(12) UK Patent Application (19) GB (11) 2497683 (13) A

(43) Date of A Publication 19.06.2013

(21) Application No: 1301768.6

(22) Date of Filing: 02.02.2011

Date Lodged: 31.01.2013

(62) Divided from Application No
1101796.9 under section 15(9) of the Patents Act 1977

(51) INT CL:
G09F 7/18 (2006.01)

(56) Documents Cited:
GB 2456920 A **FR 002747820 A1**

(58) Field of Search:
INT CL **A47G, G09F**
Other: **Online: EPODOC, PAJ, WPI. US classification 40/617.**

(71) Applicant(s):
Augustus Martin Limited
(Incorporated in the United Kingdom)
St.Andrews Way, Bromley-by-Bow, LONDON, E3 3PB, United Kingdom

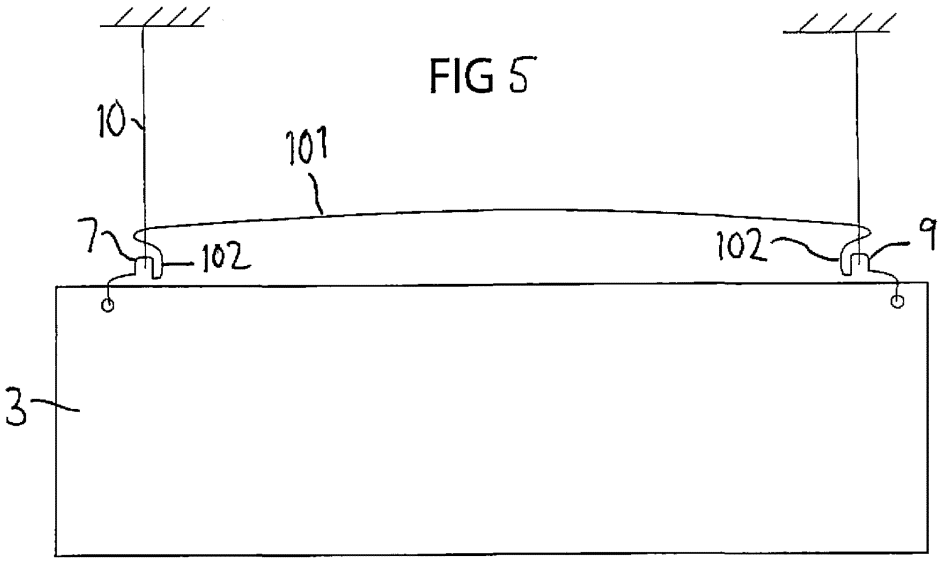
(72) Inventor(s):
Daniel Pattison
Peter Aslet
Glynn Stokes
Lascelle Barrow

(74) Agent and/or Address for Service:
Bromhead Johnson
Sovereign House, 212-224 Shaftesbury Avenue, LONDON, WC2H 8HQ, United Kingdom

(54) Title of the Invention: **Hangers for display material**
Abstract Title: **Hanger for hanging display material**

(57) A hanger for hanging a substrate 3 bearing indicia comprises an elongate stabiliser bar 101 which has integrally formed with it a pair of mutually spaced bar suspension elements 7, 9 each for suspension by a filament or rod 10, and two hook-like substrate engagement elements (106, Fig. 6), spaced longitudinally on the stabiliser bar to engage apertures in the substrate. Another integral part 102 of the stabiliser bar provides an additional connection of the bar to the filament or rod 10. The stabiliser bar is preferably flexible so that it is bowed when the substrate is hung from it to impart tension to and rigidify the substrate.

