

April 6, 1954

B. J. DAVIDSON
DISPLAY STAND

2,674,377

Filed Dec. 30, 1949

2 Sheets-Sheet 1

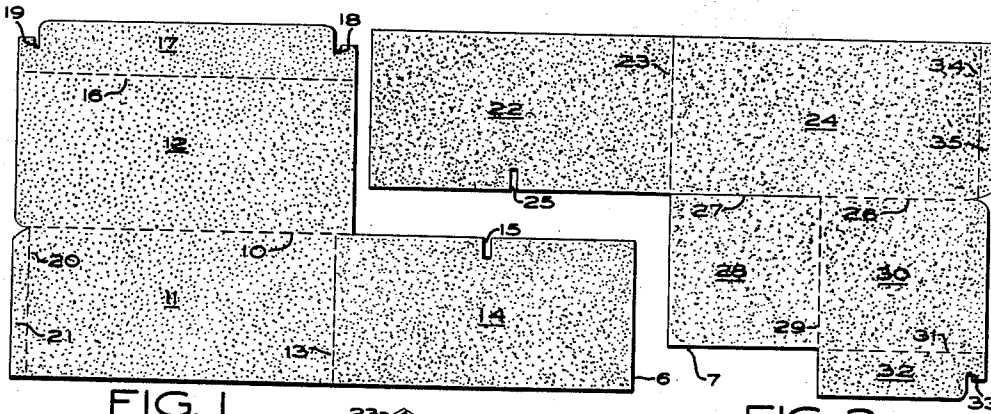


FIG. 1.

FIG. 2.

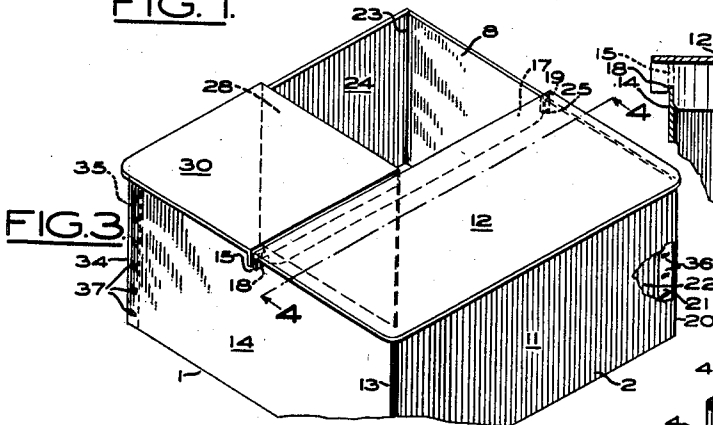


FIG. 3.

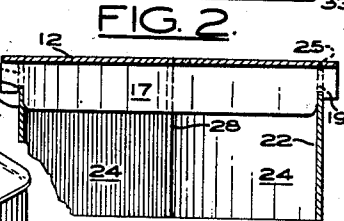


FIG. 4.

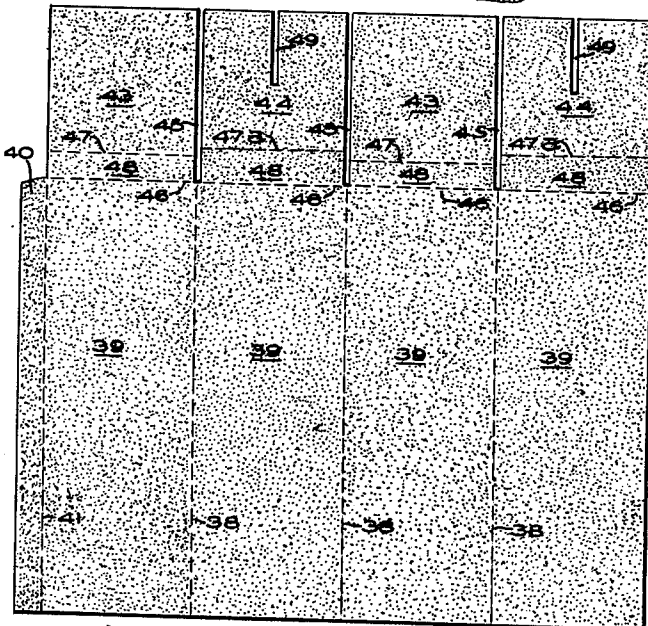


FIG. 5.

