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(54) **CONVERSION BRACKET FOR DISPLAY HOOK**

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(57) **ABSTRACT**

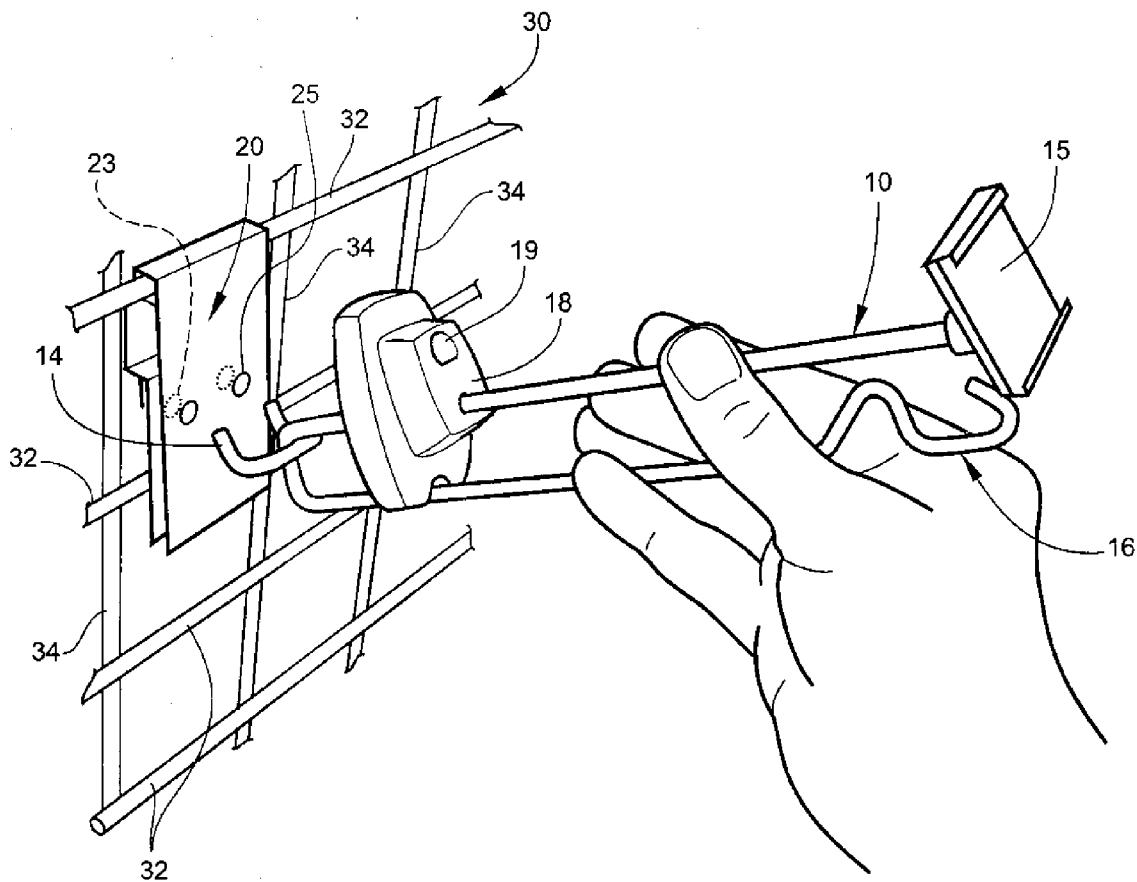
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A conversion bracket for mounting a pegboard display hook on an alternate display structure includes a first mounting plate and a second mounting plate movably coupled to the first mounting plate so as to permit the conversion bracket to be guided over and positioned on the alternate display structure. The first mounting plate has at least one first mounting opening and the second mounting plate has at least one second mounting opening for receiving the mounting structure of the display hook. Each of the first mounting plate and the second mounting plate defines at least one cavity configured to receive a portion of the alternate display structure. The first mounting plate may include a pair of first mounting plates that are joined together by an integral arm extending therebetween, or alternatively, are independently rotatable relative to the second mounting plate.

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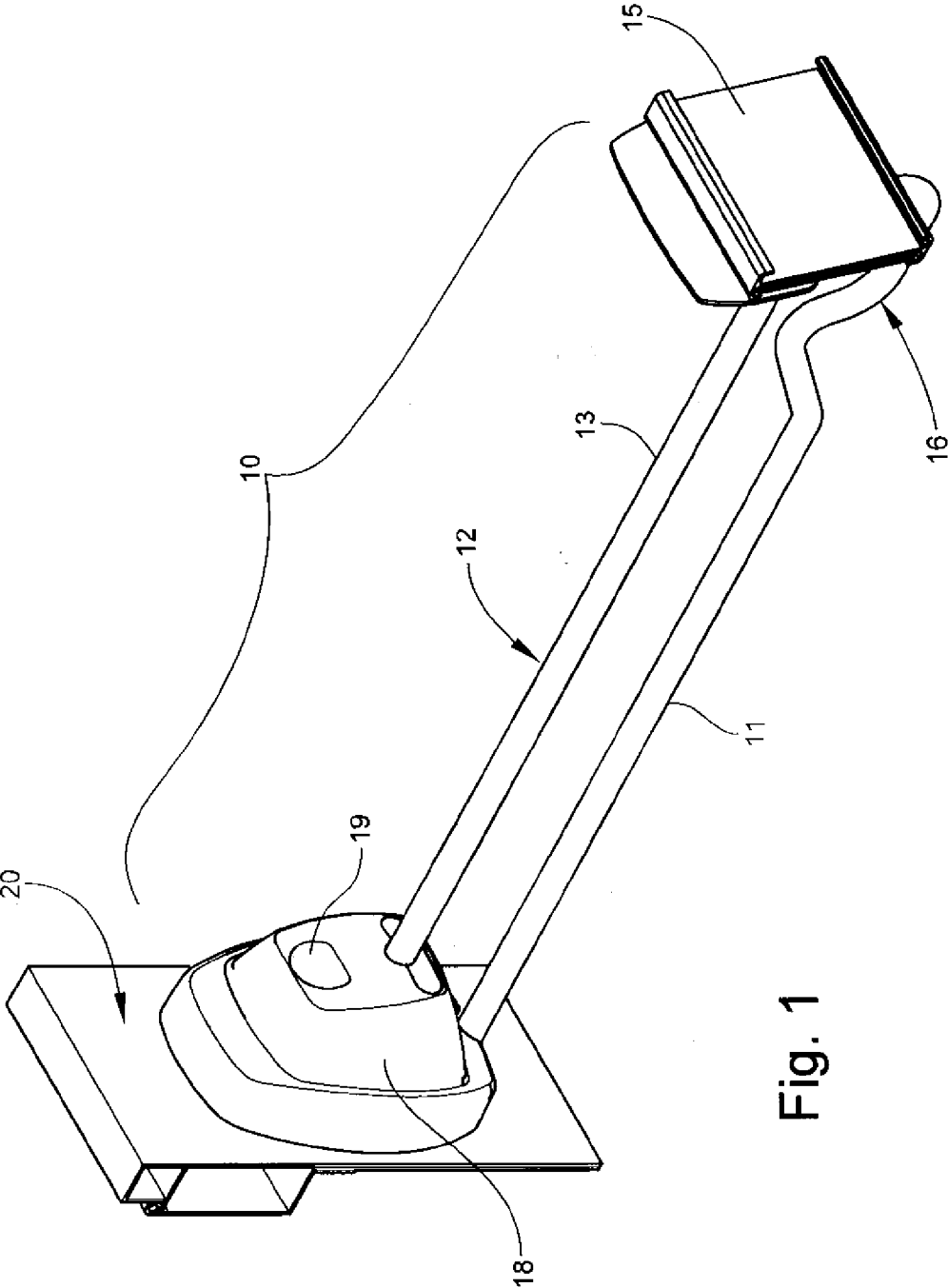


