of packaging **1**.

[0037] Packaging **1** can be finished packaging for containing and conveying a product **10** to a user. Product **10** can be, for example, an electronic device such as, for example, a head-mounted display, a smartphone, a tablet, a smart watch, a desktop computer, a monitor, a laptop, or a mouse, or can be a non-electronic device. In some embodiments, packaging **1** contains multiple products. For example, packaging **1** can contain an electronic device (such as, for example, one of the electronic devices listed above) and accessories for the electronic device (such as, for example, batteries, cables, cases, or product manuals).

[0038] In some embodiments, packaging **1** includes a base box **20**, a lid **30**, and trays **40** and **50**, which together contain and secure product **10**.

[0039] In some embodiments, as will be discussed in greater detail, packaging **1** includes a tear strip **60** to attach lid **30** to base box **20**.

[0040] In some embodiments, as will be discussed in greater detail, packaging **1** includes a collar system **70** to support product **10**.

[0041] In some embodiments, as will be discussed in greater detail, packaging **1** includes a film **80** to protect product **10**.

[0042] In some embodiments, packaging **1** includes other packaging components (e.g., boxes, additional trays, sleeves, and wraps).

[0043] As mentioned, in some embodiments, packaging **1** includes base box **20** and lid **30**. As shown in FIG. **2**, base box **20** can include side panels **202** and base panel **204** which together define a cavity **206**. Similarly, lid **30** can include side panels **302** and top panel **304** which together define a cavity **306**.

[0044] In some embodiments, lid **30** can be lowered onto base box **20** such that side panels **302** of lid **30** are parallel to and external to side panels **202** of base box **20**. In some embodiments, lid **30** entirely covers base box **20** when in a closed position such that the lower edges of side panels **302** are flush with base panel **204** of base box **20**.

[0045] In some embodiments, packaging **1** includes a tray **40** to support or cushion product **10**. Tray **40** can, for example, support or cushion product **10** from below. In some embodiments, tray **40** rests on or in base box **20** when packaging **1** is assembled. For example, as shown in FIG. **2**, in some embodiments, tray **40** rests in base box **20** above packaging or product components. In some embodiments, tray **40** includes a pedestal **402** extending from a base **404** of tray **40** and defining a recess **400** above base **404** of tray **40**. When packaging **1** is assembled recess **400** can locate a portion of product **10** in an intended position relative to tray **40**.

[0046] In some embodiments, tray **40** is a molded-fiber tray. In some embodiments, tray **40** includes multiple molded-fiber components stacked to form a single molded-fiber tray. For example, tray **40** can include 3 to 6 molded-fiber components stacked to form a single tray. The multiple molded-fiber components can allow tray **40** to define more complex or extreme three-dimensional shapes for recess **400** that cannot be formed as a single molded-fiber component using current technologies.

[0047] In some embodiments, packaging **1** includes a second tray **50** to support or cushion product **10**. Tray **50** can, for example, support or cushion product **10** from above. In some embodiments, tray **50** is formed as part of lid **30** or attached to lid **30**. In some embodiments, tray **50** defines a recess **500** to locate a portion of product **10** in an intended position relative to tray **50**.

[0048] In some embodiments, tray **50** is a molded-fiber tray. In some embodiments, tray **50** includes multiple molded-fiber components stacked to form a single molded-fiber tray. For example, tray **50** can include 3 to 6 molded-fiber components stacked to form a single tray. The multiple molded-fiber components can allow tray **50** to define more complex or extreme three-dimensional shapes for recess **500** that cannot be formed as a single molded-fiber component using current technologies.

[0049] In some embodiments, base box **20**, tray **40**, lid **30**, and tray **50** cooperate to secure product **10** and thereby limit or prevent movement of product **10** relative to base box **20** and lid **30**. In the illustrated embodiment, for example, when packaging **1** is assembled, tray **50** is attached to an inside surface of top panel **304** of lid **30**, and tray **40** is positioned in base box **20** such that movement of tray **40** relative to base box **20** is restricted. Accordingly, when lid **30** is placed over base box **20**, tray **40** and tray **50** cooperate to secure product **10**. In the illustrated embodiment, tray **40** holds product **10** from below, and tray **50** holds product **10** from above. However, the positioning of trays **40** and **50** relative to product **10** is not limited to the arrangement shown. For example, in other embodiments, tray **40** can hold product **10** from a side and tray **50** can hold product **10** from another side.

[0050] As shown in FIG. **1** and separately in FIG. **3**A, in some embodiments, tear strip **60** attaches lid **30** to base box **20** when packaging **1** is assembled. In some embodiments, tear strip **60** includes a first portion **600** attached to base box **20** (e.g., at base panel **204**) and a second portion **602** attached to lid **30** (e.g., at side panel **302**). In some embodiments, tear strip **60** is sufficiently inextensible such that lid **30** and base box **20** are not able to slide vertically relative to each other while tear strip **60** is engaged. This functionality can, in conjunction with other internal packaging components that are in contact with a packaged product (e.g., product **10**), keep those internal packaging components in secure contact with product **10**, to maintain its position within packaging **1** without the need for other fasteners (e.g., tie-downs or clips).