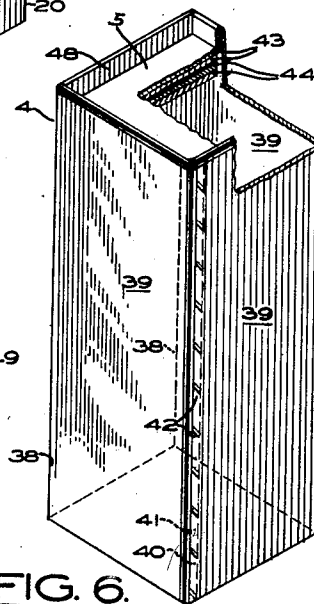


FIG. 6.

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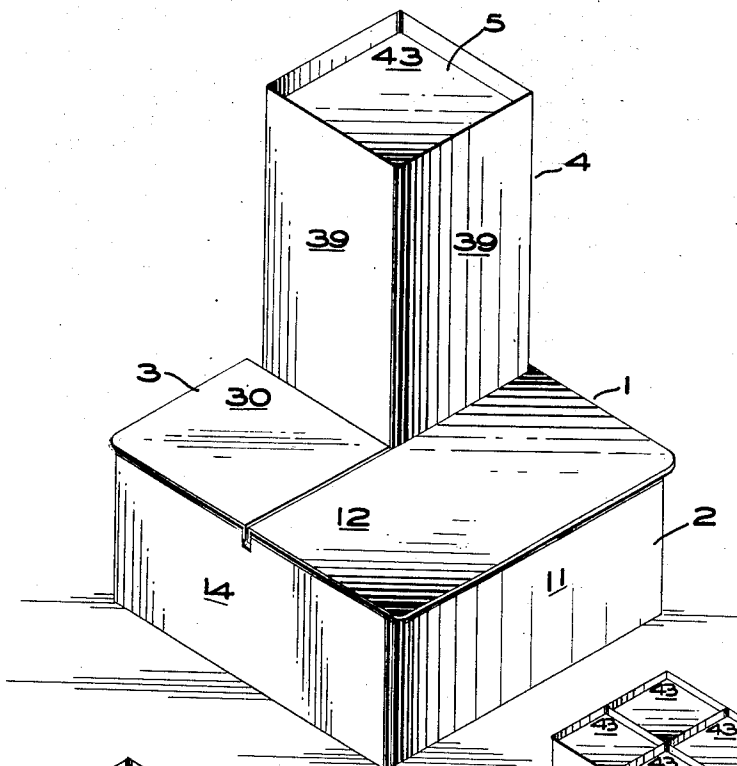


FIG. 8.

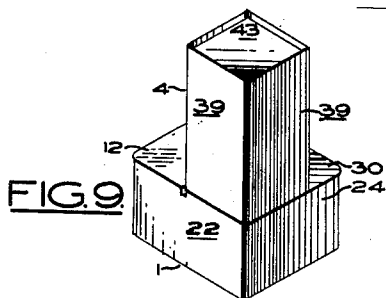


FIG. 9.

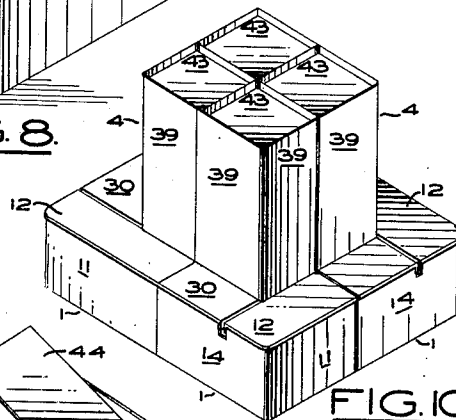


FIG. 10.

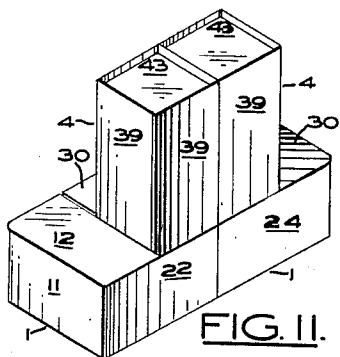


FIG. 11.

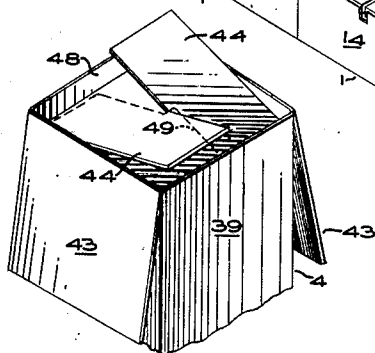


FIG. 7.

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2,674,377

DISPLAY STAND

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3 Claims. (Cl. 211-72)

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This invention relates to display stands, and more particularly to display stands formed of paper or fiber board and designed for attractively displaying articles in retail stores. Primarily the stand is designed for the purpose of advertising and attracting attention to two or more related items of merchandise, thereby fostering tie-in sales and promoting "impulse buying."