Fig. 1

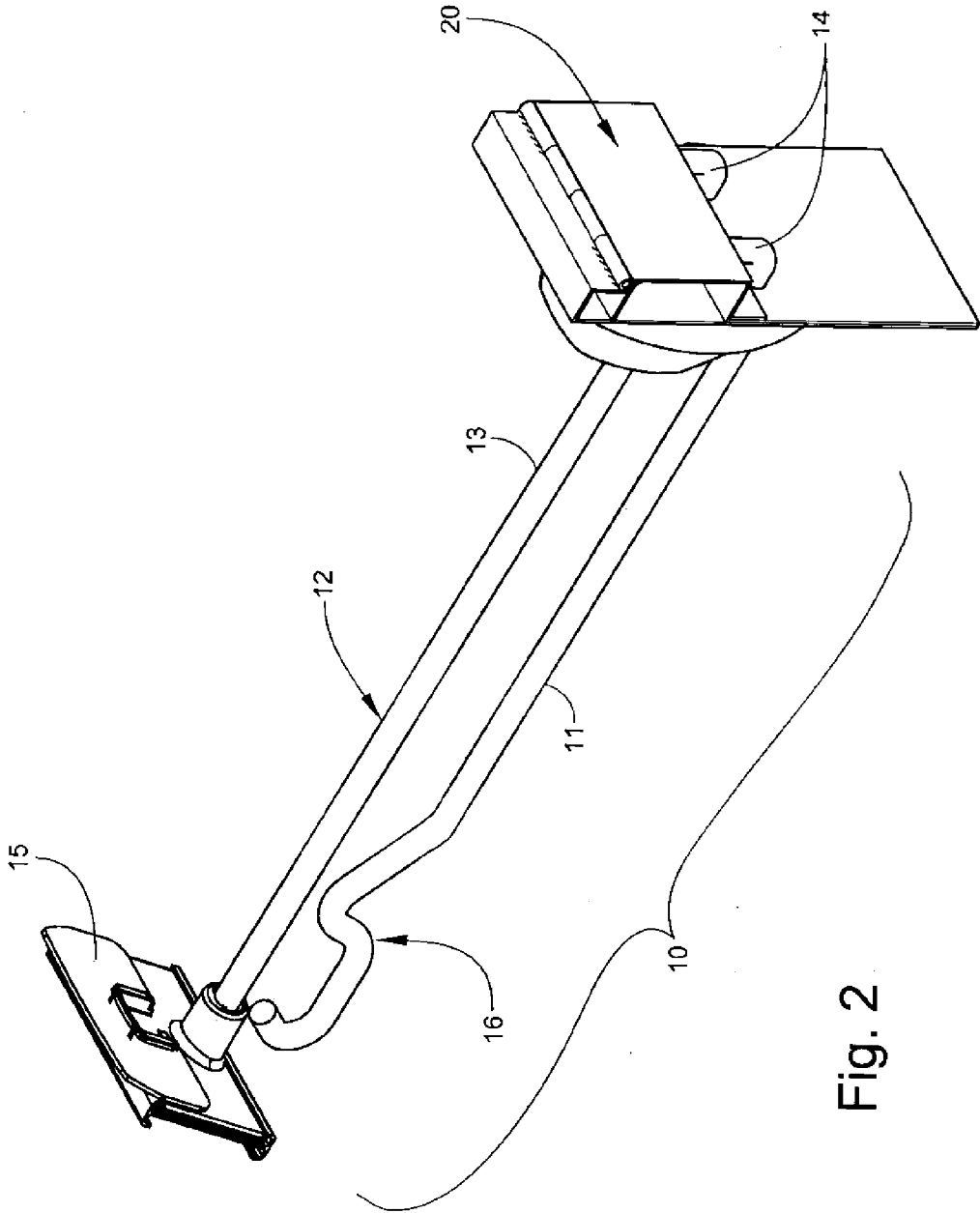


Fig. 2

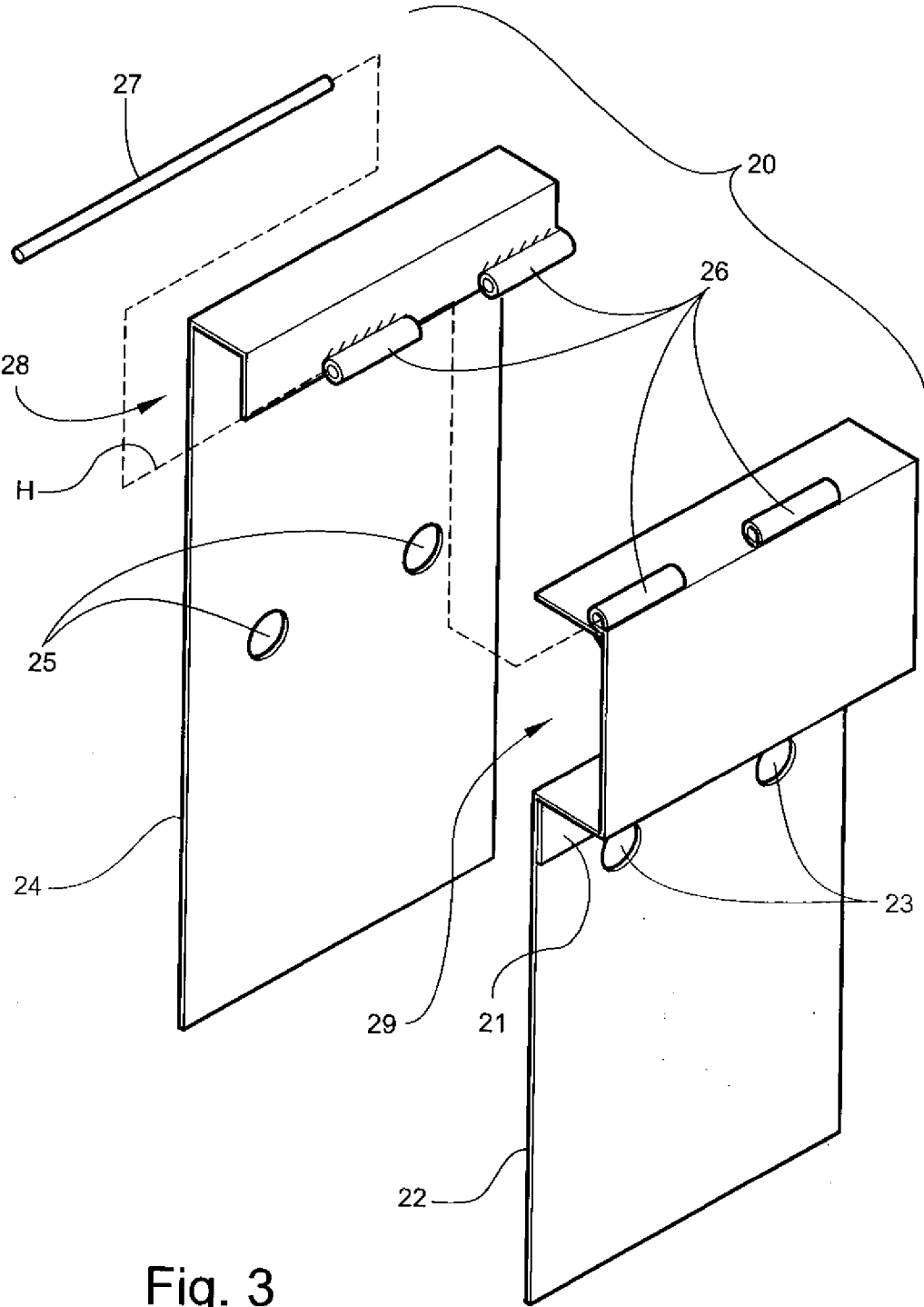


Fig. 3

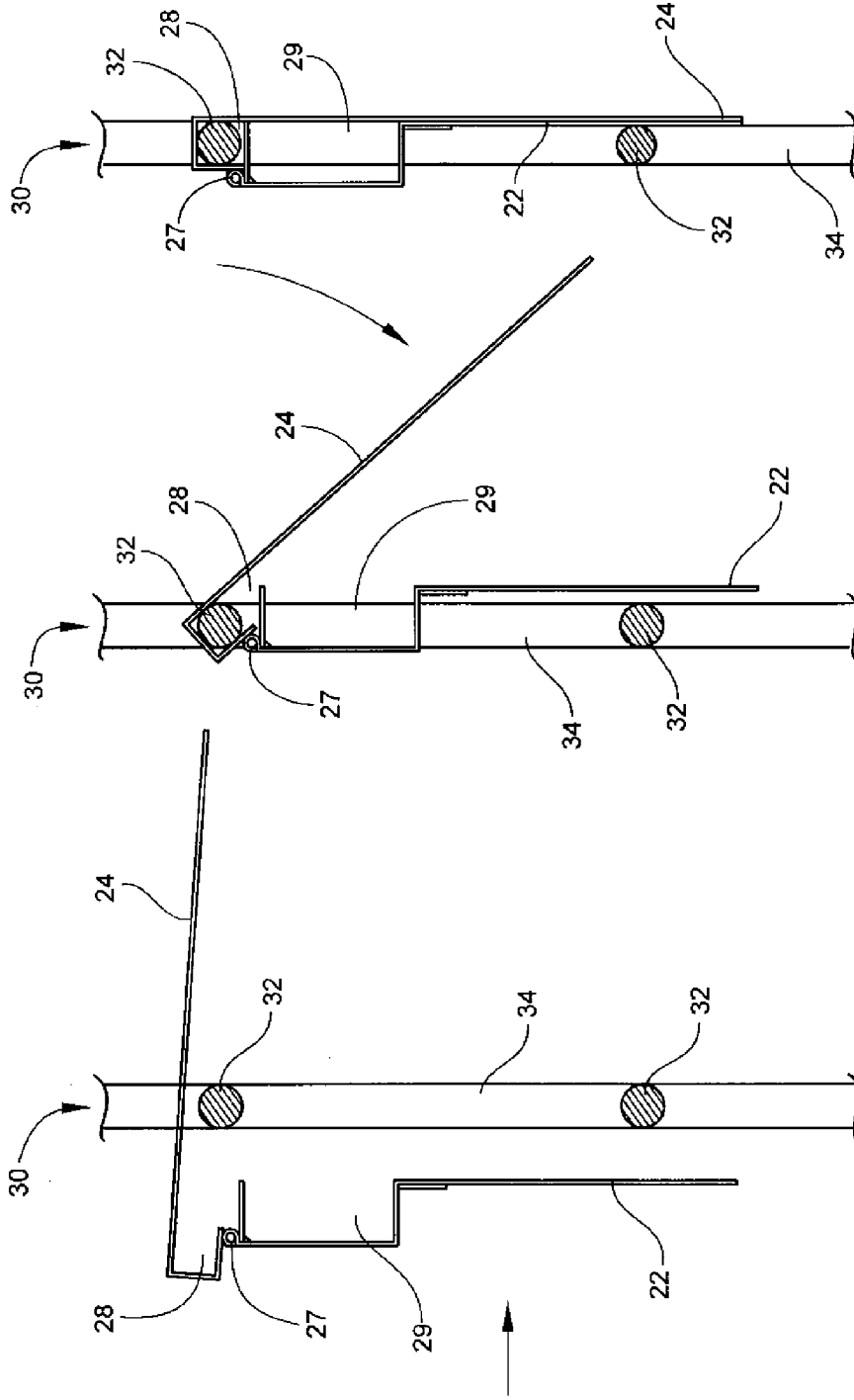


Fig. 4C

Fig. 4B

Fig. 4A

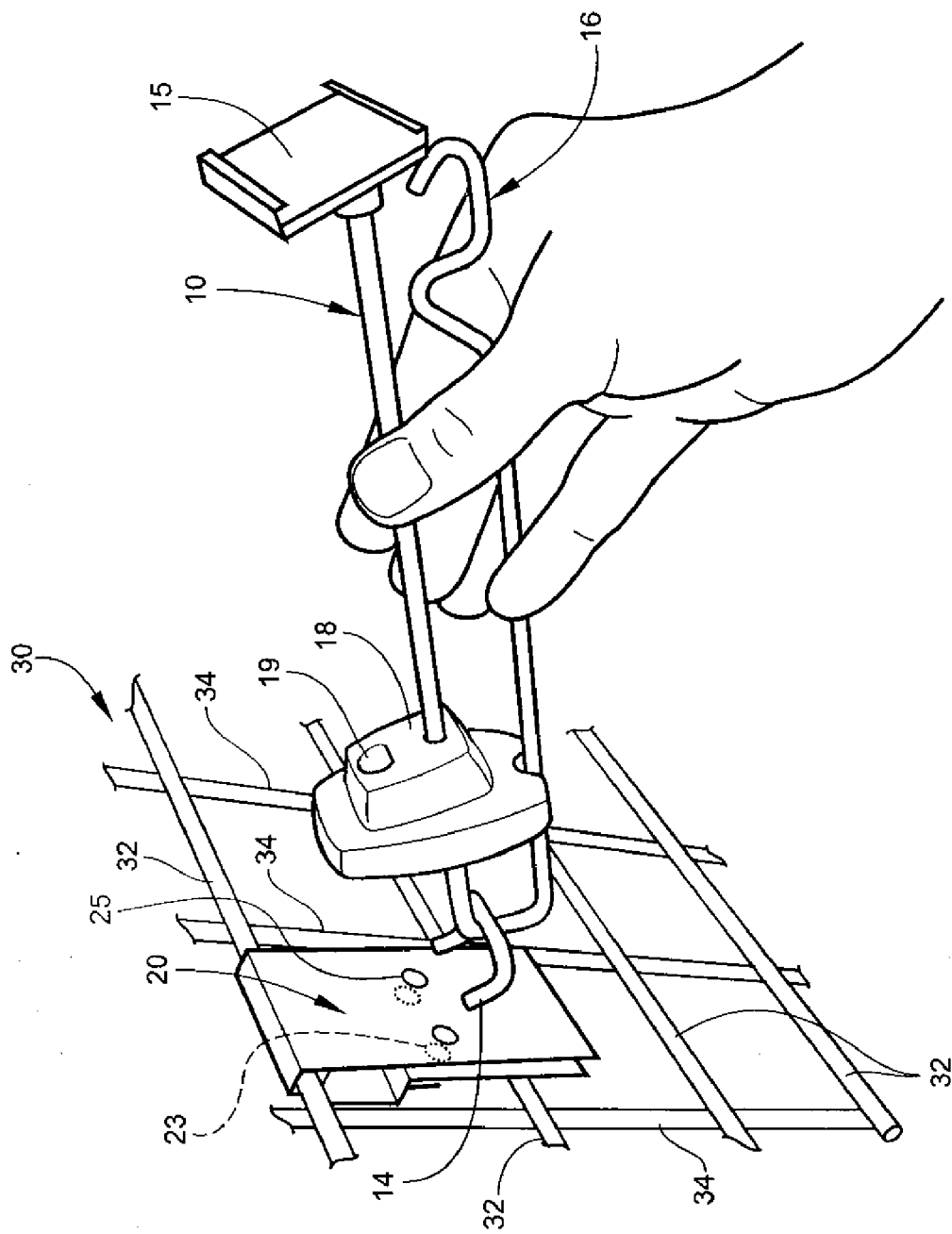


Fig. 5

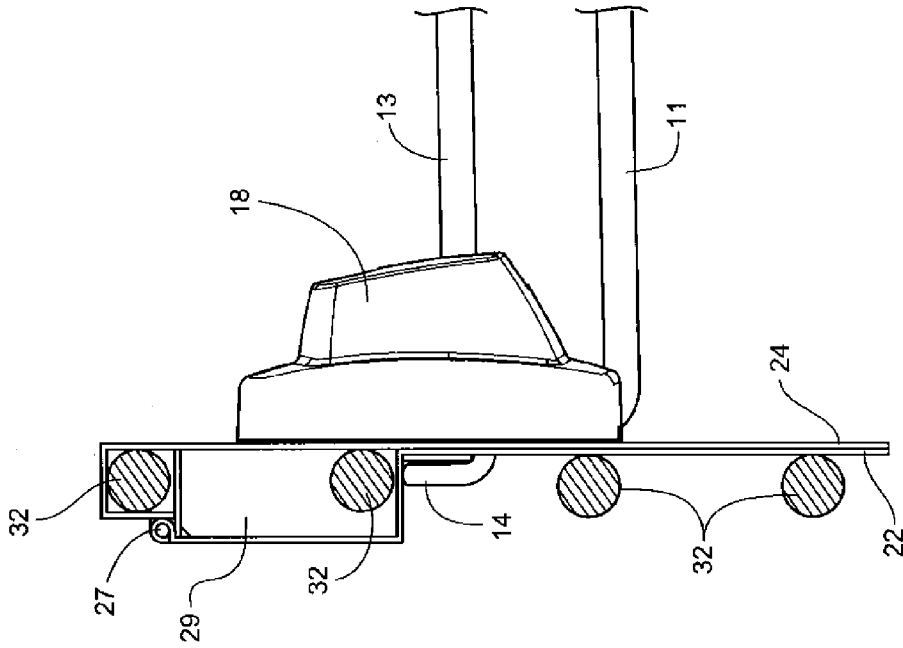


Fig. 6A

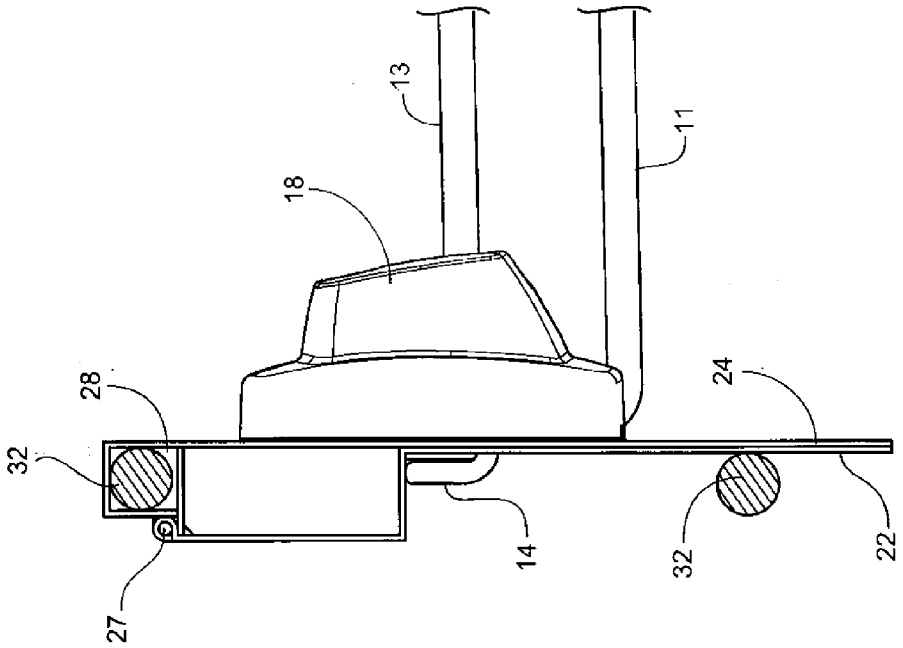


Fig. 6B

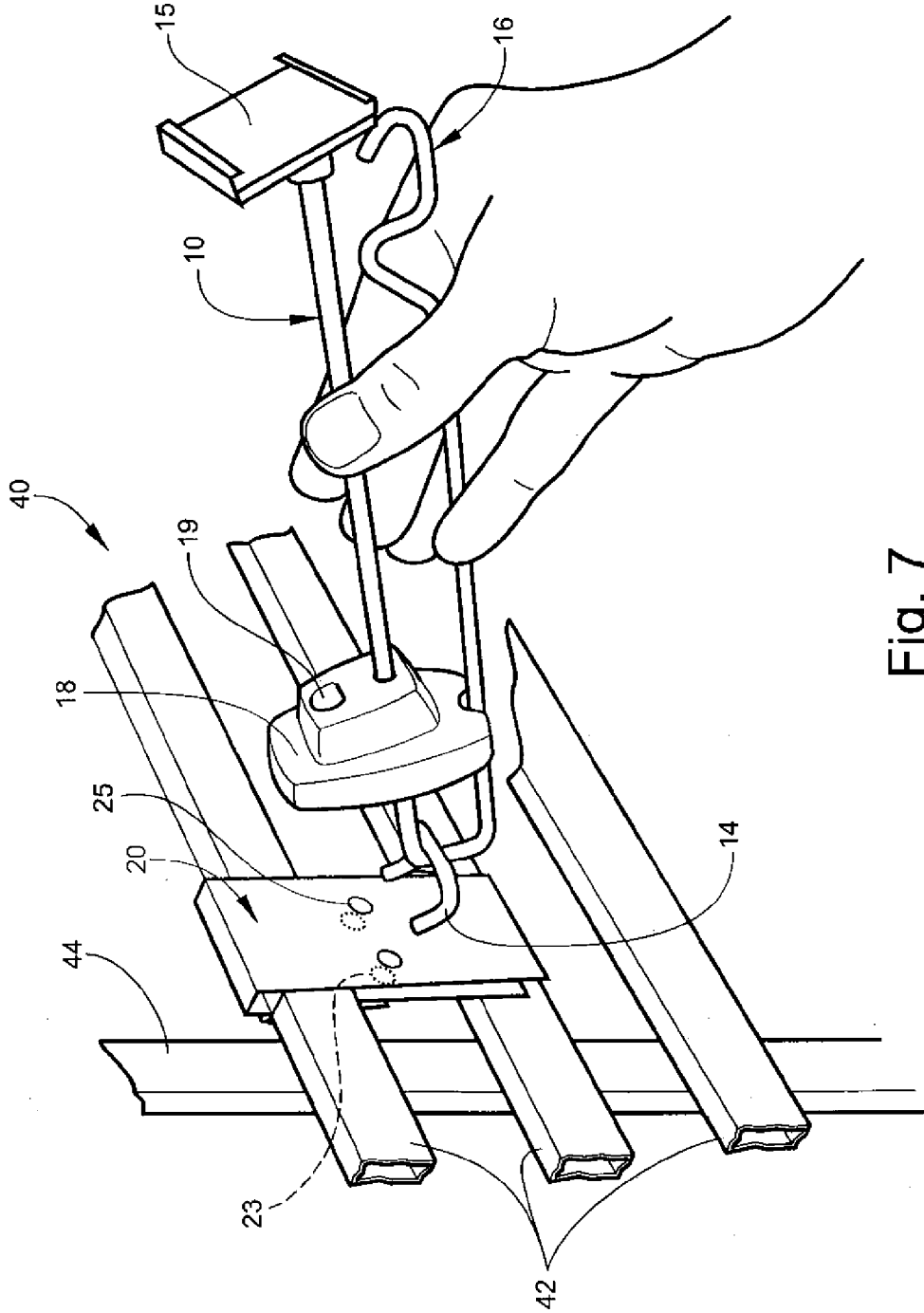


Fig. 7

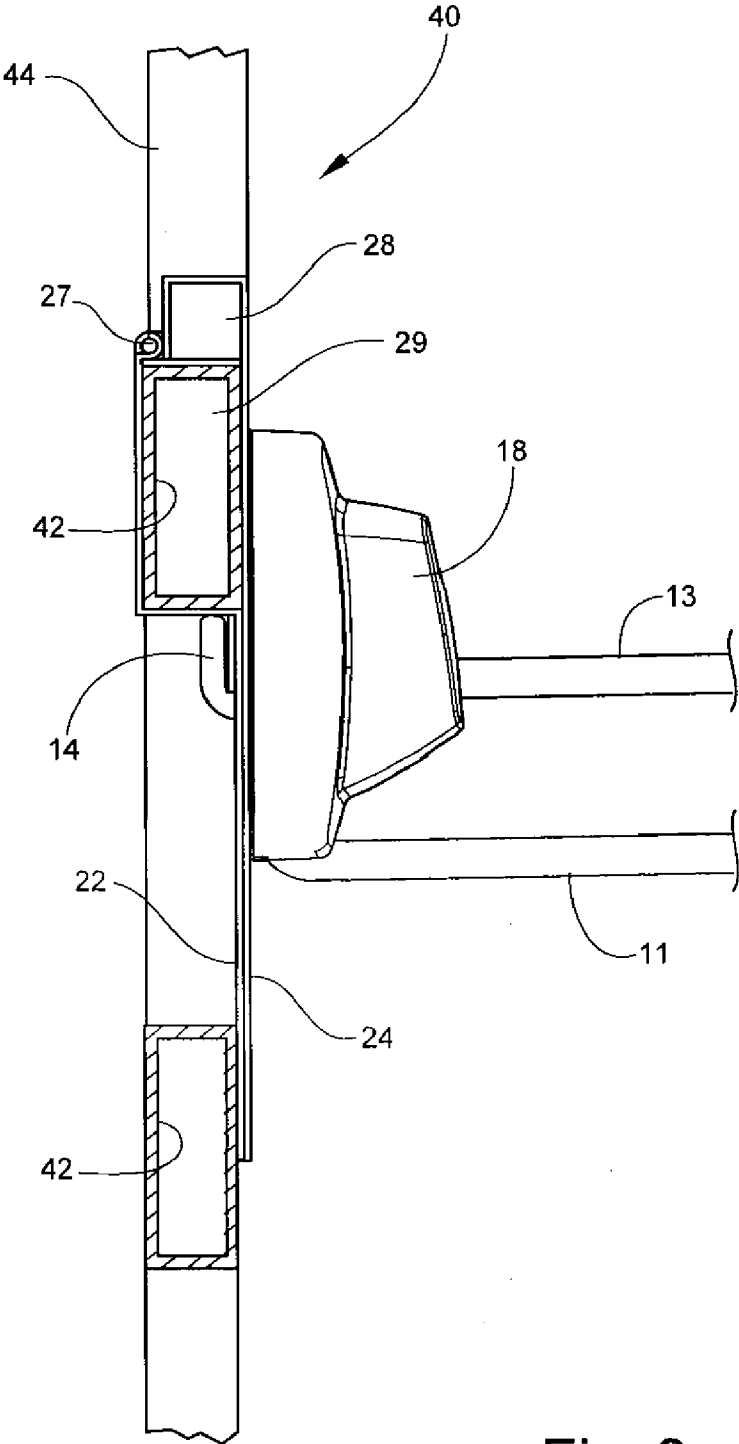


Fig. 8

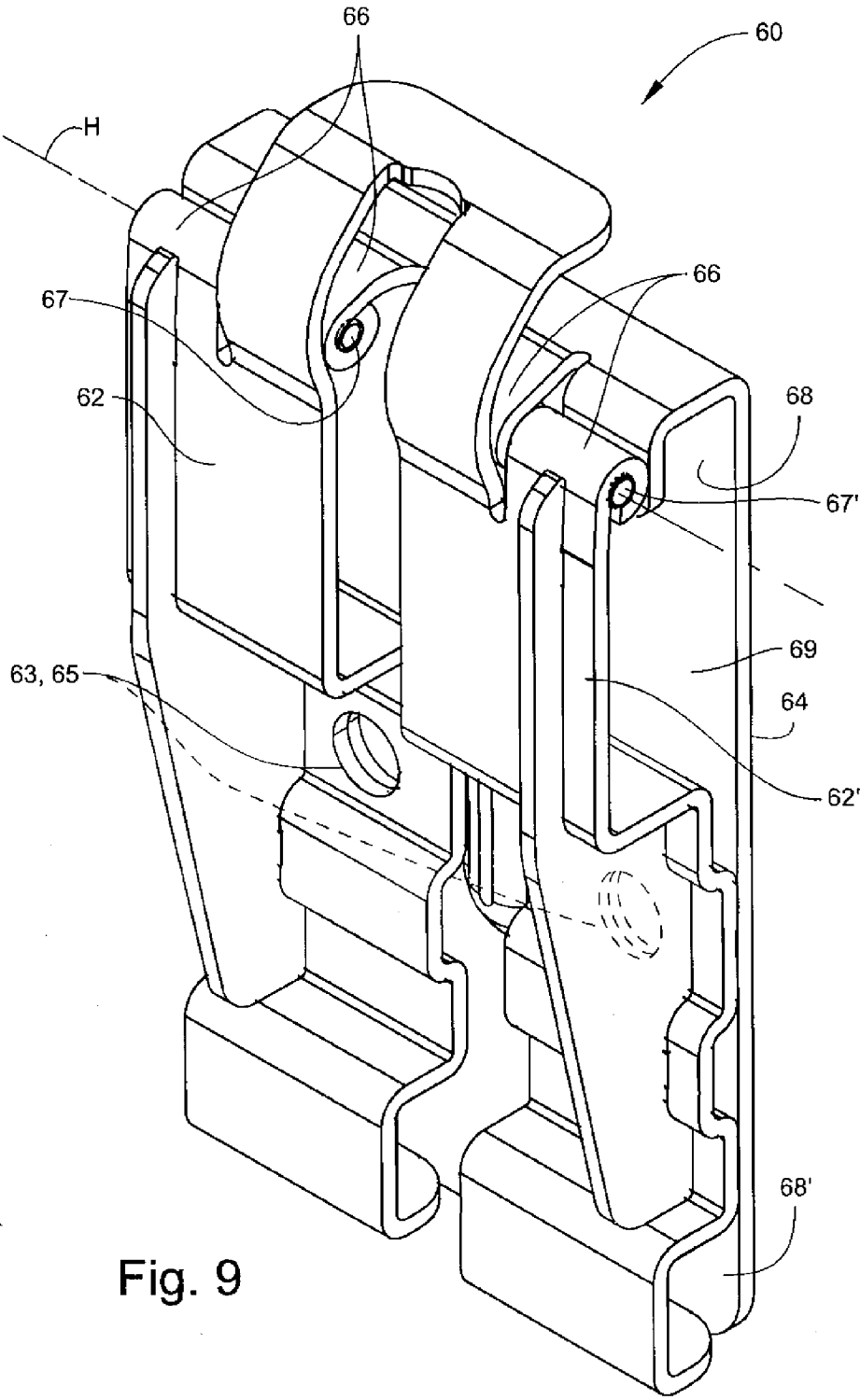


Fig. 9

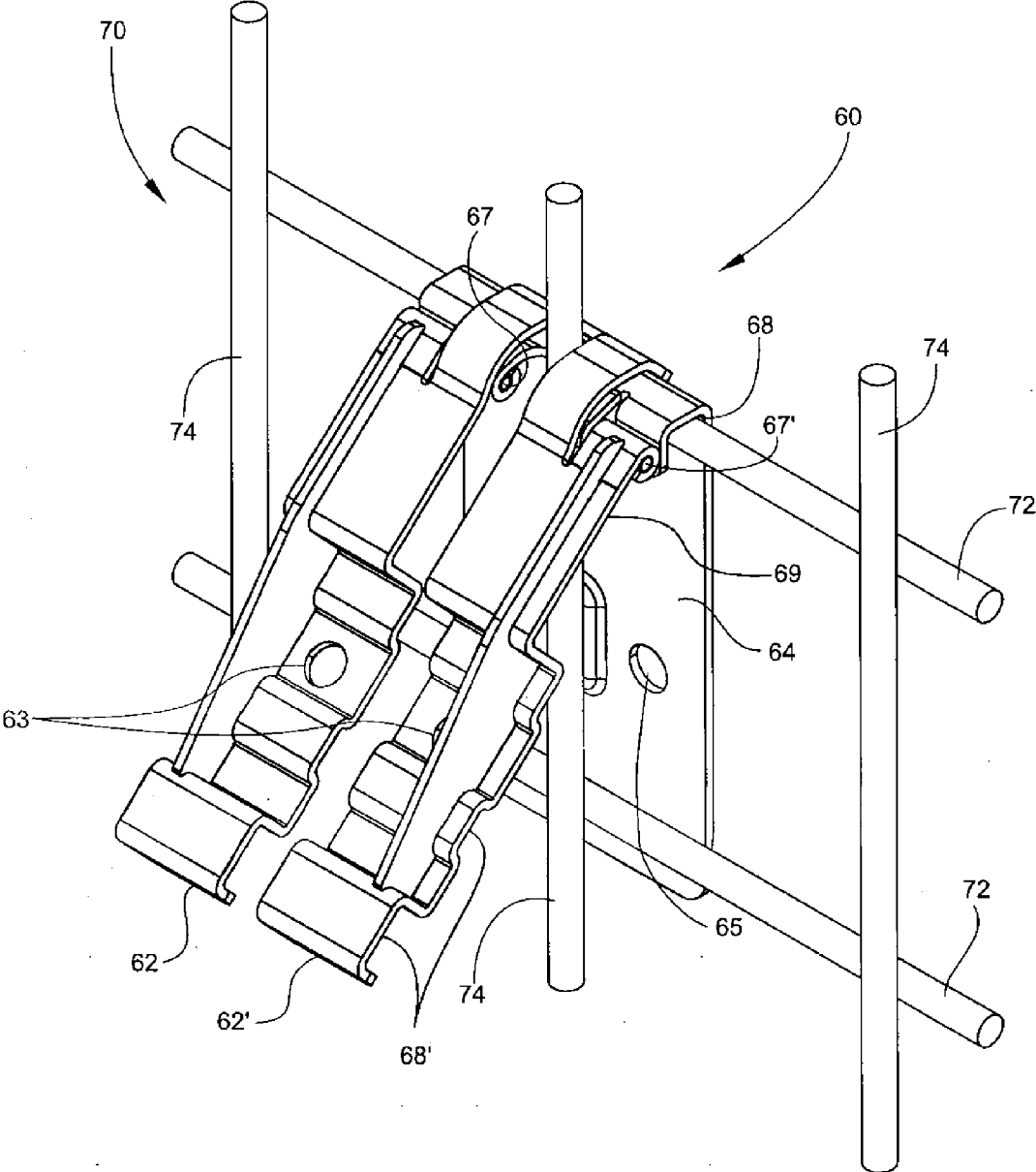


Fig. 10

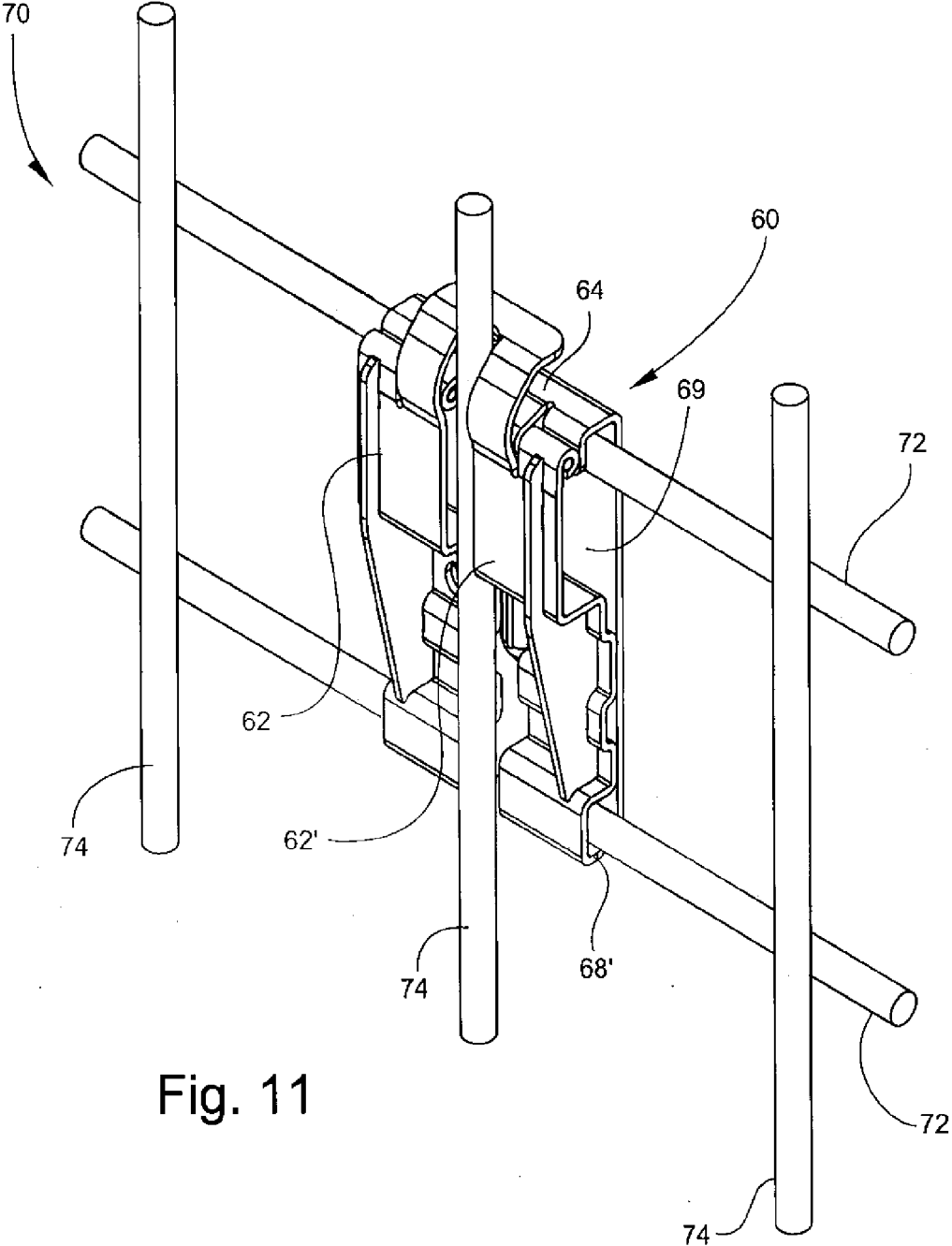


Fig. 11

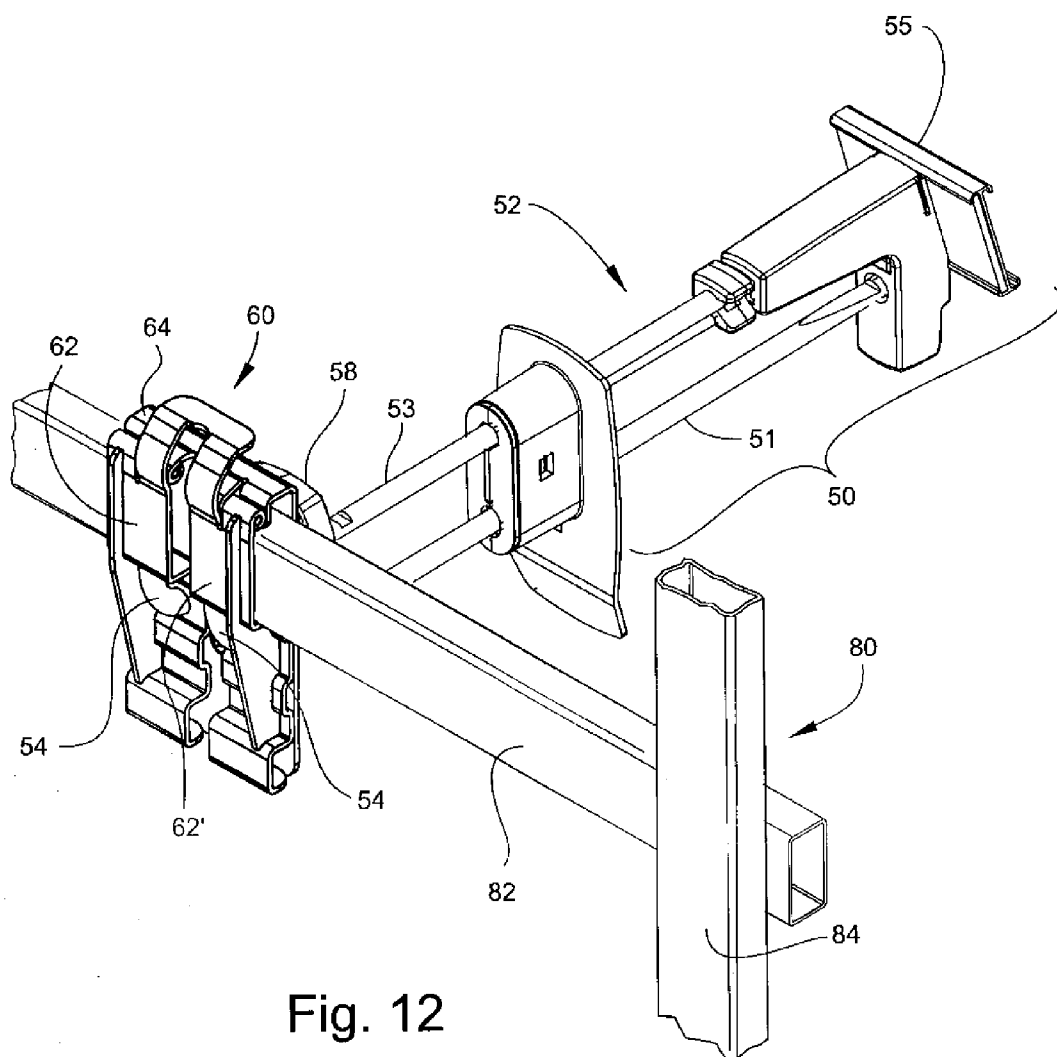


Fig. 12

CONVERSION BRACKET FOR DISPLAY HOOK

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application claims the benefit of U.S. Provisional Application No. 61/047,956, filed Apr. 25, 2008.

BACKGROUND OF THE INVENTION

[0002] This invention relates generally to display hooks for supporting items of merchandise on a display structure. More particularly, the invention relates to a conversion bracket for mounting a pegboard display hook on alternate display structures.

[0003] It is common practice for retailers to display smaller items of merchandise on display hooks mounted to a display structure. The display hook allows a potential purchaser to examine a product prior to purchasing the item. At the same time, the display hook permits the retailer to place several of the items on display for purchase in a limited amount of space, thereby increasing the number of products displayed on the display structure and reducing the frequency needed to stock the products. The number and relatively small size of the items, however, makes the display hooks an attractive target for shoplifters. The shoplifter may attempt to remove all of the items of merchandise from the display hook at one time, referred to in the art as "sweeping," or may attempt to remove the entire display hook from the display structure. As a result, display hooks have been developed that include an anti-sweeping feature and/or a locking mechanism for locking the display hook to the display structure. For