FIG 5



GB 2497683 A

FIG 1

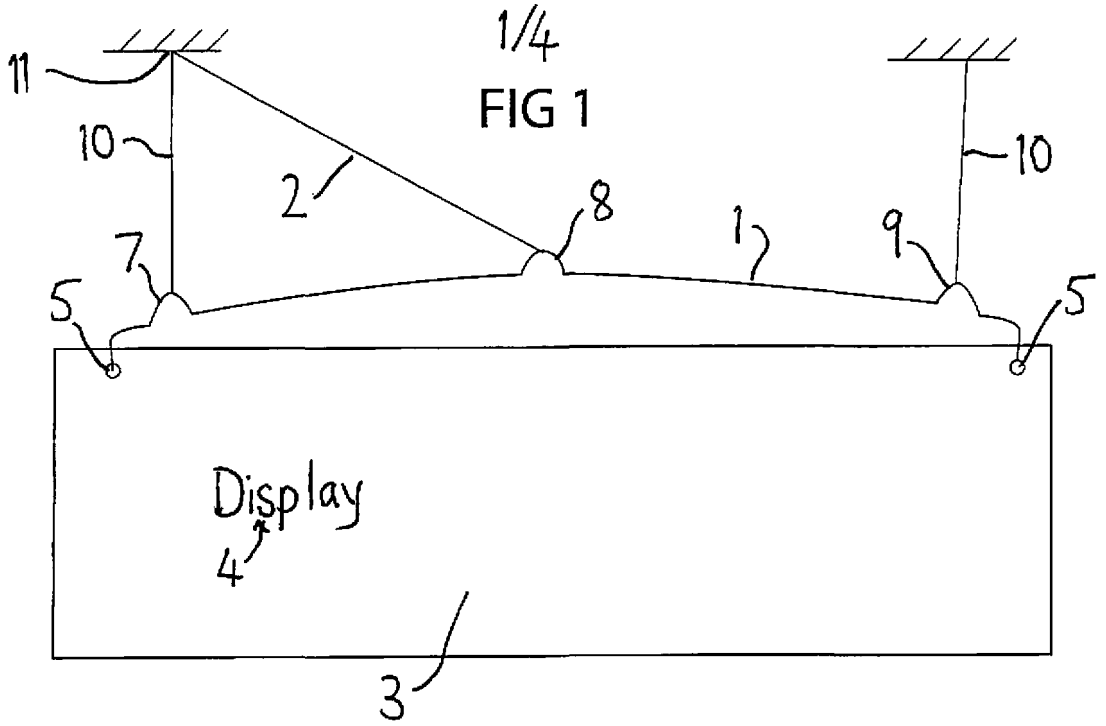