[0051] For example, as shown in FIG. **1**, product **10** can be positioned between facing recesses **400** and **500**, and recesses **400** and **500** can be spaced apart by a significant distance, with product **10** spanning the distance between them. In some embodiments facing recesses **400** and **500** are

the only packaging components holding product **10** in place within packaging **1**. Thus, maintaining the distance between facing recesses **400** and **500** allows packaging **1** overall to securely package product **10** without the need for additional cumbersome fasteners. This allows a user opening packaging **10** to simply pick up their product **10** off of the platform of tray **40**, rather than having to undergo additional steps to detach and remove their product **10**, or to reach down into a deep recess to remove it. To this end, recess **400** can be shallow, so as not to cover much of product **10** when packaging **1** is opened. In some embodiments recess **500** can also be shallow. For example, recess **400** can at its deepest be less than ⅖ a height of a portion of product **10** secured between recesses **400** and **500**. In some embodiments recess **400** can at its deepest be less than ⅕ a height of a portion of product **10** secured between recesses **400** and **500**. Similarly, recess **500** may at its deepest be less than ⅖ a height of a portion of product **10** secured between recesses **400** and **500**. And in some embodiments recess **500** can at its deepest be less than ⅕ a height of a portion of product **10** secured between recesses **400** and **500**. Put another way, recesses **400** and **500** can be spaced apart by ½ the maximum depth of recess **400** or recess **500**, or more, and in some embodiments by 3 times the maximum depth of recess **400** or recess **500**, or more.

[0052] In some embodiments, to help keep product **10** secure (e.g., between recesses **400** and **500** as described above) tear strip **60** is sufficiently inextensible such that tear strip **60** holds lid **30** and base box **20** together, and resists motion of lid **30** away from base box **20**, when tear strip **60** is engaged. In some embodiments, tear strip **60** is sufficiently inextensible such that tear strip **60** pulls lid **30** toward base box **20** when tear strip **60** is engaged, thereby providing a clamping force between lid **30** and base box **20** when assembled together as packaging **1** packaging product **10**. In turn, this clamping force can help secure product **10** between tray **40** and tray **50** as described above. Particularly for a relatively heavy product **10**, the tear strip's strength and inextensibility provide secure positioning and clamping force to resist relative movement of base box **20** and lid **30** (and thus, in some embodiments, recess **400** and recess **500**) even during such impact and vibration as may be attendant to transport and dropping during shipping.

[0053] In the illustrated embodiment, two tear strips **60** are provided to attach lid **30** to base box **20**. However, any suitable number of tear strips **60** can be provided to attach lid **30** to base box **20**. In some embodiments, a single tear strip **60** attaches lid **30** to base box **20**. In some embodiments, three tear strips **60** attach lid **30** to base box **20**. In some embodiments, four tear strips **60** attach lid **30** to base box **20**.

[0054] As shown in FIG. **3**A, tear strip **60** can extend along a length of an edge of side panel **302** of lid **30** and base panel **204** of base box **20**. In some embodiments, tear strip **60** extends across at least 50% of the length of the edge of side panel **302** or base panel **204**. In some embodiments, tear strip **60** extends along at least 60% of the length of the edge of side panel **202** or base panel **204**. In some embodiments, tear strip **60** extends along at least 75% of the length of the edge of side panel **202** or base panel **204**. In some embodiments, tear strip **60** extends along at least 80% of the length of the edge of side panel **202** or base panel **204**.

[0055] In the illustrated embodiment, tear strips **60** are provided on opposite sides of packaging **1**. However, the placement of tear strips **60** is not limited to the placement shown. Rather, any suitable placement of tear strips **60** can be used.

[0056] In some embodiments, tear strip **60** includes a pull tab **605** that can be easily grabbed by a user when the user desires to remove tear strip **60**. In the illustrated embodiment, pull tab **605** is positioned on second portion **602** of tear strip **60** (which is attached to lid **30**). However, in other embodiments, pull tab **605** is positioned on first portion **600** of tear strip **60** (which is attached to base box **20**).

[0057] As shown in FIGS. **3**B-**3**D, when pull tab **605** is pulled with sufficient force, second portion **602** of tear strip **60** (which is attached to lid **30**) separates from first portion **600** of tear strip **60** (which is attached to base box **20**). This can allow lid **30** to be removed from base box **20** since lid **30** will no longer be attached to base box **20** by tear strip **60**.

[0058] The structure of tear strip **60** is shown in FIG. **4**. The structure of tear strip **60** contributes to several desirable features of tear strip **60** that have been or will be discussed. For example, the structure of tear strip **60** can enable attachment of lid **30** to box base **20** such that lid **30** and box base **20** maintain a clamping force on a product **10** within packaging **1**. As another example, the structure of tear strip **60** can allow tear strip **60** to have a desired aesthetic appearance when applied to lid **30** or box base **20**, and allow a remnant of tear strip **60** left behind on lid **30** or box base **20** when tear strip **60** is removed to have a desired aesthetic appearance. As yet another example, the structure of tear strip **60** can contribute to improved recyclability of the tear strip and minimize use of plastics or other less-environmentally-friendly alternatives.

[0059] As shown, first portion **600** of tear strip **60** (which can be configured to attach to base box **20**) can include a top sheet **604**, a stiffener layer **608**, and a tape layer **612**, which can be, for example, a Minfeng tape layer. Stiffener layer **608** can be attached to an interior surface of top sheet **604** by a permanent adhesive **606**, and tape layer **612** can be attached to an interior surface of stiffener layer **608** by a differential adhesive **610**. Similarly, second portion **602** of tear strip **60** (which can be configured to attach to lid **30**) can include top sheet **604**, stiffener layer **608**, and tape layer **612**. Stiffener layer **608** can be attached to an interior surface of top sheet **604** by permanent adhesive **606**, and tape layer **612** can be attached to an interior surface of stiffener layer **608** by differential adhesive **610**.

