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

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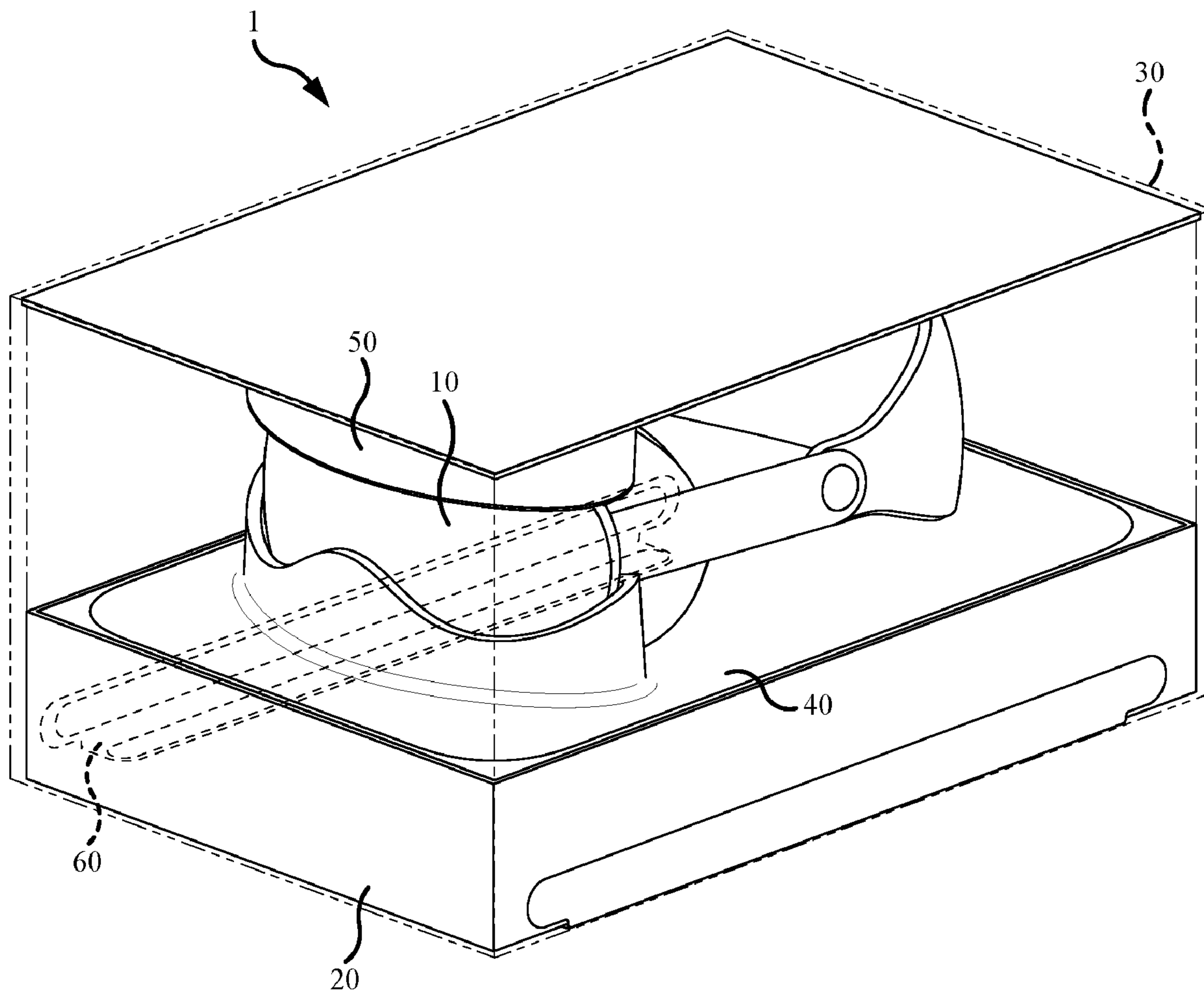
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(57) **ABSTRACT**

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.