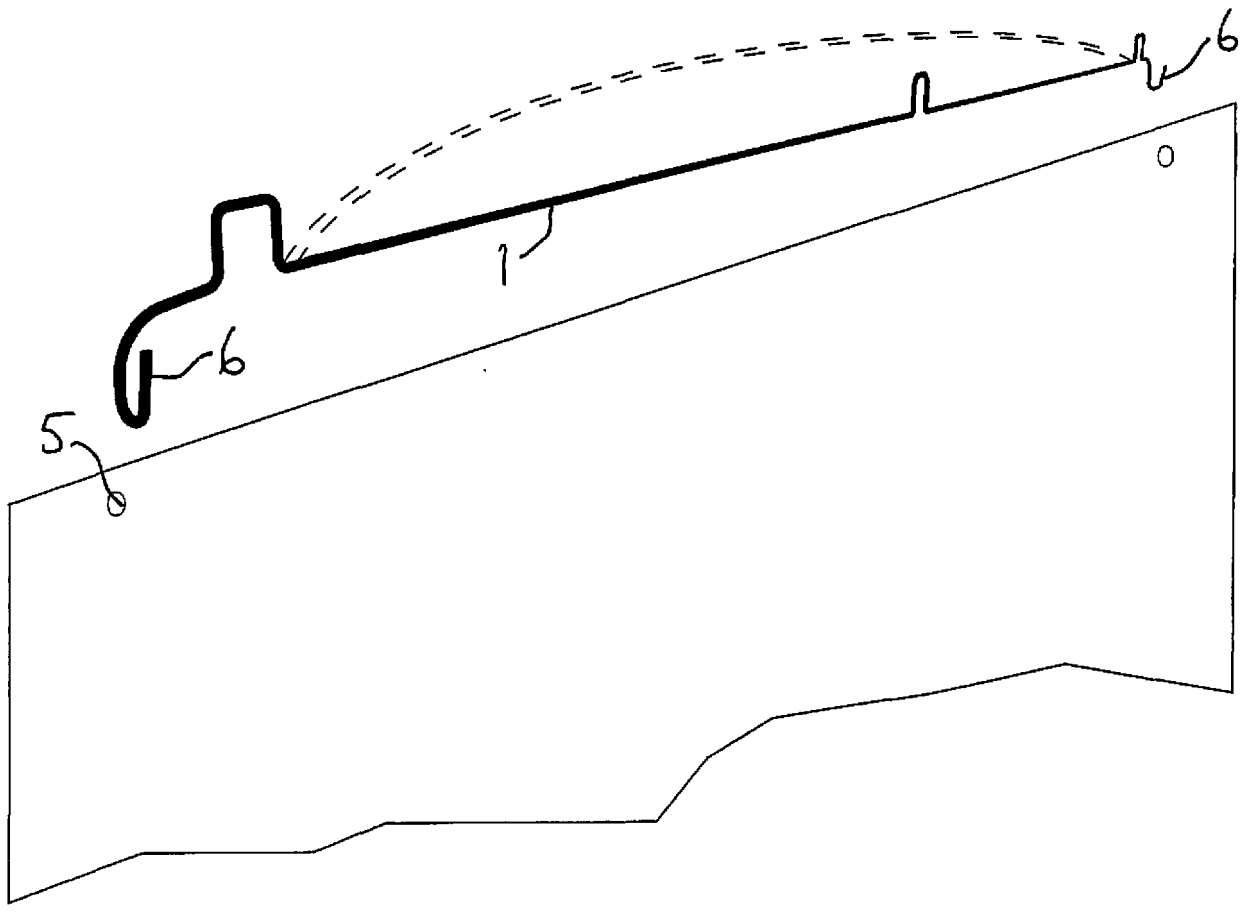