The display stand according to the present invention has been developed in connection with the sale of bakery products. For every sale of packaged biscuits, crackers and other baked goods in a retail store, there is invariably a potential sale of related merchandise such as jams, preserves, canned soups, peanut butter, cheese, etc. In order to induce the prospective customer to associate mentally the related item of merchandise with the item which was originally intended to be purchased, it is considered good merchandising psychology to display the key sales item together with one or more related items, thus suggesting the relationship of the products to the prospective purchaser and thereby encouraging what is generally known as the "impulse buying" already referred to.

More specifically the present invention relates to an inexpensive self-contained display stand embodying the above general characteristics, which is comprised of two separate cooperating units. Both units possess a substantially box-like configuration and, when assembled, are extraordinarily well adapted to display related items of merchandise. In its fully erected condition, the display stand presents two display levels. Thus certain of the related group of sales items may be displayed on one level, while the key sales item, as for instance a featured bakery product, may be displayed at the same time at a higher level. The key item, in this manner, serves as a sales medium for the related or tie-in merchandise displayed at the lower level.

Other features of the invention relate to the unique details of construction of the cooperating units which form the display stand, whereby the units may be economically produced and packed in flat relationship ready to be erected without the need for special tools or erecting accessories, such as are generally required to support stepped display stands in the desired spaced relationship.

Among the features of the invention is the complete absence of braces or other reinforcing elements for maintaining rigidity, and when the stand is fully erected, the display surfaces are entirely self-sustaining. In its assembled condi-

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tion the display stand can support articles of relatively great weight as, for example, canned goods, because of the ingenious use of interlocking flaps and right angular disposition of inter-
5 engaging flap and panel elements. The display stand is preferably formed of corrugated or other reinforced paper board, but the scope of the invention is not limited to this material, since any type of composition paper board or similar material capable of being scored for easy manipulation will suffice.

The invention also contemplates the provision of display advertising, which may be attractively printed or stenciled on the vertical surfaces of the
15 display stand, thereby increasing its advertising value. Trade-marks, slogans, and other identifying brand names may be so displayed as to be visible from all angles of approach. Moreover, the entire structure is formed of flat surfaces that
20 serve to eliminate crevices or other openings which would obviously gather dust and otherwise be conducive to unsanitary conditions and unattractive appearance.

In order to enhance the appearance of the display stand, there is provided a base or foundation
25 unit of attractively modest design, and a cooperating tower unit which is adapted to be supported by the base unit, the stand as a whole being proportioned in such manner as to attract attention
30 simply by its aesthetic lines. The display stand shown and described herein is particularly adapted to provide but two surfaces upon which packages of related merchandise may be attractively displayed. The tower unit is supported by
35 the base unit in such manner that no means are required for fastening the units together other than the interfitting of the units themselves, which makes for convenient assemblage or disassemblage. In disassemblage the units flatten
40 to provide compactness in storage and transportation, and are exceptionally well adapted to be carried in collapsed condition by a salesman and then assembled into full display position.

Although objects and features of the invention
45 have been set forth briefly in the foregoing statement of the invention, many other objects and features thereof will be brought out in the detailed description to follow.

In the accompanying drawings, the invention
50 has been shown merely by way of example and preferred form, but obviously many modifications and variations may be made therein and in its mode of application which will still be comprised within its spirit. It is to be understood,
55 therefore, that the invention is not limited to any

specific form or embodiment except insofar as such limitations are specified in the appended claims.

Referring to the drawings:

Figure 1 is a plan view, showing the blank which forms the front, side, and one-half of the shelf surface of the base unit;

Fig. 2 is a plan view showing the blank which forms the rear wall, a side wall and a portion of the shelf surface of the base unit;

Fig. 3 is a perspective view, showing the erected base unit formed by assembly of the blanks shown in Figs. 1 and 2;

Fig. 4 is a sectional view, partly broken away, of the base unit, taken on a line 4—4 of Fig. 3, looking in the direction of the arrows;

Fig. 5 is a plan view, showing the blank from which the tower unit is formed;

Fig. 6 is a perspective view, showing the erected tower unit, a portion being cut away to show details of construction;

Fig. 7 is a perspective view, showing the top of the tower unit in partially erected condition to show details of construction;

Fig. 8 is a perspective view, showing the base and tower units fully erected;

Fig. 9 is a perspective view, showing the display stand as seen from a point directly opposite that of Fig. 8;

Fig. 10 is a perspective view, showing an adaptation of the invention; and

Fig. 11 is a perspective view, showing still another adaptation of the invention.

