

(19)



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(11)

EP 0 682 899 B1

(12)

EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention
of the grant of the patent:

03.04.2002 Bulletin 2002/14

(51) Int Cl.7: **A47F 7/02**

(21) Application number: **95303293.5**

(22) Date of filing: **17.05.1995**

(54) **Display stands for watches**

Verkaufsstände für Armbanduhren

Présentoirs pour montres

(84) Designated Contracting States:
DE ES FR GB IT

(30) Priority: **21.05.1994 GB 9410235**

(43) Date of publication of application:
22.11.1995 Bulletin 1995/47

(73) Proprietor: **L.C. Visual Marketing Limited**
Hinckley Leicestershire LE10 OPR (GB)

(72) Inventors:
• **Blackbourn, David Granville**
Enderby, Leicester LE9 5PJ (GB)

• **Whitfield, Richard Basil**
Leicestershire LE12 7BS (GB)

(74) Representative: **SERJEANTS**
25, The Crescent
King Street
Leicester, LE1 6RX (GB)

(56) References cited:
CH-A- 260 217 **US-A- 2 549 369**
US-A- 5 136 557 **US-A- 5 181 608**

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EP 0 682 899 B1

Description

[0001] The invention relates to stands of the type used by retailers to display wristwatches.

[0002] Retailers of wristwatches frequently desire to display each watch on an individual stand in order to allow a clear view of the watch, preferably in conjunction with a panel providing information such as the maker's name and the price of the watch.

[0003] A mounting for displaying wristwatches is shown in CH 260217. However, this mounting is not free-standing and must either lie flat or be propped up against another structure to ensure that the watch is adequately displayed.

[0004] A widely used stand, as exemplified in US 2,549,369, is injection moulded from a plastic such as polystyrene and includes a C-shaped mounting portion around which the wristband of the watch is arranged. A lower part of the mounting portion is attached at one side to a base, on which a display panel is also provided. To allow removal of the stand sideways from its mould during manufacture, the display panel must be flat, so it is not possible to mould a name or symbol in relief on the panel. Another disadvantage of this design is that it must be produced with the C-shaped mounting portion in various sizes to accommodate the wide range of wristbands available. Furthermore, injection moulding of the stand requires expensive tooling.

[0005] The invention provides a stand for a wristwatch, comprising a resilient strip; a display panel; and means connecting the display panel to the strip so that a slot extends between the display panel and a lower end of the strip from an edge of the strip at least halfway across the width of the strip, wherein the resilient strip, the display panel and the connecting means are integrally moulded CHARACTERISED IN THAT the resilient strip is generally planar, the display panel is generally parallel to the plane of the strip, and the stand has a shape that enables it to be moulded in a two part mould and removed from the mould in a direction generally perpendicular to the plane of the strip.

[0006] Such a stand overcomes the disadvantages of the prior art in that it can be moulded integrally in a generally flat configuration, which allows large numbers to be made comparatively cheaply. The stand can be removed easily from a two part mould even if letters or symbols are formed in relief on the panel, which allows the appearance of the stand to be enhanced in a variety of ways. The resilient strip adapts in use to a large range of wristband sizes so it is not necessary to manufacture a corresponding range of different stands. Any suitably resilient material may be used for the stand but plastics such as polycarbonate, ABS, PVC and nylons are preferred.

[0007] A preferred embodiment of stand includes a prop extending from the rear of the display panel for supporting the stand; and means at the upper end of the resilient strip for engaging the buckle of a wristwatch so

that it can be displayed in an alternative configuration.

[0008] Further, optional features of the stand are mounting means on the rear surface of the strip for mounting a stem with its axis generally perpendicular to the plane of the strip; and a pair of protrusions on the rear surface of the resilient strip such that when the strip is bent to make its rear surface concave, the protrusions may grip between them a stem with its axis extending sideways. Such stems may be used to provide additional support for the stand, to connect it to other display means or to carry additional information such as the price of the displayed watch

Brief description of the drawings

[0009]

Fig. 1 is a perspective view of a stand in accordance with the invention;

Fig. 2 is a side view of the stand of Fig. 1 in use to display a watch;

Fig. 3 is a front view of the stand and watch of Fig. 2; Fig. 4 is a rear elevation of a second embodiment of watch stand in accordance with the invention;

Fig. 5 is a side view, partially in section, of a watch mounted on the stand of Fig. 4 in a first configuration; and

Fig. 6 is a front elevation of a watch mounted on the stand of Fig. 4 in a second configuration.

