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(54) Title: SUPPORTING MEMBER FOR A SHELF TALKER, AND A BLANK FOR OBTAINING THE SAME

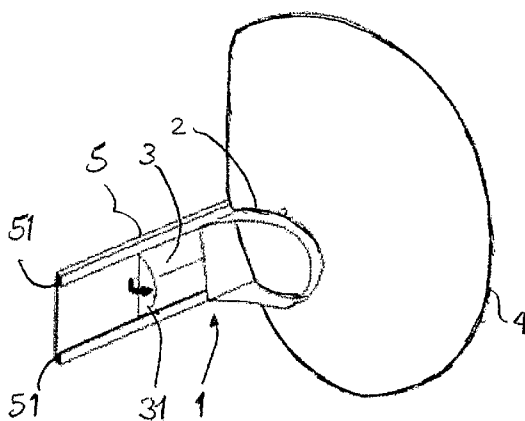


FIG. 9

(57) Abstract: There is provided a supporting member (1) for a shelf talker (4) and the like, comprising a first supporting part (2) for the supporting of said shelf talker (4), and a second supporting part (3) for the supporting of said supporting member (1) onto a rack, shelf or the like, which is characterized in that said first supporting part (2) is made of flexible material, the arrangement being such that the supporting function is achieved following an elastic deformation thereof, and in that said second supporting part (3) is integrally connected to said second supporting part (2) in a hinged manner. Further, the supporting member (1) is characterized in that said supporting member (1) has a non-operating arrangement that is flat, while the operating arrangement has a spatial configuration.

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“SUPPORTING MEMBER FOR A SHELF TALKER, AND A BLANK FOR OBTAINING THE SAME”

DESCRIPTION

5 The present invention relates to a supporting member for shelf talkers, and more specifically, to a supporting member for a shelf talker to be mounted on shelves and the like for advertising. The present invention also relates to a blank for the making of the abovementioned supporting member.

10 As it is well known today, in local commercial outlets such as department stores, malls, supermarkets, etc.. is expected that the product is exposed to a series of multi-shelves arranged side by side, which form the shelf corridors display of goods.

15 Typically, in order to inform the consumer of both the type and / or the presence of merchandise displayed on shelves, and to communicate commercial information to the consumer, there are provided the so-called "shelf talkers", which are arranged in a protruding manner from shelves where they are mounted.

20 These kind of markers may be different in shape or size but they all include a member on which it is given the information and advertising which is mounted on the front of the shelf by means of locking members integral to the shelf talker and likely to be locked in on a removable manner onto the shelf.

25 To do the above, there is a first type of markers which provides a series of so-called "grippers" which are composed of projections designed to be inserted and locked on the tracks provided on the edge of the shelf. This type of markers have the disadvantage of being conformed in a dedicated manner to the shelf which are to be mounted to and, therefore, it follows that the seller must provide for supplies of many types of markers according to the many types of shelves arranged in his store. This entails the disadvantage of the existence of a warehouse of various types of markers with the relevant costs of obtaining and storing the same.

30 On the other hand, there is another type of shelf talkers for exhibitor's racks that is where the goods are literally "hanging" on bars and where the advertising information is also mentioned. Normally, these types of markers are also mounted in the same manner as the merchandise, i.e. hung up and inevitably the markers end up confused in the commodity. Therefore, they are not particularly effective. Furthermore, such type of markers are not adaptable to different uses, such as on shelves, or the like. So, it results in a disadvantage

for the seller to arrange to have a stock of highlighters according to the kind of shelves with related costs of supply and storage of the same.

Therefore, the aim of this invention is to solve these problems and disadvantages by providing a supporting member for a shelf talker that essentially provides the possibility to be adaptable to any type of display shelf for goods.

Another aim of the present invention is to provide a supporting member for a shelf talker to be very simple in the realization thereof, that is versatile, hard, reliable and yet low cost.