FIG 2



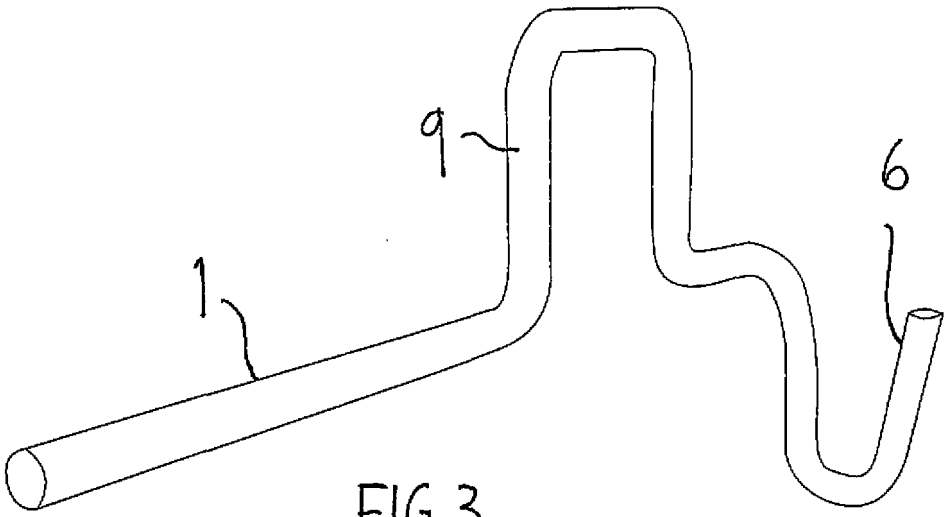


FIG 3

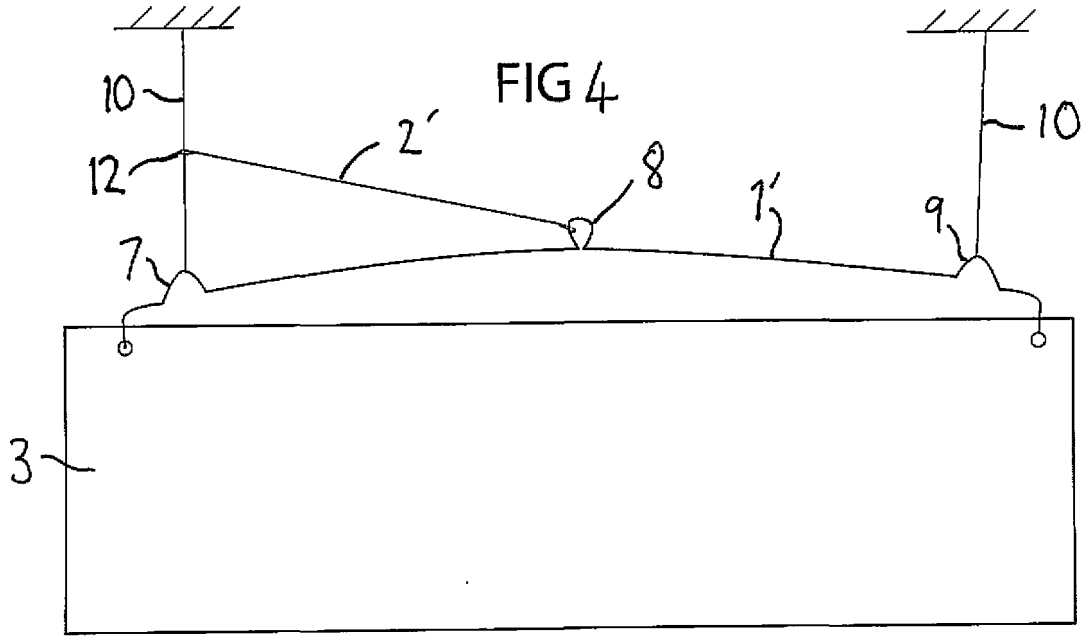