Detailed description of preferred embodiments

[0010] The stand illustrated in Fig. 1 includes a resilient strip 2 connected at one of its ends to a panel 4. The strip 2 and the panel 4 lie in parallel planes, forming a step between them. The connection 6 between the strip 2 and the panel 4 is confined to one end of the step, adjacent to one edge of the strip 2 and the panel 4. The remainder of the step comprises a slot 8 extending from the opposite edge of the strip 2 and the panel 4, more than halfway across their width.

[0011] For essentially aesthetic reasons, the panel 4 is trapezoidal in shape, its width tapering towards the slot 8. The strip 2, includes a shoulder portion 10 adjacent to the slot 8, which has a width at the slot 8 equal to that of the panel 4 and which continues the taper of the panel 4 for a short distance beyond the slot 8.

[0012] The stand is moulded flat, as shown in Fig. 1, in a single piece. The thickness of the panel 4 is greater than the thickness of the strip 2 so that the panel is stiffer than the strip.

[0013] Figs. 2 and 3 show how the stand may be used to display a wristwatch. That part of the wristband 14 immediately below the watch face 16 is inserted into the slot 8 of the stand. The resilient strip 2 is then bent into a curve and inserted into the loop of the wristband 14. (If the wristband is of the type comprising two parts connectable by a buckle, the buckle should be fastened).

[0014] The watch 12 thus mounted on the stand can be displayed on a flat surface, resting on the lower edge 18 of the panel 4 and the part of the wristband 14 beneath the end 20 of the strip 2.

[0015] Fig. 3 shows how, when viewed from the front, the watch face 16 appears above the panel 4. The panel 4 may have an area 22 of raised lettering or symbols to enhance its appearance and provide information. The shoulder portion 10 of the strip 2 is visible behind the watch face 16, continuing the taper of the panel 4.

[0016] In the alternative embodiment of Figs. 4 to 6, corresponding parts are given the same reference numerals as in Figs. 1 to 3. The panel 4 is connected to the resilient strip 2 via a connecting element 6 at one side of the strip 2, to leave a slot 8 between the end of the strip 2 and the panel 4. Symbols 22 are moulded in relief on the panel 4. In the illustrated embodiment, the panel 4 is rectangular in shape and the strip 2 lacks the shoulder portions 10 of the first embodiment. A short length 11 of the strip adjacent to the slot 8 is thickened to increase its stiffness. There is a slight bend in the strip 2 between the thickened section 11 and the thinner, more flexible remainder of the strip 2.

[0017] Extending from the rear of the panel 4 is a prop 23, which enables the stand to be supported on a flat surface resting on the prop 23 and the lower edge 18 of the panel 4. Alternatively, the prop 23 may extend further backwards for use in mounting the stand on a wall. Fig. 5 shows how the stand can be used to display a watch 12 in a very similar manner to Fig. 2. The strap 14 of the watch 12 forms a continuous loop, with a part of the strap 14 just below the watch face 16 passing through the slot 8 of the watch stand and the resilient strip 2 of the watch stand being bent into a curve within the loop of the watch strap 14.

[0018] The stand may include a socket 26 on its rear surface for receiving the end of a stem (not shown). Such a stem may be used to display additional information alongside the watch or to connect the watch stand to other display or support means. The rear of the resilient strip 2 may include one or more pairs of protrusions 24, which, when the strip 2 becomes curved in use, incline towards one another, enabling them to grip a stem between them as shown in broken lines in Fig. 5.

[0019] In the second embodiment of the watch stand, the end of the resilient strip 2 that is remote from the panel 4 has cutaway portions 28 at its corners, as shown in Fig. 4. This enables the stand to display a watch 12 that has a buckle 30 in the alternative configuration shown in Fig. 6. The buckle 30 is hooked over the cutaway portions 28 and the watch 12 is suspended therefrom, resting against the generally straight resilient strip 2. The lower part of the watch strap 14 again passes through the slot 8 to be hidden from view at the rear of the stand. The stand may be supported on a flat surface in the same manner as the configuration of Fig. 5.

[0020] The illustrated stand can be moulded in a single piece and removed from the mould in a direction per-

pendicular to the plane of the paper in Fig. 4.