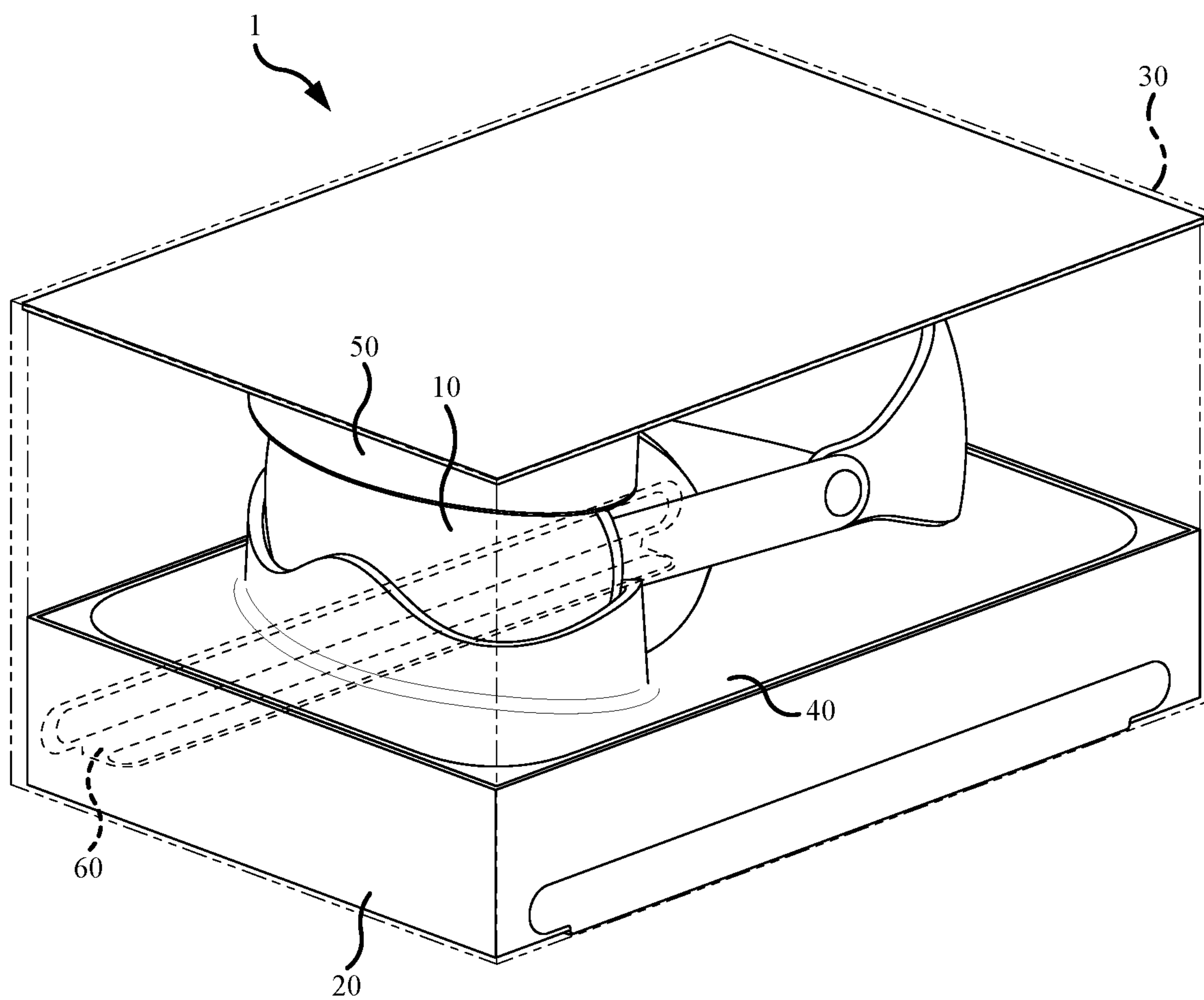


FIG. 1

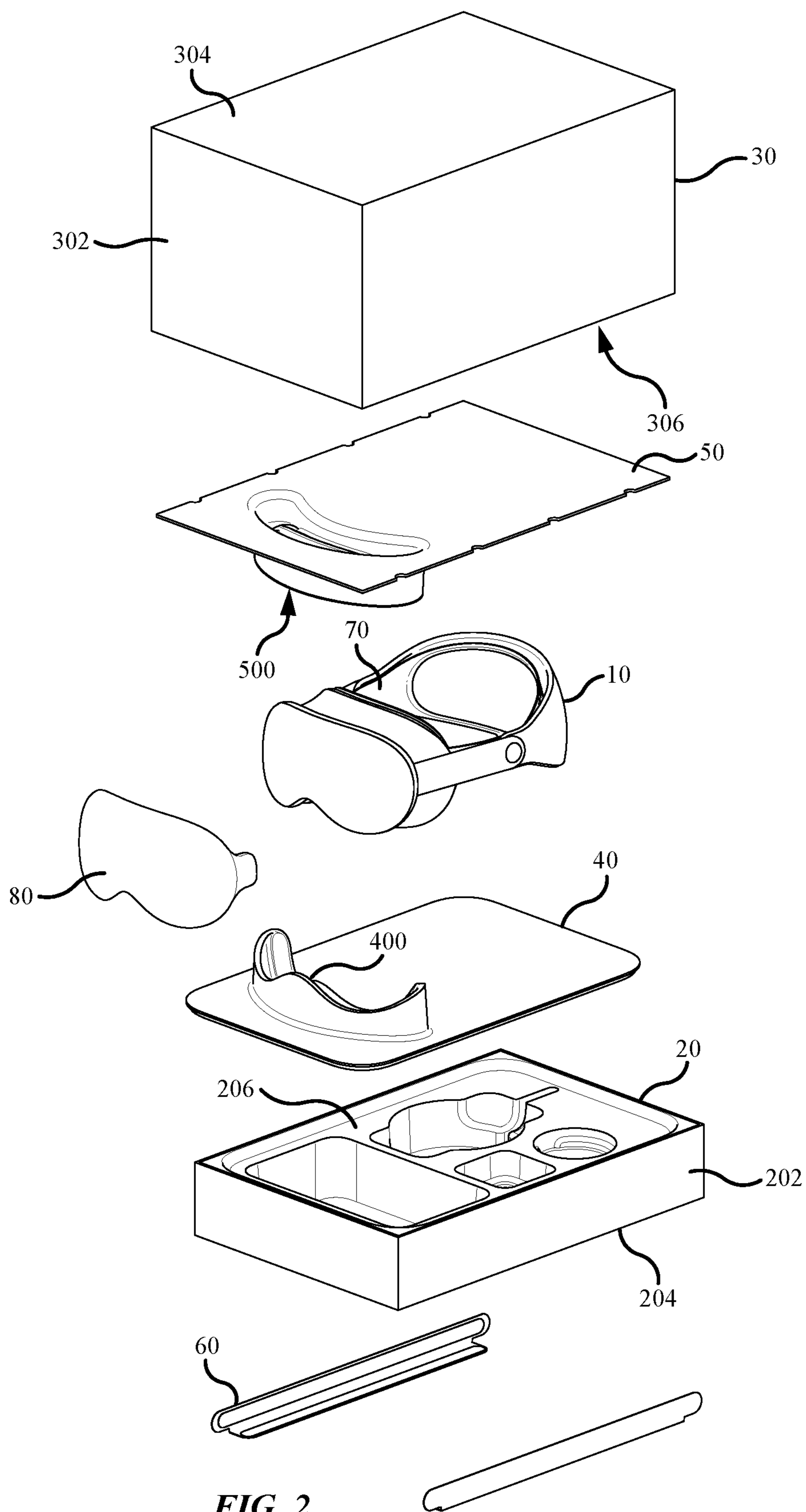


FIG. 2

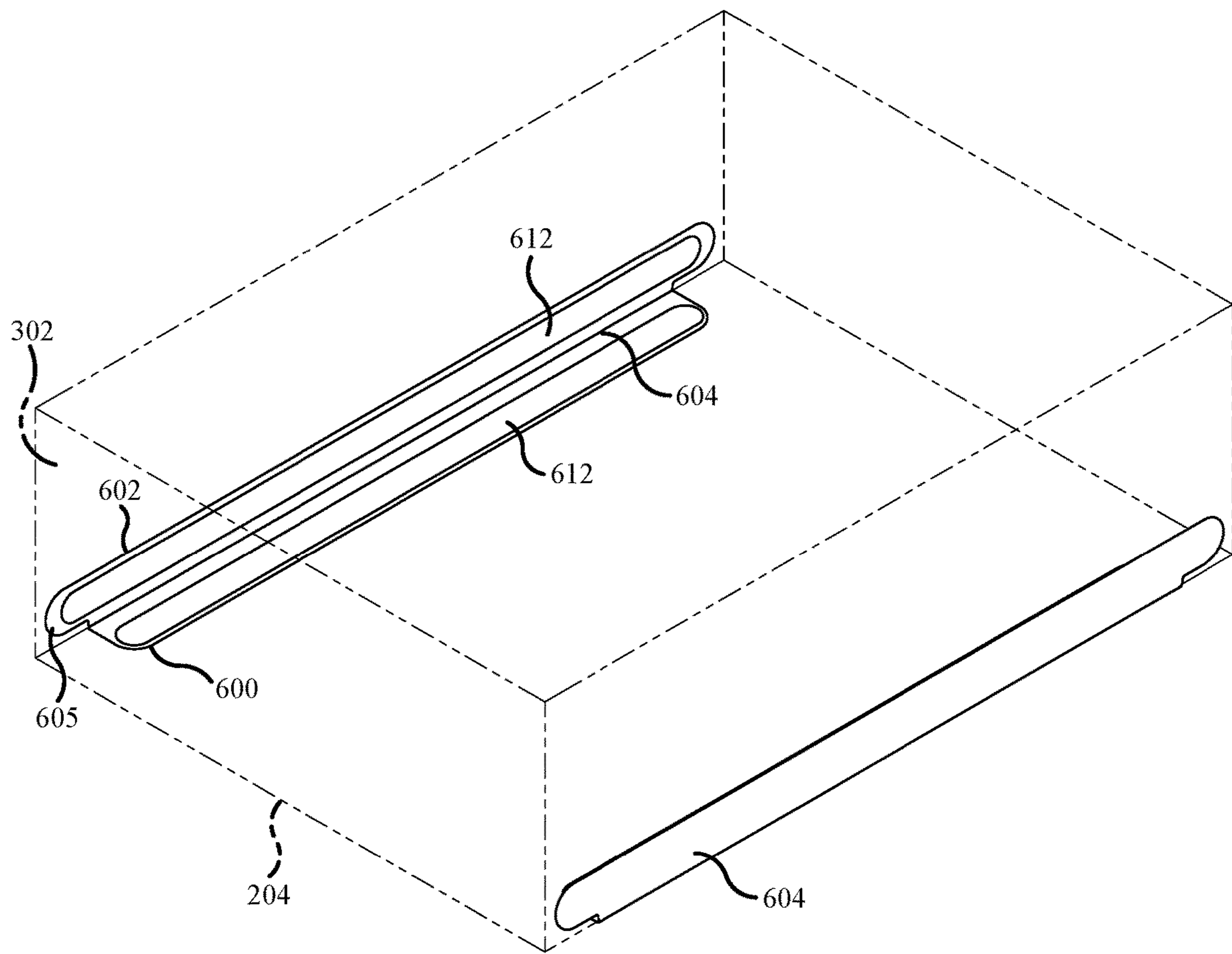


FIG. 3A

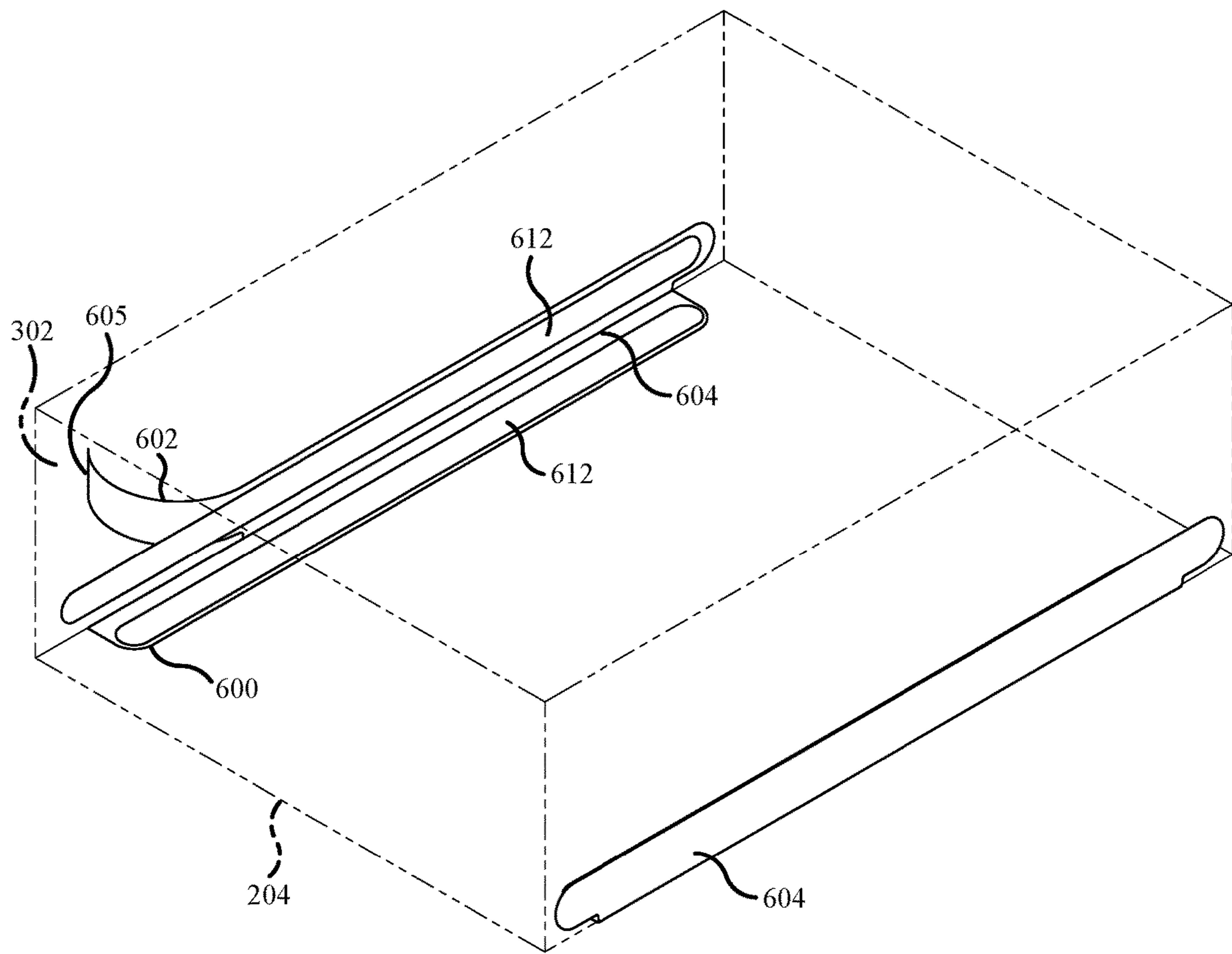


FIG. 3B

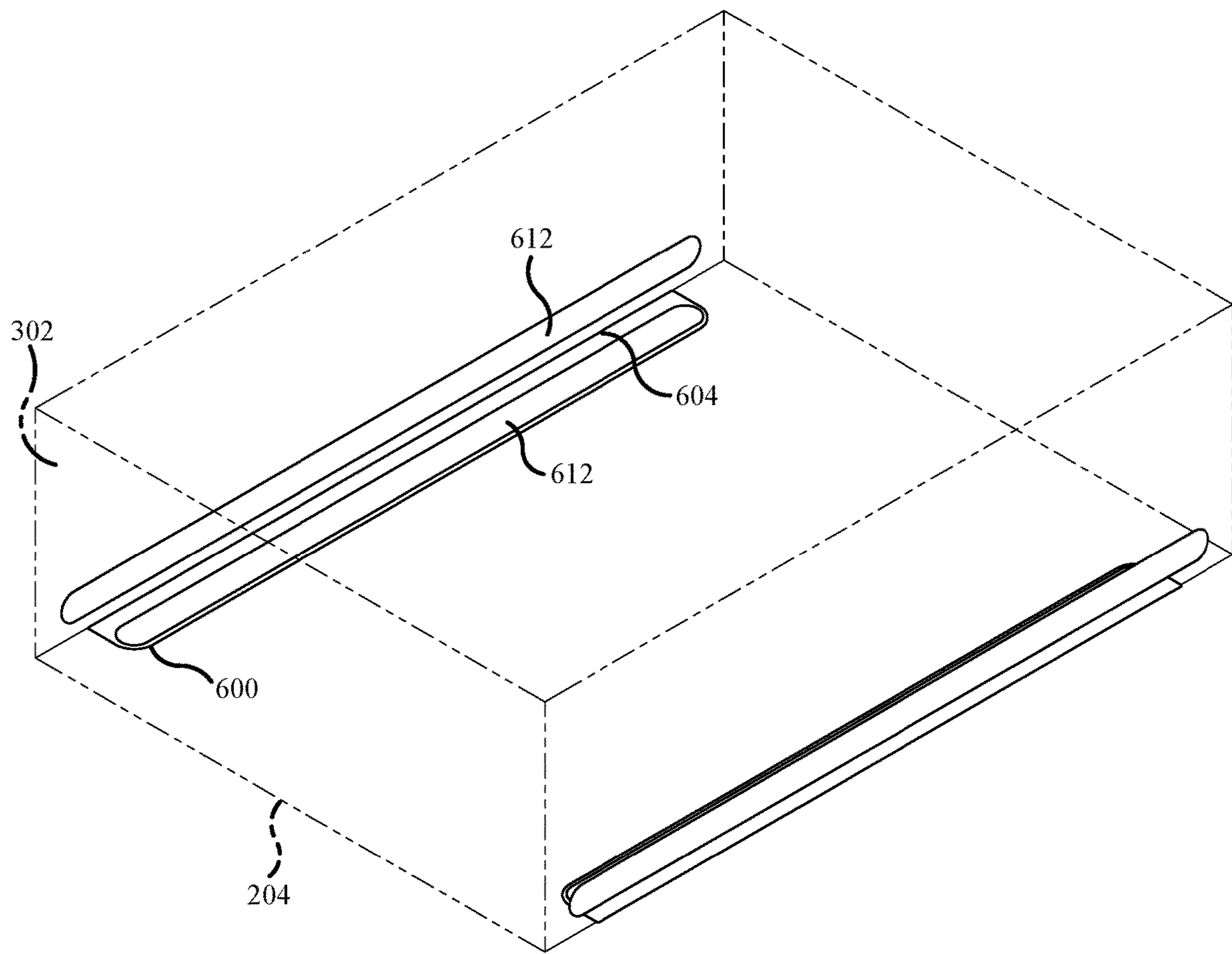


FIG. 3C

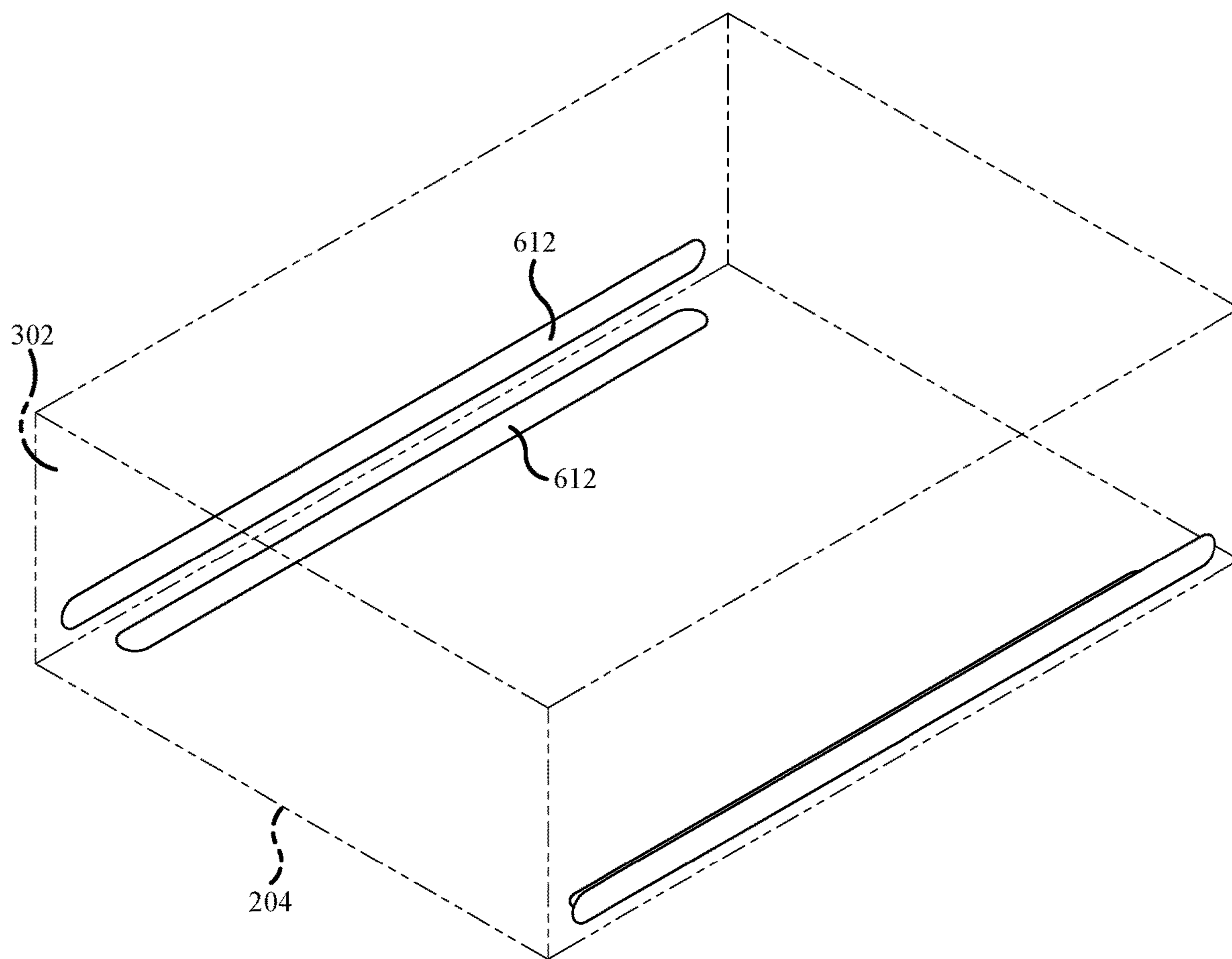


FIG. 3D

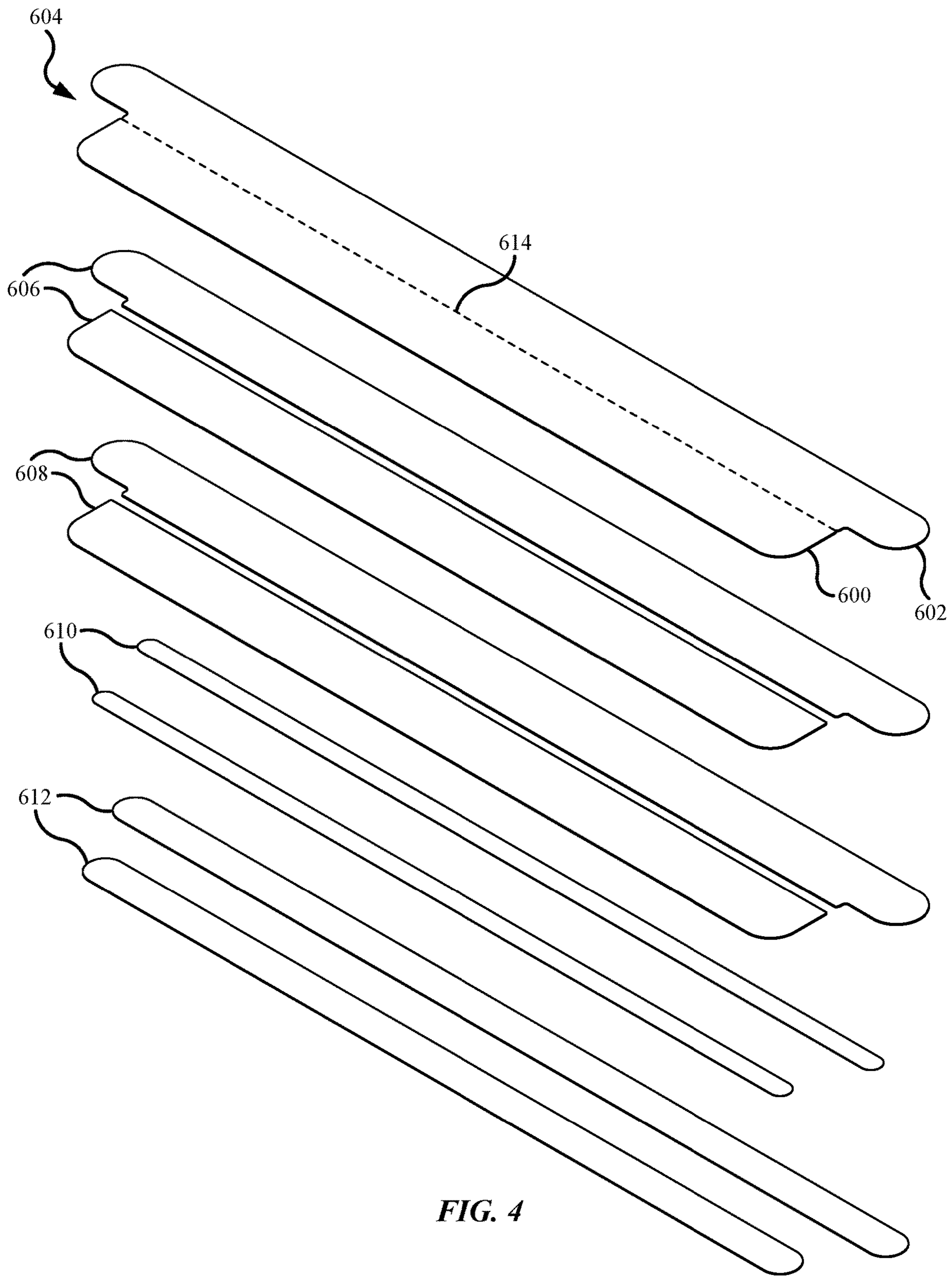


FIG. 4

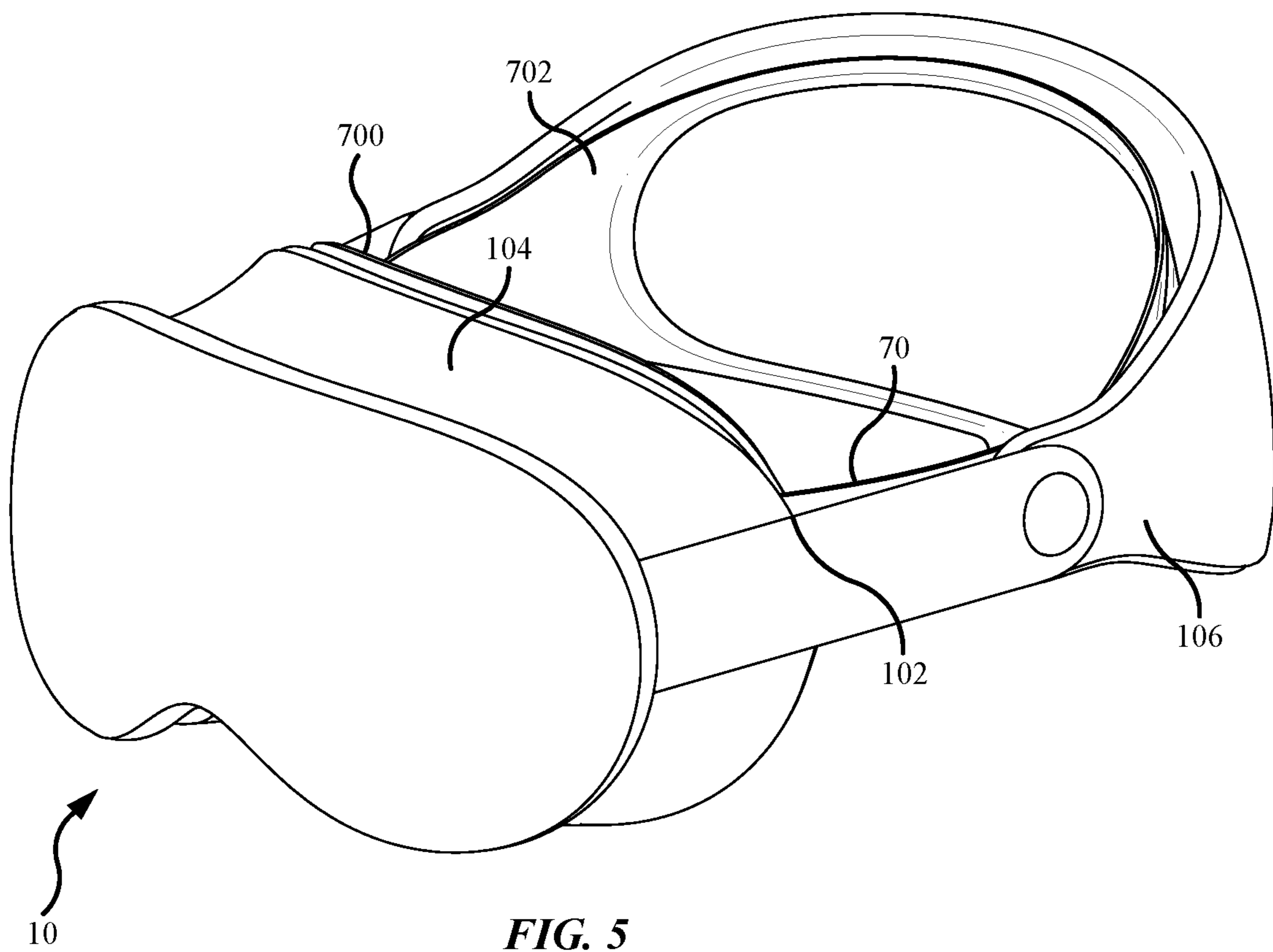


FIG. 5

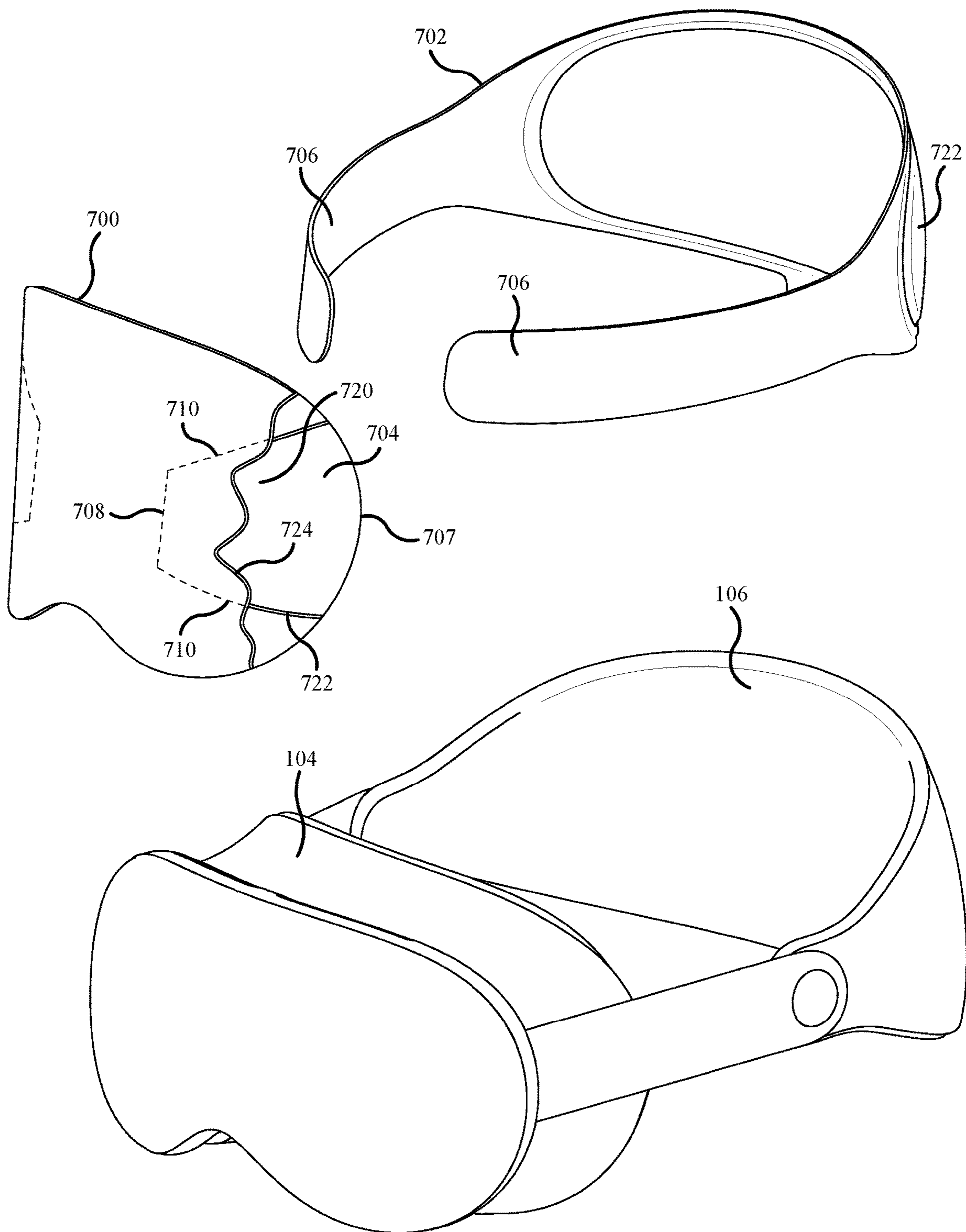


FIG. 6

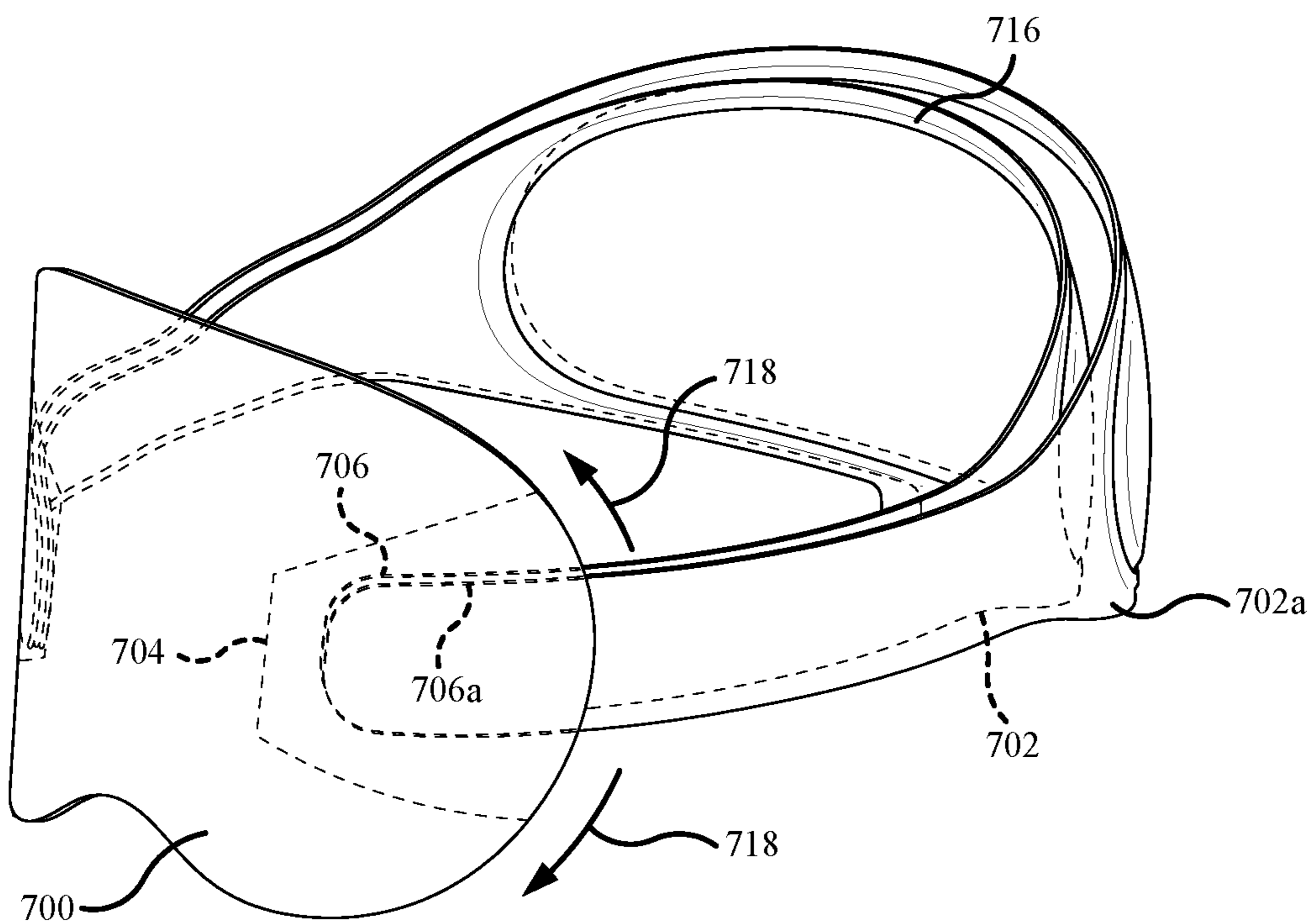


FIG. 7A

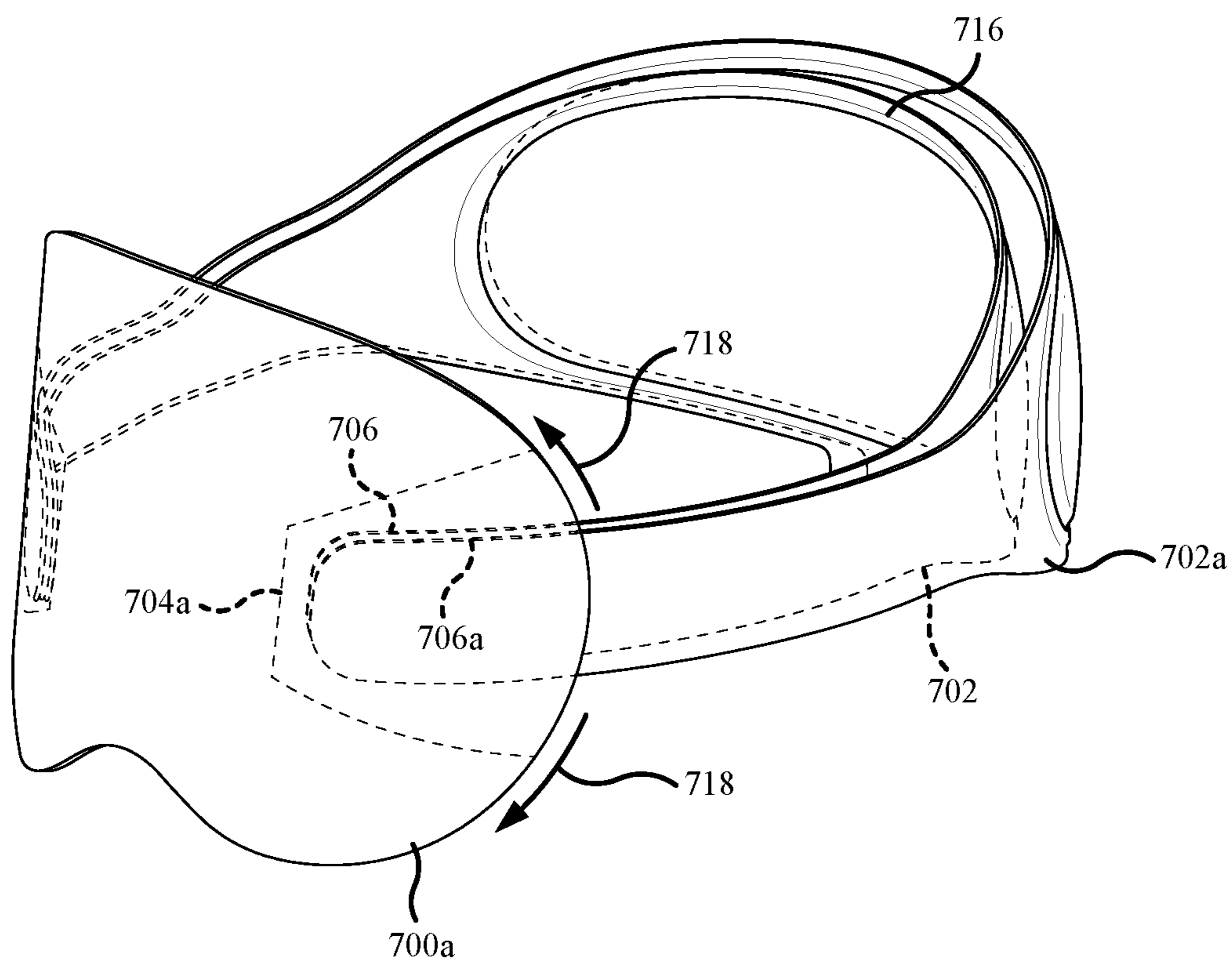


FIG. 7B

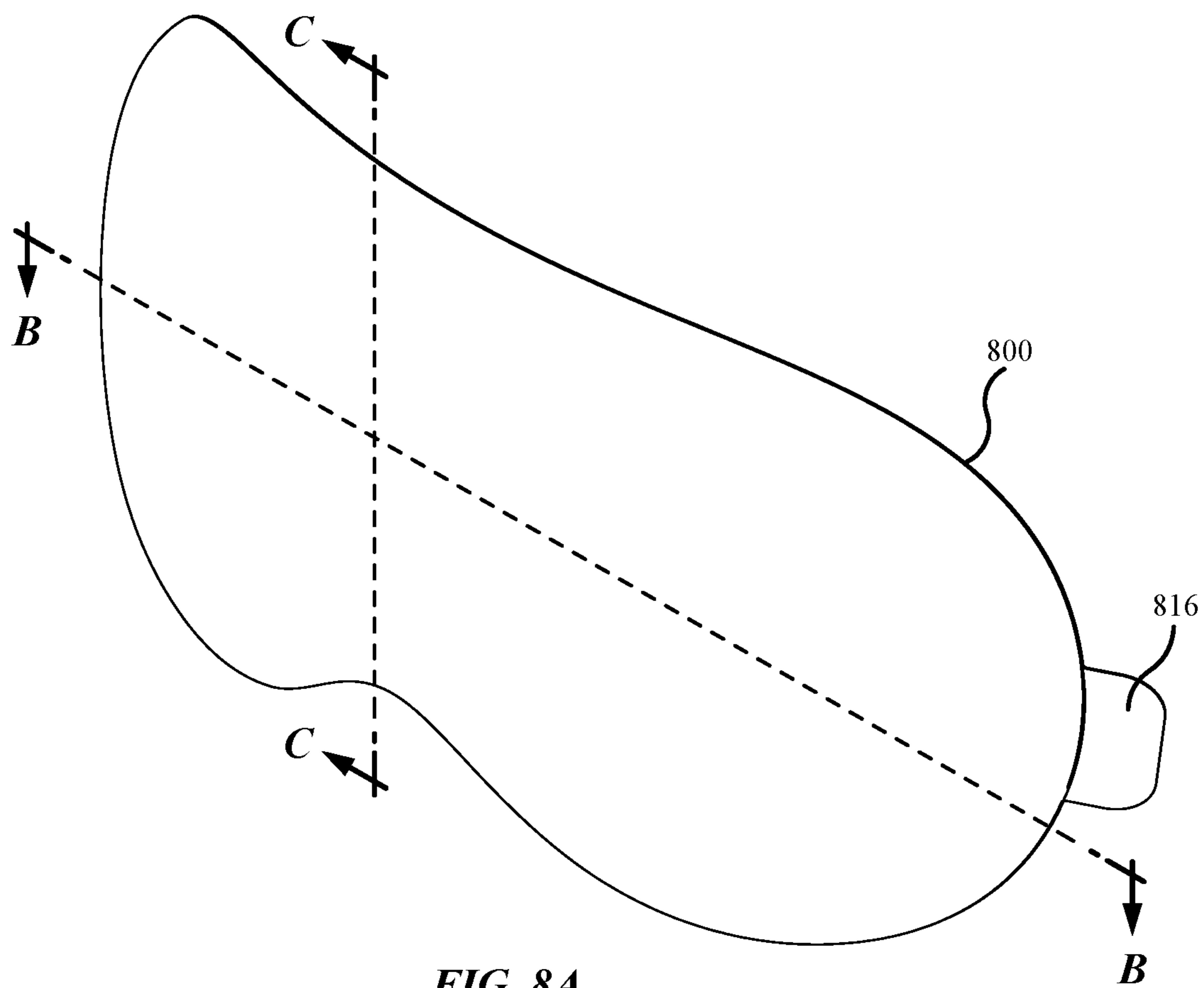


FIG. 8A

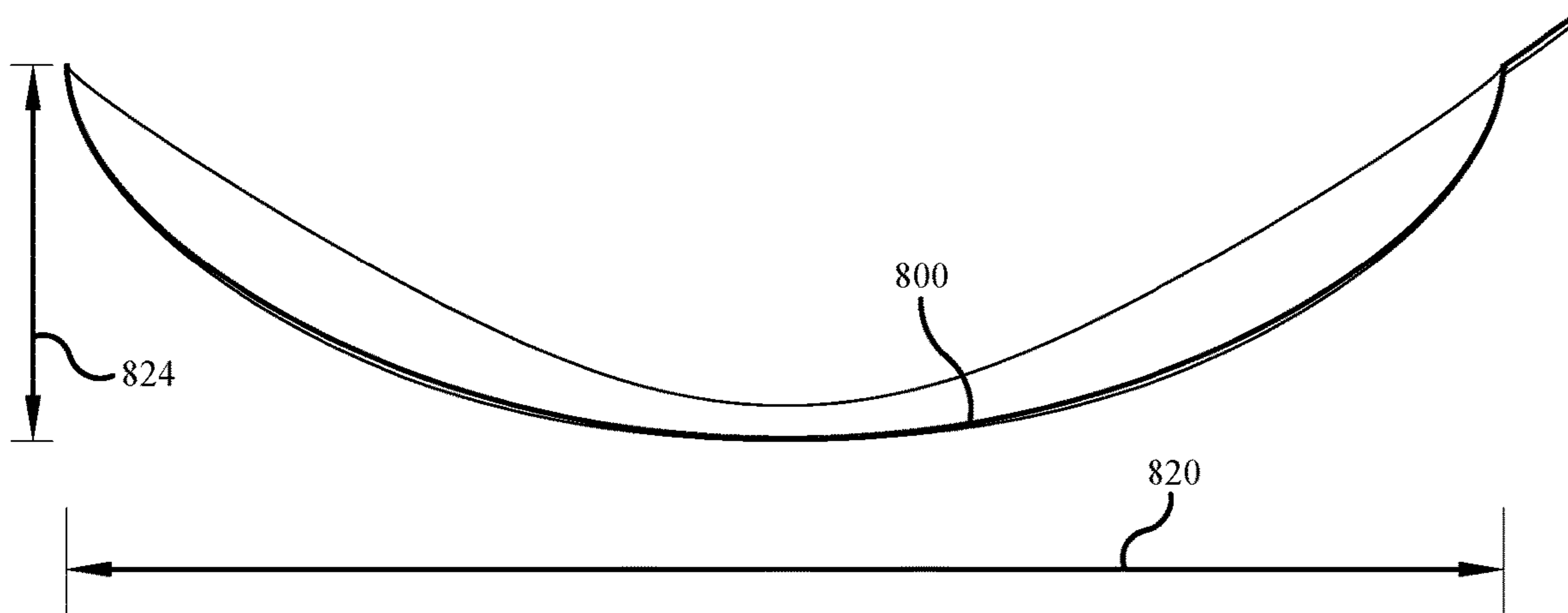


FIG. 8B

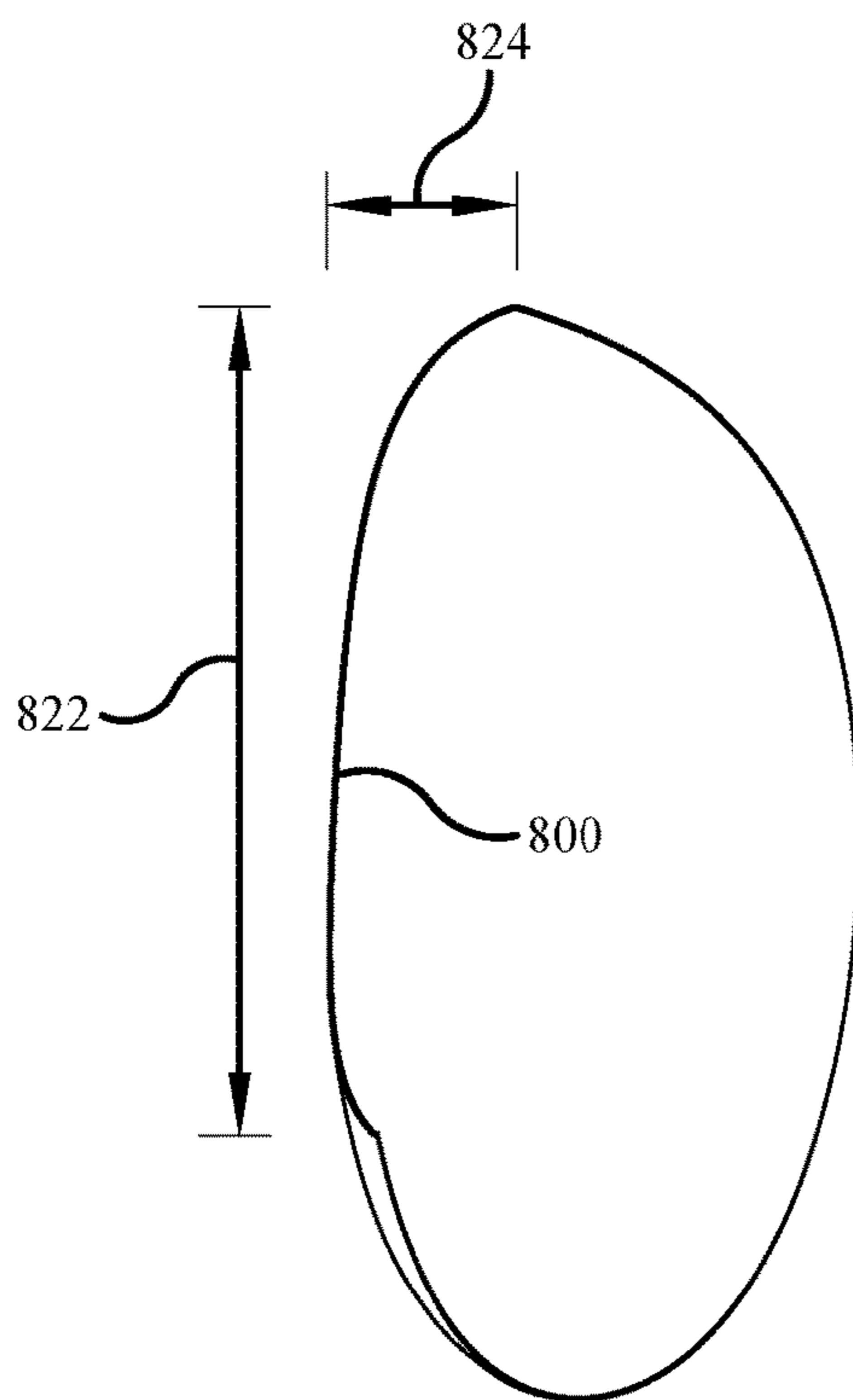


FIG. 8C

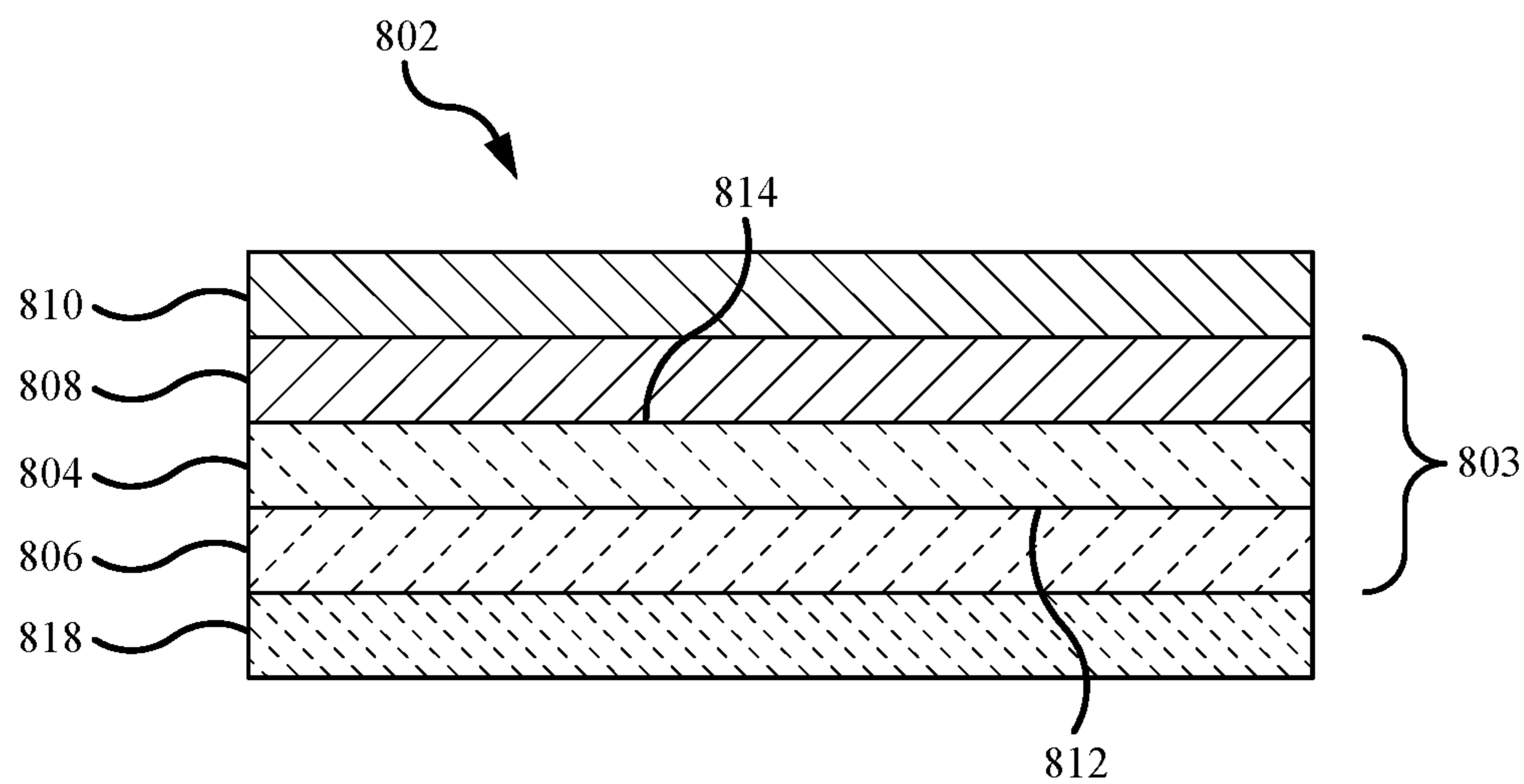


FIG. 9

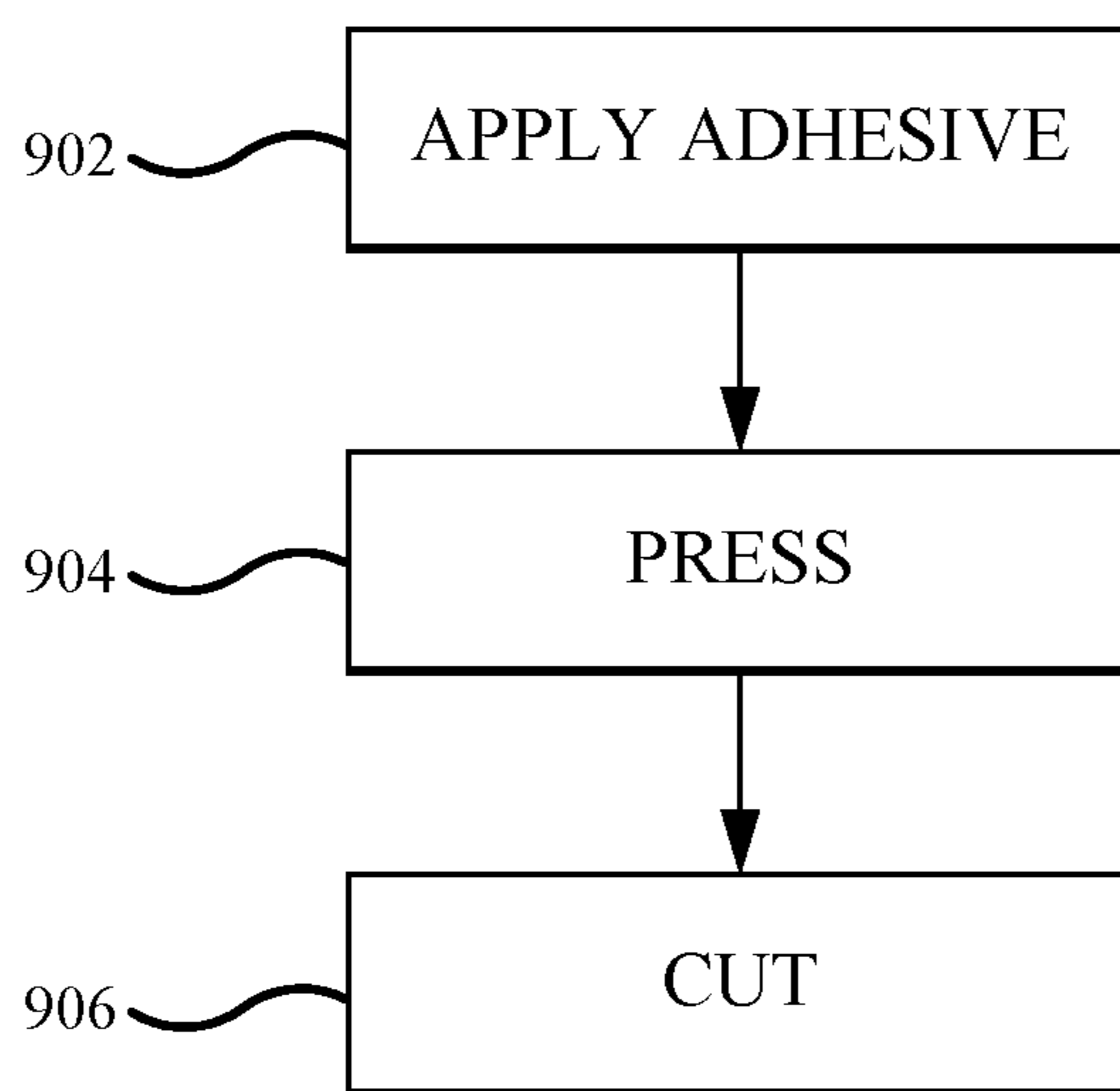