The display stand 1 shown in the accompanying drawings is made entirely of corrugated board, fiber board, or other lightweight bendable material and comprises a base unit 2 having a display surface or shelf 3 and a tower unit 4 providing a display surface or shelf 5. The base unit is formed from two blanks 6 and 7 (Figs. 1 and 2) the general configuration of which is such that they complement each other so closely that they may be blanked from a large rectangular sheet of fiber board or from a continuous roll of corrugated board with relatively little scrap loss. The blank 6 shown in Fig. 1 is bent along a score line 10 to form a front wall panel 11 and a top shelf panel 12, and along a transverse score line 13 to form a side panel 14. A cut in the top edge of side panel 14 forms a notch 15 intermediate the ends of the panel for locking the shelf panel 12 in its folded position. A longitudinal score line 16 in the panel 12 defines a bendable flap 17, and notches 18 and 19, formed by cutting into the free edge of flap 17, serve to hold the base unit in erected condition as will be set forth hereinafter. A transverse score line 20 defines a narrow vertical flap 21 of the panel 11, which is folded at a right angle to form a corner of the base unit.

In Fig. 2 there is shown the complementary blank 7 which, assembled with the blank 6 shown in Fig. 1, forms the complete base unit. The blank 7 has a transverse score line 23 defining a side panel 22 and a back panel 24. A notch 25, similar to notch 15, is cut into the top edge of side panel 22 and is there provided to interfit with the notch 19 at the right-hand edge of flap 17 when the unit is erected to its full display position. A longitudinal score line 26 further defines the back panel 24 and extends from the outer edge of the blank to a point midway of the panel 24, from which point the blank is severed along line 27. The severance of the blank along the line 27, together with a transverse score line 29,

forms a flap 28 and defines a top shelf panel 30. When the unit is in its erected position, flap 28 is folded downwardly, as in Fig. 3, forming a rectangular aperture 8, the purpose of which will be later explained. There is also a flap 32 set off from the shelf panel 30 by the score line 31. An edge of the flap 32 is cut to form a notch 33 adapted to interfit with the notch 15 (Figs. 1, 3) when the panel 30 is folded over the side panel 14. For fastening purposes there is a narrow vertical flap 35 defined by a transverse score line 34.

To assemble the base unit the vertical flap 21 of the blank 6 is secured to the free end of side panel 22 (Fig. 3) by suitable securing means such as staples 36. At the diagonally opposite corner (Fig. 3), the vertical flap 35 on the blank 7 is secured to the free edge of side panel 14 by similar securing means, such as the staples 37. As thus far assembled, there is produced a body of tubular form, which, for packing in flat condition, is collapsible along either transverse score lines 13 and 23 or 20 and 34, each pair of which defines diagonally opposite corners of the tubular body. For further assembly, the top panel 12 is folded over and the notches 18 and 19 are interfitted with the notches 15 and 25, respectively, thereby forming a part of the lower platform for the display of merchandise. Top panel 30 is similarly folded over, interfitting the notch 33 with the notch 15 for secure engagement, and the flap 28 is folded downward (see Fig. 3) to provide a rectangular aperture in the base unit.

Coming now to the tower unit 4, there is shown in Fig. 6 a tubular body formed from a blank 9 (Fig. 5) of sheet material the same or similar to that used for the base unit 2. The blank 9 is of substantially rectangular shape and formed with three transverse score lines 38, which define panels 39. A narrow flap 40 is defined at one end of the blank by a transverse score line 41. When the blank 9 is folded along the score lines 38 and 41, the flap 40 is arranged to underlie and be secured to the opposite edge of the blank 9 by suitable securing means, as for example, staples 42 (see Fig. 6), producing a rectangular shaped tubular unit. For packing in flat condition, the unit thus formed is collapsible along diagonally opposite score lines 38.

Still referring to Fig. 5, two pair of flaps 43 and 44 are formed on one edge of the blank 9, the flaps being in effect extensions of the panels 39. The flaps 43 and 44 are severed from each other by slits 45 and are joined to the panels 39 along score lines 46, whereby the flaps may be folded inwardly at the top of the tower unit. The flaps 43 are formed with score lines 47 and the flaps 44 with score lines 47^a spaced from the score lines 46 so that when folded downwardly (relatively to the panels 39) along the score lines 46 and then outwardly along the score lines 47 and 47^a the surface 5 formed by the uppermost flap lies below the top edges of the panels 39 a distance equal to the widths of the strips between the score lines 46 and 47, 47^a thus forming a shallow rim 48 (Fig. 6) around the top of the tower. The rim 48 prevents merchandise supported on the surface 5 from falling off the top of the tower unit and also improves the appearance of the display stand. In order that the surface 5 shall be strong enough to support a heavy display, the flaps 43 and 44 by which it is formed are constructed and arranged as follows: the opposed pair of flaps 44 are cut to provide narrow slits 49 which enable these flaps to be interleaved as shown in Fig. 7, thereby

