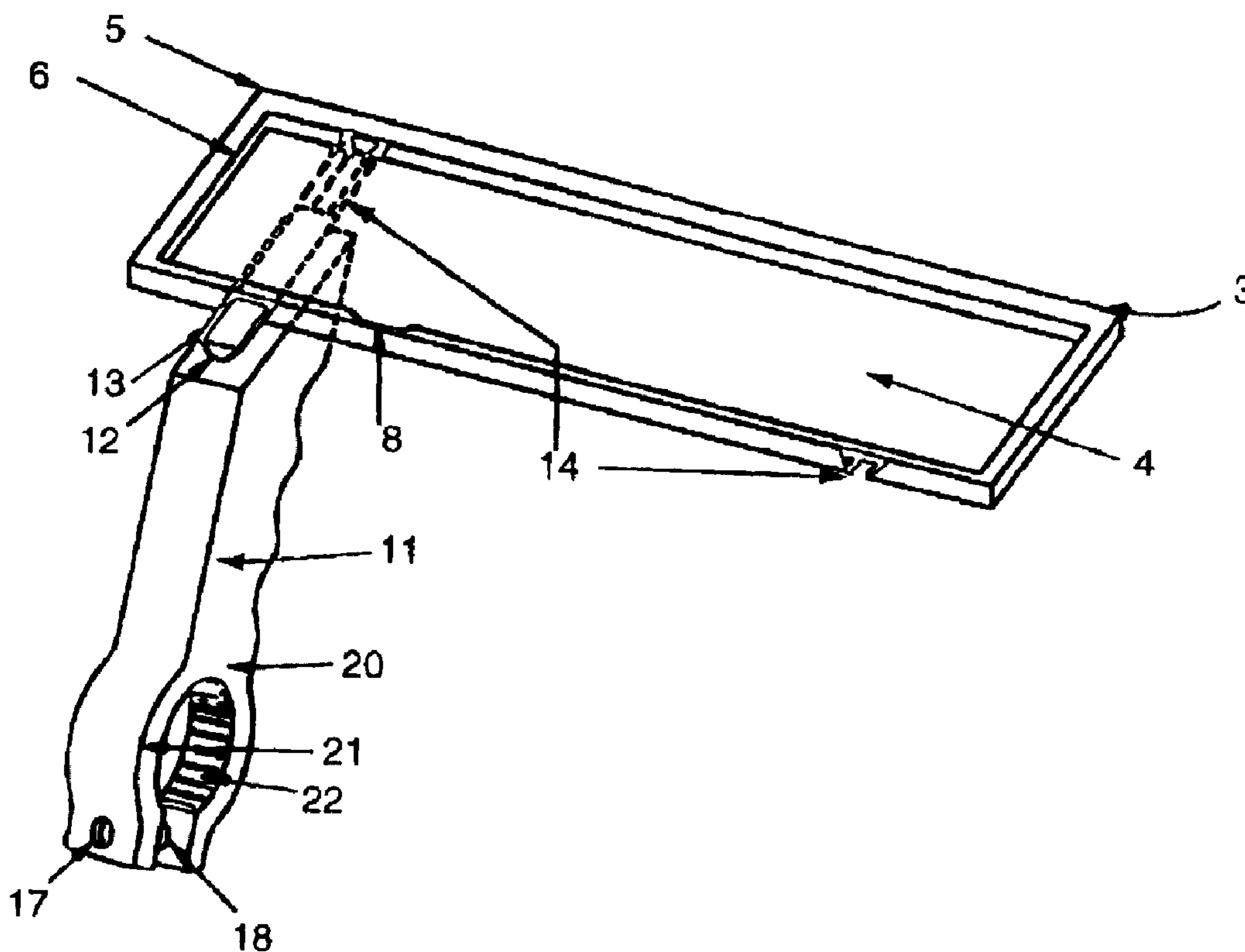




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 (54) Title: DEVICE FOR PLACING OF INFORMATION/ADVERTISING WITH A BRACKET ON THE HANDLE OF A SHOPPING TROLLEY



(57) Abrégé/Abstract:

A device for placing information/advertising (23) on a shopping trolley comprises a support element (3) with a display surface (4), and brackets (11) which grip around the shopping trolley handle. The brackets (11) are shaped like supports with ergonomically shaped handles, and they protrude down and out from the underside or side edges of the support element (3).

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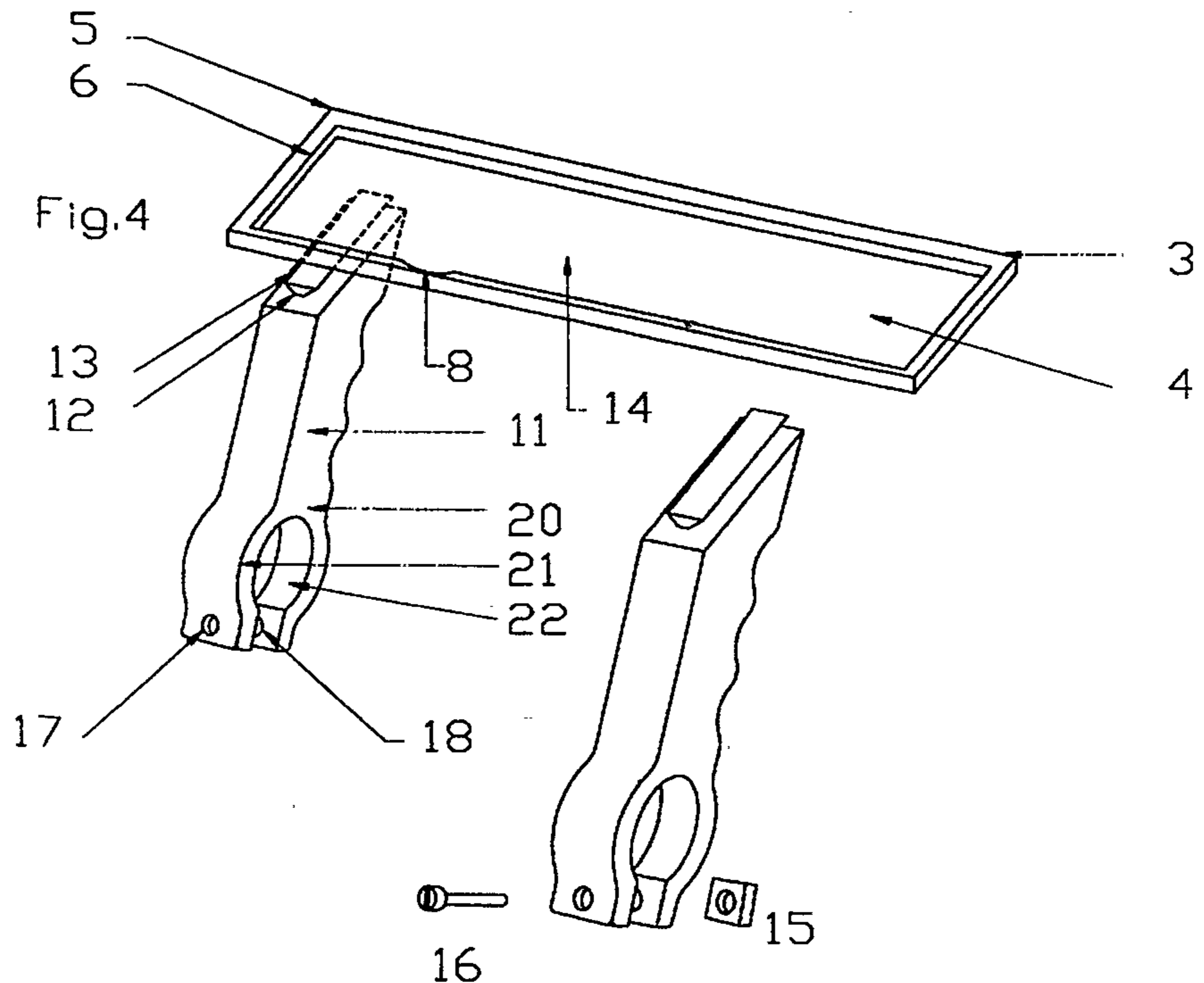
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<p>(21) International Application Number: PCT/NO96/00073</p> <p>(22) International Filing Date: 29 March 1996 (29.03.96)</p> <p>(30) Priority Data: 951209 29 March 1995 (29.03.95) NO</p> <p>(71) Applicant (for all designated States except US): CART AS [NO/NO]; P.O. Box 177, N-3192 Horten (NO).</p> <p>(72) Inventors; and (75) Inventors/Applicants (for US only): RAND, Jan, Christian [NO/NO]; Nils Collett Vogts vei 31, N-0765 Oslo (NO). THORKILDSEN, Harald [NO/NO]; Limsteinveien 3, N-1347 Hosle (NO).</p> <p>(74) Agent: FRIBERG, Arild; Bryn & Aarflot A/S, P.O. Box 449 Sentrum, N-0104 Oslo (NO).</p>	<p>(81) Designated States: AL, AM, AT, AU, AZ, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, US, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).</p> <p>Published With international search report. In English translation (filed in Norwegian).</p>	

(54) Title: DEVICE FOR PLACING OF INFORMATION/ADVERTISING WITH A BRACKET ON THE HANDLE OF A SHOPPING TROLLEY

(57) Abstract

A device for placing information/advertising (23) on a shopping trolley comprises a support element (3) with a display surface (4), and brackets (11) which grip around the shopping trolley handle. The brackets (11) are shaped like supports with ergonomically shaped handles, and they protrude down and out from the underside or side edges of the support element (3).