FIG 4

FIG 5

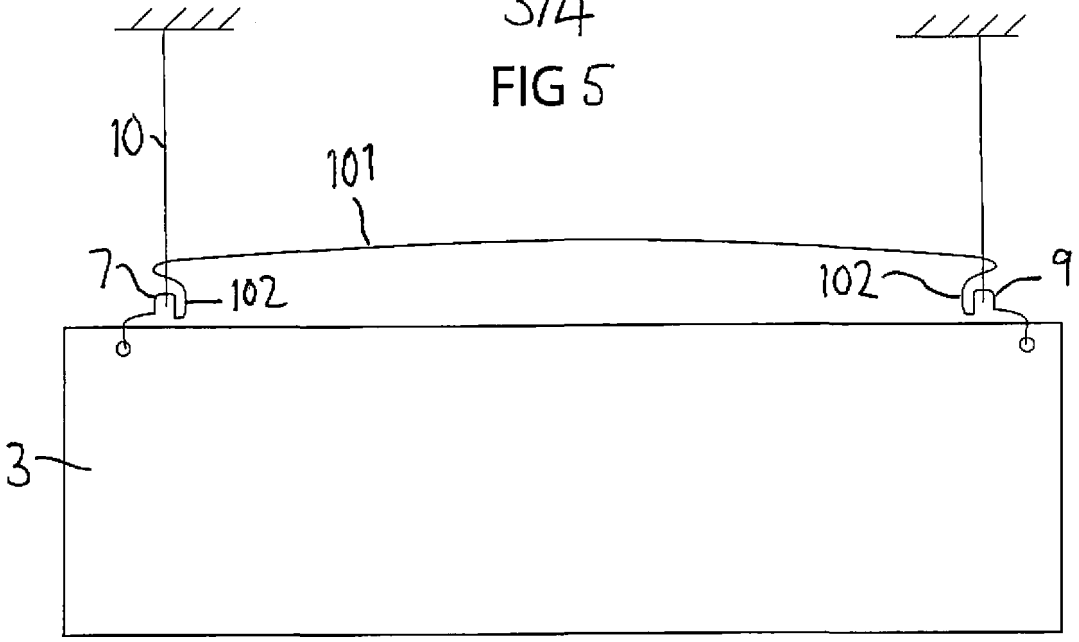
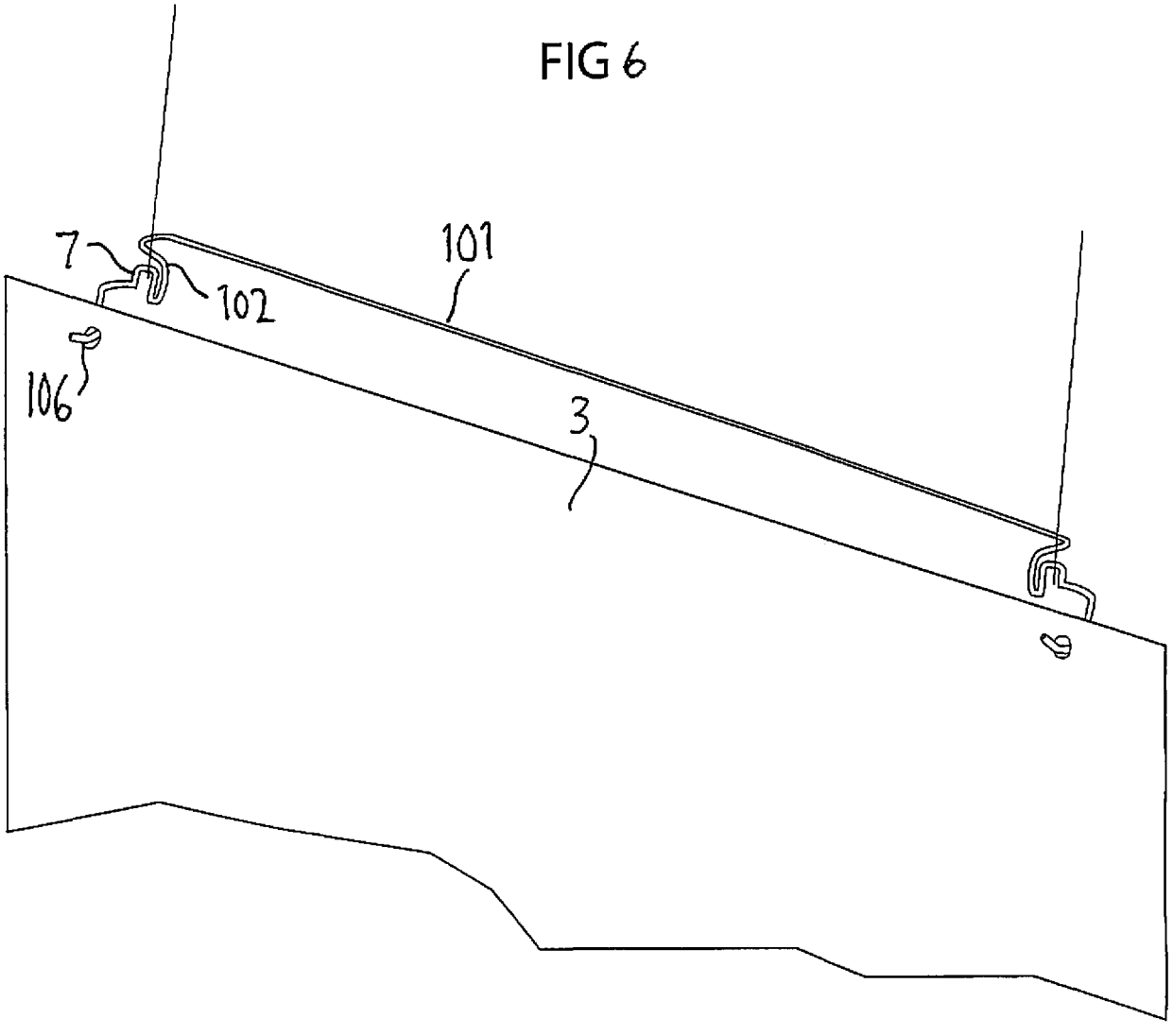


