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R. W. GUYER, JR., ET AL
DISPLAYS

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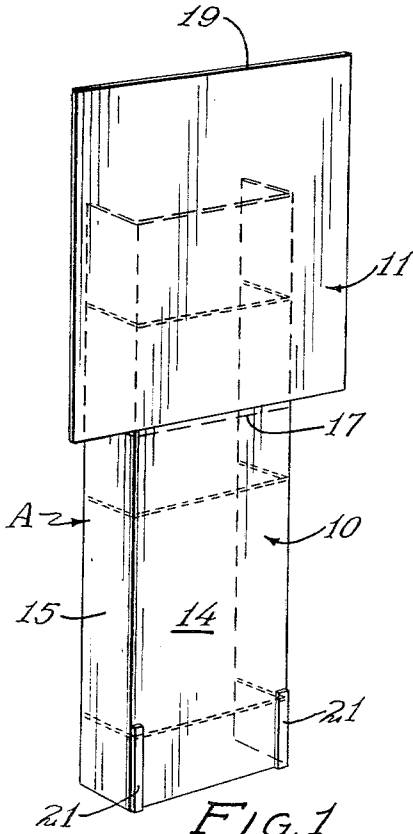


FIG. 1

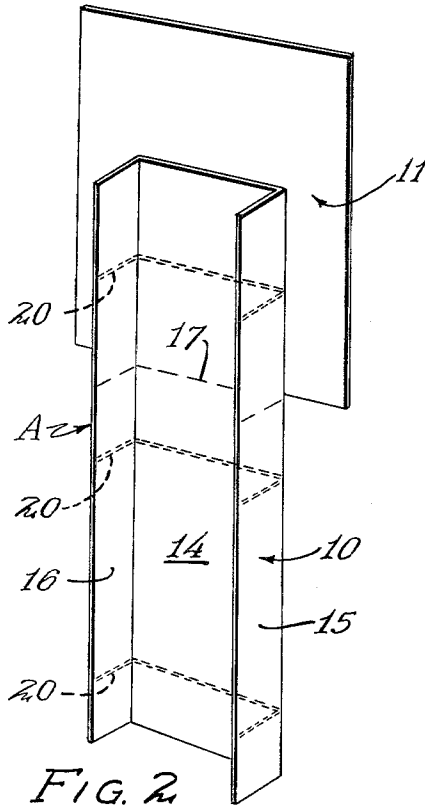


FIG. 2

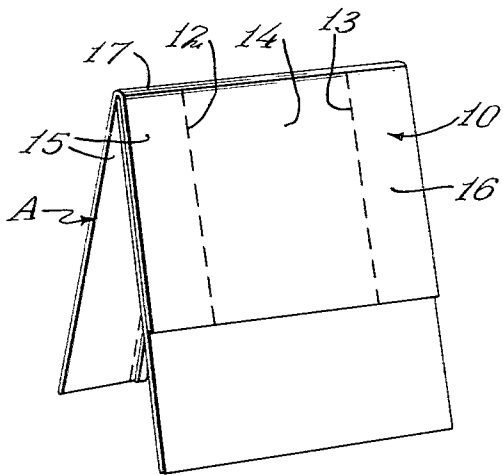


FIG. 3

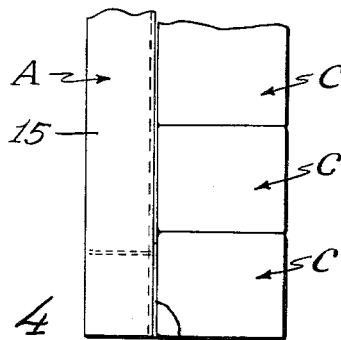


FIG. 4

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1 Claim. (Cl. 248-174)

This invention relates to an improvement in displays and deals particularly with a simple and effective display which may be used for a multitude of purposes.

Considerable problems are involved in producing advertising displays for use in supermarkets and the like. Many supermarkets are designed so that a minimum of floor space is available so that stands which require a base of substantial size for support cannot be used. In other stores, the only available space is by piles of merchandise which may be stacked in cases forwardly of the display.

Another problem with displays lies in the fact that they require a large folder or shipping case for transportation. As a result, some of the packing cases containing the displays are several inches in thickness making it impossible for a salesman or representative of the company making the product to carry many such displays in a car. It is an object of the present invention to alleviate these previous difficulties.

An object of the present invention lies in the provision of an elongated rectangular strip of paperboard having the flutes of the corrugated board extend transversely of the longitudinal direction of the sheet. This rectangular sheet is provided with two parallel fold lines extending longitudinally thereof in spaced relation to opposite edges of the sheet and which are designed to form wings foldable rearwardly from the sheet into right angular relation thereto. The sheet also includes a central crease between the ends of the sheet so that the length of the sheet may be cut into. A display panel may be adhered in face contact with the center portion of the sheet at the upper end thereof, and in such a case the sheet is folded at a point substantially midway between the lower end of the sheet and the upper end of the display panel in the event the display panel extends above the end of the sheet.

A feature of the present invention resides in a construction of the type described in which a series of ductile wires are inserted in the flutes of the corrugated board at spaced points throughout the length of the support. When the display is shipped or stored, the sheet is folded into and against the display panel so that the entire display occupies only the space of the display panel, and so that the entire display is only the thickness of the double sheet and the thickness of the display panel. However, when the supporting sheet is unfolded so that both ends are in coplanar relation, the sides of the sheet externally of the longitudinally extending fold lines may be folded into right angles to the center of the sheet to form a support, and the ductile wires are simultaneously bent so that the support will remain in channel shaped form.