Thus, the present invention provides a supporting member for shelves talkers substantially according to the appended claims.

Furthermore, the present invention provides a blank for the obtaining of such shelf talker as an highlighter advertising.

A detailed description of a preferred embodiment of the shelf talker and the supporting member thereof of the present invention will now be given, given as an explanatory and non limiting example, referring to the annexed drawings, wherein:

Figure 1 is a plan view of a blank for the making of the shelf talker supporting member according to the present invention;

Figure 2 is a perspective view from one side of the blank of Figure 1;

Figures 3 to 5 show schematically the making of the supporting member of the shelf talker starting from the blank of Figure 1 of the present invention;

Figures 6 and 7 shows the assembling procedure of a shelf talker through the supporting member of the present invention;

Figures 8 and 9 schematically show the assembly of the shelf talker on a first type of display shelf and according to the present invention;

Figures 10 and 11 schematically show the assembly of the shelf talker on a second type of display shelf, and according to the present invention; and

Figures 12 and 13 schematically show the assembly of the shelf talker on a third type of display shelf, according to the present invention.

Referring now to Figures 1 and 2 it is shown a blank which constitutes the main body member for the supporting member of the shelf talker of the present invention.

According to the invention, it is provided a flat blank 1 having a first elongated part 2 which includes elongated curved border lines 20, and at the central region of the elongated part 2 there is provided an elongated slot 21 having a pair of protruding regions 22.

On the other hand, a portion 24 having a substantially square shape it is joined to the elongated part 2 at an end region thereof and by means of a weakening line 23. The portion 24 has a shaped end edge having a protruding part 25 with a curved line.

5 Further, at the opposite end region of the elongated part 2 the same is joined by a weakening line 26 to a second portion 3 which extends in a orthogonal direction with respect to the part 2. Part 3 has a substantially rectangular shape with protruding outer perimeter parts 30, and further having two projecting parts 31 one opposite to the other, the projecting parts 31 being
10 bigger in size with respect to the protruding parts 30.

It is necessary here to point out that the weakening line 26 it is arranged in order to have a mixed contour which sometimes it is curved and sometimes it is straight, since the protruding parts 30 and 31 have a substantially semi-circumferential configuration. Furthermore, part 3 has a further middle
15 weakening line 32 which extends nearly the entire length of the former.

It has to be here highlighted that the material of the blank is chosen to be an elastic material or an elastic-plastic material.

Referring now to Figures 3, 4 and 5 it is shown therein the assembling sequence of the shelf talker of the present invention starting from the blank
20 assembly.

As can be seen in Figure 3, once provided the blank 1 it is first bent the tip 24 along the weakening line 23 and in the direction of the arrow shown in the figure.

Subsequently, and as it is shown in Figure 4, the part 3 is bent along the
25 weakening line 26 and the direction of the arrow in the figure. It must be highlighted here that as a result of the bending of the part 3 with respect to the part 2 along the line 26 it is generated an opening 27 which is shaped as a slot.

Then and with reference now to Figure 5, the part 2 is bent following the arrow in the figure, the bending of part 2 continues up to lead the protruding part
30 25 within the opening 27 and by locking the same in this condition by means of the protruding portions onto the protruding part 25.

Referring now to Figures 6 and 7, it is shown therein the arrangement of a shelf talker 4 onto the supporting member 1. More precisely, it is provided that the advertising shelf talker 4 is suitable to be inserted into the slot 21 and to be
35 blocked therein due to the presence of both regions 41 of engagement, and regions 42 shaped to be engaged with protruding parts 22 respectively provided at the inside of the slot 21. In this way, the advertising shelf talker 4 is arranged

in a substantially orthogonal arrangement with respect to the part 3 of the supporting member 1.

5 A detailed description of the use of the supporting member 1 when applied to three different types of shelves will now be given, and referring to Figures 8 to 13.