[0060] As shown in FIG. **4**, top sheet **604** of first portion **600** can be integral with top sheet **604** of second portion **602**, while permanent adhesive **606**, stiffener layer **608**, differential adhesive **610**, and tape layer **612** of first portion **600** can be physically separate from permanent adhesive **606**, stiffener layer **608**, differential adhesive **610**, and tape layer **612** of second portion **602**.

[0061] In some embodiments, top sheet **604** includes a tear path **614** between first portion **600** and second portion **602**. Tear path **614** can include perforations, score lines, or other features designed to allow easy and/or guided tearing of top sheet **604** during removal of tear strip **60**.

[0062] Returning to FIG. **3**A, when packaging **1** is assembled with tear strip **60** attached to lid **30** and base box **20**, tape layers **612** of tear strip **60** can be attached to lid **30** and base box **20**, and single top sheet **604** can wrap around a corner of packaging **1** to attach lid **30** to base box **20**. When tear strip **60** is attached to lid **30** and base box **20** as described, tear strip **60** can pull lid **30** toward base box **20**,

thereby providing a clamping force between lid **30** and base box **20**. In some embodiments, stiffener layers **608** are more rigid or inextensible than top sheet **604**. This can, for example, provide rigidity or inextensible to tear strip **60** such that tear strip **60** can provide the described clamping force even when outside forces are applied to packaging **1** (e.g., during transport).

[0063] As shown, for example in FIG. **3**A, an outer surface of top sheet **604** can be visible to a user when tear strip **60** is attached to lid **30** and base box **20**. Accordingly, a material for top sheet **604** can be chosen based on its aesthetic appearance.

[0064] FIGS. **3**B-**3**D show tear strip **60** as it is removed from packaging **1** to release lid **30** from base box **20**.

[0065] As shown in FIG. **3**B, when pull tab **605** is pulled with sufficient force in a direction away from packaging **1** (e.g., in a removal direction), top sheet **604** can tear along tear path **614** between first portion **600** (which is attached to base box **20**) and second portion **602** (which is attached to lid **30**). Differential adhesive **610** of first portion **600** can separate from tape layer **612** of first portion **600** such that permanent adhesive **606**, stiffener layer **608**, and differential adhesive **610** of first portion **600** peel away with top sheet **604** of first portion **600**, and tape layer **612** of first portion **600** remains attached to lid **30**.

[0066] As shown in FIG. **3**C, once first portion **600** of tear strip **60** tears from free second portion **602** of tear strip **60**, tear strip **60** no longer connects lid **30** to base box **20**. This can allow lid **30** to be removed from base box **20** (assuming no other tear strips or structures are holding lid **30** to base box **20**) since lid **30** will no longer be attached to base box **20** by tear strip **60**. As shown in FIG. **3**C, second portion **602** of tear strip **60** (including top sheet **604**, permanent adhesive **606**, stiffener layer **608**, differential adhesive **610**, and tape layer **612**) remains attached to base box **20** after first portion **600** is removed.

[0067] Due to the destructive nature of the tearing of top sheet **604**, tear strip **60** may not be reattachable to base box **20**.

[0068] As shown in FIG. **3**D, if desired, top sheet **604**, permanent adhesive **606**, stiffener layer **608**, and differential adhesive **610** of second portion **602** can be removed from base box **20** (e.g., by pulling top sheet **604** of second portion **602** as a pull tab as described above with respect to first portion **600**). Tape layer **612** of second portion **602** can remain attached to base box **20** when the remainder of first portion **600** of tear strip **60** is removed from base box **20**.

[0069] In some embodiments, tape layer **612** of second portion **602** is designed such that tape layer **612** has a desired aesthetic appearance when left as a remnant after the remainder of second portion **602** is removed from lid **30**. In some embodiments, tape layer **612** of first portion **600** is designed such that tape layer **612** has a desired aesthetic appearance when left as a remnant after the remainder of first portion **600** is removed from base box **20**. For example, in some embodiments, tape layer produces a pattern (such as, for example, spaced dots or lines) or a particular shape (such as, for example, a wavy line or letters) when left as a remnant after the remainder of first portion **600** is removed from base box **20**.

[0070] As mentioned, in some embodiments, packaging **1** includes a collar system **70** (shown enlarged in FIGS. **5**-**7**) to support product **10**, which can include movable (e.g., flexible) portions.

[0071] As shown in FIG. **5**, product **10**, which can be, for example, a head-mounted display, can include a movable portion **106** such as, for example, a strap portion **106**. Movable portion **106** can be less rigid than other portions of product **10**, allowing movable portion **106** to move relative to other portions of product **10**. For example, in the illustrated embodiment, strap portion **106** of head-mounted display **10** is less rigid than viewing portion **104** of head-mounted display, allowing strap portion **106** to move relative to viewing portion **104**. In some embodiments, movable portion **106** is formed of silicone or a textile, allowing movable portion **106** to move relative to other portions of product **10**. For example, in the illustrated embodiment, strap portion **106** is formed in part from silicone and in part of a textile, allowing strap portion **106** to move relative to viewing portion **104**. In some embodiments, movable portion **106** can be movably connected to another portion of product **10**, allowing movable portion **106** to move relative to other portions **104** of product **10**.