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**DEVICE FOR PLACING OF INFORMATION/ADVERTISING WITH A BRACKET
ON THE HANDLE OF A SHOPPING TROLLEY**

BACKGROUND OF THE INVENTION

The present invention relates to a device for
5 placing information/advertising with a bracket on or close
to a shopping trolley's handle.

The present invention relates to a device for
placing information/advertising on a shopping trolley which
has a bar-like handle fastened to the trolley by fastening
10 means. The device comprises an information support element
having at least one information display surface for the
mentioned information/advertising, and the device is
equipped with at least one bracket gripping completely or
partly around the shopping trolley handle, or this at least
15 one bracket may be fixed directly to the trolley handle
fastening means. Thus, the display surface is placed within
an imaginary area around and parallel with the trolley's
handle.

Placing information on or close to a shopping
20 trolley handle is previously known from U.S. Pat.
No. 4,513,983, which patent describes an eight sided
rotatable cylinder placed over and horizontally in the full
length of the shopping trolley, displaced forward in
relation to the shopping trolley's handle. The design of
25 the display area only makes it possible to read 1/8 of the
display surface at any given time. One has to rotate the
cylinder manually to be able to read the complete message.
The limited display surface is thus of little value as an
advertising medium.

30 U.S. Pat. Nos. 4,848,117 and 5,301,443 are
differently shaped devices that are screwed directly onto

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the shopping trolley handle itself. This limits the shopper in making use of the whole handle to manoeuvre the trolley.

U.S. Pat. No. 3,251,543 describes a device with various functions with inter alia display surfaces for advertising and information. This surface is fastened over the trolley's handle in the full width of the trolley, with metal mouldings fixed to the trolley or the trolley handle. The metal mouldings are of no other practical use than to be a bracket. In order to fasten it, one needs to change the trolley's permanent bracket. Advertising or information is placed around the actual trolley handle. A logo or other information is fastened directly to the handle in the form of a plastic tube or sleeve which constitutes part of the actual handle. The display surface is identical to the handle's outer surface, and the available area for information and/or advertising is limited. The information is protected by a transparent plastic foil which makes frequent and simple changes of the message impossible. This can be solved by fastening the message on the outside of the handle, but this affects the ergonomical design of the handle and the permanent information fastened to the actual handle.

SUMMARY OF THE INVENTION

The purpose of the present invention is to provide a device for placing information/advertising in an area around (normally above) and parallel with the handle, and which does not limit, nor is restricted to, the exposure area on the handle itself.

The invention will further enable a frequent and simple change of information/advertising. The device will not hinder normal use of the trolley handle, but instead give the shopper additional possibilities for manoeuvring

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the trolley with the bracket (the two handles) which may be an advantage to some disabled persons.

In accordance with the invention there is provided a device for placing information/advertising on a shopping trolley having a bar-like handle fastened thereto by fastening means, said device comprising an information support element having at least one information display surface and being equipped with at least one bracket directed substantially downwards from the underside or side edges of the information support element, at least one bracket gripping completely or partly around said shopping trolley handle or being fixed directly to said handle fastening means, characterized in that, the or each bracket is provided as an ergonomically shaped handle providing a good, easy and firm grip and stably arranged to push and steer said shopping trolley when in use.

A separate display surface with a space for both information and advertising, is thus provided by fastening a support element which has two brackets mounted thereto and which extends above and parallel with the trolley handle.

As stated in the following drawing description, the support element and the bracket may be designed as a hoop or a bar (bars), or as one or more moulded parts that are fastened to the handle itself or to the fastening means for the handle itself, by suitable means such as by means of welding or a mechanical bracket (the extreme points of the rod), alternatively a moulded hoop or handle being ended by a flat area with a hole (eye) which is fastened to the handle fastening means with the aid of a screw and possibly a lock washer.

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Alternatively the support element or the rod can be fastened to the actual trolley handle by means of a suitable clamping device or some other mechanical fastening device.

5 The invention can be divided into three areas: (1) a device for placing and protection of information/advertising, (2) a support element for the device, and (3) a bracket, which constitutes a steering handle.

10 The bracket, hereinafter referred to as the handles, is moulded and ergonomically shaped with the possibility for a mechanical fastening (screw or clamp) in one end of the shopping trolley handle, or to the means for fastening the trolley handle to the trolley and with a
15 surface for welded/glued or other suitable attachment for the support element, which in turn holds the device for placing information/advertising, in the other end.

The support element with the two handles can of course be produced in one part.

20 The bracket (the handles) may be constituted by one, two or more parts which surround the handle and are held tight by means of a through screw or other suitable means of fastening.

25 Other features of the invention, and which will appear from the attached dependent claims, will be described in more detail in the following description of the invention with reference to the drawing.

BRIEF DESCRIPTION OF THE DRAWING FIGURES

In the drawing,

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FIG. 1 shows an information support element with a display surface.

FIGS. 2a and 2b show two different brackets with mechanical screw device (FIG. 2a) and clamp device (FIG. 2b) for fastening to the shopping trolley handle, as well as an assembly or mounting rail for the support element.

FIGS. 2c and 2d are front and rear elevational views, respectively of the brackets illustrated in FIGS. 2a and 2b.

10 FIG. 3 shows a device for information/advertising in the form of a transparent plastic moulding for placing of information/advertising.

FIG. 3a shows an information and advertising sign adapted to the entire display surface.

15 FIG. 4 shows an embodiment with the information support element that holds the device for information/advertising in place together with one bracket part-way attached to the information support element.

FIG. 5 shows the bracket (FIG. 2a) in perspective.

20 FIG. 6 shows another embodiment of the support element and bracket as well as the fastening means for the shopping trolley handle shaped as one moulded part.

FIGS. 6a and 6b show different views of the same embodiment as shown in FIG. 6.

25 FIG. 7 shows an alternative design and placing of the bracket.

FIG. 8a is a prospective view of an embodiment hereof having two display surfaces.

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FIG. 8b is a side elevational view of a further form of FIG. 8a which provides the display surface with a support element having improved stability and strength; and

FIG. 8c is an enlarged fragmentary side
5 elevational view of FIG. 8a.

DESCRIPTION OF A PREFERRED EMBODIMENT

FIG. 1 thus shows in perspective a flat support element 3 is with a display surface 4 surrounded by a protruding edge 5, creating a recess 6 for receiving a
10 plastic moulding 7 (see FIG. 3) which is fastened with double-sided tape to the display surface 4. The recess 6 is lowered in the front edge 8 in such a manner that lifting of the plastic moulding top 10 becomes simple. The
15 information/advertising sign is placed between the plastic moulding top 10 and bottom 9 (see FIG. 3).

The information support element, as described, can function as a device for information/advertising in itself. The information and advertising sign must then be laminated for protection against water and dust.

20 One can clearly see from the drawing that the support element and thus the information/advertising sign is elongate and approximately equal in length to the trolley handle itself, which handle extends parallel with the longitudinal direction of the shopping trolley handle.

25 FIG. 2a shows one of the two brackets that holds the support element 3 a minimal distance apart from the shopping trolley handle, without affecting the use of the trolley handle to any great extent. The bracket, also referred to as the handle 11, is moulded to provide a good
30 and easy grip and steering ability. Since the handles can

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be mounted almost vertically in the longitudinal direction, persons with certain movement disabilities can more easily use these handles to seize the shopping trolley when they stand at the side of the trolley, and in addition by pushing forward and steering to both sides.