10 With reference now to Figures 8 and 9 it is shown therein the use of the shelf talker according to the invention onto a first type of shelf which has an edge portion which incorporates a supporting track 5 including supporting guides 51 designed to provide the housing of sliding labels (the latter not shown in the figures). More precisely, according to the invention it is provided that in this case the shelf is fitted with a track 5 having guides 51, and the part 3 of the supporting member 1 can be bent along the central weakening line 32 and in order to allow the insertion of the part 3 inside the track 5.

15 Then, by releasing the part 3 under the elastic biasing exerted by the elastic material which the supporting member is made of, the parts 30 are inserted into the guides 51, thereby preventing the part 3 from disengaging the track 5. Further and in order to obtain a further locking of the supporting member 1 onto the track 5, it is provided that a subsequent folding of the parts 31 along the respective weakening line is carried out, in a projecting arrangement from the track 5 (as represented by the arrow in Figure 9). This arrangement will prevent any further bending of part 3 and at the same time a corresponding locking of the same part 3 onto the track 5.

25 With reference now to figures 10 and 12 it is shown therein the use of the shelf talker of the invention onto a second type of shelf, the latter incorporating a board 6 provided with transparent pockets 61 for the insertion of labels therein (the latter not shown). More specifically and as can be understood from the figures, in case of shelves provided with a supporting edge having pockets for labels, the part 3 can be directly inserted into the pocket 61 so as to enable the part 2 to be supported on the shelf without having to perform additional blocking procedures. In this way, it is obtained a removable mounting of the shelf talker panel 4 onto the shelf.

30 Referring now to Figures 12 and 13 it is shown therein the use of the shelf talker onto a third kind of shelf, where there are not provided neither rails nor supporting edges with pockets, but simple board shelves 50 (the latter partially shown). According to this arrangement, it is provided that part 3 can be provided with adhesive tape or similar, and in order to be subsequently positioned onto an edge portion of the shelf 50 (as shown in Figure 13). In this

condition, the shelf talker 4 protrudes orthogonally from the shelf 50 for its function.

CLAIMS

1. A supporting member (1) for a shelf talker (4) and the like, comprising a first supporting part (2) for the supporting of said shelf talker (4), and a second supporting part (3) for the supporting of said supporting member (1) onto a rack, shelf or the like,
5 **characterized** in that
- said first supporting part (2) is made of flexible material, the arrangement being such that the supporting function is achieved following an elastic deformation thereof, and
 - 10 - said second supporting part (3) is integrally connected to said second supporting part (2) in a hinged manner.
2. Supporting member (1) for a shelf talker (4) and the like according to claim 1, wherein said supporting member (1) has a non-operating arrangement that is flat, while the operating arrangement has a spatial configuration.
- 15 3. Supporting member (1) for a shelf talker (4) and the like according to claim 1 or 2, wherein said first supporting part includes:
- a first elongated part (2) having at its central region a slot (21) that includes a pair of protruding regions (22), and
 - a second part (24) connected in a swinging manner to one end of said
20 elongated part (2), said second part (24) having a border end shaped with a protruding part (25).
4. Supporting member (1) for a shelf talker (4) and the like according to claim 1 or 2 or 3, wherein said second supporting part (3) is integrally connected to said first part (2) through a weakening line (26), said second part (3) having locking
25 means (30,31) for the removable locking thereof onto respective guides (51) of a rack (5) of a shelf or the like.
5. Supporting member (1) for a shelf talker (4) and the like according to the preceding claim, wherein said weakening line (26) has both a partial curvilinear line configuration and a partial straight line configuration.
- 30 6. Supporting member (1) for a shelf talker (4) and the like according to any of the preceding claims, wherein said supporting part (3) comprises a median weakening line (32) which extends for almost the entire length of said part (3).
7. Supporting member (1) for a shelf talker (4) and the like according to any of the preceding claims, wherein said supporting member (1) is made of an elastic
35 material or an elastic-plastic material.