[0072] If movable portion **106** is left unsecured in packaging, movable portion **106** may move relative to other portions of product **10** while packaged, which could cause containment loss or undesirable forces on portions of product **10**. On the other hand, tightly constraining movable portion **106** in packaging might result in undesirable forces on product **10** during transport. For example, in the illustrated embodiment, strap portion **106** can be attached to viewing portion **104** via a magnetic attachment mechanism, and providing too rigid of a support structure for product **10** could cause viewing portion **104** to detach from strap portion **106** during transport (e.g., during a drop event). Accordingly, collar system **70** provides support to product **10** (including movable portion **106** and other portions of product **10**) while allowing movable portion **106** to move relative to other portions **104** of product **10**.

[0073] As shown in FIG. **5**, product **10** can form a closed loop **102** and collar system **70**, when assembled, can be positioned within closed loop **102** to support closed loop **102** of product **10** internally. In some embodiments, collar system **70** resists inward deflection of closed loop **102** of product **10**. In the illustrated embodiment, for example, viewing portion **104** and strap portion **106** of head-mounted display **10** form closed loop **102**, and collar system **70**, when assembled, is positioned within closed loop **102** to support closed loop **102** internally.

[0074] As shown in FIG. **6**, collar system **70** can include a first collar portion **700** and a second collar portion **702**. First collar portion **700** can be configured to conform to a periphery of a first product portion **104** (e.g., to an inside surface of viewing portion **104** of head-mounted display **10**), and second collar portion **702** can be configured to confirm to a periphery of a second product portion **106** (e.g., to an inside surface of strap portion **106** of head-mounted display **10**).

[0075] As shown, first collar portion **700** can define a pocket **704**. Pocket **704** can have an open end **707** (positioned, for example, at an end of first collar portion **700**) and extend along a length of first collar portion **700** toward a center of first collar portion **700**.

[0076] In some embodiments, pocket **704** has an end **708** opposite open end **707**. In some embodiments, end **708** is closed. In some embodiments, open end **707** is connected to end **708** by two closed sides **710**, which can be straight, curved, stepped, or some combination thereof. In some

embodiments, end **707** is taller than closed end **708**. Accordingly, in some embodiments, pocket **704** has a trapezoidal shape.

[0077] In some embodiments, first collar portion **700** is formed of multiple layers which together define pocket **704**. For example, as shown in FIG. **6**, first collar portion **700** can include an inner layer **720**, an outer layer **722**, and an intermediate layer **724** that space inner layer **720** away from outer layer **722** to define pocket **704** between inner layer **720** and outer layer **722**. As shown in FIG. **6**, for example, inner layer **720** and outer layer **722** of first collar portion **700** can extend to a perimeter of first collar portion **700**, and intermediate layers **724** can include cutouts such that intermediate layers **724** do not extend to the perimeter of first collar portion **700** at pocket **704**.

[0078] In some embodiments, first collar portion **700** includes two or more pockets **704**. For example, in the illustrated embodiment, first collar portion **700** includes one pocket **704** on one side of first collar portion **700** (e.g., a left side of first collar portion **700**) and another pocket **704** on another side of first collar portion **700** (e.g., a right side of first collar portion **700**). In some such embodiments, pockets **704** all have the same size and shape. However, in other embodiments, pockets **704** have different sizes or shapes.

[0079] As shown in FIGS. **6** and **7**, second collar portion **702** can include a portion **706** (e.g., arm **706**) that is receivable in pocket **704**.

[0080] As shown in FIG. **7**A, first collar portion **700** and second collar portion **702** can be coupled by inserting arm **706** of second collar portion **702** into pocket **704** of first collar portion **700**. In some embodiments, first collar portion **700** and second collar portion **702** are coupled only by arm **706** of second collar portion **702** being received in the pocket **704**.

[0081] In some embodiments, arm **706** of second collar portion **702** is configured to extend across at least 20% of a maximum height of pocket **704** when received in pocket **704**. In some embodiments, arm **706** of second collar portion **702** is configured to extend across at least 50% of the maximum height of pocket **704** when received in pocket **704**. In some embodiments, arm **706** of second collar portion **702** is configured to extend across at least 90% of the maximum height of pocket **704** when received in pocket **704**.

[0082] In some embodiments, second collar portion **702** includes two or more arms **706** that are receivable within respective pockets **704** of first collar portion **700**. For example, in the illustrated embodiment, second collar portion **702** includes a main body **716**, a first arm **706** extending from one side main body **716** (e.g., on a left side of second collar portion **702**) and another arm **706** extending from another side of main body **716** (e.g., on a right side of second collar portion **702**). In some such embodiments, arms **706** all have the same size and shape. However, in other embodiments, arms **706** have different sizes or shapes.

[0083] In embodiments in which first collar portion includes two or more pockets **704** and second collar portion **702** includes two or more arms **706** that are receivable within respective pockets **704** of first collar portion **700**, first collar portion **700** and second collar portion **702** can be coupled by inserting arms **706** of second collar portion **702** into respective pockets **704** of first collar portion **700**.