reasons of cost, expediency and convenience it would be advantageous for a retailer to inventory display hooks having the same anti-sweep feature and/or locking mechanism regardless of the type of display structure on which the display hook is mounted. Commonality of display hooks is particularly desirable for retailers that utilize different types of display structures at the same retail location.

[0004] The most common type of display structure is pegboard, which is formed from a relatively thin panel having a plurality of vertically and horizontally spaced holes therethrough. Alternate types of display structures include display rack and slatwall. Display racks may be formed from a relatively small diameter wire grid, also referred to as gridwall, or may be formed from larger diameter horizontally-extending rectangular or square bars spaced apart on vertical supports. Slatwall is formed from a relatively thick panel having one or more horizontal rows of uniquely shaped recesses. Historically, display hooks having different mounting structure for mounting the display hook to the display structure have been purchased and maintained in inventory. However, the use of multiple display hooks having different mounting structure increases the number of display hooks that the retailer must purchase and inventory. In addition, the need to locate and use display hooks having different mounting structure for the various types of display structures is inconvenient and unnecessarily increases the amount of time required to prepare a product display.

[0005] Accordingly, there exists an unresolved need for retailers to be able to mount a common display hook on alternate types of display structures. There exists a more specific need for a conversion bracket operable for mounting a plurality of display hooks having the same mounting struc-

ture on alternate types of display structures. There exists a particular need for a conversion bracket for mounting a display hook having mounting structure configured for pegboard on alternate display structures, namely wire grid and horizontal bar display racks.