8. A blank (1) for the making of the supporting member (1) for a shelf talker (4) and the like, according to preceding claims 1-7.

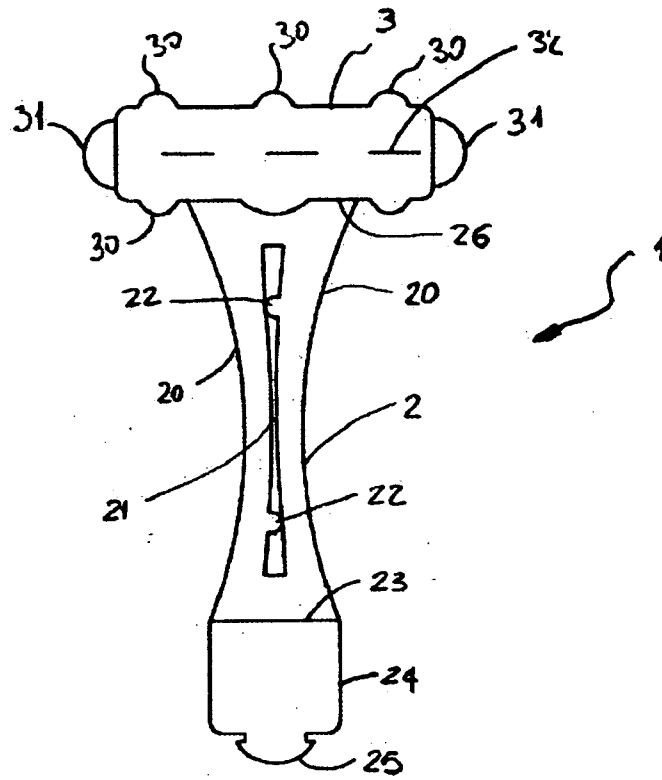


FIG. 1

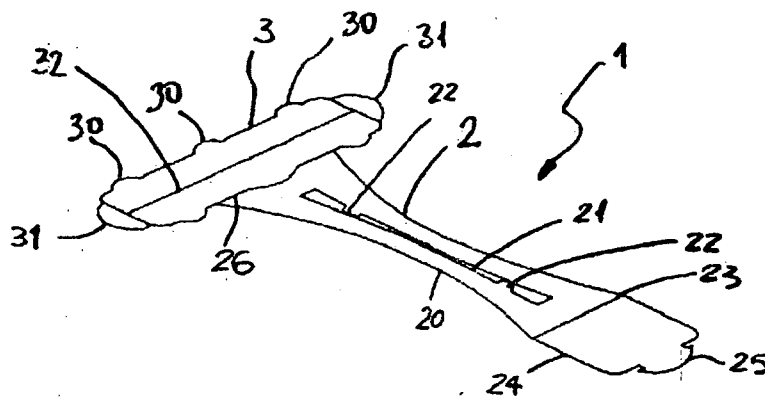