[0084] As shown in FIG. **7**A, when arm **706** of second collar portion **702** is received in pocket **704** of first collar portion **700**, second collar portion **702** can be movable relative to first collar portion **700**. For example, the larger size of pocket **704** relative to arm **706** can allow arm **706** freedom to move within pocket **704**, thereby allowing second collar portion **702** to move relative to first collar portion **700**. The limited size of pocket **704** relative to arm **706** can, however, restrict movement of arm **706** within pocket **704** such that the movement of second collar portion **702** is still restricted relative to first collar portion **700**.

[0085] In some embodiments, second collar portion **702** is rotatable relative to first collar portion **700** when arm **706** of second collar portion **702** is received in pocket **704** of first collar portion **700**. For example as shown by arrows **718** in FIG. **7**A, second collar portion **702** can rotate up or down relative to a neutral position of first collar portion **700**. In some embodiments in which second collar portion **702** is rotatable relative to first collar portion **700**, closed sides **710** of pocket **704** limit the rotation of second collar portion **702** relative to first collar portion **700**. For example, in some embodiments, second collar portion **702** is rotatable no more than 45 degrees relative to first collar portion **700**. In some embodiments, second collar portion **702** is rotatable no more than 30 degrees relative to first collar portion **700**. In some embodiments, second collar portion **702** is rotatable no more than 30 degrees relative to first collar portion **700**. Allowing second collar portion **702** to rotate relative to first collar portion **700** but only up to a certain degree can allow collar system **70** to provide support to product **10** while allowing movable portions of product **10** some freedom of movement.

[0086] In some embodiments, first collar portion **700** is formed of paper. For example, first collar portion **700** can be formed of paperboard, Solid Bleached Sulfate (SBS), Solid Unbleached Sulfate (SUS), other paper-based products, or a combination thereof. In embodiments in which first collar portion **700** is formed of multiple layers, each layer can be formed of paper. For example, an outer layer can be formed of SBS, an inner layer can be formed of SBS, and an inner layer can be formed of SUS.

[0087] In some embodiments, second collar portion **702** is formed of paper. For example, second collar portion **702** can be formed of paperboard, SBS, SUS, other paper-based products, or a combination thereof. In embodiments in which second collar portion **702** is formed of multiple layers, each layer can be formed of paper. For example, one or both layers can be formed of SBS.

[0088] In some embodiments, first collar portion **700** or second collar portion **702** includes a molded fiber portion **722**. A molded-fiber portion **722** can, for example, provide additional rigidity to collar portion **700** or **702**, or allow collar portion **700** or **702** to have a more complex shape in order to conform to a periphery of the respective product portion. In the illustrated embodiment, for example, second collar portion **702** includes a molded-fiber portion **722** that conforms to a periphery of strap portion **106** of head-mounted display **10**.

[0089] In some embodiments, collar system **70** is part of a modular packaging system used with a product **10** that includes modular parts. For example, in some embodiments in which product **10** is a head-mounted display, various viewing portions of the head-mounted display can be paired with various strap portions of the head-mounted display. The various viewing portions and the various strap portions can, for example, vary in terms of their size or shape. Accordingly, different collar portions can be provided to accom-

modate different viewing portions or strap portions. In some embodiments, one collar portion can accommodate a subset of the various viewing portions such that a different collar portion is not needed for each of the various viewing portions. For example, one collar portion can accommodate several different larger viewing portions, and another collar portion can accommodate several different smaller viewing portions. In some embodiments, one collar portion can accommodate a subset of the various strap portions such that a different collar portion is not needed for each of the various strap portions. For example, one collar portion can accommodate several different larger strap portions, and another collar portion can accommodate several different smaller strap portions. In this way, the total number of different packaging components needed to accommodate the various viewing portions and the various strap portions is reduced relative to a system in which each of the various viewing portions and each of the various strap portions requires a different collar portion.

[0090] As shown in FIGS. **7**A and **7**B, the modular packaging system can include a first collar portion **700** with pocket **704** (shown in FIG. **7**A) and a first collar portion **700***a* with pocket **704***a* (shown in FIG. **7**B). First collar portion **700***a* and pocket **704***a* can include some or all of the features, structures, or characteristics described above with respect to first collar portion **700** and pocket **704**, but first collar portion **700***a* can be configured to conform to a periphery of a first product portion different than first product portion **104**. For example, in the illustrated embodiment, first collar portion **700** is configured to conform to a periphery of a viewing portion **104** of a head-mounted display, and first collar portion **700***a* is configured to conform to a periphery of a larger viewing portion. Just as arm **706** can be received in pocket **704** to form an assembled collar, so too can arm **706** be received in pocket **704***a* of first collar portion **700***a* to form an assembled collar. In this way, first collar portion **700** or first collar portion **700***a* can be used in conjunction with second collar portion **702** to form an assembled collar to support product **10**.