BRIEF SUMMARY OF THE INVENTION

[0006] The aforementioned needs, objectives and advantages, as well as others readily apparent to those of ordinary skill in the art, are provided by a conversion bracket for mounting a display hook having mounting structure configured for pegboard on an alternate display structure.

[0007] In one embodiment, a conversion bracket includes a first mounting plate and a second mounting plate movably coupled to the first mounting plate so as to permit the conversion bracket to be positioned on an alternate display structure. At least one of the first mounting plate and the second mounting plate has at least one mounting opening therethrough for receiving a display hook having mounting structure configured for a pegboard display structure.

[0008] In another embodiment, a conversion bracket includes a first mounting plate having at least one first mounting opening therethrough and a second mounting plate having at least one second mounting opening therethrough. The first mounting plate and the second mounting plate are movably coupled together to guide the conversion bracket over the alternate display structure and to position the conversion bracket on the alternate display structure with the mounting structure of a display hook inserted through the first mounting opening and the second mounting opening, thereby securely mounting the display hook on the alternate display structure.

[0009] In a further embodiment, the first mounting plate and the second mounting plate are rotatably connected. In yet another embodiment, the first mounting plate and the second mounting plate include a plurality of interlacing hinges, and the conversion bracket further has a hinge pin for joining the interlacing hinges together such that the first mounting plate and the second mounting plate are rotatably connected.

