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3,219,301

ADVERTISING FLOOR STANDS

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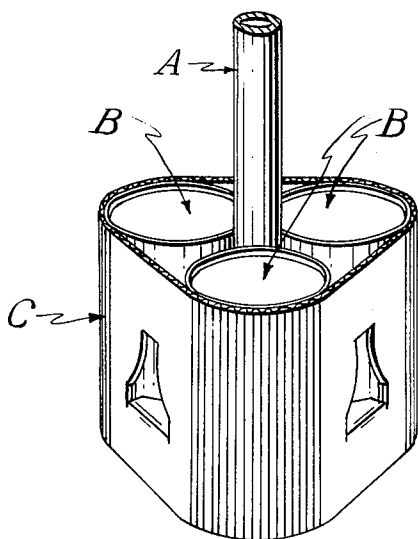


FIG. 1

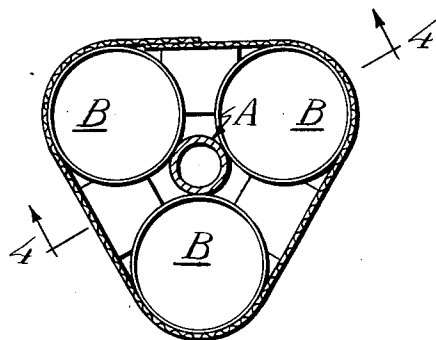


FIG. 2

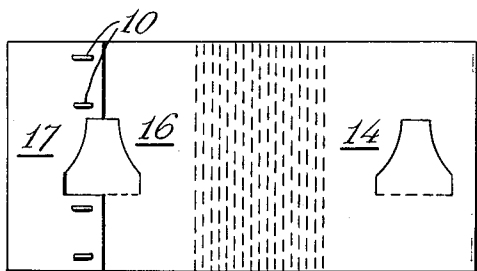


FIG. 3

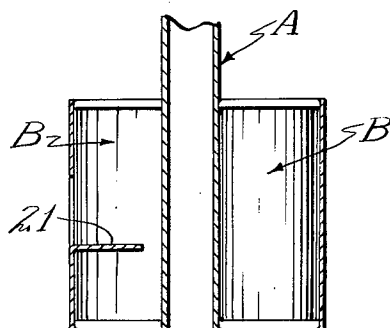


FIG. 4

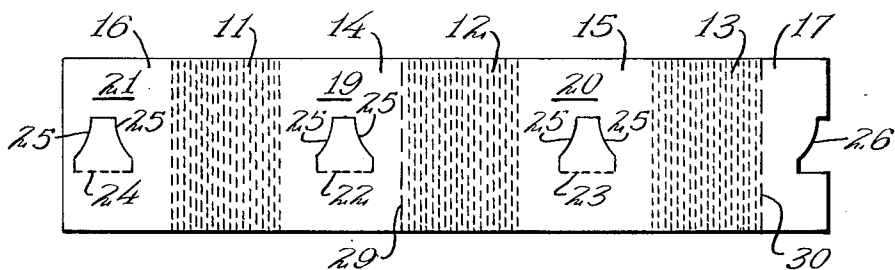


FIG. 5

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ADVERTISING FLOOR STANDS

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This invention relates to an improvement in advertising floor stands and deals particularly with a novel and effective means of holding a display panel or sign in an upright position.

Various means have been produced for supporting signs and displays in super markets and the like. During recent years various means have also been provided for supporting light hollow paper tubes in an upright position so as to support a display of one type or another. In many instances, the means used to support the standard is insecure and somewhat easily upset. It is an object of the present invention to provide a means of supporting the standard in an upright position mainly through the use of products which are readily available in the store so that the cost of the display may be materially reduced.

It is an object of the present invention to provide a means for supporting a standard in an upright position which comprises merely a glued sleeve capable of encircling three cylindrical objects such as large size cans of tomato juice, pineapple juice, and the like. When in can encircling position, the tubular standards such as a paper tube is held between the cans. Due to the height of the can, the weight thereof, and the area which three of the cans cover, a standard is provided which is effective in supporting a relatively heavy display or sign.

A further feature of the present invention resides in the provision of a sleeve which is so arranged that it may be glued or stitched in flat form, and which is provided with creased areas arranged to fit snugly about the surfaces of the clustered cans.

A further feature of the present invention resides in the provision of a support of the type in question in which the band is die cut to provide ears which may be folded down between adjacent cans to assist in holding the band in proper relation extending thereabout.

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 standard support in use.

FIGURE 2 is a horizontal sectional view through the structure illustrated in FIGURE 1.

FIGURE 3 is a diagrammatic view of the sleeve blank in flat form.

FIGURE 4 is vertical sectional view through the apparatus, the position of the section being indicated by the line 4—4 of FIGURE 2.

FIGURE 5 is a diagrammatic view of the flat blank from which the sleeve is formed.

The display support comprises three main parts which comprise the tubular standard A, the cans B, and the can encircling band C. The standard A is usually an elongated paper tube, usually of the spirally wound type which are relatively inexpensive and readily available. The cans B are normally cans of liquid product of the type used to contain grapefruit juice, pineapple juice, and various fruit juices and mixtures of them.