The top surface 12 of the handle is designed for good and firm contact with the support element 3. With the support element 3 fixedly mounted, the top surface 12 and the flat side of the support element 3 will stand in angles of varying degrees, dependent on the construction of the shopping trolley, with reference to the longitudinal direction of handle 11 (see FIG. 2a/2b). Thus the handle 11 when assembled on the shopping trolley handle will have the support element 3 with display surface 4 in an optimum angle for reading the information placed in the plastic moulding 7, at the same time as the thumb gets a good and natural rest against the support element 3 when one holds around the handle with the other fingers and the palm of the hand.

The length of the handle will be adjusted to the design of the shopping trolley in such a manner that the rear wall of the shopping trolley, including a projection for a children's seat and a beer crate holder, will clear the support element 3 when the rear wall is pushed forward and up, which happens when several shopping trolleys are parked close to each other or in each other.

The handle 11 and the support element 3 will be assembled together by common moulding (in one piece) or by welding, glue and/or mechanical attachment. Joining a separate handle 11 and the support element 3 can also take place by giving both parts a special design, one such design being shown as an example in FIG. 4. The top surface 12 of the handle has, as shown in the drawing, a rail 13 having

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a 4 mm bottom width and 6 mm width on top, cooperating with a complementary track 14 in the support element 3. The rail 13 extend from the inner upper edge of the top surface 12, parallel to the longitudinal direction of the top surface, and finishes 2 mm from the outer edge of the top surface. Similarly, rail 13 can be pushed into the track 14 with the exact opposite appearance thereby obtaining a connection between the handle and the support element that is robust, stable and durable.

10 Mounting of the handle to the shopping trolley handle or to the fastening means on the shopping trolley handle, is done by means of screw devices and/or clamp devices. FIGS. 4 and 5 show that the lower part of the handle 11 is specially designed to enable it to be threaded
15 over and around the shopping trolley handle and get clamped into position with the aid of a screw 16 and nut 15 which are led through two holes 17 and 18 in the handle and transverse to the end pieces. Each one of the two end pieces 20 and 21 which shut tight around the shopping trolley handle can be
20 equipped with cross running grooves 22 to contribute to secure a firm grip of the shopping trolley handle when the screw 16 clamps the two end pieces 20 and 21 together.

The advertising/information sign or strip 23 as shown in FIG. 3a is placed between the two surfaces 10 and 9
25 of the plastic moulding in whatever appropriate manner. To obtain an easy change and simultaneous protection of the information/advertising strip 23, the solution in accordance with FIG. 1 and 3 is desirable. In this manner the strip is placed inside the plastic moulding which is fastened with
30 double-sided tape or other suitable adhesive in the down-levelled area referred to as the display surface 4.

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As shown in FIGS. 6, 6a and 6b, the bracket (the handles) 11 can be fastened directly to the fastening means for the shopping trolley handles of the shopping trolley T. By substituting the existing fastening means 25 for the trolley handle with an extended version which stretches up, possibly down and forward with a shape and connection to the support element 3 as indicated previously, one will obtain an even better attachment/stability for the bracket 11, and additionally one will obtain a larger distance between the handles 11 on each side of the shopping trolley handle. The actual handle for the shopping trolley will with this solution now be 100% uncovered by the bracket 11.

FIG. 7 shows a bracket which consists of two halves of a handle which are bent around the shopping trolley handle and clamped together by means of two or more hooks.

FIGS. 8a, 8b and 8c show an extension of the support element 3 that provides space for a separate display surface in addition to the above mentioned surface 4. Both suggestions for an extension consist of a surface having approximately the same design as the above mentioned surface 4, but which is fastened to the support element in the upper edge (FIG. 8a) or as a reinforcement for the support element (FIG. 8b).

The device according to the invention will when utilized, give customers who use shopping trolleys with wheels clear and good information about activities in the shop. For the owners of supermarkets and supermarket suppliers this device will represent a unique opportunity to focus on shopping activities with frequently changing information. The device will also make pushing and steering, i.e. maneuvering, of shopping trolleys with wheels

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easier, not least for some groups of movement disabled persons.

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CLAIMS:

1. A device for placing information/advertising on a shopping trolley having a bar-like handle fastened thereto by fastening means, said device comprising an information support element having at least one information display surface and being equipped with at least one bracket directed substantially downwards from the underside or side edges of the information support element, at least one bracket gripping completely or partly around said shopping trolley handle or being fixed directly to said handle fastening means, characterized in that, the or each bracket is provided as an ergonomically shaped handle providing a good, easy and firm grip and stably arranged to push and steer said shopping trolley when in use.
2. The device of claim 1, characterized in that each bracket is shaped to hold a minimum distance between the information support element and the shopping trolley handle, and to grip around the shopping trolley handle with the intent to provide a solid hand grip without covering the trolley handle surface to any great extent.
3. The device of claim 2, characterized in that the display surface on the information support element extends on top of or under the bottom of and out from (normally between) the top surface(s) of the bracket, and utilizes a thin section of the air space around (normally over) the shopping trolley handle, without this limiting to any substantial extent the functionality of the shopping trolley.
4. The device of claim 1, characterized in that each bracket constitutes an integral part of said handle fastening means or a separate unit attached thereto or in the immediate vicinity.

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5. The device of claim 3, characterized in that the information display surface on the information support element is surrounded on two short-sides and two long-sides by an up protruding edge for the creation of a recess for
5 placing a transparent plastic moulding that suitably is able to receive and protect a sheet-shaped information/advertising strip.

6. The device of claim 1, characterized in that the information support element and the downward directed
10 handles are arranged integrally in an inverted U-shape.