[0010] In a further embodiment, at least one of the first mounting plate and the second mounting plate define at least one cavity for receiving a portion of the alternate display structure. In one aspect, a cavity is defined by the first mounting plate and the cavity is configured to receive a wire of a wire grid display rack. In another aspect, a cavity is defined by the second mounting plate and the cavity is configured to receive a bar of a horizontal bar display rack. In yet another aspect, the second mounting plate defines a first cavity configured to receive a bar of a horizontal bar display rack and a second cavity configured to receive a wire of a wire grid display rack.

[0011] In a further embodiment, the first mounting pate has a pair of first mounting plates each having at least one first mounting opening and the second mounting plate has a pair of second mounting openings for receiving the mounting structure of the display hook. In one aspect, the pair of first mounting plates are joined together by an integral arm extending therebetween. In another aspect, the pair of first mounting plates are independently movable relative to the second mounting plate.

[0012] In another embodiment, a method of mounting a display hook having mounting structure configured for pegboard on an alternate display structure includes providing a conversion bracket including at least one first mounting plate having at least one first mounting opening therethrough and a

second mounting plate having at least one second mounting opening therethrough, the at least one first mounting plate and the second mounting plate being rotatably coupled together. The method further includes rotating the at least one first mounting plate relative to the second mounting plate in a first direction to guide the conversion bracket over the alternate display structure and rotating the at least one first mounting plate relative to the second mounting plate in a second direction to position the conversion bracket on the alternate display structure. The method further includes inserting the mounting structure of the display hook through the at least one first mounting opening and the at least one second mounting opening to mount the display hook on the alternate display structure.

BRIEF DESCRIPTION OF THE DRAWINGS

[0013] The following detailed description of the invention is best understood with reference to the accompanying drawing figures in which:

[0014] FIG. 1 is a front perspective view showing a conventional display hook having mounting structure configured for a pegboard display structure and an exemplary embodiment of a conversion bracket for mounting the display hook on alternate display structures.

[0015] FIG. 2 is a rear perspective view of the pegboard display hook and the conversion bracket of FIG. 1.

[0016] FIG. 3 is an exploded rear perspective view of the conversion bracket of FIG. 1.

[0017] FIGS. 4A-4C is a series of side elevation views illustrating the conversion bracket of FIG. 1 being positioned on an alternate display structure, namely a wire grid display rack.

[0018] FIG. 5 is a front perspective view illustrating the conversion bracket of FIG. 1 positioned on the wire grid display rack of FIG. 4 and operable for mounting the pegboard display hook on a wire of the wire grid display rack.

[0019] FIG. 6A is a side elevation view illustrating the conversion bracket of FIG. 1 mounting the pegboard display hook on the wire grid display rack of FIG. 5 having a first standardized vertical spacing.

[0020] FIG. 6B is a side elevation view illustrating the conversion bracket of FIG. 1 mounting the pegboard display hook on the wire grid display rack of FIG. 5 having a second standardized vertical spacing.

[0021] FIG. 7 is a front perspective view illustrating the conversion bracket of FIG. 1 operable for mounting the pegboard display hook on an alternate display structure, namely a horizontal bar display rack.

[0022] FIG. 8 is a side elevation view illustrating the conversion bracket of FIG. 1 mounting the pegboard display hook on a bar of the horizontal bar display rack of FIG. 7.

[0023] FIG. 9 is a rear perspective view of another exemplary embodiment of a conversion bracket for mounting a display hook having mounting structure configured for a pegboard display structure on alternate display structures.

[0024] FIG. 10 is a rear perspective view illustrating the conversion bracket of FIG. 9 being positioned on an alternate display structure, namely a wire grid display rack.