Claims

1. A stand for a wristwatch, comprising:

a resilient strip (2);
a display panel (4); and
means (6) connecting the display panel (4) to the strip (2) so that a slot (8) extends between the display panel (4) and a lower end of the strip (2) from an edge of the strip (2) at least halfway across the width of the strip (2), **characterised in that** the resilient strip (2), the display panel (4) and the connecting means (6) are integrally moulded
wherein 29 (1) (a), (b)
the resilient strip (2) is generally planar, the display panel (4) is generally parallel to the plane of the strip (2), and the stand has a shape that enables it to be moulded in a two part mould and removed from the mould in a direction generally perpendicular to the plane of the strip (2).

2. A stand according to claim 1, including symbols (22) in relief on the front surface of the display panel (4).

3. A stand according to claim 1 or claim 2, further including a prop (23) extending from the rear of the display panel (4).

4. A stand according to any preceding claim, including means (28) at an upper end of the resilient strip (2) for engaging the buckle (30) of a wristwatch.

5. A stand according to any preceding claim, including mounting means (26) on the rear surface of the strip (2) for mounting a stem with its axis generally perpendicular to the plane of the strip (2).

6. A stand according to any preceding claim, including a pair of protrusions (24) on the rear surface of the resilient strip (2) such that when the strip (2) is bent to make its rear surface concave, the protrusions (24) may grip between them a stem with its axis extending sideways from the strip (2).

Patentansprüche

1. Ein Ständer für eine Armbanduhr, bestehend aus:

einem elastischen Streifen (2);
einem Anzeigefeld (4); und
Mittel (6), das das Anzeigefeld (4) mit dem Streifen (2) verbindet, so dass sich ein Schlitz (8) zwischen dem Anzeigefeld (4) und einem

unteren Ende des Streifens (2) von einer Kante des Streifens (2) zumindest die halbe Strecke über die Breite des Streifens (2) erstreckt, **dadurch gekennzeichnet, dass** der elastische Streifen (2), das Anzeigefeld (4) und das Verbindungsmittel (6) integral geformt sind

worin der elastische Streifen (2) im Allgemeinen planar ist, das Anzeigefeld (4) im Allgemeinen parallel zur Ebene des Streifens (2) ist und der Ständer eine Form hat, die es ihm ermöglicht, in einer zweiteiligen Form geformt zu werden und der Form in einer Richtung, die im Allgemeinen senkrecht zur Ebene des Streifens (2) ist, entnommen zu werden.

2. Ein Ständer gemäß Anspruch 1, Symbole (22) in Relief auf der vorderen Oberfläche des Anzeigefeldes (4) beinhaltend.

3. Ein Ständer gemäß Anspruch 1 oder Anspruch 2, des Weiteren eine Stütze (23), die sich von der Rückseite des Anzeigefeldes (4) erstreckt, beinhaltend.

4. Ein Ständer gemäß beliebiger vorangehender Ansprüche, einschließlich Mittel (28) an einem oberen Ende des elastischen Streifens (2) zum Eingreifen lassen der Schnalle (30) einer Armbanduhr.

5. Ein Ständer gemäß beliebiger vorangehender Ansprüche, einschließlich Montagemittel (26) auf der hinteren Oberfläche des Streifens (2) zur Montage eines Stiftes, wobei seine Achse im Allgemeinen senkrecht zur Ebene des Streifens (2) ist.

6. Ein Ständer gemäß beliebiger vorangehender Ansprüche, ein Paar Vorsprünge (24) auf der hinteren Oberfläche des elastischen Streifens (2) beinhaltend, so dass, wenn der Streifen (2) gebogen wird, um seine hintere Oberfläche konkav zu machen, die Vorsprünge (24) zwischen sich einen Stift erfassen können, wobei sich seine Achse seitwärts vom Streifen (2) erstreckt.

élastique (2), le panneau d'affichage (4) et les moyens de connexion (6) sont moulés intégralement

dans lequel

la bande élastique (2) est généralement planaire, le panneau d'affichage (4) est généralement parallèle au plan de la bande (2), et le support a une forme qui lui permet d'être moulé dans un moule à deux plateaux et retiré du moule dans une direction généralement perpendiculaire au plan de la bande (2).

2. Un support, suivant la revendication 1, comportant des symboles (22) en relief sur la surface avant du panneau d'affichage (4).

3. Un support, suivant l'une des revendications 1 ou 2, comportant de plus un appui (23) se projetant de l'arrière du panneau d'affichage (4).