FIG. 2

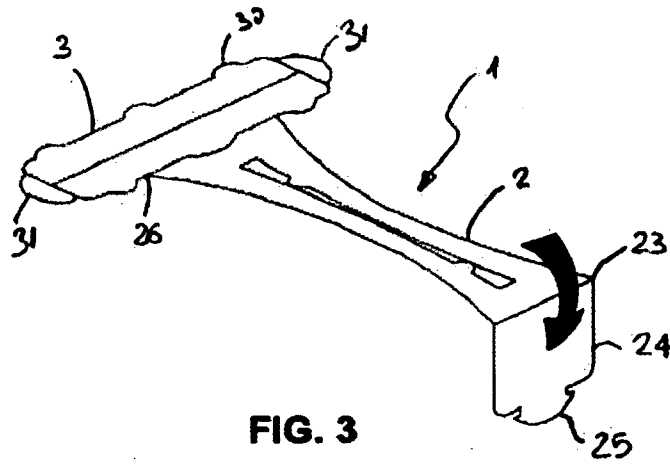


FIG. 3

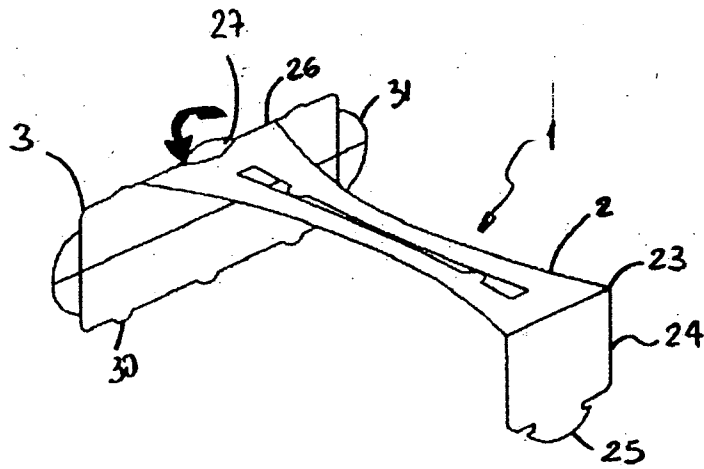


FIG. 4

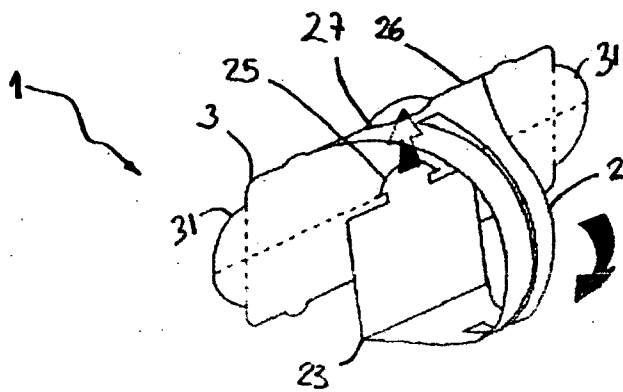


FIG. 5

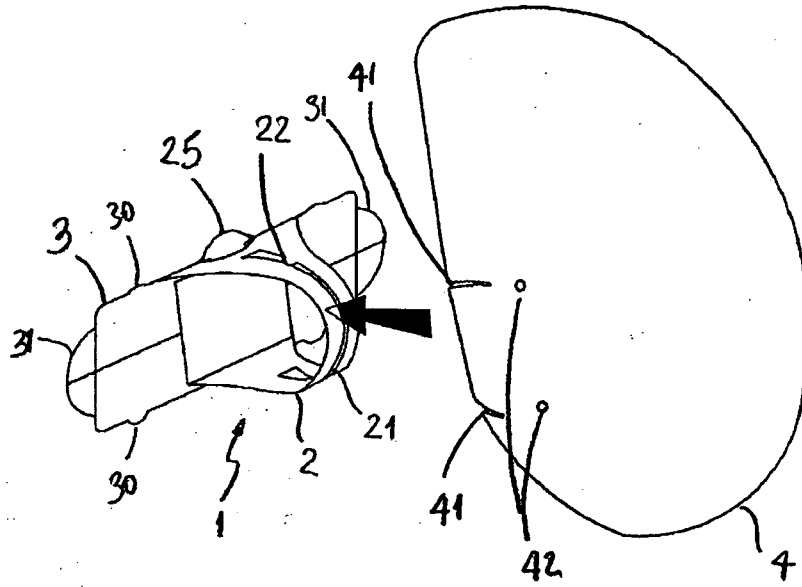