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holding the flaps in a secure horizontal plane within the tower unit. The opposed pair of flaps 43 are then folded inwardly, one over the other, to overlie the flaps 44, the strips or portions of the flaps between the score lines 46 and 47, 47^a being seated snugly against the inner sides of the panels 39. As thus seated, flaps 43 and 44 maintain the tower unit 4 in its tubular form.

After the tower unit 4 has been assembled as just described, it is ready for assembly with the base unit 2 by being inserted bottom first into the aperture 8 (Fig. 3) provided in the display surface 3 of the base unit. The tower unit is inserted the entire depth of the base unit in order that it may rest upon the underlying floor surface, inasmuch as the bottom of the base unit is open. Since the widths of the tower panels 39 are made to conform quite accurately to the dimensions of the aperture 8 in the base unit the two units may be easily assembled and rigidly held together.

It is pointed out that the manner of forming and assembling the tower unit 4 with the base unit 2 is to be preferred, yet, if desired, the use of the staples 42 in the tower unit may be dispensed with, particularly in a stand where the tower does not extend too far above the base. In such case the blank 9 will be folded into tubular shape and inserted in the aperture 8, wherein it will be maintained in its folded condition. Thereafter, the pair of flaps 43 and 44 will be folded as described heretofore and the assembly will have been completed.

In Figs. 10 and 11 there have been shown two adaptations of the invention, whereby the display area may be increased by a cluster arrangement of two or more of the display stands 1. Two of the stands 1 are shown in Fig. 11, arranged with their towers 4 in side by side relation, while in Fig. 10 four of the stands have been grouped with their towers 4 in contiguous relation so that the composite stand appears as having a square base with a square tower rising from the center of it. Such arrangements may be merely for increasing the area of the display surface a desired amount or, on the other hand, it may be desirable to create an attractive set-up of two or more tie-in sales displays.

It will be understood that the base and tower units, can be made up in varying relative proportions to accommodate a particular size and shape of packaged merchandise, and that either or both of the units may be oval, shaped, circular, or widened relatively to its depth if desired, to display more effectively certain types of merchandise without departing from the spirit or scope of the invention.

Thus, as already stated, the display stand of the present invention is simple and inexpensive to make and can be quickly assembled without the use of special tools or erecting accessories. It provides display surfaces at two levels upon which merchandise may be displaced to best advantage. The display stand is particularly useful for displaying substantial quantities of the products advertised on the side panels. In peak rush hours, service is expedited, sales of related items are

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speedily consummated, and the aggregate sales of the displayed products will be found to show a sharp increase over the sales of the same products separately displayed without a corresponding increase in overhead expense for effecting such sales. This latter is becoming more and more important since merchandising experts have been educating the storekeeper in matters of the relationships of floor space and product turnover to original investment and profits.

From the foregoing, it will be clear that a display stand of aesthetically simple lines has been created, which provides novel features of tremendous advantage in the display of related items of merchandise. It has been deemed unnecessary to illustrate other forms of the invention, the principles of which have been fully set forth and the scope of which is defined in the appended claims.

Having thus described my invention, what I claim is:

1. A self-contained display stand comprising a base unit and a superposed tower unit, said base unit being formed from two blanks of fibrous material having score lines defining a plurality of panels, said blanks being secured together to produce an upstanding rectangular body collapsible along selected score lines, two of said panels being foldable to horizontal position to close the top of said rectangular body and provide a display surface, the free end of at least one of said foldable panels being formed with a notch adjacent the side edge thereof and a side panel being formed with a notch located to interfit with the notch in the foldable panel to secure the panels in horizontal position and maintain said rectangular body in open condition, and a rectangular well opening formed in said display surface to partially enclose said tower unit and sustain it in fixed relation to the base unit.

2. A display stand comprising a base unit and a superposed tower unit of fibrous sheet material, wherein one corner of said base unit display surface is cut and scored to form a foldable flap, said flap being folded in a direction downwardly and perpendicular to the display surface thus defining a vertically disposed wall to partially sustain said tower unit.

3. A display stand according to claim 2, wherein two adjacent side panels of the base unit and the corner angle formed thereby form walls of a well for positioning and sustaining the tower unit.

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