4. Un support, suivant l'une quelconque des revendications précédentes, comportant des moyens (28) à une extrémité supérieure de la bande élastique (2) pour engager la boucle (30) d'une montre-bracelet.

5. Un support, suivant l'une quelconque des revendications précédentes, comportant des moyens de montage (26) sur la surface arrière de la bande (2) pour monter une tige dont l'axe est généralement perpendiculaire au plan de la bande (2).

6. Un support, suivant l'une quelconque des revendications précédentes, comportant deux protubérances (24) sur la surface arrière de la bande élastique (2) de telle manière que lorsque la bande (2) est pliée pour rendre sa surface arrière concave, les protubérances (24) peuvent saisir entre elles une tige dont l'axe se projette latéralement de la bande (2).

Revendications

1. Un support pour une montre-bracelet, comportant :

une bande élastique (2) ;
un panneau d'affichage (4) ; et
des moyens (6) pour connecter le panneau d'affichage (4) à la bande (2) afin qu'une fente (8) s'étende entre le panneau d'affichage (4) et l'extrémité inférieure de la bande (2) d'un bord de la bande (2) au moins au milieu de la largeur de la bande, **caractérisé en ce que** la bande

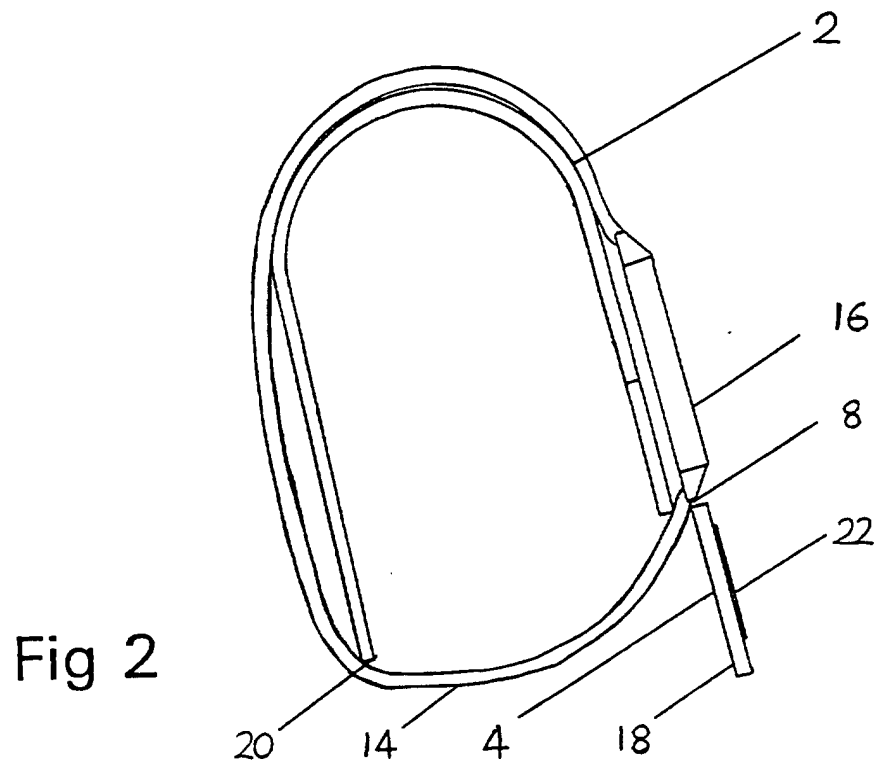
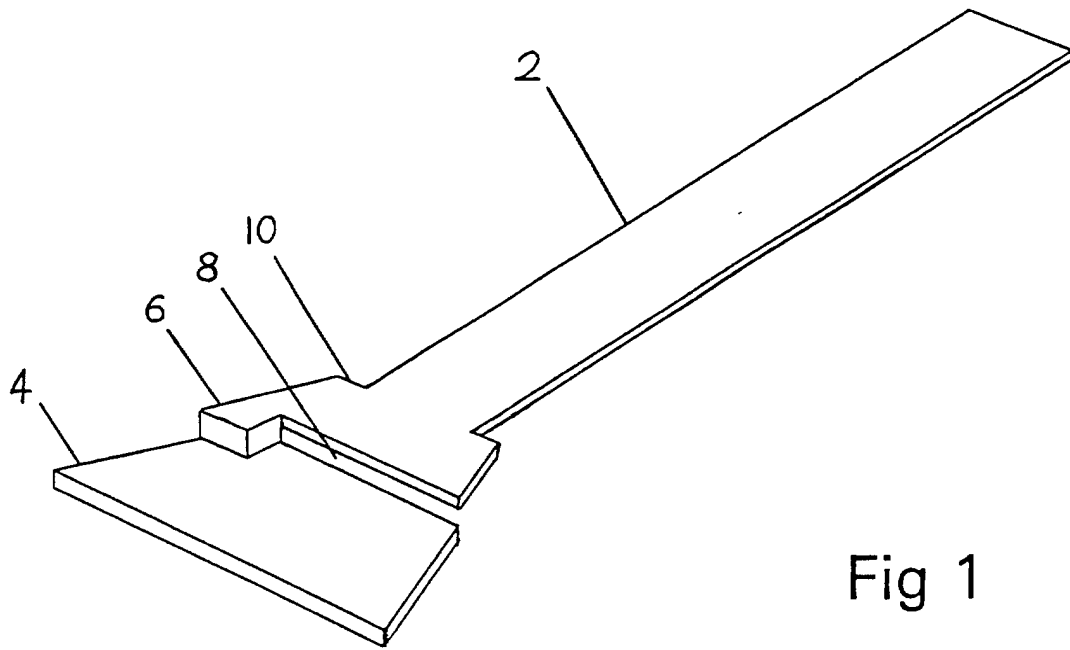