FIG 6



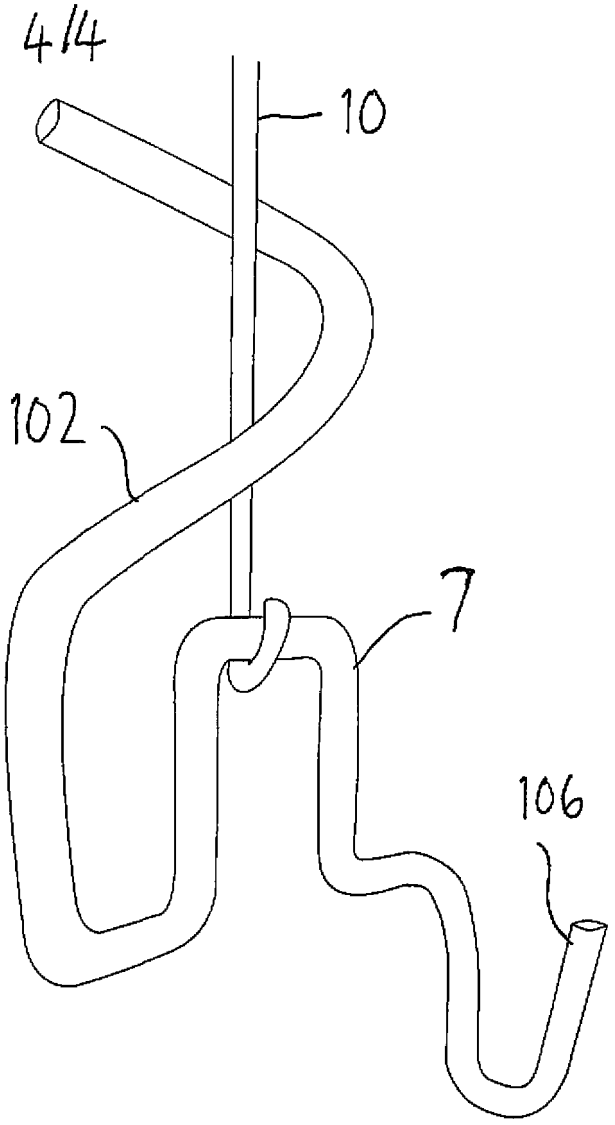


FIG 7

HANGERS FOR DISPLAY MATERIAL

Background to the Invention

[0001] This invention relates to a hanging aid for the hanging of a substrate bearing display indicia, typically for use in supermarkets and other stores.

[0002] GB 2456920 describes various hanging bars for hanging substrate. Each bar has a pair of hooks for engaging apertures in the substrate, and a pair of bar suspension artifacts such as notches or other deformations, from which the bar can be suspended from a ceiling, beam or other overhead structure, by means of two hanging filaments in the form of suspension wires, cords or the like, which can be either flexible or rigid.

[0003] For aesthetic reasons it is desirable to have the hanging filaments vertical and parallel, suspended from points on the ceiling or structure that are directly above the suspension elements. However, where there are draughts, e.g. from doors, heaters or air conditioners, the substrate can swing from side to side, gaining considerable amplitude and causing concern to store owners and customers.

Summary of the Invention

[0004] With the aim of alleviating this problem, the present invention provides a hanger for hanging a substrate bearing indicia, the hanger comprising an elongate stabiliser bar incorporating as integral parts of the bar: a pair of mutually spaced bar suspension artifacts each for suspension by a filament or rod, and two substrate engagement artifacts, mutually spaced longitudinally of the stabiliser bar, the substrate engagement artifacts being of hook-like form to engage with apertures in the substrate, the hanger including at least one elongate member for connecting the bar to one of said filaments or rods, the elongate member extending from a point on the bar spaced from the suspension artefact for suspension by the respective filament or rod.