[0091] Similarly, in some embodiments, the modular packaging system includes a second collar portion **702** with arm **706** (shown in FIGS. **7**A and **7**B) and a second collar portion **702***a* with arm **706***a* (also shown in FIGS. **7**A and **7**B). Second collar portion **702***a* and arm **706***a* can include some or all of the features, structures, or characteristics described above with respect to second collar portion **702** and arm **706**, but second collar portion **702***a* but can be configured to conform to a periphery of a second product portion different than second product portion **106**. For example, in the illustrated embodiment, second collar portion **702** is configured to conform to a periphery of a strap portion **106** of a head-mounted display, and second collar portion **702***a* is configured to conform to a periphery of a larger strap portion. Just as arm **706** of first collar portion **700** is receivable in pocket **704** to form an assembled collar, so too can arm **706***a* of second collar portion **702***a* be received in pocket **704** to form an assembled collar. In this way, second collar portion **702** or second collar portion **702***a* can be used in conjunction with first collar portion **700** to form an assembled collar to support product **10**. In some embodiments, the size and shape of pocket **704** contributes to the compatibility of single first collar portion **700** with multiple second collar portions **702**, **702***a*. For example, when second collar portion **702***a* is used in combination with first collar portion **700**, arm **706***a* of second collar portion **700***a* may enter pocket **704** at a different angle than arm **706** of first collar portion **700** would enter pocket **704**. The larger size of pocket **704**, relative to arms **706**, **706***a* allows the same first collar portion **700** to be used in combination with different second collar portions **702**, **702***a*. In FIGS. **7**A and **7**B second collar portion **702** and second collar portion **702***a* are shown together in pocket **704** (in FIG. **7**A) and together in pocket **704***a* (in FIG. **7**B). However, in use, only one of second collar portion **702** or second collar portion **702***a* is coupled with a first collar portion to form as assembled collar. The selection of second collar portion **702** or second collar portion **702***a* can depend, for example, on the desired characteristics (e.g., size) of the assembled collar.

[0092] As mentioned, in some embodiments, packaging **1** includes a film **80** (shown enlarged in FIG. **8**A) to protect product **10**. Film **80** can have a non-developable surface **800**, which can, for example, conform to a non-developable surface **100** of product **10** when packaging **1** is assembled with product **10**. In some embodiments, non-developable surface **100** of product **10** can be a surface of an electronic device such as, for example, a head-mounted display, a smartphone, a tablet, a smart watch, a desktop computer, a monitor, a laptop, or a mouse, or can be a non-electronic device. In some embodiments, non-developable surface **100** of product **10** can be a glass surface, a metal surface, a plastic surface, or another surface to be protected while packaged.

[0093] In the illustrated embodiment, non-developable surface **800** of film **80** conforms to non-developable surface **100** of product **10**. As shown, non-developable surface **800** of film **80** can be concave, and non-developable surface **100** of product **10** can be convex, which conforms to non-developable surface **100** of product **10**. However, in other embodiments, non-developable surface **800** of film **80** can be convex and conform to a non-developable curve **100** of product **10** which is concave. In still other embodiments, non-developable surface **800** of film **80** can include a combination of concave, convex, or flat portions.

[0094] As shown in FIGS. **8**A-**8**C, non-developable surface **800** can be significantly curved. For example, in some embodiments, a magnitude of a gradient of a point on non-developable surface **800** is at least 0.5. That is, the greatest rate at which the curve of non-developable surface **800** changes at a point on surface **800**, in any direction, is at least 0.5. In some embodiments, a magnitude of a gradient of a point on non-developable surface **800** is at least 10. In some embodiments, a magnitude of a gradient of a point on non-developable surface **800** is at least 15.

[0095] In some embodiments, non-developable surface **800** curves 90 degrees or more in at least two planes. In some embodiments, the at least two planes form an angle therebetween of at least 45 degrees (e.g., 90 degrees). In some embodiments, non-developable surface curves 135 degrees or more in at least two planes. In some embodiments, the at least two planes form an angle therebetween of at least 45 degrees (e.g., 90 degrees). In some embodiments, non-developable surface curves 180 degrees or more in at least two planes. In some embodiments, the at least two planes form an angle therebetween of at least 45 degrees (e.g., 90 degrees). For example, as shown in FIGS. **8**B and **8**C, non-developable surface **800** curves approximately 180 degrees in a first plane passing horizontally through film **80**

and curves approximately 180 degrees in a second plane passing vertically through film **80**.

[0096] In some embodiments, a cavity formed by non-developable surface **800** can have a width **820** between 100 mm and 225 mm, a height **822** between 50 mm and 125 mm, and a depth **824** of at least 10 mm. In some embodiments, a cavity formed by non-developable surface **800** has a depth **824** of at least 20 mm. In some embodiments, a cavity formed by non-developable surface **800** has a depth **824** of at least 40 mm.

[0097] In some embodiments, film **80** is removably attached to product **10** (e.g., via a low-tack adhesive) when packaging **1** is assembled with product **10**. This can, for example, help protect product **10** prior to purchase (e.g., during transport) by ensuring that film **80** is properly positioned to protect product **10** while allowing a consumer to remove film **80** from product **10** to use product **10**.

[0098] In some embodiments, film **80** includes a pull tab **816** to help a consumer remove film **80** from product **10**. In embodiments in which film **80** is removably attached to product **10** via a low-tack adhesive, for example, pulling pull tab **816** away from product **10** can cause the adhesive to release from product **10**, thereby allowing film **80** to be removed from product **10**. In the illustrated embodiment, pull tab **816** is attached to an upper perimeter of film **80**. However, pull tab **816** can be attached to any suitable portion of film **80**.

[0099] In some embodiments, when a user pulls pull tab **816** away from product **10**, the three-dimensional shape of film **80** inverts. For example, a concave portion of film **80** can become a convex surface, or vice versa.