[0025] FIG. 11 is a rear perspective view illustrating the conversion bracket of FIG. 9 positioned on a wire of the wire grid display rack of FIG. 10 and operable for mounting the pegboard display hook on a wire grid display rack having the first standardized vertical spacing shown in FIG. 6A.

[0026] FIG. 12 is a rear perspective view illustrating the conversion bracket of FIG. 9 mounting a pegboard display hook on an alternate display structure, namely a horizontal bar display rack.

DETAILED DESCRIPTION OF THE INVENTION

[0027] Referring now to the accompanying drawing figures wherein identical reference numerals denote like elements throughout the various views, a conventional display hook **10** and an exemplary embodiment of a conversion bracket **20** according to the present invention are shown. The display hook **10** is operable for supporting one or more items of merchandise (not shown for purposes of clarity), such as smaller consumer products, for example compact discs (CDs), digital video discs (DVDs), battery packs, etc., on a display structure. The display hook **10** is provided with mounting structure configured for mounting the display hook on a pegboard display structure (not shown) in a known manner. The conventional pegboard display hook **10** is presently the most commonly utilized type of display hook. For this reason, the conversion bracket **20** is configured to be operable for mounting the pegboard display hook **10** on an alternate display structure (i.e. other than pegboard). In other words, the conversion bracket **20** converts alternate display structures, and in particular, wire grid display rack and horizontal bar display rack, to pegboard display structure.

[0028] A conventional pegboard display hook **10** suitable for use with the conversion bracket **20** comprises a rod assembly **12** having mounting structure disposed at one end for mounting the display hook on a pegboard display structure or, as shown and described herein, on alternate display structures using the conversion bracket **20**. In particular, the rod assembly **12** has at least one, and preferably, a pair of mounting prongs **14** (FIG. 2) at one end operable for engaging horizontally spaced holes formed through the pegboard. It should be noted that mounting prongs **14** may take the form of pegs, hooks, tabs, extensions, or any other structure suitable for engaging the horizontally spaced holes provided on the pegboard display structure, or alternatively, the openings provided on the conversion bracket, as will be described.

[0029] The rod assembly **12** comprises a lower support rod **11** for supporting the items of merchandise and an upper guide rod **13** for positioning an optional label holder **15** on the free end of the rod assembly opposite the mounting prongs **14**. As is known in the art, the label holder **15** may be configured to be lockable on the rod assembly **12** (i.e. either the upper guide rod **13** or the support rod **11**, or both) to prevent the items of merchandise from being removed by an unauthorized person. As is also known, the support rod **11** may be provided with an optional anti-sweep feature **16** adjacent the free end of the rod assembly **12**. As shown, the anti-sweep feature **16** comprises a series of bends through which an item of merchandise must be manipulated in order to remove the item from the support rod **11**. The anti-sweep feature **16**, however, is not intended to be limited to the configuration shown and described herein, and alternatively, may comprise any structure and may take any form suitable for increasing the time required to remove one or more of the items of merchandise from the display hook **10**. For example, the anti-sweep feature **16** may comprise a device (commonly referred to as a "time delay") configured to require the items of merchandise to be removed from the support rod **11** one at a time.

[0030] The display hook 10 may also comprise an optional lockable base 18 disposed on the rod assembly 12 adjacent the pegboard display structure, or when used in conjunction with the present invention, adjacent the conversion bracket 20 (as shown) mounted on an alternate display structure. The lockable base 18 is preferably slidably disposed on the rod assembly 12. An opening 19 formed in the lockable base 18 is configured to receive a correspondingly-shaped magnetic key (not shown) for releasably locking the lockable base 18 on the rod assembly 12 with the pegboard display structure or the conversion bracket 20 disposed between the lockable base and the mounting prongs 14. Consequently, the lockable base 18 is operable for securely locking the display hook 10 on a pegboard display structure, or on an alternate display structure using the conversion bracket 20, as will be described. Regardless, the lockable base 18 is slid along the rod assembly 12 in the direction of the pegboard or the conversion bracket 20 and secured in place, for example by a spring-loaded magnetic metal projection that is biased into a notch (not shown) formed in the guide rod 13 of the rod assembly 12.

[0031] As illustrated by the exemplary embodiment shown in FIGS. 1-8, the conversion bracket 20 comprises a first mounting plate 22 and a second mounting plate 24 movably coupled to the first mounting plate. The first mounting plate 22 has at least one, and preferably, a pair of first mounting openings 23 therethrough. Likewise, the second mounting plate 24 has at least one, and preferably, a corresponding pair of second mounting openings 25 that cooperate with the first mounting openings 23 to receive the mounting prongs 14 of the pegboard display hook 10. As best shown in FIG. 3, the first mounting plate 22 and the second mounting plate 24 are rotatably connected by a plurality of interlacing hinges 26 joined together by a hinge pin 27. In this manner, the second mounting plate 24 can be rotated relative to the first mounting plate 22 (or visa versa) about a hinge axis H defined by the hinge pin 27 to guide the conversion bracket 20 over an alternate display structure. The second mounting plate 24 can then be rotated again relative to the first mounting plate 22 (or visa versa) to position the conversion bracket 20 onto the display structure. With the conversion bracket 20 positioned on the display structure, the pegboard display hook 10 can then be securely mounted on an alternate display structure using the mounting prongs 14.

[0032] FIGS. 4A-4C illustrate the conversion bracket 20 being positioned on a conventional wire grid display rack 30 comprising a plurality of horizontal wires 32 and vertical wires 34 arranged in a known manner. The second mounting plate 24 is rotated upwardly relative to the first mounting plate 22 and guided over one of the horizontal wires 32 of the wire grid display rack 30 (FIG. 4A). The second mounting plate 24 defines a cavity 28 that receives the horizontal wire 32 in relatively close, but still loose and not interfering, engagement (FIG. 4B). The second mounting bracket 24 is then rotated downwardly relative to the first mounting plate 22 to position the conversion bracket 20 on the wire grid display rack 30 (FIG. 4C). FIG. 5 illustrates the pegboard display hook 10 being mounted onto a horizontal wire 32 of the wire grid display rack 30 using the conversion bracket 20.

[0033] As shown in FIG. 6A, the mounting prongs 14 of the pegboard display hook 10 are then inserted through the second mounting openings 25 of the second mounting plate 24 and through the first mounting openings 23 of the first mounting plate 22. If desired, reinforcing material 21 (FIG. 3) may

be provided on the rear of the first mounting plate 22 to support the mounting prongs 14 of the display hook 10. It should be noted that the horizontal wires 32 of the wire grid display rack 30 are spaced apart vertically on the vertical wires 34 with a first standardized spacing in FIG. 6A. As illustrated in FIG. 6B, the conversion bracket 20 is also configured to permit the pegboard display hook 10 to be mounted on a wire grid display rack 30 having horizontal wires 32 spaced apart vertically on the vertical wires 34 with a second standardized spacing. In particular, the first mounting plate 22 defines an oversized cavity 29 for receiving a horizontal wire 32 on the wire grid display rack 30 between the mounting prongs 14 of the display hook 10 and the horizontal wire 32 of the wire grid display rack 30 that is received within the smaller cavity 28 defined by the second mounting plate 24.

[0034] FIG. 7 illustrates the conversion bracket 20 positioned on an alternate display structure, namely a horizontal bar display rack 40 having a plurality of horizontally-extending bars 42 spaced apart on vertical supports 44, and the pegboard display hook 10 being mounted on the horizontal bar display rack 40 utilizing the conversion bracket 20. As best shown in FIG. 8, the conversion bracket 20 is positioned on the horizontal bar display rack 40 in the manner previously described (i.e. rotating second mounting plate 24 relative to first mounting plate 22) with one of the bars 42 received within the cavity 29 defined by the first mounting plate. The mounting prongs 14 of the pegboard display hook 10 are then inserted through the second mounting openings 25 of the second mounting plate 24 and the first mounting openings 23 of the first mounting plate 22 to securely mount the pegboard display hook 10 on the horizontal bar display rack 40. It should be noted that the bar 42 may be rectangular, as shown, square, or any other desired cross-section capable of being received within the cavity 29 defined by the first mounting plate 22. Furthermore, the conversion bracket 20 may be positioned on the horizontal bar display rack 40 in the orientation shown, or alternatively, may be inverted such that the openings 23, 25 are situated above the bar 42 received within the cavity 29.

[0035] Another exemplary embodiment of a conversion bracket 60 in accordance with the present invention is shown in FIGS. 9-12. As previously described, the conversion bracket 60 is configured to be operable for mounting a conventional pegboard display hook 50 (FIG. 12) on alternate display structures (i.e. other than pegboard), thereby converting an alternate display structure, and in particular, a wire grid display rack or a horizontal bar display rack, into a pegboard display structure. As shown in FIG. 12, the pegboard display hook 50 comprises a rod assembly 52 having mounting structure disposed at one end for mounting the display hook on a pegboard display structure or, as shown and described herein, on alternate display structures using the conversion bracket 60. In particular, the rod assembly 52 has at least one, and preferably, a pair of mounting prongs 54 of the type previously described at one end of the rod assembly 62 that are operable for engaging horizontally spaced apart holes formed through the pegboard.