[0005] The stabiliser bar may be flexible and arranged to be bowed such that the substrate engagement artifacts are brought closer together than in an unstressed state of the bar to engage the apertures and rigidify the substrate.

[0006] The bar may have a cross member suspension artifact for attaching the elongate member. In one embodiment, the or each elongate member is arranged to be attached to an overhead structure suspension point from which one of the filaments or rods is suspended. In another embodiment, the or each elongate member is arranged to be in contact with or connected to one of the filaments or rods at a point below the overhead structure suspension point. To this end, the elongate member may have an eye through which the filament or rod can extend.

[0007] In yet another embodiment, the or each elongate member is an integral part of the stabiliser bar. In this case the elongate member may extend from the bar near the bar suspension artifact and around the filament or rod, thereby maintaining a fixed angle between the bar and the filament or rod.

Brief Description of the Drawings

[0008] The invention will now be described in more detail, by way of example only, with reference to the accompanying drawings, in which:

[0009] Figure 1 schematically shows a hanger according to a first embodiment of the invention, in use;

[0010] Figure 2 shows the hanging bar of the hanger of Figure 1, also showing its bowed state;

[0011] Figure 3 shows part of the hanging bar of Figures 1 and 2 in more detail;

[0012] Figure 4 schematically shows a hanger according to a second embodiment of the invention, in use;

[0013] Figures 5 and 6 schematically show a hanger according to a third embodiment of the invention, in use; and

[0014] Figure 7 shows part of the hanging bar of Figures 5 and 6 in more detail.

Detailed Description of Particular Embodiments

[0015] Figures 1 to 3 show a hanger comprising a stabiliser bar 1 and a cross member 2, suspending a flexible substrate 3 of thin card or plastics material of a thickness less than 2 mm. The flexible substrate 3 is of broadly rectangular shape and printed on one or both sides with indicia 4 to be displayed. The substrate is provided adjacent its upper edge with two apertures 5, in this example in the form of circular holes.

[0016] The stabiliser bar 1 is of metal or plastic rod-like form and of a length slightly longer than the distance between the apertures 5. It is provided at its ends with hook-like formations 6 for engagement of the apertures 5. The bar 1 is provided with three upwardly-directed dome-shaped or rectangular deformations 7, 8, 9, with two 7, 9 thereof being near the ends and one of the deformations 8 being at or near the centre. In use, each of the outer deformations 7, 9 is suspended from a hanging means 10 which can be a flexible filament such a wire or nylon cord, or a rigid rod.

[0017] The cross member 2 is a metal or plastics rod that is hooked around the central deformation 8 and also attached to one of the points 11 from which the hanging means 10 are suspended from an overhead structure. The cross member ensures that the substrate 3 cannot swing from side to side.

[0018] The bar 1 has a small degree of resiliency so that, although in use the bar is generally rigid (and certainly more rigid than the thin substrate 3), it can be resiliently manipulated to feed the hook-like formations 6 into the substrate's apertures 5. In this regard it will be appreciated that the spacing between the substrate's circular apertures 5 is slightly less than the distance between the hook-like formations 6 of the bar 1 in its rest or unstressed condition. This arrangement ensures that when the substrate 3 is hooked onto the bar 1, any small tension force that arises between the apertures 5 will be tolerable (i.e. less than the force

required to tear the substrate 3) and serve to stretch mildly the hung substrate 3 and thus ensure that it remains flat and taut.

[0019] Figure 4 shows an alternative version of the hanger. It has a bar 1′ similar to the bar 1 shown in Figure 1 but with a central deformation 8 of more oval and closed shape.