An important feature of the present invention resides in the provision of one or more areas of double coated adhesive tape near the lower end of the central panel of the support, one surface of the double coated adhesive tape being adhered to the surface of the center panel, and the other surface being covered by a covering of holland cloth or similar fabric which will not adhere to the adhesive and which may be removed therefrom. When the protective covering has been removed, the supporting sheet which forms the post of the display may be adhered to virtually any flat surface, thereby holding the display into position to extend upwardly from the point of attachment. For example, the central panel of the supporting post may

be adhered to the vertical wall of a case of the product being advertised, and if desired one or more similar cases may be positioned thereupon. The uppermost of the cases is preferably provided with an open top or the uppermost case supports the product to be displayed in position so that it may be removed by the customers.

Because of the particular construction of the display device, a versatile display is formed which may be mounted against any flat vertical surface so that the display may be adopted to the environment and used wherever space is available.

These and other objects and novel features of the present invention will be more clearly and fully set forth in the following specification and claims.

In the drawings forming a part of the specification;

FIGURE 1 is a perspective view of the display in upright position.

FIGURE 2 is a rear elevational view of the display shown in FIGURE 1.

FIGURE 3 is a perspective view of the display in but partially opened form, showing the manner in which the display may be folded into a compact form for shipping and storage.

FIGURE 4 is a side elevational view of the lower portion of the display showing the display adhered to the vertical surface of a case of product.

The display is indicated in general by the letter A and usually includes a supporting post 10 and a display card 11 which, in this case, is shown as generally rectangular in shape. In many instances, items are mounted upon the display panel 11 to provide a three-dimensional effect. However, the details of this arrangement differ in each display and accordingly no such means is disclosed in the drawings.

The post 10 comprises an elongated sheet of corrugated paperboard, the flutes of which extend transversely or horizontally in the erected form of the display. The sheet forming the post is divided by a pair of fold lines 12 and 13 into a center panel portion 14 and side flanges 15 and 16, respectively. The flanges 15 and 16 are usually of equal width, and the width is sufficient to provide the necessary strength to the supporting post when in upright position.

As indicated in the figures, the display panel 11 is adhered or otherwise attached to the surface of a central panel 14 of the post 10 and the display panel 11 may extend substantially above the upper edge of the post. A transverse line of fold 17 intersects the fold lines 12 and 13 at right angles, and is located substantially midway between the lower edge of the post 10 and the upper edge 19 of the display panel 11. As a result, during shipment and storage, the display post and panel may be folded into compact form. Preferably, the display panel 11 is of approximately the same width as the combined width of the center panel 14 and side flanges 15 and 16 so that during shipment the display panel 11 may be folded between the ends of the post forming sheet and be protected thereby. Only the portion of the display panel which extends above the top of the post is then exposed when the structure is folded as shown in FIGURE 3, and even in this case, the portion exposed comprises the rear of the display panel.

As is indicated in FIGURE 2 of the drawings, ductile wires 20 are imbedded between the liners of the corrugated sheet by inserting them through the transverse flutes. In the present instance, two such wires 20 are provided in the portion of the post which is below the fold line 17, and one such wire is inserted through the portion of the post which is behind the display panel. These ductile wires are inserted into the flutes of the sheet when the sheet is flat. Accordingly, when the sheet is bent along

the fold lines 12 and 13 into channel-shaped form, the ductile wires maintain the post in this form.

As indicated in FIGURE 1 of the drawings, two strips 21 of double coated adhesive tape are applied to the forward surface of the panel 14 at the lower end thereof, these strips preferably extending along and parallel to the fold lines 12 and 13. While the use of tape of this type has been generally considered impractical adhesive tape has recently been produced which will effectively support the post in virtually any position over virtually any desired length of time.

The exposed surface of the tape is covered with holland cloth or similar fabric which may be peeled from the adhesive to expose the adhesive. As tape of this general form is not in itself novel, it has not been shown in detail in the drawings.

The display is shipped in flat form. When it is desired to use the display, it is swung open, passing through the position illustrated in FIGURE 3, until the portions of the panel forming sheet above and below the transverse fold line 17 are in a common plane. The flanges 15 and 16 are then folded back into right angular relation to the center panel 10. To complete the operation of setting up the display, a location is decided upon where the lower portion of the panel 14 may be adhered to the flat vertical surface. As an example, a series of cases C may be stacked one upon another, and the upper case may either be opened or the product piled on the upper surface of the uppermost case. The holland cloth covering the adhesive tape strips 21 is then removed and the strips are forced firmly against a vertical surface of one of the cases C to adhere firmly thereto. As will be obvious, the height of the display may be varied, as the lower end of the display post may be adhered at any desired elevation to one of the cases C.

In accordance with the patent statutes, the principles of construction and operation of this improvement in displays have been described, and while an endeavor has been made to set forth the best embodiment thereof, it

should be understood that changes may be made within the scope of the following claim without departing from the spirit of the invention.

We claim:

A display including,
 an elongated substantially rectangular sheet of corrugated paperboard,
 said sheet including a pair of fold lines extending parallel to and at substantially equal distances from the longitudinal edges of said sheet to divide the sheet into a central panel and a pair of hingedly connected flanges,
 a display panel having a central portion secured to one end of said central panel and being of a width not materially exceeding the width of said sheet, said sheet extending from one end of said panel,
 a fold line extending across said sheet beyond said one end of said panel substantially midway between the other end of said sheet and the opposite end of said display panel,
 double coated adhesive tape secured to the said central panel and having a protective removable covering,
 whereby when said display is not in use, said display panel may be folded between the ends of said sheet with one surface of said panel substantially covered by said sheet for protection thereby.

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