[0100] In some embodiments, film **80** has an overall thickness of between 0.1 and 0.3 mm, such as, for example, 0.2 mm.

[0101] Film **80** can be formed by pressing a flat sheet **802** into a three-dimensional shape having a curved (e.g., non-developable surface). The structure of flat sheet **802** is shown in FIG. **9**. Paper is not a material that is readily formable into a non-developable shape, since it begins as a flat sheet and is prone to tearing rather than conforming to a non-developable shape. However, use of paper as a protective film can improve recyclability of the film and minimize use of plastics or other less-environmentally-friendly alternatives.

[0102] As shown, flat sheet **802** can include one or more layers of materials including a paper substrate **810** and a double-sided adhesive **803**, which can, for example, allow film **80** to be removably attached to product **10** as discussed. Double-sided adhesive can include a polyethylene terephthalate (PET) carrier **804**, a first adhesive portion **806**, and a second adhesive portion. As shown, PET carrier **804** can have a first side **812** and a second side **814** opposite first side **812**. First adhesive portion **806** can be disposed on first side **812** of PET carrier **804**, and second adhesive portion **808** can be disposed on second side **814** of PET carrier **804**. Paper substrate **810** can be attached to second adhesive portion **808**.

[0103] In some embodiments, PET carrier **804** has a thickness between 0.001 mm and 0.015 mm. In some embodiments, PET carrier **804** has a thickness between 0.003 mm and 0.005 mm. In some embodiments, PET carrier **804** has a thickness of 0.004 mm. The thickness of PET carrier **804** is thinner than a typical PET carrier of a double-sided adhesive. This minimal use of PET can be made possible while still providing sufficient protective characteristics and integrity by the inclusion of paper substrate **810**. This minimal use of PET can also, for example, enable flat sheet **802** to be more easily formed to have a non-developable surface, or can enable film **80** to better hold its shape after forming relative to inclusion of a thicker PET layer.

[0104] In some embodiments, first adhesive portion **806** is formed of a low-tack adhesive, and second adhesive portion **808** is formed of a high-tack adhesive (e.g., a permanent adhesive or an adhesive that is higher-tack than the low-tack adhesive of first adhesive portion **806**). In some such embodiments, second adhesive portion **808** (the high-tack adhesive portion) is attached to paper substrate **810** and first adhesive portion **806** (the low-tack adhesive portion) is attached to product **10** when packaging **1** is assembled with product **10**. This differential can, for example, allow film **80** to be removably attached to product **10** as discussed above.

[0105] In some embodiments, paper substrate **810** is flat before applying double-sided adhesive **803** to form flat sheet **802**. In some embodiments, paper substrate **810** is formed of a paper comprising regenerated cellulose. For example, paper substrate **810** can be formed of the paper sold under the trademark PAPTIC®. In some embodiments, paper substrate **810** has a thickness between 200 and 300 GSM, such as 240 GSM. As mentioned, paper is not a material that is readily formable into a non-developable shape since it begins as a flat sheet and is prone to tearing rather than conforming to a non-developable shape. However, the inventors have discovered that paper formed of regenerated cellulose, including the papers formed of regenerated cellulose described above, can be made to deform without tearing under certain molding conditions which will be described.

[0106] In some embodiments, flat sheet **802** includes a release liner **818** attached to first adhesive portion **806**. Release liner **818** can, for example, be a paper-based release liner. Release liner **818** can be removed from film **80** to attach film **80** to product **10** as discussed above.

[0107] FIG. **10** shows a process for forming film **80**. As one of skill in the art will understand, not all operations described are necessary and the operations need not be performed in the order described, unless otherwise apparent.

[0108] Operation **902** includes applying adhesive to a paper substrate. The adhesive can be, for example, a double-sided adhesive including PET carrier **804**, first adhesive portion **806**, and second adhesive portion **808** discussed above. The paper substrate can be, for example, paper substrate **810** discussed above. The adhesive can be applied to the paper substrate through a lamination process. The paper substrate can be a flat sheet both before and after application of the adhesive.

[0109] Operation **904** includes pressing the paper substrate with adhesive applied to form a three-dimensional shape having a non-developable surface. Pressing the substrate with adhesive applied can include, for example, pressing the substrate with adhesive applied between two sides of a mold. In some embodiments, an inner surface of one side of the mold corresponds to the non-developable surface shape. In some embodiments, the substrate with adhesive applied is pressed for 6 to 10 seconds, such as for 8 seconds. In some embodiments, the substrate with adhesive applied is pressed with a heated tool, which can be heated to between 80 and 100 degrees C., such as to 90 degrees C.

[0110] As mentioned, paper is not a material that is readily formable into a non-developable shape since it begins as a flat sheet and is prone to tearing rather than conforming to a non-developable shape. However, the inventors have discovered that paper formed of regenerated cellulose can be made to deform without tearing under certain molding conditions, including the application of heat, time, and pressure described above.

[0111] Operation **906** includes cutting the three-dimensional shape to have a desired perimeter. Cutting the three-dimensional shape can include, for example, die cutting the three-dimensional shape.

[0112] The foregoing description, for purposes of explanation, used specific nomenclature to provide a thorough understanding of the described embodiments. However, it will be apparent to one skilled in the art that the specific details are not required in order to practice the described embodiments. Thus, the foregoing descriptions of the specific embodiments described herein are presented for purposes of illustration and description. They are not target to be exhaustive or to limit the embodiments to the precise forms disclosed. It will be apparent to one of ordinary skill in the art that many modifications and variations are possible in view of the above teachings.