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PATENT AGENTS

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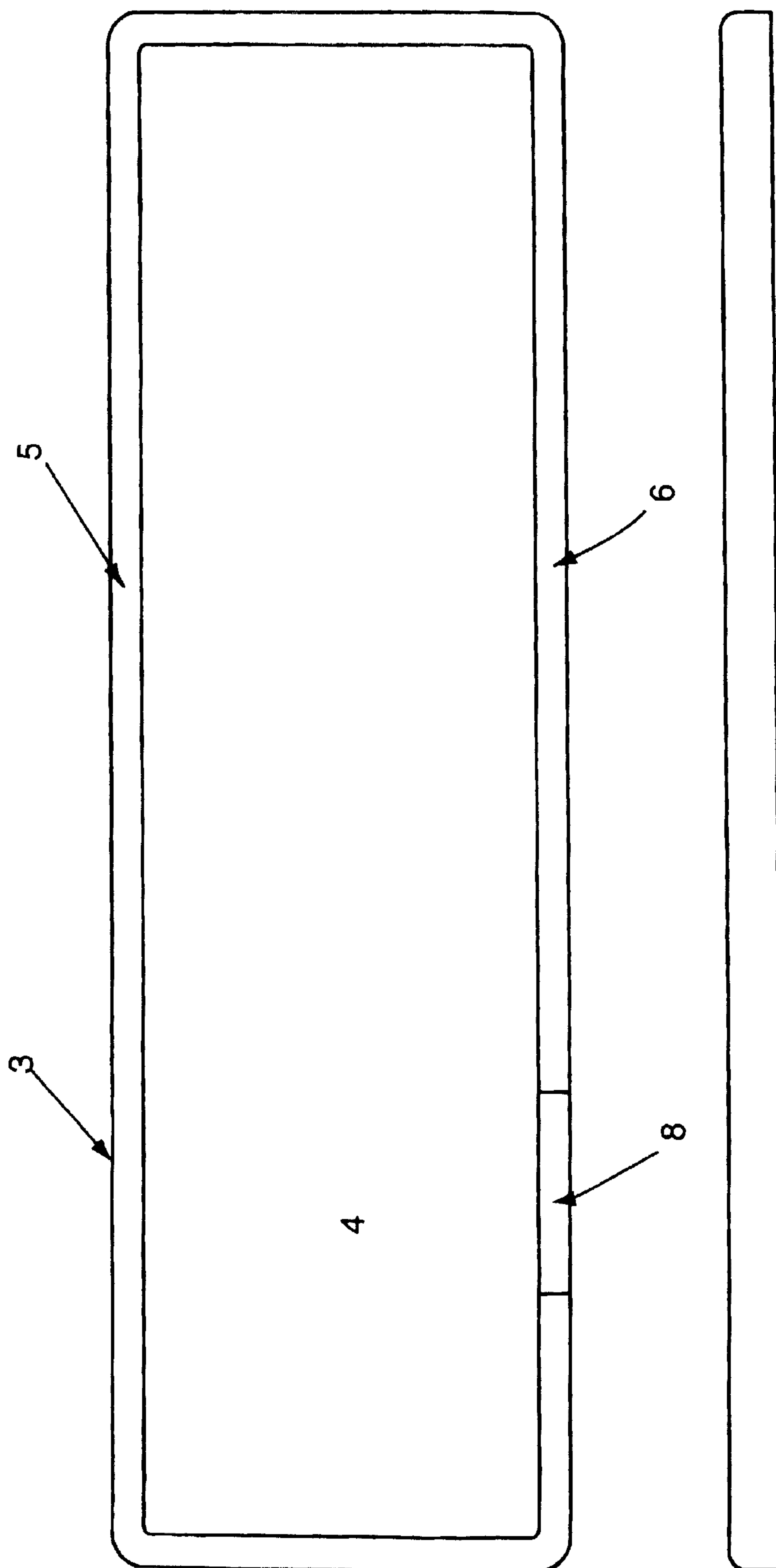
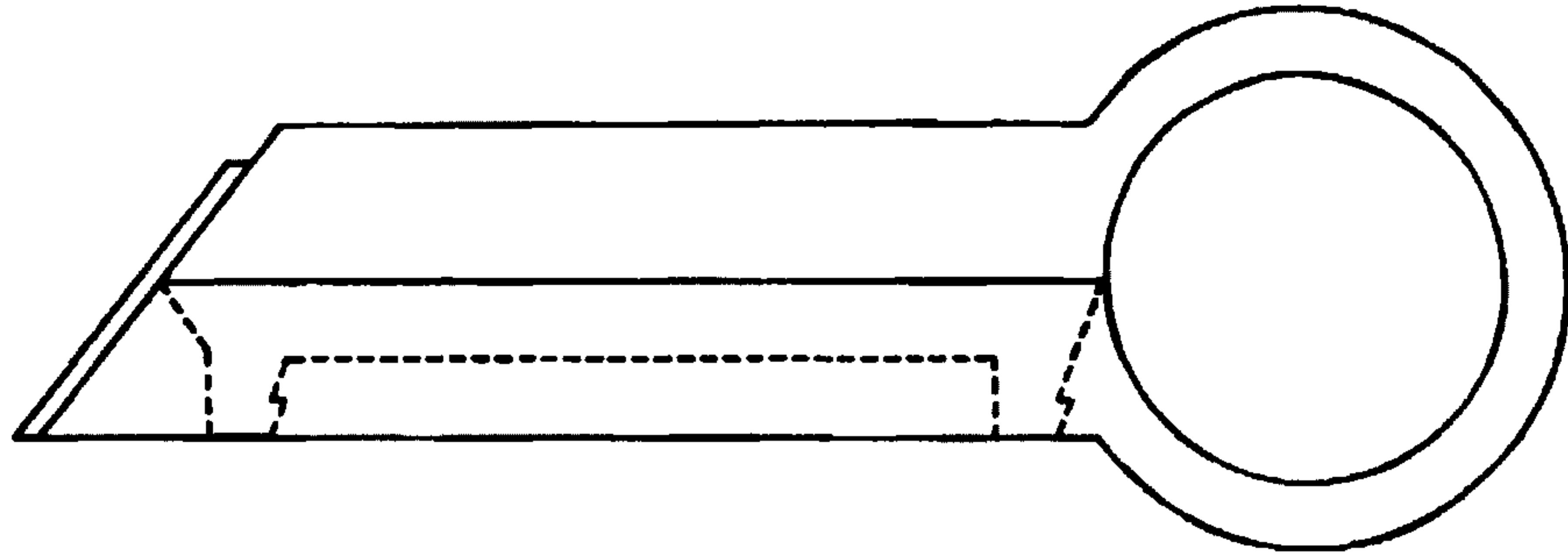
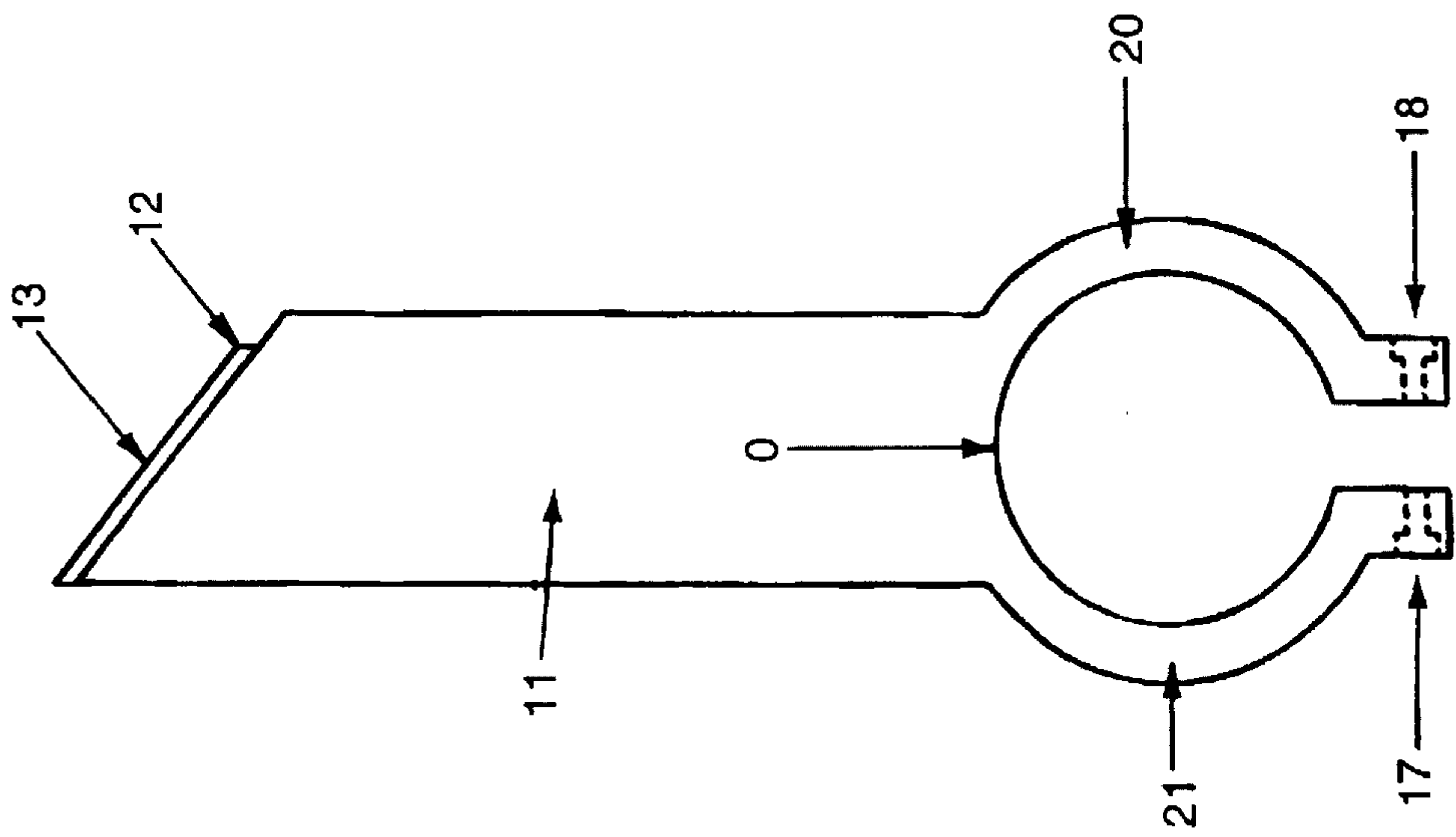