FIG. 10

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 form 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. 3A shows an assembled view of packaging including a base box, lid, and tear strip according to an embodiment.

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

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

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

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

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

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

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

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

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

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, ease 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. 3A, 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 1 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 $\frac{2}{5}$ 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 $\frac{1}{5}$ a height of a portion of product 10 secured between recesses 400 and 500. Similarly, recess 500 may at its deepest be less than $\frac{2}{5}$ 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 $\frac{1}{5}$ 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 $\frac{1}{2}$ 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. 3A, 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 302 or base panel 204. In some embodiments, tear strip 60 extends along at least 75% of the length of the edge of side panel 302 or base panel 204. In some embodiments, tear strip 60 extends along at least 80% of the length of the edge of side panel 302 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. 3B-3D, 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. 3A, 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 inextensibility 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. 3A, 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. 3B-3D show tear strip 60 as it is removed from packaging 1 to release lid 30 from base box 20.

[0065] As shown in FIG. 3B, 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. 3C, 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. 3C, 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. 3D, 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 conform 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. 7A, 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. 7A, 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. 7A, 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. 7A and 7B, the modular packaging system can include a first collar portion 700 with pocket 704 (shown in FIG. 7A) and a first collar portion 700a with pocket 704a (shown in FIG. 7B). First collar portion 700a and pocket 704a 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 700a 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 700a 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 704a of first collar portion 700a to form an assembled collar. In this way, first collar portion 700 or first collar portion 700a 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. 7A and 7B) and a second collar portion 702a with arm 706a (also shown in FIGS. 7A and 7B). Second collar portion 702a and arm 706a 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 702a 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 702a 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 706a of second collar portion 702a be received in pocket 704 to form an assembled collar. In this way, second collar portion 702 or second collar portion 702a 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, 702a. For example, when second collar portion 702a is used in combination with

first collar portion 700, arm 706a of second collar portion 702a 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, 706a allows the same first collar portion 700 to be used in combination with different second collar portions 702, 702a. In FIGS. 7A and 7B second collar portion 702 and second collar portion 702a are shown together in pocket 704 (in FIG. 7A) and together in pocket 704a (in FIG. 7B). However, in use, only one of second collar portion 702 or second collar portion 702a is coupled with a first collar portion to form an assembled collar. The selection of second collar portion 702 or second collar portion 702a 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. 8A) 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. 8A-8C, 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. 8B and 8C, 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 paper-board.

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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