[0020] The cross member 2′ of this hanger is formed with an eye 12 at one end, through which one of the hanging means 10 is threaded. The cross member 2′ functions in the same way as the cross member 2 of Figure 1. It is particularly suitable where the hanging means 10 is a long flexible wire or cord, since this embodiment allows the length of the cross member 2′ to be independent of the length of the hanging means.

[0021] Figures 5 to 7 show a version of the hanger having a differently formed bar 101 incorporating two cross members 102 as integral parts of the bar. An end of the bar 101 is shown in detail in Figure 7. The cross member 102 rises from a position near the hook-like formation 106 and then extends rearwardly around the hanging means 10. This version is particularly suitable where the hanging means 10 is a rigid wire.

CLAIMS

1. A hanger for hanging a substrate bearing indicia, the hanger comprising an elongate stabiliser bar incorporating as integral parts of the bar: a pair of mutually spaced bar suspension artifacts each for suspension by a filament or rod, and two substrate engagement artifacts, mutually spaced longitudinally of the stabiliser bar, the substrate engagement artifacts being of hook-like form to engage with apertures in the substrate; another integral part of the stabiliser bar extending from a point on the bar spaced from said suspension artefact, providing an additional connection of the bar to the filament or rod.

2. A hanger according to claim 1, wherein the stabiliser bar is flexible and arranged to be bowed such that the substrate engagement artifacts are brought closer together than in an unstressed state of the bar to engage the apertures and rigidify the substrate.

3. A hanger according to claim 1 or 2, wherein the elongate member extends from the rod near the bar suspension artifact and around the filament or rod.

4. A hanger for hanging a substrate bearing indicia, substantially as described herein with reference to Figures 5 to 7 of the accompanying drawings.

Amendments to claims have been filed as follows

CLAIMS

1. A hanger for hanging a substrate bearing indicia, the hanger comprising an elongate stabiliser bar incorporating as integral parts of the bar: a pair of mutually spaced bar suspension artifacts each for suspension by a filament or rod, and two substrate engagement artifacts, mutually spaced longitudinally of the stabiliser bar, the substrate engagement artifacts being of hook-like form to engage with apertures in the substrate; another integral part of the stabiliser bar spaced from said suspension artefact, providing an additional connection of the bar to the filament or rod.

2. A hanger according to claim 1, wherein the stabiliser bar is flexible and arranged to be bowed such that the substrate engagement artifacts are brought closer together than in an unstressed state of the bar to engage the apertures and rigidify the substrate.

3. A hanger according to claim 1 or 2, wherein the other integral part of the bar extends from near the bar suspension artifact and around the filament or rod.

4. A hanger for hanging a substrate bearing indicia, substantially as described herein with reference to Figures 5 to 7 of the accompanying drawings.

Application No:	GB1301768.6	**Examiner:**	Dr Matthew Jefferson
Claims searched:	1 to 4	**Date of search:**	12 April 2013

Patents Act 1977: Search Report under Section 17

Documents considered to be relevant:

Category	Relevant to claims	Identity of document and passage or figure of particular relevance
A	1.	GB 2456920 A (AUGUSTUS MARTIN LTD) See abstract and figures 1-2.
A	1.	FR 2747820 A1 (BIOU) See abstract and figures.

Categories:

X	Document indicating lack of novelty or inventive step	A	Document indicating technological background and/or state of the art.
Y	Document indicating lack of inventive step if combined with one or more other documents of same category.	P	Document published on or after the declared priority date but before the filing date of this invention.
&	Member of the same patent family	E	Patent document published on or after, but with priority date earlier than, the filing date of this application.

Field of Search:

Search of GB, EP, WO & US patent documents classified in the following areas of the UKC^{X} :

Worldwide search of patent documents classified in the following areas of the IPC

A47G; G09F

The following online and other databases have been used in the preparation of this search report

Online: EPODOC, PAJ, WPI. US classification 40/617.

International Classification:

Subclass	Subgroup	Valid From
G09F	0007/18	01/01/2006