FIG. 1

FIG. 2A **FIG. 2B** **FIG. 2C** **FIG. 2D**



Rear

Front

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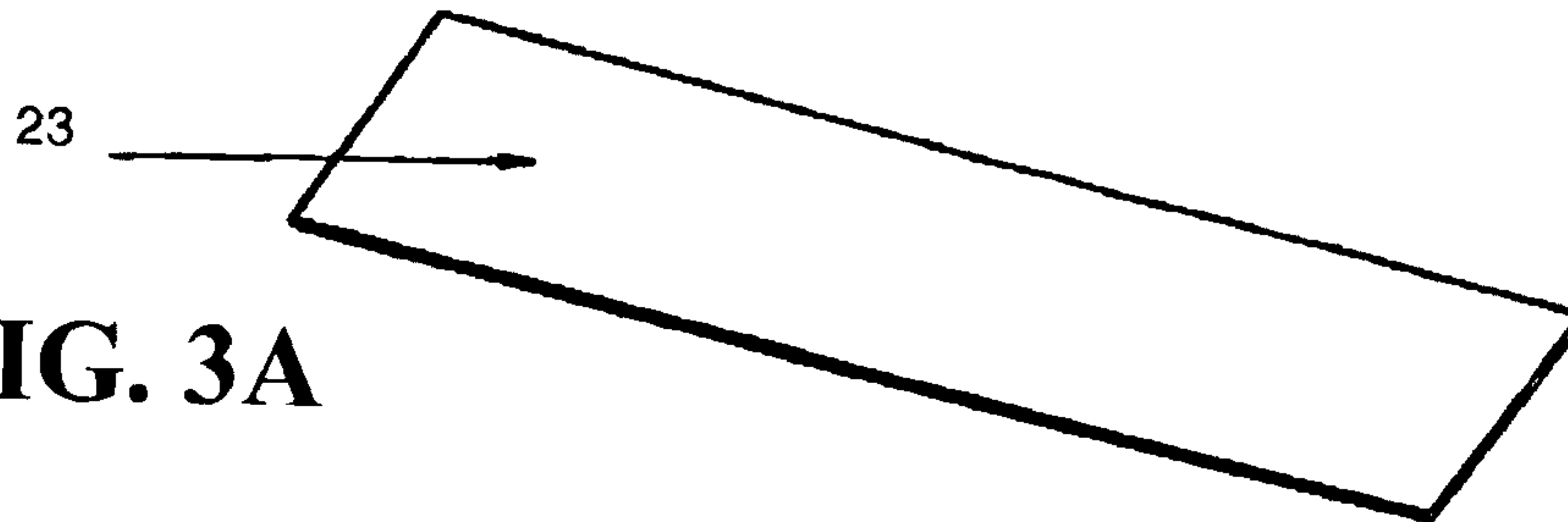