Fig 3

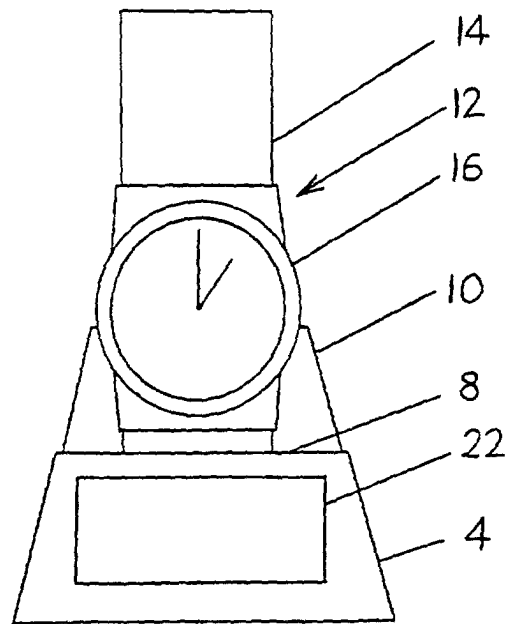
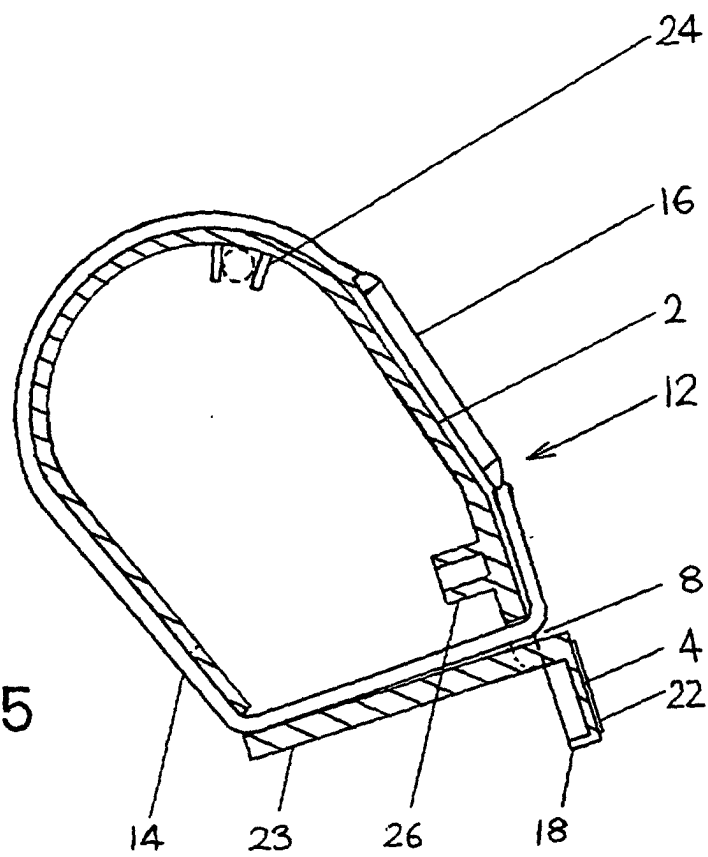


