

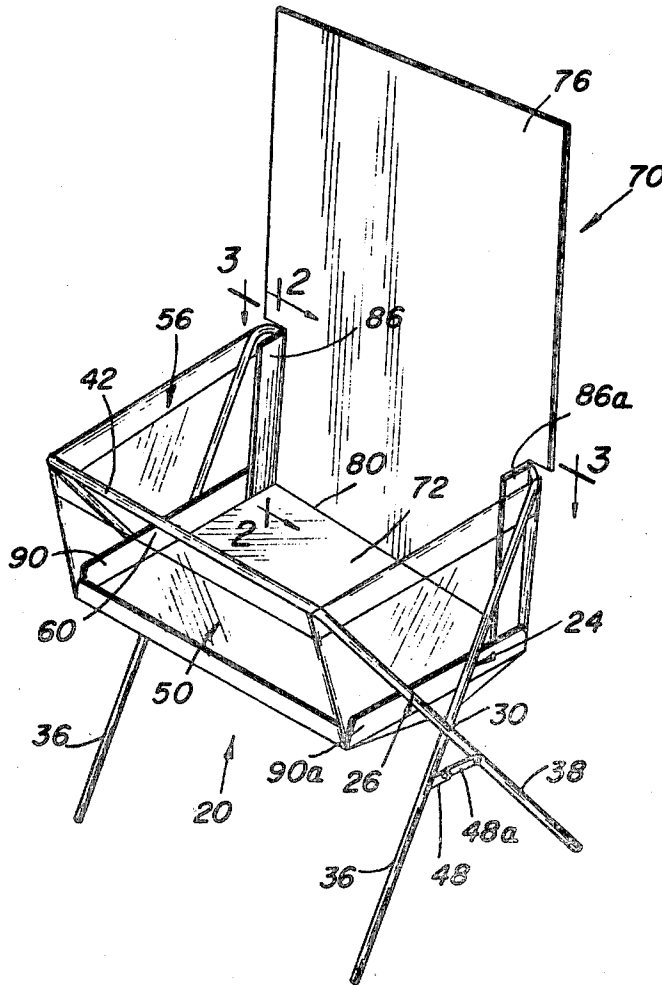
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 Trustees of the Taub Family Trust U/A,
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[54] **COLLAPSIBLE DISPLAY STAND**
 5 Claims, 3 Drawing Figs.

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 40/308
 [51] Int. Cl. G09f 3/00,
 G09f 1/10
 [50] Field of Search 150/49, 50,
 51; 40/308, 312

ABSTRACT: In a collapsible display stand, including a transparent bag suspended from a standing frame, an improved, unitary article-supporting floor and header panel assembly carried in the bag, the header panel joined to and extending upwardly of the floor and provided with laterally projecting tabs positioned to abut and bear upon the floor to obviate pivotal forward collapse of the header panel.



COLLAPSIBLE DISPLAY STAND

This invention relates to an improved collapsible bin or display container of the type used in drugstores and in markets for displaying articles for sale, or "specials." More particularly, the invention is directed to an improvement over the collapsible display stand described in the above-identified parent application. Specifically, the invention is directed to an improvement in the floor and header panel assembly of the prior art device. To the extent not inconsistent with the present application, the disclosure of patent application Ser. No. 645,438, now U.S. Pat. No. 3,471,960 is specifically incorporated herein by reference.

The prior art display bins which find utility in the application to which the present invention is directed have objectionable features which have limited or impaired their usefulness and have deterred their widespread acceptance. While the display bin referred to above has obviated many of the shortcomings of prior art devices, it has become evident that further improvement is possible. The instant application is directed to such an improvement.

It is a principal object of the invention to provide in a display container or bin, an improved article-supporting floor and header panel assembly including tab means to stabilize the header panel physically with respect to the article-supporting floor, tray, or base of the assembly.

It is a related object of the invention to provide in a single, performed "blank" an article-supporting floor and header panel assembly which includes integrally formed webs or tabs readily positionable to preclude pivotal collapse or folding of the header panel toward the floor therebeneath.

Still another object of the invention is to provide, in a frame-supported plastic display bag an article supporting floor and header panel in which complex auxiliary means for securing the header panel to the support frame are obviated.

Yet another object of the invention is to provide a readily fabricated, low-cost display bin of simplified yet highly effective functional construction.

A related object of the invention is to provide a display bin having an internal article-supporting floor and placard or panel assembly fabricated of a single piece of structural material.

Other and further objects and advantages of the invention will become apparent from a reading of the following specification taken in conjunction with the drawing in which:

FIG. 1 is a perspective view illustrating a display bin including the improved floor and header panel of the invention;

FIG. 2 is an enlarged cross-sectional view taken on the line 2-2 of FIG. 1; and

FIG. 3 is a cross-sectional view taken on the line 31-3 of FIG. 1.