[0036] As previously described with regard to the pegboard display hook 10, the rod assembly 52 comprises a lower support rod 51 for supporting the items of merchandise and an upper guide rod 53 for positioning an optional label holder 55 on the free end of the rod assembly opposite the mounting prongs 54. The display hook 50 may also comprise an optional lockable base 58 disposed on the rod assembly 52

adjacent the pegboard display structure, or when used in conjunction with the present invention, adjacent the conversion bracket 60 with the conversion bracket disposed between the lockable base and the mounting prongs 54. The lockable base 58 is operable for securely locking the display hook 50 on a pegboard display structure, or on an alternate display structure using the conversion bracket 60.

[0037] As illustrated by the exemplary embodiment described herein and shown in FIGS. 9-12, the conversion bracket 60 comprises a pair of first mounting plates 62 and 62' movably coupled to a second mounting plate 64. As shown, the first mounting plates 62, 62' are joined by an integral U-shaped arm that extends therebetween. However, as will be readily appreciated by those skilled in the art, the first mounting plates 62, 62' may be separate and independently movable relative to the second mounting plate 64. Regardless, the first mounting plates 62, 62' each have a first mounting opening 63 therethrough. The second mounting plate 64 has a pair of second mounting openings 65 that cooperate with the first mounting openings 63 to receive the mounting prongs 54 of the pegboard display hook 50. The first mounting plates 62, 62' are rotatably connected to the second mounting plate 64 by a plurality of interlacing hinges 66 joined together by a pair of hinge pins 67 and 67', in a known manner. Thus, the first mounting plates 62, 62' can be rotated upwardly relative to the second mounting plate 64 about a hinge axis H defined by the hinge pins 67, 67' to guide the conversion bracket 60 over an alternate display structure. The first mounting plates 62, 62' can then be rotated (together or independently) downwardly relative to the second mounting plate 64 to position the conversion bracket 60 onto the alternate display structure. With the conversion bracket 60 positioned on the alternate display structure, the pegboard display hook 50 is securely mounted on the alternate display structure.

[0038] FIG. 10 illustrates the conversion bracket 60 being positioned on a conventional wire grid display rack 70 comprising a plurality of horizontal wires 72 and vertical wires 74 arranged in a known manner. The first mounting plates 62, 62' of the conversion bracket 60 are rotated upwardly relative to the second mounting plate 64 and guided over one of the horizontal wires 72 of the wire grid display rack 70 on opposite sides of one of the vertical wires 74. The second mounting plate 64 defines a cavity 68 that receives the horizontal wire 72 in relatively close, but still loose and non-interfering, engagement to position the conversion bracket 60 on the wire grid display rack 70. The first mounting plates 62, 62' further define at least one cavity 68' for receiving another of the horizontal wires 72 spaced vertically from the wire 72 received within the first cavity 68. FIG. 11 shows the conversion bracket 60 securely mounted on horizontal wires 72 of a wire grid display rack 70 having a first standardized vertical spacing. In the manner previously described with respect to FIG. 6B, the conversion bracket 60 may be optionally configured to be mounted on horizontal wires 72 of a wire grid display rack 70 having a second standardized spacing (not shown).

[0039] FIG. 12 illustrates the conversion bracket 60 positioned on an alternate display structure, namely a bar display rack 80 having a plurality of horizontally-extending bars 82 spaced apart on vertical supports 84, with the pegboard display hook 50 mounted on the horizontal bar display rack 80 utilizing the conversion bracket 60. The conversion bracket 60 is positioned on the horizontal bar display rack 80 in the manner previously described with respect to FIG. 7 and FIG.

8 with one of the bars 82 received within a cavity 69 defined by the first mounting plates 62, 62'. The mounting prongs 54 of the pegboard display hook 50 are then inserted through the second mounting openings 65 of the second mounting plate 64 and the first mounting openings 63 of the first mounting plates 62, 62' to securely mount the pegboard display hook 50 on the bar 82 of the horizontal bar display rack 80. It should be noted that the bar 82 may be rectangular, as shown, square, or any other desired cross-section capable of being received within the cavity 69. Furthermore, the conversion bracket 60 may be positioned on the horizontal bar display rack 80 in the orientation shown, or alternatively, may be inverted such that the mounting openings 63, 65 are situated above the horizontally-extending bar 82 received within the cavity 69.

[0040] The foregoing has described exemplary embodiments of a conversion bracket for mounting a pegboard display hook on alternate display structures, namely wire grid and horizontal bar display racks. In preferred embodiments, the conversion bracket includes at least one first mounting plate and a second mounting plate movably coupled to the first mounting plate(s) so that the conversion bracket can be guided over and positioned on the display structure. At least one of the first mounting plate(s) and the second mounting plate defines a cavity for receiving at least one horizontally-extending wire or bar of a display rack. At least one of the first mounting plate(s) and the second mounting plate also has one or more mounting openings for receiving mounting prongs of the pegboard display hook. While particular embodiments of the present invention have been described, it will be apparent to those skilled in the art that various modifications thereto can be made without departing from the spirit and scope of the invention. Accordingly, the foregoing description of exemplary embodiments of the invention and the best mode for practicing the invention are provided for the purpose of illustration only, and not for the purpose of limitation. In particular, it will be appreciated that a conversion bracket in accordance with the present invention may be configured for use with other types of display structures, including but not limited to slatwall, without departing from the spirit and scope of any of the appended claims.

That which is claimed is:

1. A conversion bracket for mounting a display hook having mounting structure configured for pegboard on an alternate display structure, the conversion bracket comprising:
 - a first mounting plate; and
 - a second mounting plate movably coupled to the first mounting plate so as to permit the conversion bracket to be positioned on the alternate display structure;
 wherein at least one of the first mounting plate and the second mounting plate has at least one mounting opening therethrough for receiving the mounting structure of the display hook.
2. A conversion bracket according to claim 1, wherein the first mounting plate and the second mounting plate are rotatably connected.
3. A conversion bracket according to claim 2, wherein the first mounting plate and the second mounting plate comprise a plurality of interlacing hinges that are joined together by at least one hinge pin.
4. A conversion bracket according to claim 1, wherein at least one of the first mounting plate and the second mounting plate defines at least one cavity for receiving a portion of the alternate display structure.

5. A conversion bracket according to claim 4, wherein the second mounting plate defines a cavity configured to receive a wire of a wire grid display rack.

6. A conversion bracket according to claim 4, wherein the first mounting plate defines a first cavity and the second mounting plate defines a second cavity that are spaced apart and configured to receive wires of a wire grid display rack.

7. A conversion bracket according to claim 6, wherein the first cavity and the second cavity are spaced apart to receive wires of a wire grid display rack having a standardized vertical spacing.

8. A conversion bracket according to claim 4, wherein the second mounting plate defines a first cavity and a second cavity that are spaced apart and configured to receive wires of a wire grid display rack.

9. A conversion bracket according to claim 8, wherein the first cavity and the second cavity are spaced apart to receive wires of a wire grid display rack having a standardized vertical spacing.

10. A conversion bracket according to claim 4, wherein the first mounting plate defines at least one cavity configured to receive a bar of a horizontal bar display rack.

11. A conversion bracket according to claim 1, wherein the first mounting plate comprises a pair of first mounting plates that are movable relative to the second mounting plate.

12. A conversion bracket according to claim 11, wherein each of the pair of first mounting plates has a first mounting opening and the second mounting plate has a pair of second mounting openings for receiving the mounting structure of the display hook.

13. A conversion bracket according to claim 11, wherein the pair of first mounting plates and the second mounting plate comprise a plurality of interlacing hinges that are joined together by at least one hinge pin.

14. A conversion bracket according to claim 11, wherein the pair of first mounting plates define a first cavity and the second mounting plate defines a second cavity that are spaced apart and configured to receive wires of a wire grid display rack.

15. A conversion bracket according to claim 11, wherein the pair of first mounting plates define a first cavity and a second cavity that are spaced apart and configured to receive wires of a wire grid display rack.

16. A conversion bracket according to claim 11, wherein the pair of first mounting plates define at least one cavity configured to receive a bar of a horizontal bar display rack.

17. A conversion bracket for mounting a display hook having mounting structure configured for pegboard on an alternate display structure, the conversion bracket comprising:

- a first mounting plate having at least one first mounting opening therethrough; and
- a second mounting plate having at least one second mounting opening therethrough;

wherein the first mounting plate and the second mounting plate are movably coupled together to guide the conversion bracket over the alternate display structure and to position the conversion bracket on the display structure with the mounting structure of the display hook inserted through the at least one first mounting opening and the at least one second mounting opening, thereby mounting the display hook on the alternate display structure.

18. A conversion bracket according to claim 17, wherein the first mounting plate comprises a pair of first mounting plates each having a first mounting opening therethrough and the second mounting plate has a pair of mounting openings therethrough, and wherein the pair of first mounting plates are spaced apart and configured to receive a vertical wire of a wire grid display structure therebetween.

19. A conversion bracket according to claim 18, wherein the pair of first mounting plates define at least one cavity configured to receive a bar of a horizontal bar display rack and wherein the second mounting plate defines at least one cavity configured to receive a wire of a wire grid display rack.

20. A method for mounting a display hook having mounting structure configured for pegboard on an alternate display structure, the method comprising:

- providing a conversion bracket comprising at least one first mounting plate having at least one first mounting opening therethrough and a second mounting plate having at least one second mounting opening therethrough, the at least one first mounting plate and the second mounting plate rotatably coupled together;

rotating the at least one first mounting plate relative to the second mounting plate in a first direction to guide the conversion bracket over the alternate display structure; rotating the at least one first mounting plate relative to the second mounting plate in a second direction to position the conversion bracket on the alternate display structure; and

inserting the mounting structure of the display hook through the at least one first mounting opening and the at least one second mounting opening to mount the display hook on the alternate display structure.

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