FIG. 3A

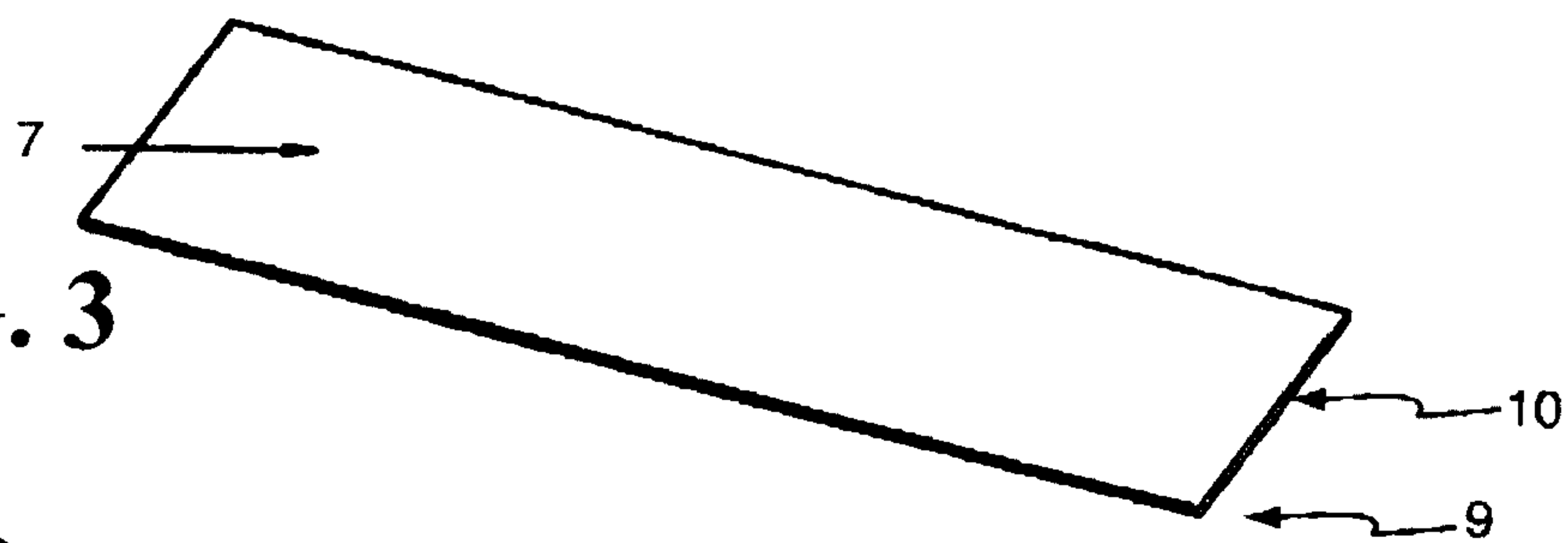


FIG. 3

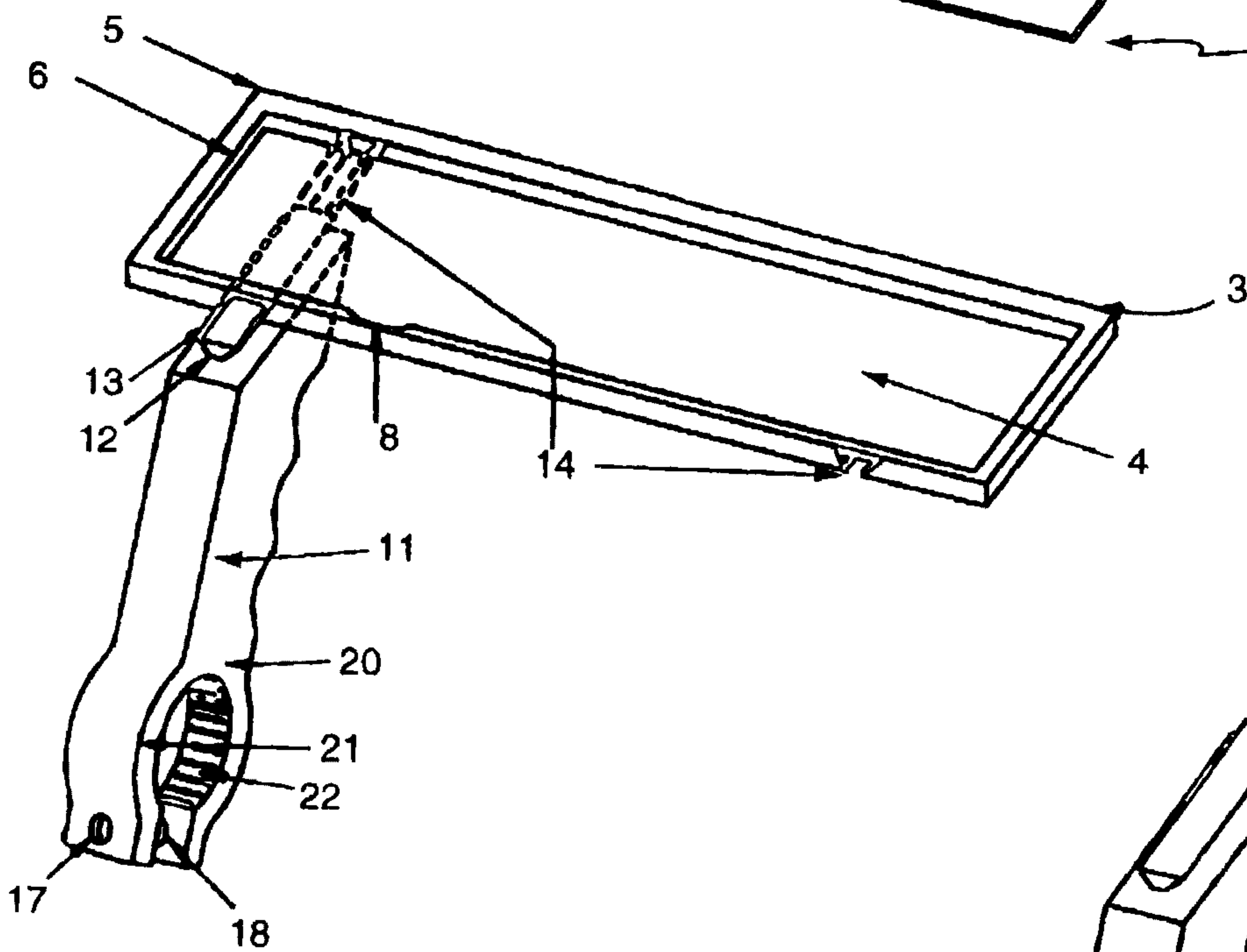


FIG. 4

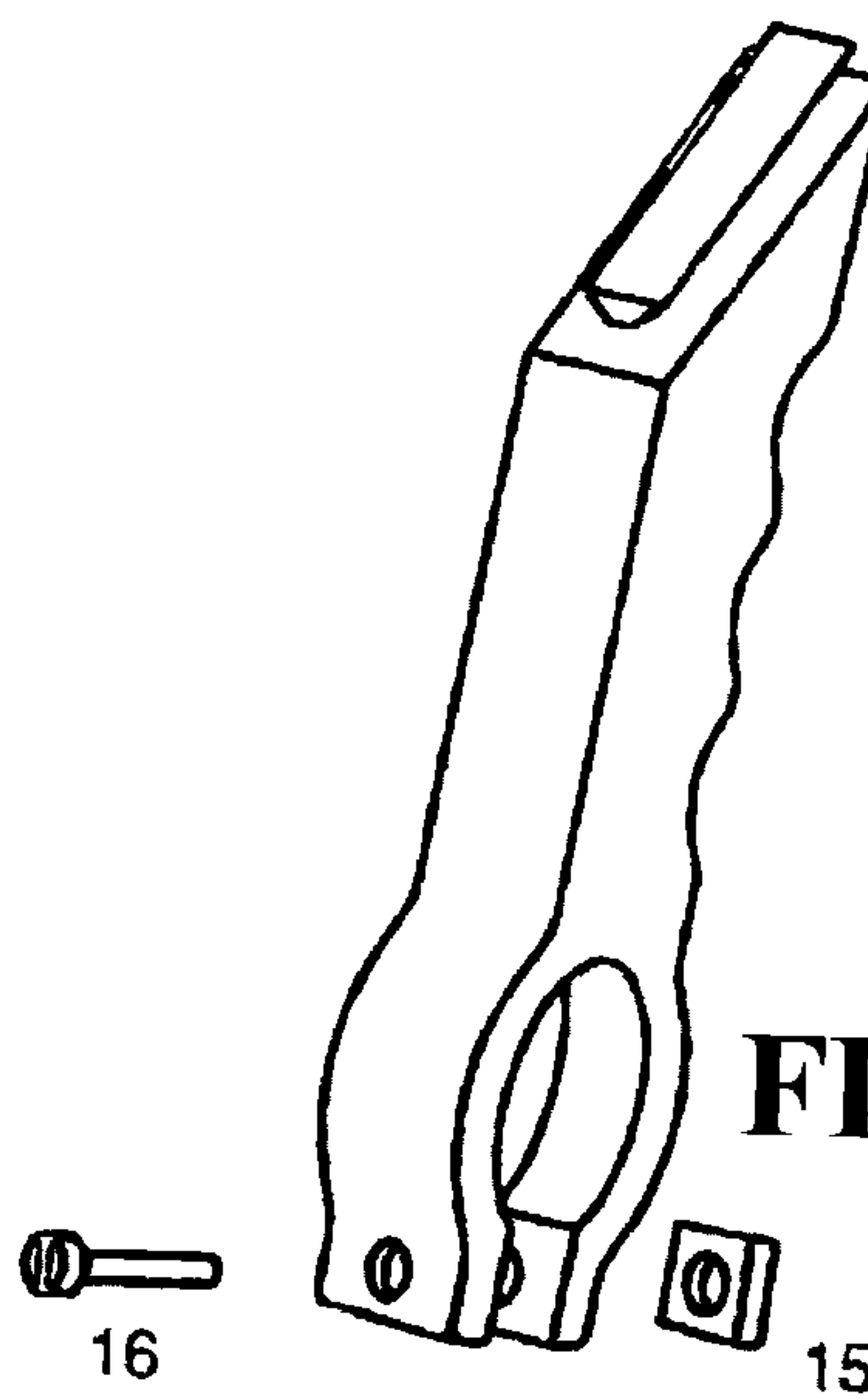


FIG. 5

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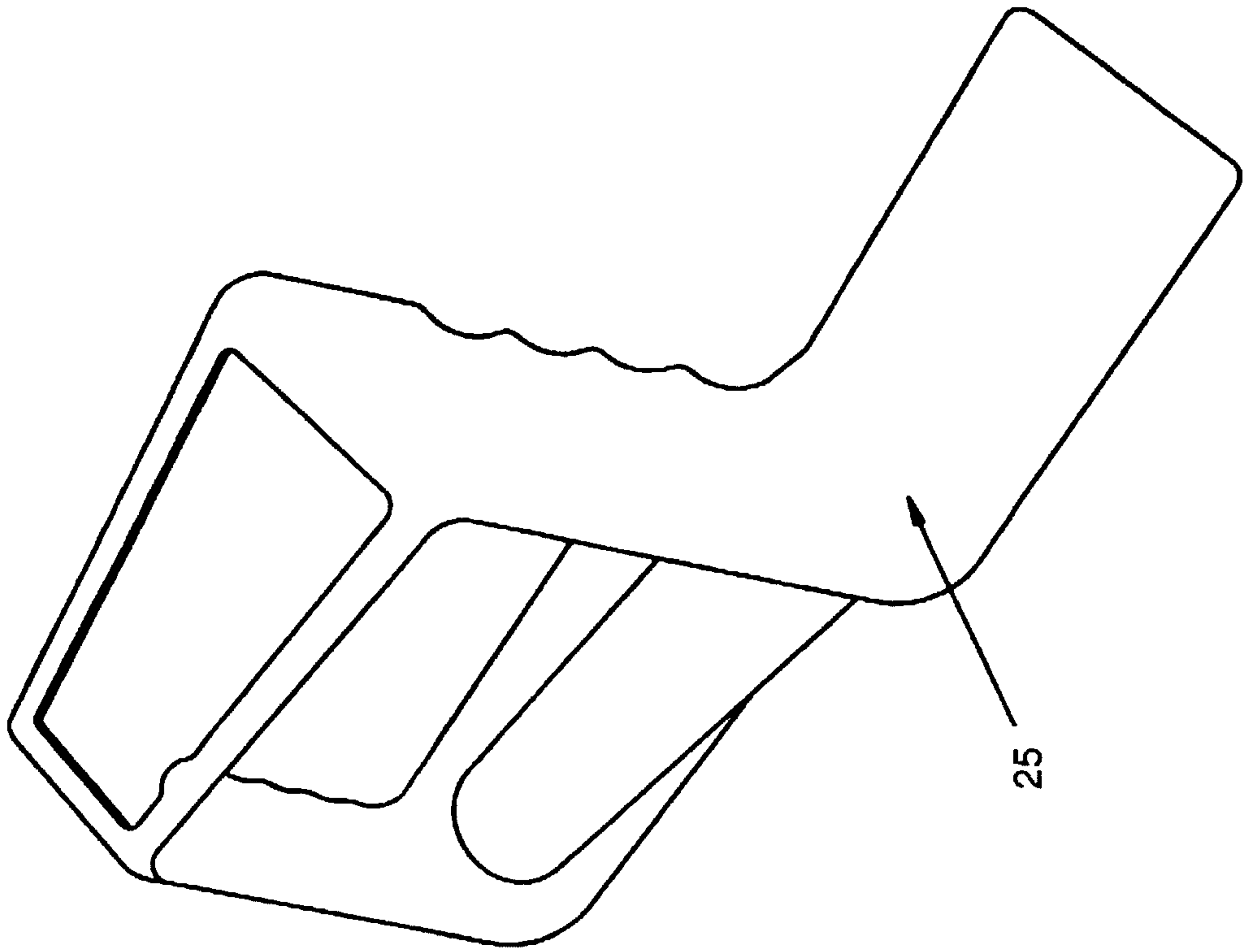


