Jan. 21, 1969 R. D. KAHN 3,423,059

DUAL-PURPOSE DISPLAY CARD AND WALL MOUNTING

Filed Jan. 9, 1967

FIG. 1.

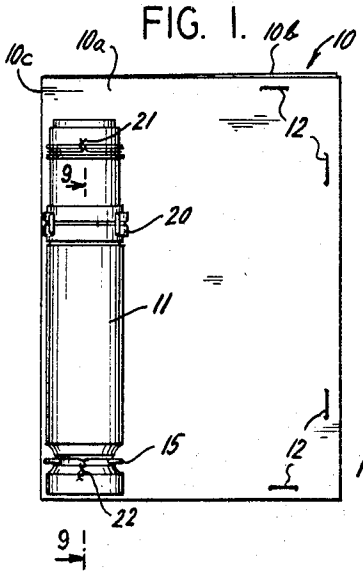


FIG. 2.

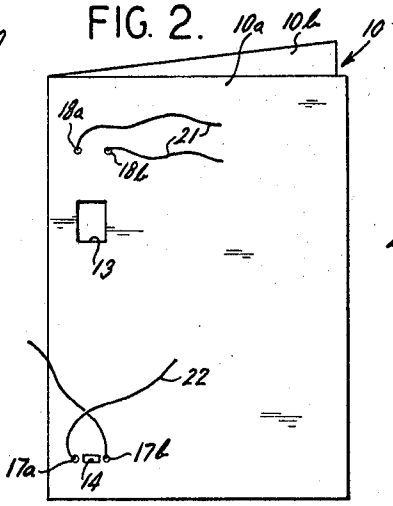


FIG. 3.

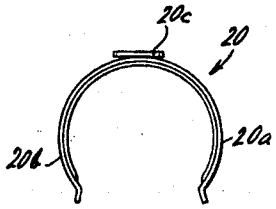


FIG. 4.

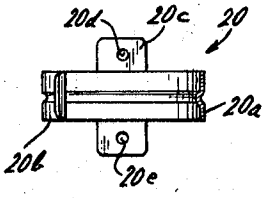


FIG. 5.

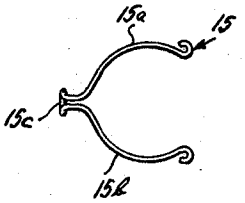


FIG. 6.

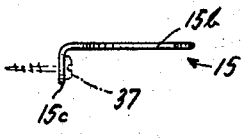


FIG. 7.

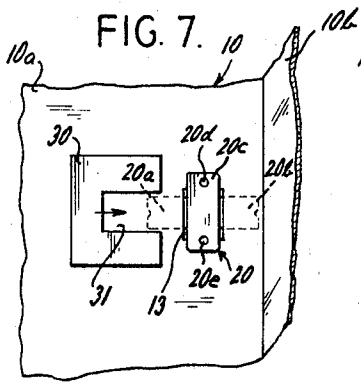
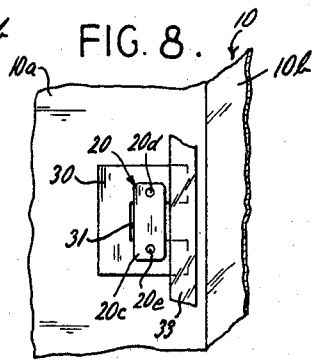


FIG. 8.



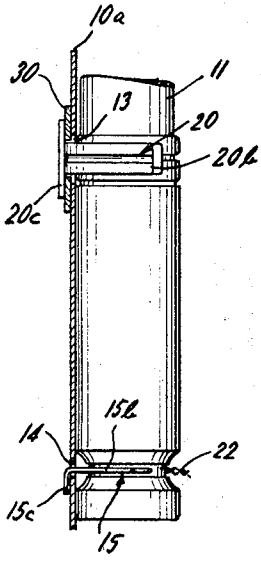


FIG. 9.

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DUAL-PURPOSE DISPLAY CARD AND WALL MOUNTING

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U.S. Cl. 248—316 4 Claims

Int. Cl. A65f 5/08; B65d 73/00

ABSTRACT OF THE DISCLOSURE

A mounting bracket adapted to serve in the dual capacities of attaching an article of merchandise both to a wall and to a display card. The bracket includes a single lug which can be screwed to a wall and also inserted through a cut-out on the card for attachment thereto.

This invention relates to mounting mechanisms for articles such as a small fire extinguisher, and more particularly to a mounting mechanism which serves in a dual capacity, that of attaching the fire extinguisher to a display card and screwing the fire extinguisher to a wall after it is removed from the card.