FIG. 6

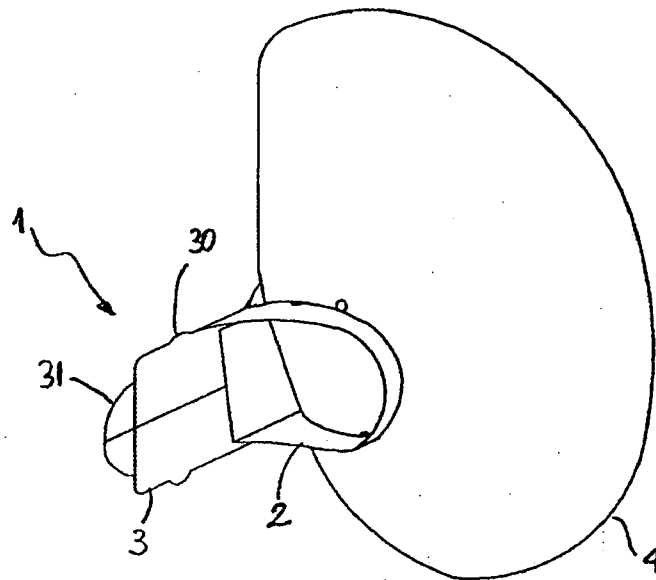


FIG. 7

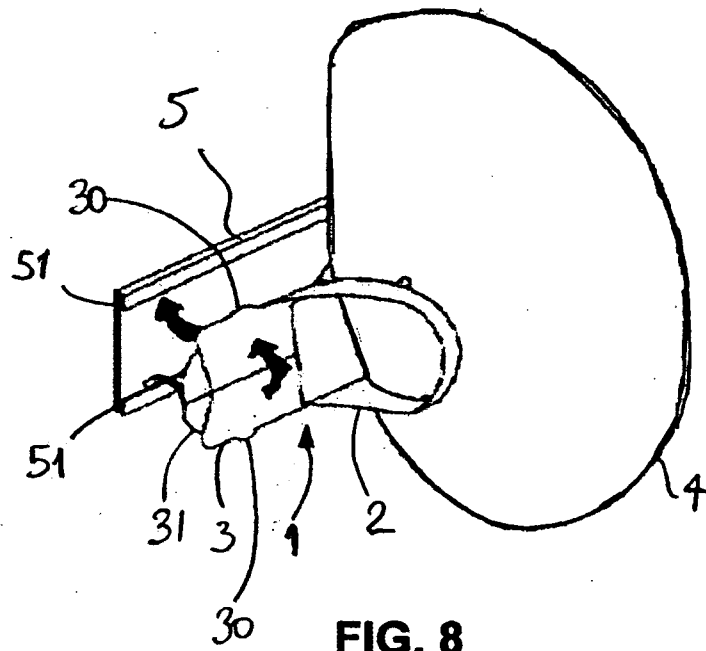


FIG. 8

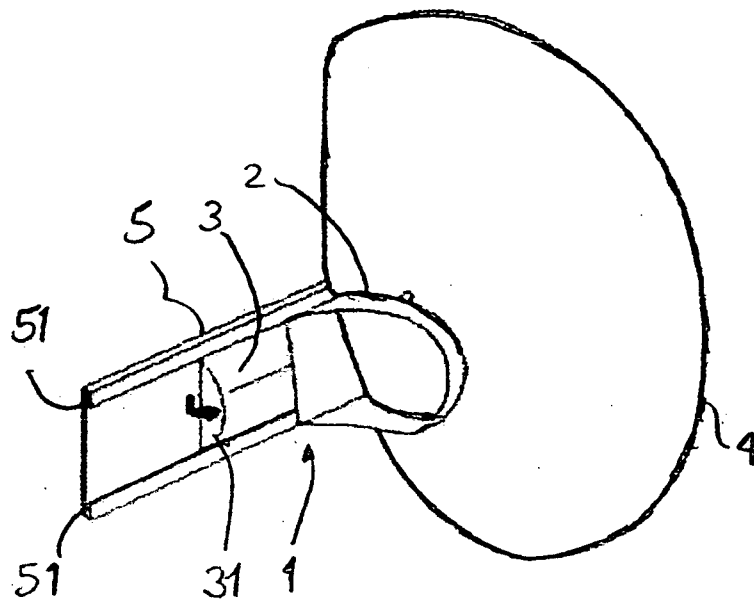


FIG. 9

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