[0113] It is well understood that the use of personally identifiable information should follow privacy policies and practices that are generally recognized as meeting or exceeding industry or governmental requirements for maintaining the privacy of users. In particular, personally identifiable information data should be managed and handled so as to minimize risks of unintentional or unauthorized access or use, and the nature of authorized use should be clearly indicated to users.

1. Packaging comprising:

a first collar portion configured to conform to a periphery of a first product portion; and

a second collar portion configured to conform to a periphery of a second product portion;

wherein the first collar portion defines a pocket,

wherein an arm of the second collar portion is receivable in the pocket to couple the first collar portion and the second collar portion to form an assembled collar, and

wherein the first collar portion is movable relative to the second collar portion while the arm of the second collar portion is received in the pocket of the first collar portion.

2. The packaging of claim **1**, wherein the first collar portion is rotatable relative to the second collar portion while the arm of the second collar portion is received in the pocket of the first collar portion.

3. The packaging of claim **2**, wherein the first collar portion is rotatable no more than 30 degrees relative to the second collar portion while the arm of the second collar portion is received in the pocket of the first collar.

4. The packaging of claim **1**, wherein the first collar portion and the second collar portion are coupled only by the arm of the second collar portion being received in the pocket.

5. The packaging of claim **1**, wherein the pocket has an open end at which the arm of the second collar portion is insertable into the pocket, and a closed end opposite the open end.

6. The packaging of claim **1**, wherein the open end is connected to the closed end by two closed sides, and the open end is taller than the closed end.

7. The packaging of claim **1**, wherein the pocket has a trapezoidal shape.

8. The packaging of claim **1**, wherein the first collar portion comprises:

an inner layer;

an outer layer; and

an intermediate layer that spaces the inner layer away from the outer layer to define the pocket between the inner layer and the outer layer.

9. The packaging of claim **8**, wherein the intermediate layer comprises multiple layers.

10. The packaging of claim **1**, wherein the first collar portion and the second collar portion are formed of paper.

11. The packaging of claim **10**, wherein the first collar portion and the second collar portion are formed of paperboard.

12. The packaging of claim **1**, wherein one of the first collar portion or the second collar portion includes a molded fiber portion.

13. The packaging of claim **1**, further comprising a third collar portion configured to conform to a periphery of a third product portion,

wherein an arm of the third collar portion is receivable in the pocket to couple the first collar portion and the third collar portion, and

wherein the first collar portion is movable relative to the third collar portion while the arm of the third collar portion is received in the pocket.

14. The packaging of claim **1**, further comprising a third collar portion configured to conform to a periphery of a third product portion,

wherein the third collar portion defines a pocket, and

wherein the arm of the second collar portion is receivable in the pocket of the third collar portion to couple the first collar portion and the third collar portion, and

wherein the third collar portion is movable relative to the second collar portion while the second collar portion is received in the pocket of the third collar portion.

15. A system, comprising:

the packaging of claim **1**; and

a product,

wherein the product includes the first product portion and the second product portion, and wherein the first product portion is movable relative to the first product portion.

16. The system of claim **15**, wherein the assembled collar is positioned within a closed loop of the product.

17. The system of claim **16**, wherein the product inhibits the arm of the second collar portion from moving out of the pocket.

18. The system of claim **15**, wherein the product is a head-mounted display, the first product portion is a viewing portion of the head-mounted display, and the second product portion is a strap portion of the head-mounted display,

wherein the assembled collar is disposed within a closed loop formed by the viewing portion and the strap portion, and

wherein the assembled collar supports the head-mounted display by maintaining a space within the closed loop formed by the viewing portion and the strap portion.

19. The system of claim **15**, wherein the first product portion is more rigid than the second product portion.

20. Packaging comprising:

a first collar portion configured to conform to a periphery of a first product portion; and

a second collar portion configured to conform to a periphery of a second product portion;

wherein the first collar portion defines a first pocket and a second pocket,

wherein a first arm of the second collar portion is receivable in the first pocket, and a second arm of the second collar portion is receivable in the second pocket, to form an assembled collar,

wherein the assembled collar forms a closed loop, and

wherein the assembled collar resists inward deflection.

21. The packaging of claim **20**, wherein the first pocket and the second pocket are positioned on opposite sides of the first collar portion.

22. The packaging of claim **20**, wherein an opening to the first pocket and an opening to the second pocket are positioned on opposite ends of the first collar portion.

23. The packaging of claim **20**, wherein the first pocket and the second pocket have the same size and shape, and the first arm and the second arm of the second collar portion have the same size and shape.

24. A system, comprising:

the packaging of claim **20**; and

a product, wherein the product includes the first product portion and the second product portion,

wherein the first product portion and the second product portion together form a closed loop, and

wherein the first collar portion and the second collar portion are positioned within the closed loop of the product with the first arm of the second collar portion received in the first pocket and the second arm of the second collar portion received in the second pocket.

25. The system of claim **24** wherein the product inhibits the first and second arms of the second collar portion from moving out of the first and second pockets.

26. The system of claim **24**, wherein the product is a head-mounted display, the first product portion is a viewing portion of the head-mounted display, and the second product portion is a strap portion of the head-mounted display.

27.-**57**. (canceled)

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