Fig 5



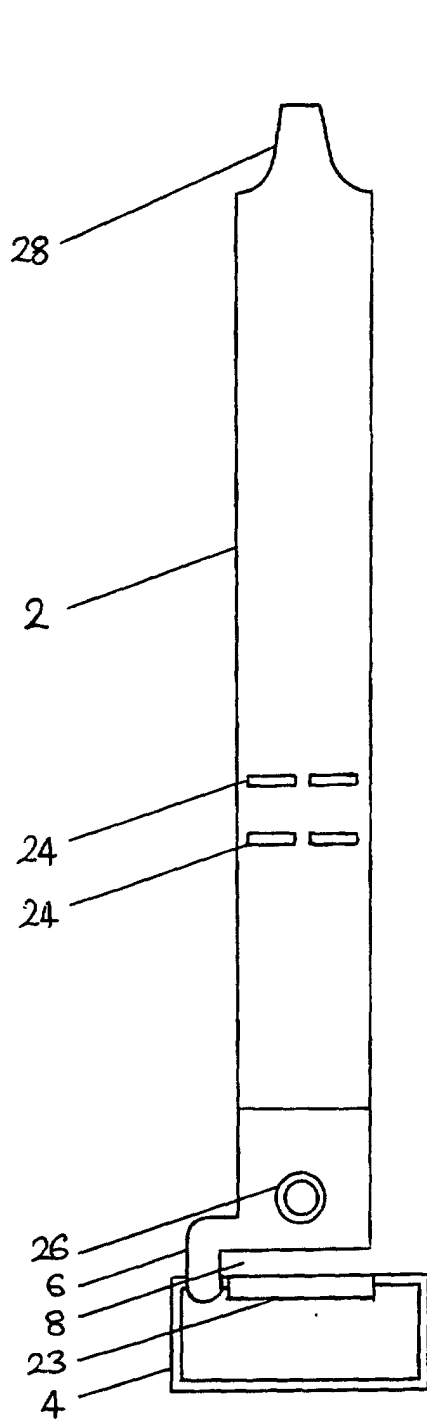


Fig 4

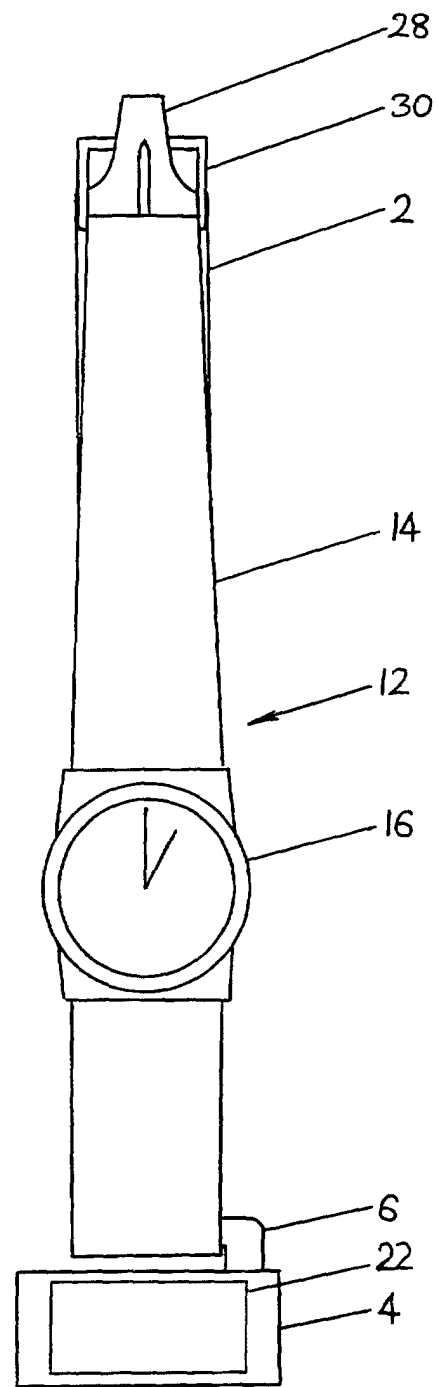


Fig 6