Many articles of merchandise are sold together with brackets and other hardware for mounting them to walls, panels, etc. When such articles are packaged in boxes the hardware is usually packed in a plastic or similar bag which is inserted in the box.

Many articles of merchandise, on the other hand, are attached to display cards. Typically, the entire card and article are covered with a clear plastic sheet to form a "blister pack." In such cases the mounting hardware is also often packed in a plastic bag which is stapled to the display card.

When the brackets and other hardware are bulky the display card may have an unsightly appearance if the plastic bag containing them is stapled to the card in an exposed position. Furthermore, additional mounting hardware must be used to attach the article to the display card itself. In the case of objects such as small fire extinguishers, a considerable expense may be involved in providing additional mounting arrangements for use on the cards since they must be relatively strong.

It is a general object of this invention to provide a set of hardware for mounting an article of merchandise such as a fire extinguisher on a display card, the hardware being adapted to mount the fire extinguisher to a wall after it is removed from the card.

I have discovered that with a judicious choice of mounting brackets and a properly cut display card it is possible to use the same hardware for both purposes. Although in the illustrative embodiment of the invention two brackets are used to secure a fire extinguisher to both the display card and a wall, a single bracket may be sufficient in many cases. The brackets hold the fire extinguisher in the same manner when they are mounted on both the display card and the wall. The rear of each bracket is adapted to be attached by a nail or screw to a wall. The same lug which is used for securing the bracket to the wall is used to secure the bracket to the display card—without however a need for nails or screws. This is accomplished by forming mating notches or cutouts in the display card through which the lugs pass for securement to the card at the rear thereof.

It is a feature of this invention to provide a mounting bracket with a lug for securement to a wall together with a display card having an appropriate cut-out for insertion of the lug therethrough for attachment to the card.

Further objects, features and advantages of my invention will become apparent upon consideration of the following detailed description in conjunction with the drawing, in which:

FIG. 1 illustrates a fire extinguisher attached to a display card in accordance with the principles of my invention;

FIG. 2 depicts the display card itself with two additional wires used in securing the fire extinguisher;

FIG. 3 is a top plan view of one of the two brackets used in the illustrative embodiment of the invention in the aforesaid dual capacity;

FIG. 4 is front elevational view of the bracket of FIG. 3, shown partly in section;

FIG. 5 is a top plan view of the second bracket used in a dual capacity in the illustrative embodiment of the invention;

FIG. 6 is a side elevational view of the bracket of FIG. 5;

FIG. 7 illustrates the manner of attaching the bracket of FIGS. 3 and 4 to the display card;

FIG. 8 further illustrates the final attachment of the bracket of FIGS. 3 and 4 to the display card; and

FIG. 9 is a sectional view of the display card with attachments, taken through line 9—9 of FIG. 1.

Referring to FIG. 1, display card **10** is provided with a front section **10***a* and a rear section **10***b*, connected together at fold line **10***c*. The two halves of the display card are held together by four staples **12**. The staples are placed on the card only after the two brackets **15** and **20** are attached to the card as described below. (It is not necessary to provide a two-section folded display card to practice my invention if the extra strength is not required.) Fire extinguisher **11** is attached to the display card at the left side thereof, the right side of the card having thereon whatever printed material (not shown) is desired. Fire extinguisher **11** is held against the display card **10** by two wires, **21** and **22**, as well as brackets **15** and **20**.

The display card itself is shown in greatest detail in FIG. 2. Front section **10***a* is provided with two cut-outs **13** and **14**. The front section is also provided with two holes **18***a*, **18***b* through which wire **21** is threaded, and two holes **17***a*, **17***b* through which wire **22** is threaded. As seen in FIG. 1 the two wires are wrapped around the fire extinguisher at the top and bottom thereof and their ends are twisted together. The wires are not essential for securing the fire extinguisher to the display card, this being accomplished by brackets **15** and **20**. The wires serve to prevent a store customer from simply removing the fire extinguisher from the brackets on the display card if the fire extinguisher is not enclosed in a blister pack.

The first of the two brackets is shown in FIGS. 3 and 4. Bracket **20** is provided with two resilient gripping fingers **20***a*, **20***b* and a lug **20***c* at its upper and lower extremities, the center of the lug being welded to the curved section of the bracket. Bracket **20** serves to hold the fire extinguisher at its upper end as shown in FIGS. 1 and 9. The two fingers **20***a*, **20***b* serve to grip the fire extinguisher sufficiently to prevent its falling down from the display card or a wall, but are resilient enough to permit removal of the fire extinguisher when necessary. Bracket **20** is attached to a wall with the placing of two screws (not shown) through holes **20***d*, **20***e*.

