Jan. 18, 1938. A. B. MULL 2,106,153

DISPLAY UNIT

Filed April 26, 1937

Fig. 1.

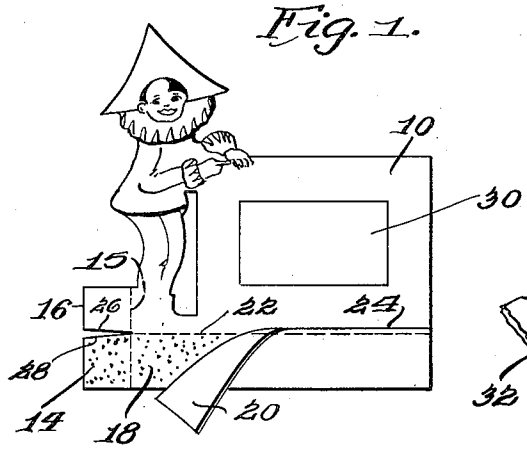


Fig. 2.

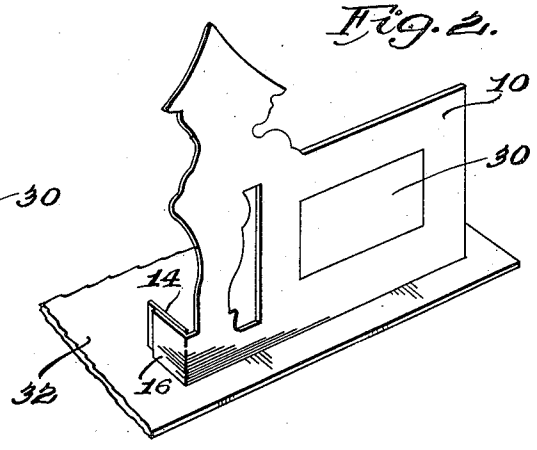


Fig. 3.

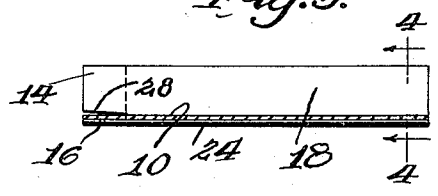
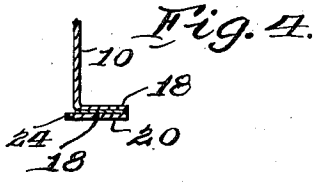


Fig. 4.



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UNITED STATES PATENT OFFICE

2,106,153

DISPLAY UNIT

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Application April 26, 1937, Serial No. 138,991

2 Claims. (Cl. 40—124.1)

This invention relates to a display unit which can be removably attached to any suitable supporting surface.

One of the objects of this invention is to provide a display sheet carrying advertising matter thereon which can be conveniently affixed to any supporting surface or object.

Other and further objects and details of the invention will be apparent from the following descriptions and accompanying drawing, wherein

Figure 1 illustrates one embodiment of my invention suitable for use as a display card or price tag, the cover strip being shown in partially peeled condition.

Figure 2 is a perspective view of the display unit illustrated in Figure 1 in assembled condition attached to a suitable supporting surface.

Figure 3 is a plan view of the fragmental portion of the display unit shown in Figure 4.

Figure 4 is a sectional view on lines 4—4 of Figure 3.

One embodiment of the invention is illustrated in Figure 1, wherein 10 indicates a display unit made of a stiff paper sheet or board. Any desired configuration may be given to the sheet depending upon the character of the advertising for which it is designed. The configuration illustrated in Figure 1 is adapted, for example, for use as a price tag to be affixed to any desired article. One margin of the display unit is provided with a score line 22 terminating in a V-shaped notch defined by slits 26 and 28. Score line 22 thus provides a flange portion 18. Score line 15 is positioned transversely to score line 22 at one margin of the unit and forms tabs 14 and 16. Tab 14 is a continuation of flange 18 and is hinged thereto on score line 15 so that it can be bent at a right angle to the flange 18. The flange portion 18 and tab 14 are coated on one face thereof with a suitable pressure sensitive adhesive composition. I prefer to use a hot melt pressure sensitive composition as disclosed in copending application Serial No. 98,978. This composition consists essentially of a cohesive agent, an adhesive agent, a thermoplastic solvent therefor, and a modifier. The following composition is suitable for use on display units made of cardboard:

	Per cent by weight
Rubber	15
Vispronal (isobutylene polymer)	15
Amorphous paraffin wax (M. P. 155° F.)	19
Methyl abietate	25
Ester gum	25
Glycerine	0.5
Hydroquinone	0.5

The composition is preferably heated to about 180–200° F. and is applied to the base sheet by means of a roll or doctor blade heated to about 180–200° F. so as to spread a thin layer of the composition of suitable thickness on the base sheet. The base sheet is preferably supported on a heated roll coacting with the spreader roll and spaced away sufficiently to permit the desired thickness of coating to be applied. After the adhesive coating is spread it is congealed by passing the web over a chilled roll and a cover strip is applied lightly thereto. This method and apparatus for carrying same out is disclosed in copending application Serial No. 98,978.