FIG. 6

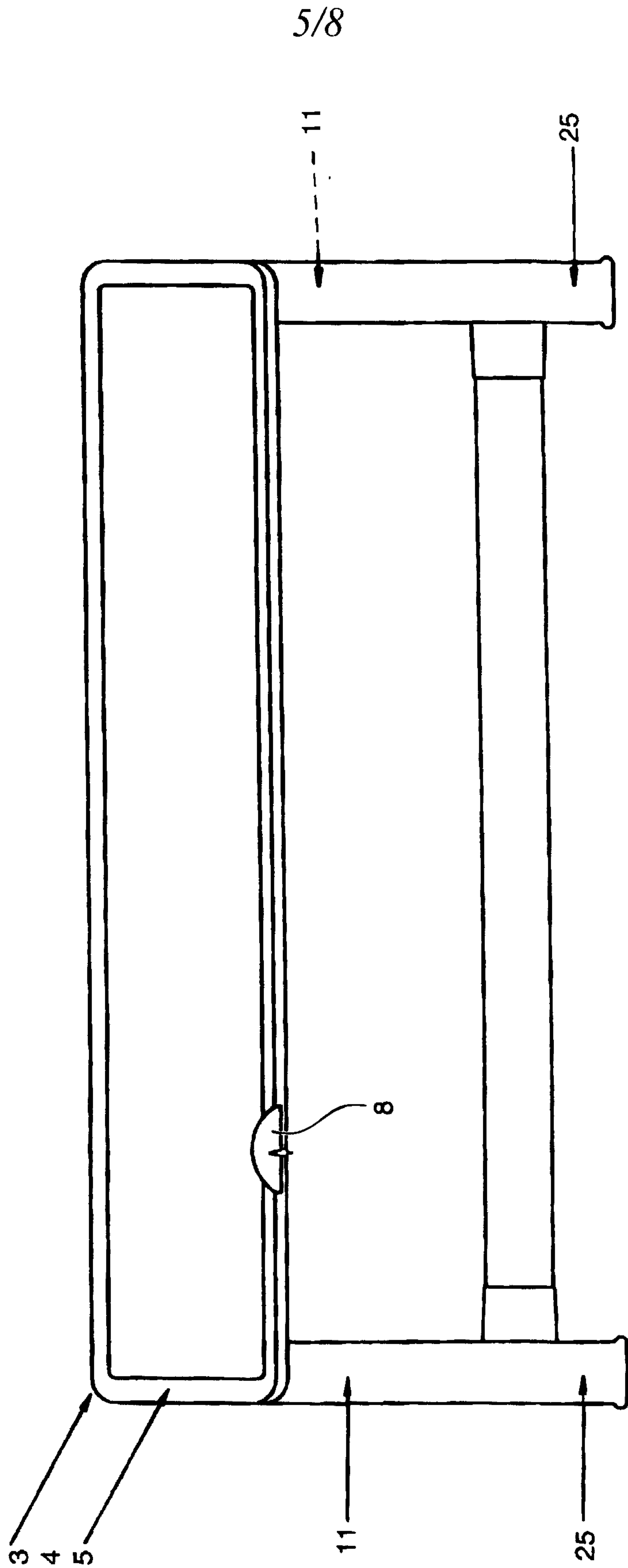


FIG. 6A

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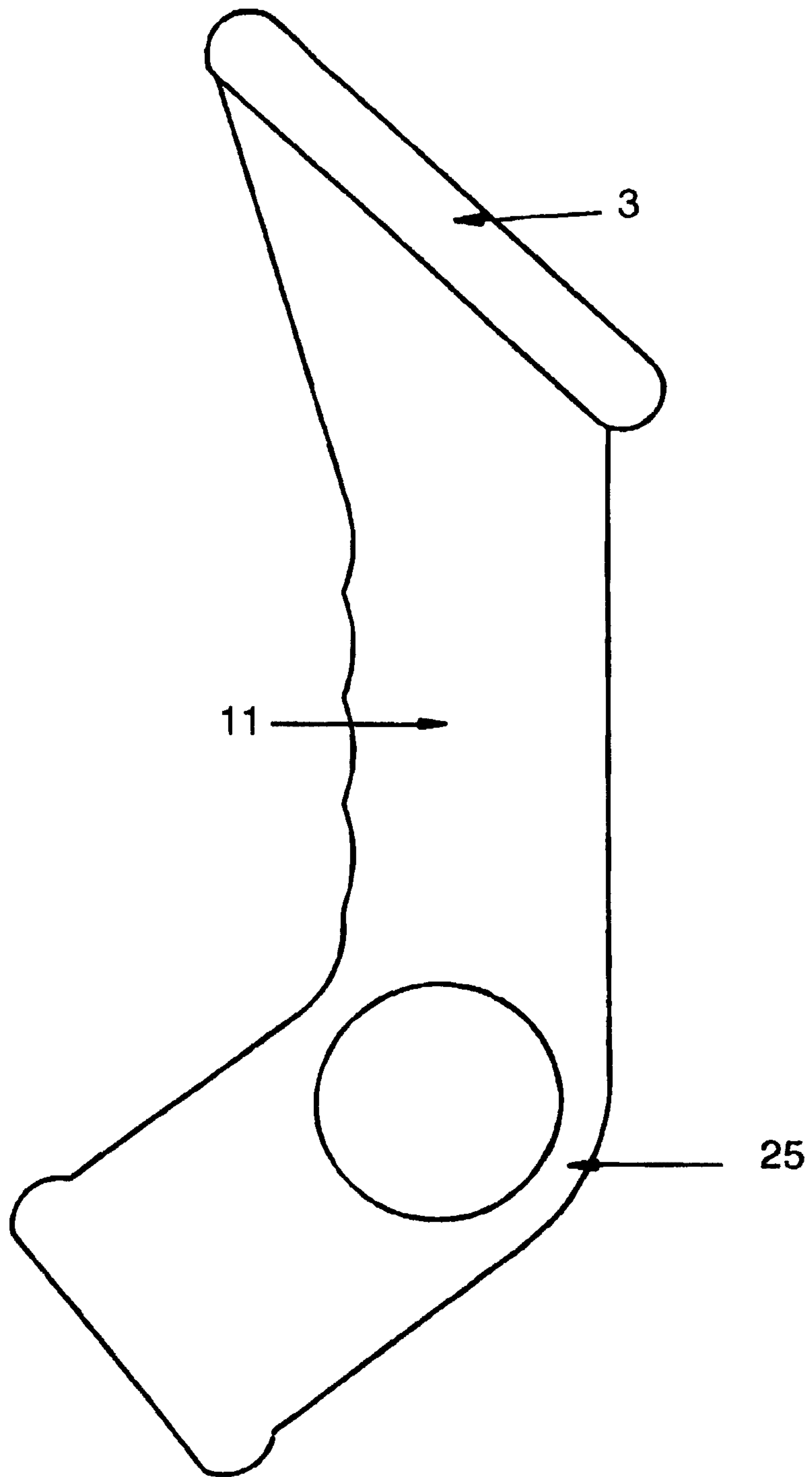
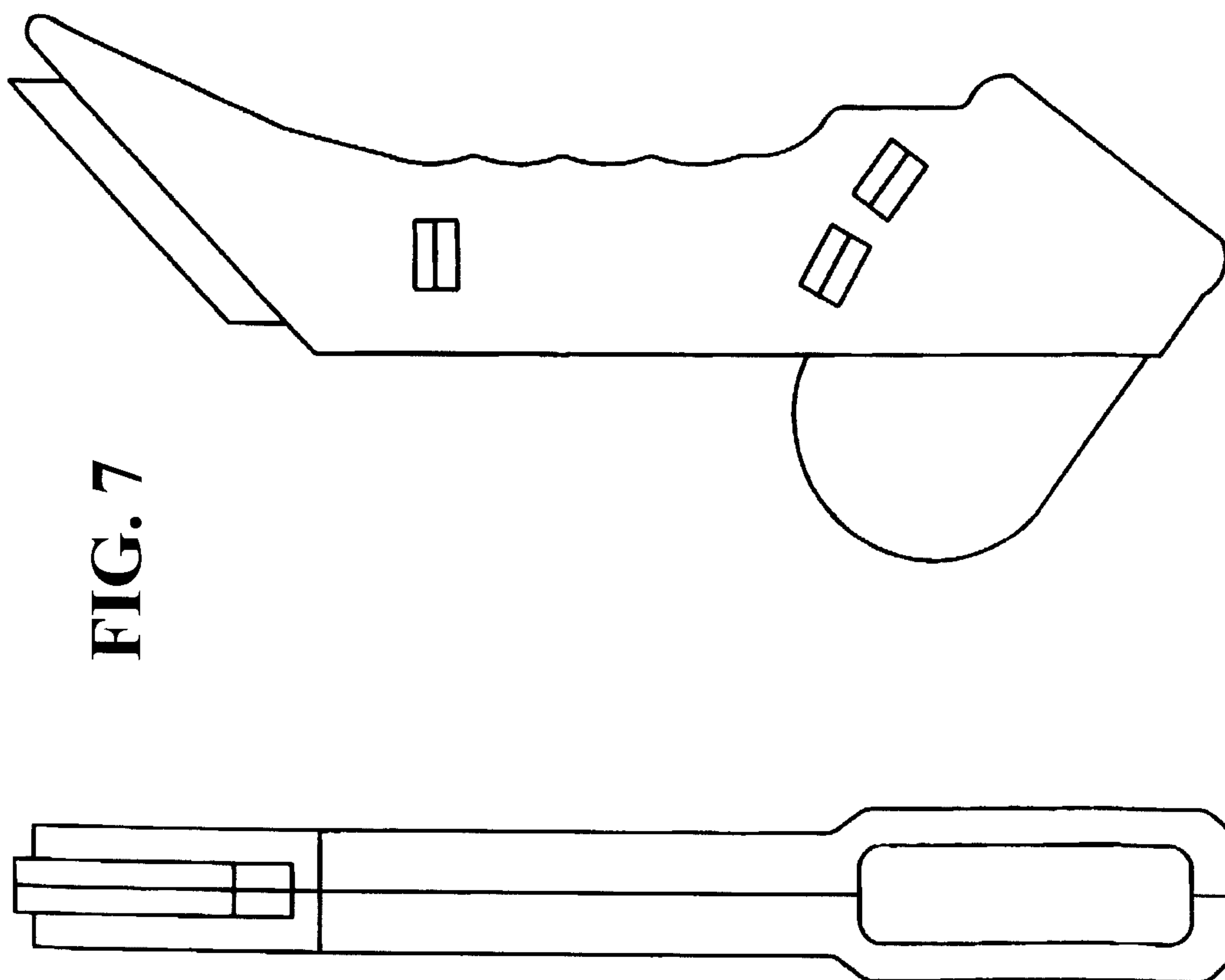