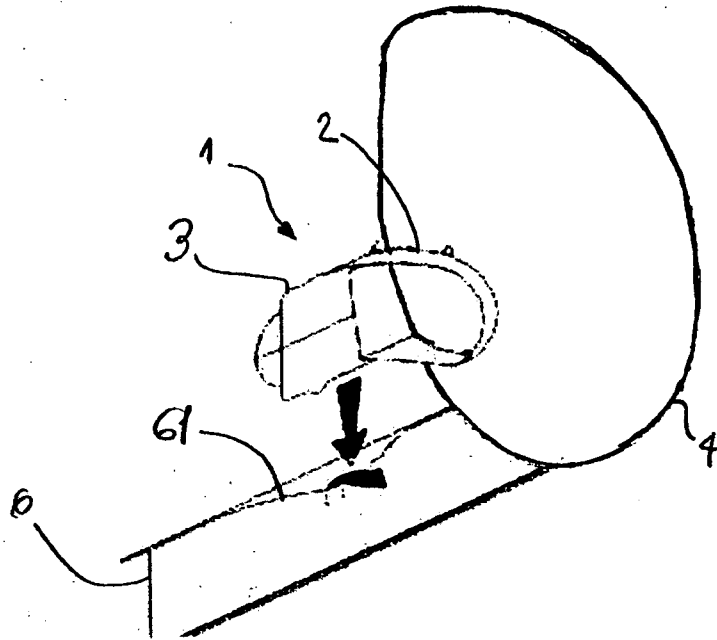


FIG. 10

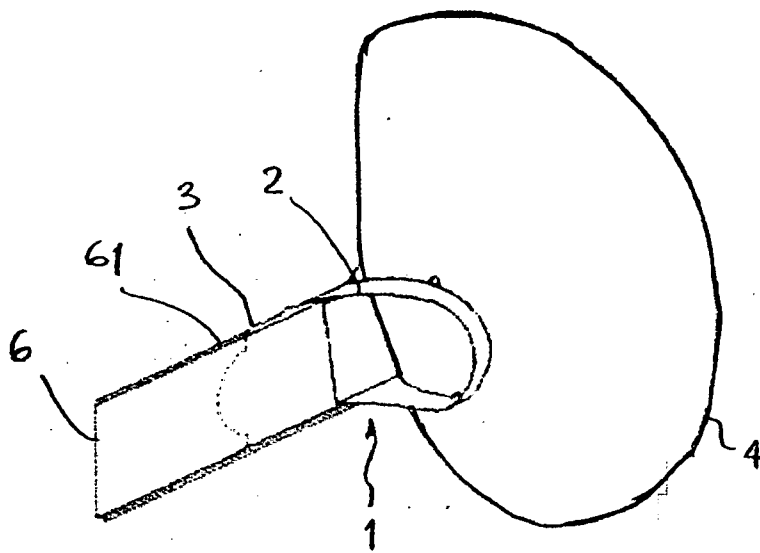


FIG. 11

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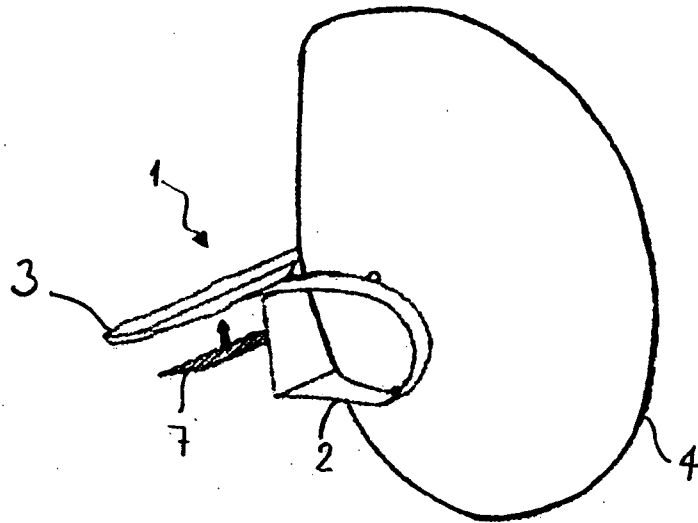