In order to protect the adhesive coating 9 applied on flange portion 18 and tab 14 prior to the use of the unit for attaching to any desired supporting surface, peelable cover strip 20 is applied thereto. Such cover strip may be made of plain glassine, lacquered glassine, holland cloth, and the like which will adhere to the adhesive coating but will readily peel therefrom. As illustrated in Figure 1 the width of cover strip 20 is slightly greater than that of the flange portion 20 so that one edge 24 thereof extends beyond the score line 22 thereby affording a grasping portion when the cover strip is to be peeled.

In order to use the display unit illustrated in Figure 1, it is first necessary to assemble it in proper condition for affixing to a supporting surface 32. In setting up the display unit the body portion 10 is first bent at right angles to the flange portion 18 as shown in Figure 4. This causes the edge 24 of the cover strip to protrude beyond the plane of the body portion 10 whereupon it can be readily grasped for peeling from the adhesive coating as shown in Figure 1. Tab 18 is then bent at right angles to flange 18 and tab 16 is folded thereover and pressed into contact so that it is retained in the position as illustrated in Figure 2 by means of the pressure sensitive adhesive coating on tab 14. The V-shaped notch formed by slits 46 and 28 enable the two overlapping tabs to be adhered in such relation so as to retain the body portion 10 of the unit in vertical position or in a position leaning slightly backward from the vertical in order that any notations or indicia printed or otherwise placed thereon may be readily seen.

The display unit is now ready to be affixed to any suitable supporting surface by simple pressing with the thumb the adhesive coated face of flange 18 against the supporting surface 32 as shown in Figure 2.

The display unit will remain firmly in place after being so attached, but it can be readily removed from the supporting surface by simply peeling it off without fouling or marring the supporting surface in any way.

The display unit may be made of any suitable sheet material such as cardboard, sheet metal,

veneer, stiffened cloth, sheets made of synthetic materials such as Celluloid, resins, and the like. It is obvious that any sheet material which may be printed or impressed with any indicia or to which any advertising matter may be affixed or made integral therewith is contemplated within the scope of this invention. Any suitable shape, form or contour may be given to the display unit depending upon the purpose for which it is to be used.

An important advantage of the display unit made in accordance with the foregoing description is that both sides of the display unit are unobstructed and are visible after being attached to any supporting surface. Any advertising matter carried on both sides of the display unit is thus always visible to the eye as the body of the unit is spaced away from the supporting surface. The utilization of both faces of the unit and its spaced condition when attached thus gives the unit great attraction value.

It is obvious that the construction herein disclosed may be utilized for displaying a great variety of objects made of paper, cardboard, metal foil, synthetically produced sheets and the like. The construction may be utilized, for example, to represent paper cartons, cans, and similar light objects, by attaching them to any desired supporting surface.

It is obvious that many variations and changes may be made in the specific embodiment of the invention herein disclosed, and it is to be understood that all such variations are intended to be included in the appended claims as is broadly consistent with the prior art.

I claim:

1. A display unit comprising a body portion, one margin of said body portion being provided with a score line to form a flange portion, a coating of pressure sensitive adhesive on said flange portion for affixing the display unit to a supporting surface, a peelable protective cover strip protecting the said adhesive coating, one margin of said cover strip extending beyond said score line to afford a grasping portion therefor, one end of said score line terminating in two diverging slits to form a V-shaped notch to provide a free tab portion at the end of said flange portion disconnected from the body portion, a second tab portion positioned on the body portion of the display unit adapted to be folded over and adhered by the said adhesive to said first tab for retaining said flange at an angle to said body portion.

2. A display unit comprising a body portion, one margin of said body portion being provided with a score line to form a flange portion, a coating of pressure sensitive adhesive on said flange portion for affixing the display unit to a supporting surface, a peelable protective cover strip protecting the said adhesive coating, one end of said score line terminating in two diverging slits to form a V-shaped notch to provide a free tab portion at the end of said flange portion disconnected from the body portion, a second tab portion positioned on the body portion of the display unit adapted to be folded over and adhered by the said adhesive to said first tab for retaining said flange at an angle to said body portion.

ARTHUR B. MULL.