FIG. 6B

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FIG. 8C

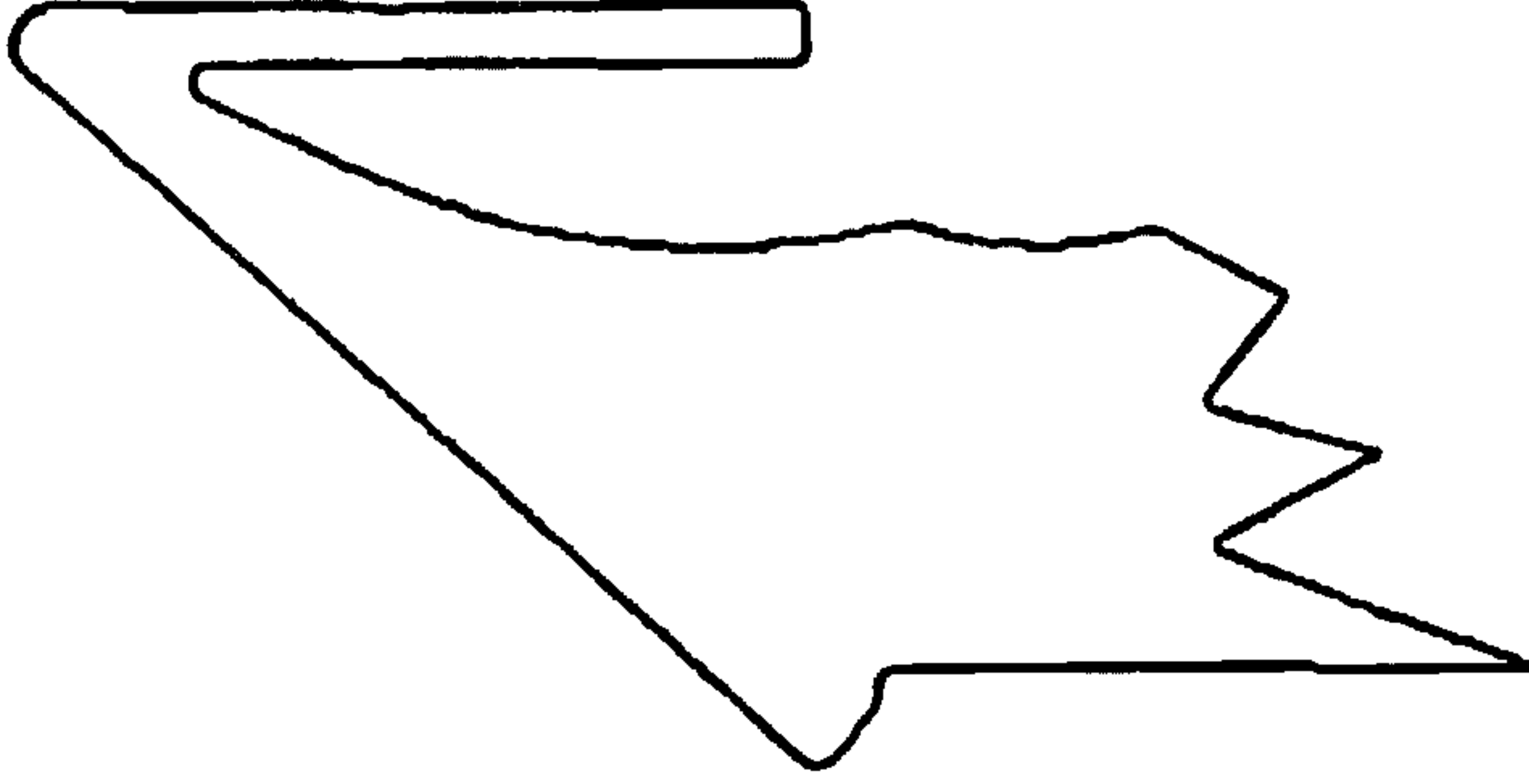


FIG. 8A

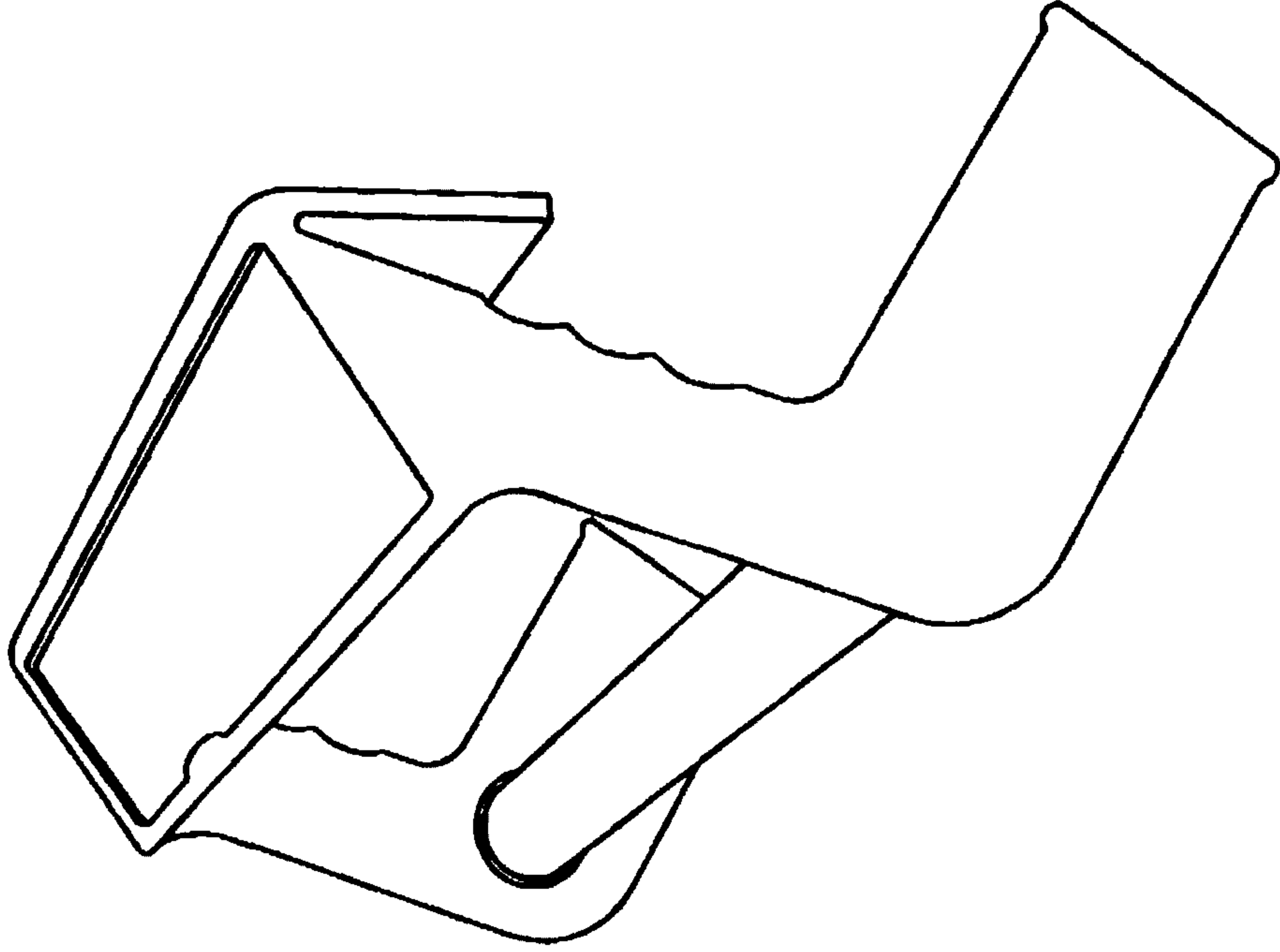


FIG. 8B