FIG. 12

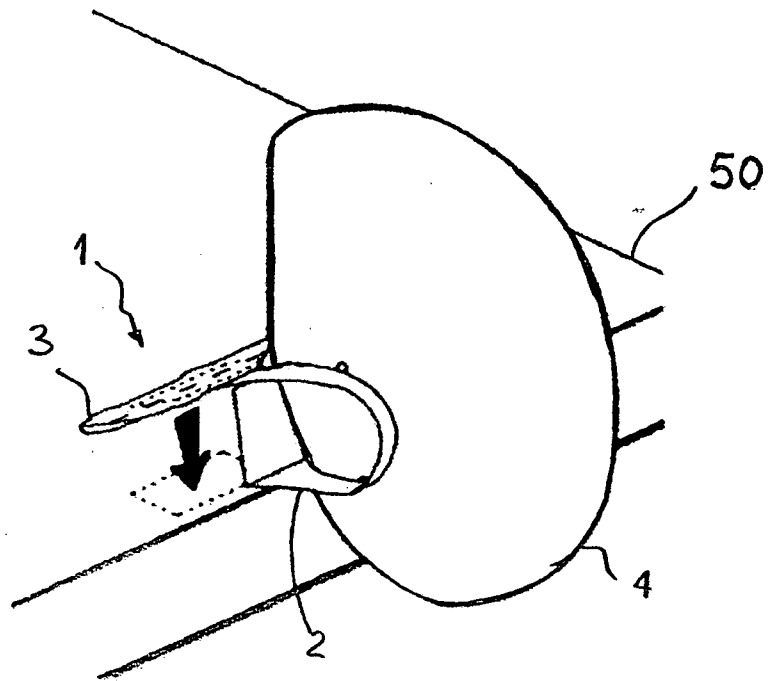


FIG. 13

INTERNATIONAL SEARCH REPORT

International application No
PCT/IB2010/000441

A. CLASSIFICATION OF SUBJECT MATTER INV. G09F3/20 ADD.		
According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED		
Minimum documentation searched (classification system followed by classification symbols) G09F		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
Electronic data base consulted during the international search (name of data base and, where practical, search terms used) EPO-Internal		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	FR 2 806 202 A1 (DEBAZELAIRE DE LESSEUX LIONEL [FR]) 14 September 2001 (2001-09-14) the whole document	1,2,4,7, 8
X	US 4 167 073 A (TANG DARL L) 11 September 1979 (1979-09-11) the whole document	1,2,4,7, 8
A	US 4 485 575 A (FAST JACOB J [US]) 4 December 1984 (1984-12-04) the whole document	1-8
<input type="checkbox"/> Further documents are listed in the continuation of Box C.		
<input checked="" type="checkbox"/> See patent family annex.		
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P document published prior to the international filing date but later than the priority date claimed		
Date of the actual completion of the international search <p style="text-align: center; font-size: 1.2em;">21 July 2010</p>	Date of mailing of the international search report <p style="text-align: center; font-size: 1.2em;">03/08/2010</p>	
Name and mailing address of the ISA/ European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Fax: (+31-70) 340-3016	Authorized officer <p style="text-align: center; font-size: 1.2em;">Demoor, Kristoffel</p>	

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
FR 2806202	A1	14-09-2001	NONE
US 4167073	A	11-09-1979	NONE
US 4485575	A	04-12-1984	NONE