The aims and objects of the invention are realized, in accordance with the practice of the present invention, through the expedient of what may appear to be a minor physical modification but which is, in fact, an important improvement in the unitary floor and header panel which constitutes a part of the display stand.

Referring more particularly to the drawing, there is shown in FIG. 1 a display stand 20 including a pair of inverted U-shaped support members 24 and 26 pivotally connected to each other at crossover points 30 of legs 36 and 38 depending from the horizontal bars 42 and 44 of the U-shaped members 24 and 26. In the particular preferred embodiment of the invention illustrated, folding links or braces 48 and 48a limit the extent to which the legs diverge and impart stability to the final structure. The U-shaped members are conveniently fabricated of lightweight metal tubing.

A bar 50, preferably of transparent flexible sheet plastic, is suspended from the opposed horizontal bars 42 and 44, the upper peripheral edge portion of the bag being folded over the horizontal bars and extending downwardly to form a hem or cuff 56. Securement of the bag in position is preferably effected by heat sealing of the hem or cuff to the bag itself to

form bar-enclosing casings 60. Any other preferred technique, such as stitching, may be used for securing the bag to its supporting frame.

Supported in the transparent plastic bag 50 is the improved article-supporting floor and header panel assembly 70 of the invention. As clearly illustrated in FIG. 1, the assembly includes a tray, floor or base 72 to which is joined an upwardly extending header card, panel or placard 76. The floor serves as a support for articles to be displayed, and the placard 76 is used for descriptive material to impart information and to promote product sales. In the specific embodiment of the invention illustrated, and floor and placard assembly constitute a unitary structure fabricated of paper board or the like, a fold line 80 dividing the horizontally extending floor 72 from the upwardly projecting placard 76.

As seen most clearly in FIG. 2, the horizontal bar 44 serves as a rear support for the placard 76. A pair of tabs or web elements 86 and 86a joined to the header panel 76 at opposed lateral limits thereof near the panel base project generally forwardly of a plane defined by the header card so that the lower edge portions of the tabs 86 and 86a are disposed to overlie the base 72 and to come into positive abutment thereagainst to preclude pivotal displacement of the header panel 76 about the fold line 80 and toward the base 72. That is, the tabs 86 and 86a serve in combination with the bar 44 to maintain the header panel 76 in an upright position independently of whether there are articles present in the basket, bag, or bin 50.

In order to ensure that the tabs 86 and 86a will come into contact with the base or floor 72, in a preferred embodiment of the invention the floor 72 is provided at opposed corresponding lateral limits thereof with a pair of integral side flanges 90 and 90a defining generally vertical sidewall means to retain the tabs in a position above the base 72 by precluding lateral-outward shifting of the tabs 86 and 86a.

What I claim is:

1. In a merchandise display stand including a bag for holding articles to be displayed, a collapsible frame supporting said bag, and a tray and header card assembly, the improvement wherein said tray and header card assembly comprises:
 - a traylike base nested within said bag and extending in a generally horizontal plane thereacross, said base forming an article-supporting floor in said bag,
 - a header panel joined to said base along a rear edge portion thereof and extending generally upwardly of said base and above said frame supporting said bag,
 - said header panel adapted for displaying descriptive material to impart information and to promote product sales,
 - an upper bar extending laterally of said frame and constituting a rear abutment support for said header panel to limit rearward pivotal displacement of said header panel about said base,
 - a pair of tabs joined to said header panel at opposed side margins thereof and projecting generally forwardly of a plane defined by said header panel,
 - said tabs including lower edge portions disposed to overlie said base and to come into positive abutment thereagainst upon forward pivotal displacement of said header panel about said base, thereby to obviate forward pivotal collapse of said header panel toward said base and to maintain said header panel in an upright position irrespective of whether there are articles present in said basket.
2. A display panel as set forth in claim 1 and further comprising,
 - a pair of side flanges connected to and extending generally normally and upwardly of said base at opposed corresponding lateral limits thereof,
 - said flanges defining generally vertical sidewall means retaining said tabs therebetween and limiting shifting of said tabs laterally outwardly from a position of engagement with said base.
3. A display stand as set forth in claim 1 wherein said tray and header card assembly constitutes a one-piece blank of

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paperboard and the like formed with a fold line separating said base from said header panel.

4. A display stand as set forth in claim 2 wherein said side flanges are integral with said base and are joined thereto along

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front to rear fold lines.

5. A display stand as set forth in claim 1 wherein said tabs are integral lateral extensions of said header panel.

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