As is indicated in FIGURE 5 of the drawings, the sleeve C comprises an elongated strip of paperboard which is ordinarily double faced corrugated board including spaced liners connected by a corrugated medium. The corrugations normally run transversely to the length of

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the blank so as to add vertical stiffness to the sleeve when in use, and also to strengthen the ears or tabs which will be later described. The blank is slightly longer than the length necessary to encircle the three cans B while these cans are encircling the post A. Accordingly, when in use, the ends of the band are overlapped and secured in overlapping relation by stitches 10 or by using a suitable adhesive. As indicated in FIGURE 5 of the drawings, the band C includes three equally spaced areas 11, 12, and 13 formed of crease or score lines which extend transversely of the length of the blank and vertically of the band when in use. These are three creased areas 11, 12, and 13 are designed to encircle approximately one hundred twenty degrees of the periphery of the can, and are therefore of at least that length. The crease lines are formed by creasing rule arranged in closely spaced relation so that this portion of the band will fit snugly about the periphery of the three cans B.

The creased areas 11 and 12 have a flat area 14 therebetween, and a similar flat area 15 is provided between the creased areas 12 and 13. The ends 16 and 17 of the elongated blank are also flat, the flattened area 16 at one end of the blank being somewhat longer than the opposite end area 17.

Tabs or ears 19, 20, and 21 are provided in the flattened areas 14, 15, and 16 respectively. The ears are all identical in form and are connected to their respective flat areas by aligned fold lines 22, 23, and 24, respectively. Each of the tabs is provided with opposite arcuate edge portions 25 which are equal in radius to the external radius of the cans B. These arcuate edges are designed to engage the walls of the cans B to hold them in properly spaced relation.

The end 17 of the blank is notched as indicated at 26, the notch conforming in shape and size to one-half of the tab 21. The walls of the notch 26 coincide with the edges of the tab 21 when the ends 16 and 17 are anchored together by stitches or other means as indicated at 10.

As a specific example, we may consider that the standard A is a post which is about one inch and three quarters in outside diameter, and that the cans B are of the type which hold thirty-six fluid ounces of juice, and which are about four inches in diameter and seven inches tall. When the cans B are equally spaced about the post A, the peripheral surfaces of the cans are about one inch apart. Thus the creased area should be slightly more than four inches in width. In such a case, the flat areas between the creased areas would be approximately five inches in width. The blank may be folded along fold lines 29 and 30 if the sleeve is to be stitched or adhered in flat form. The fold line 29 extends through the normally flat area 14 while the fold line 30 may be along one edge of the scored area 13. The fold lines 29 and 30 are identified by having longer dashes than those of the remainder of the scored areas. If, for the purpose of appearance, it would be desirable to have the fold lines 29 and 30 within the scored areas so as not to be visible when the sleeve was in place, this could readily be accomplished by widening the scored areas 11, 12, and 13 so that the total length equaled or exceeded one-half the effective length of the stitched sleeve.

In view of the fact that the display which is supported may be completely varied in different structures, only the lower portion of the supporting standard A is illustrated. As will be understood, the display may comprise a flat sign, a box-shaped sign, a cylindrical sign, or any other desired shape of sign. When the band is in position encircling the cans, and the standard A is inserted, the various tabs 19, 20, and 21 may be folded inwardly into right angular relation to the flat portions of the walls in order to hold the cans properly spaced. The tabs may

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also be folded down before the standard is inserted if it is preferred.

In accordance with the patent statutes, we have described the principles of construction and operation of our improvement in Advertising Floor Stands, and while we have endeavored to set forth the best embodiment thereof, we desire to have it understood that changes may be made within the scope of the following claims without departing from the spirit of our invention.

We claim:

1. A display support including,
a generally upright standard member,
three cans of a relatively heavy product encircling said standard and engaging the standard to hold it upright, the axes of the cans being in parallel relation and
an endless band of flexible paperboard encircling said cans and standard and holding said cans against said standard.
2. The structure of claim 1 and including three flaps on said band and extending between the peripheries of the cans to hold them in angularly spaced relation.
3. A display standard support for use in conjunction with three cylindrical containers of relatively heavy material, the support including,
an upright standard member adapted to be held in upright position by the three containers when these containers are held in angularly spaced relation against the lower end of said standard member, and
an endless band of corrugated paperboard adapted to encircle the cylindrical containers supported with their axes in parallel relation to hold them in engagement with said standard,
said band being arranged with the corrugations of the paperboard extending parallel to the axis of the band, said band having three equally spaced areas having closely spaced crease lines extending parallel to the corrugations and of a length at least equal to one-third the peripheral distance about the cylindrical containers.

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4. The structure of claim 3 and including flaps hingedly connected to the band at locations centrally between the said spaced areas and foldable between the cylindrical containers.

5. A display support including:
an upright standard member,
a series of angularly spaced cylindrical bodies of substantially uniform diameter and containing a heavy product such as liquid encircling the lower end of said standard member in angularly spaced relation with their axes in parallel relation, and
a flexible band encircling said cylindrical bodies and holding them in angularly spaced relation about the axis of said upright standard and in engagement therewith.
6. The structure of claim 5 and in which said standard member is cylindrical and said cylindrical bodies are in tangential relation thereto.
7. A display support including:
a substantially cylindrical upright standard,
three weighted cylindrical bodies encircling the lower end of said standard in tangential angularly spaced relation thereto, and
an endless band of flexible paperboard of proper length to encircle said three cylindrical bodies when these bodies are equally spaced about said standard holding said bodies engaged with said standard.
8. The structure of claim 7 and including three flaps hingedly connected to said band and folded into generally horizontal relationship between said cylindrical bodies to hold them properly spaced.

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