The second bracket is shown in FIGS. 5 and 6. Bracket **15** is constructed by bending a single piece of relatively thick wire to form two gripping sides **15***a*, **15***b* and a coil, or lug, **15***c*. A screw **37** may be fitted through lug **15***c* for attaching bracket **15** to a wall. Fingers **15***a*, **15***b* serve to grip the lower portion of the fire extinguisher on both the wall and the display card, as shown in FIGS. 1 and 9.

Bracket **15** is attached to the display card simply by inserting lug **15***c* into hole **14**. With the lug bearing against the rear of section **10***a* of the display card and in a plane parallel therewith, fingers **15***a*, **15***b* extend outward from the display card to grip the fire extinguisher as shown in

the drawing. Bracket **15** aids in holding up the fire extinguisher because of the force exerted upward on the bracket by that part of the display card beneath cut-out **14**. The bracket cannot be pulled away from the display card because lug **15***c* bears against the rear section **10***a* of the display card.

Bracket **20** is attached to the display card by inserting lug **20***c* through cut-out **13** in the front face of the display card such that gripping members **20***a*, **20***b* extend outwardly from the display card. The vertical dimension of cut-out **13** is smaller than the vertical dimension of lug **20***c*. One end of the lug, such as the upper end, is first inserted into cut-out **13** and with the bracket pushed up as far as possible the lower end of the lug then fits through the cut-out. After the lug is inserted, cardboard insert **30** is wedged between the rear of section **10***a* and lug **20***c* as shown in FIGS. 7 and 8. The cardboard insert is provided with a notch **31** which fits over the point of attachment of the curved section of bracket **20** to the lug. The cardboard insert has a thickness sufficient to form a tight wedge between the rear face of section **10***a* of the display card and the lug. In this manner the bracket cannot wobble on the display card. To further secure the attachment Scotch-brand or equivalent tape **33** may be used to attach insert **30** to the display card as shown in FIG. 8.

After brackets **15** and **20** are attached to the display card, the two halves of the card may be stapled together as shown in FIG. 1. The fire extinguisher may then be forced into the brackets in the same manner as it is forced into them when the brackets are attached to a wall. If wires **21** and **22** are used they are then wrapped around the fire extinguisher and their ends are twisted as shown in FIGS. 1 and 9. (Wire **21** is not shown in FIG. 9, and only the forward ends of wire **22** are shown for the sake of clarity.) Thus in accordance with the principles of my invention the same bracket or brackets may be used to secure a fire extinguisher or other article of merchandise both to a wall and to a display card for packaging purposes. The same lugs which are used to attach the brackets to the wall are used to attach the brackets to the display card. As is evident from FIG. 1, the overall package has a pleasing appearance due to the minimization of parts. (If the three screws necessary to attach brackets **15** and **20** to the wall are to be provided with the fire extinguisher, they may be packed in a small plastic bag and stapled to the display card, preferably between the card itself and the fire extinguisher so as not to be exposed to view.) The overall package has the further advantage of enabling a prospective purchaser to view the fire extinguisher as it would be seen when attached to a wall.

Although the invention has been described with reference to a particular embodiment, it is to be understood that this embodiment is merely illustrative of the application of the principles of the invention. Numerous modifications may be made therein and other arrangements may be devised without departing from the spirit and scope of the invention.

What is claimed is:

1. A dual-purpose display card mounting comprising a bracket having two resilient gripping fingers and a rigid lug attached perpendicular thereto, said lug including means adapted to secure said bracket to a wall, a display card having a cut-out therein of a size sufficient to enable insertion of said lug therethrough whereby said resilient fingers extend outwardly from the front face of said display card and said lug is parallel with the plane of said display card at the rear thereof, said article of merchandise being attached to said display card by placement within said bracket resilient fingers, and a wedge between said bracket lug and the rear face of said display card to prevent wobbling of said bracket and said article of merchandise on said display card.

2. A dual-purpose display card mounting in accordance with claim **1** further including another bracket having two resilient fingers and a lug connected perpendicular thereto, said other bracket lug including means adapted to secure said other bracket to said wall, and another cut-out in said display card for placement of said other bracket lug therein, said article of merchandise being further attached to said display card by placement within said other bracket resilient fingers.

3. A dual-purpose display card mounting in accordance with claim **1** further including a strip of tape for securing said wedge to the rear face of said display card.

4. A dual-purpose display card mounting in accordance with claim **1** further including wire means threaded through said display card and wrapped around said article of merchandise to prevent unauthorized removal of said article of merchandise from said display card.

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U.S. Cl. X.R.

206—80; 211—60, 72