July 27, 1965 H. J. GABRYEL 3,197,026

DISPLAY

Filed May 27, 1963

FIG. 1

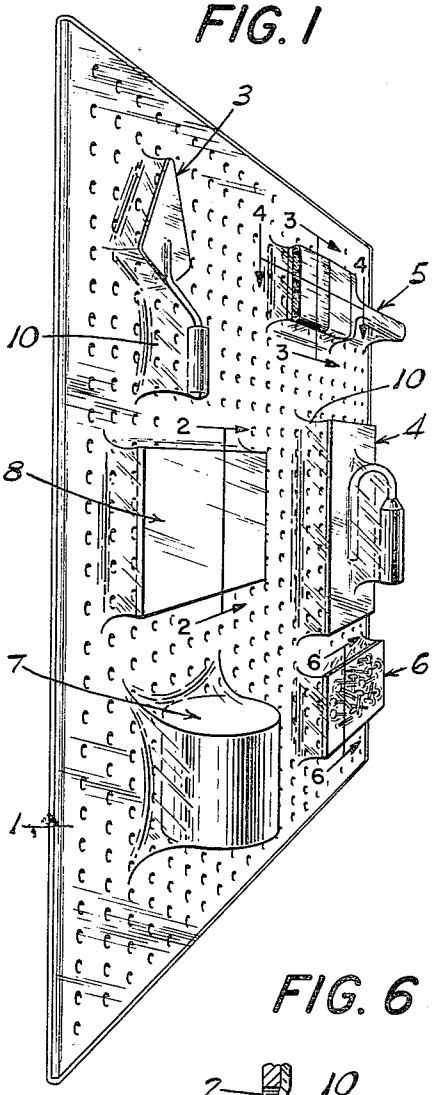


FIG. 2

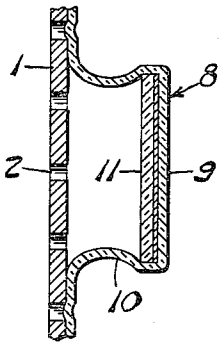


FIG. 3

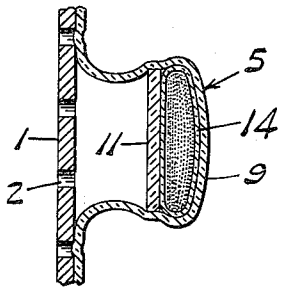


FIG. 4

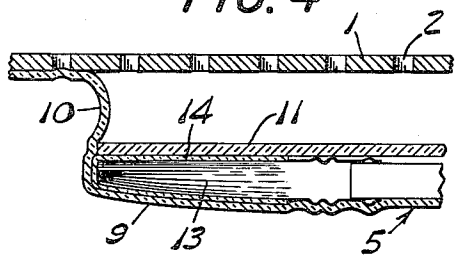


FIG. 5

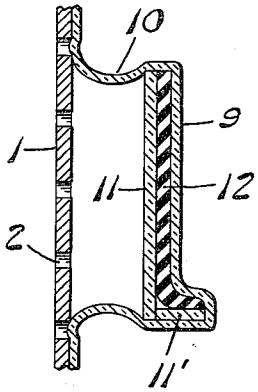
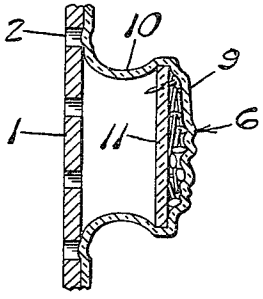


FIG. 6



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DISPLAY

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4 Claims. (Cl. 206—80)

This invention relates to the display art, and more particularly to a new and useful display arrangement incorporating the displayed object as an integral part thereof.

A primary object of my invention is to display objects in a particularly appealing and natural manner creating a pleasing impression on an observer and thereby inducing him to purchase the same.

Another object of my invention is to provide a three-dimensional spaciousness creating an impression of handing the displayed object to the observer for consideration and purchase.

Still another object of my invention is to provide the foregoing in a permanent display arrangement, wherein the displayed objects are covered and enclosed, being protected from deterioration through handling and atmospheric contamination, and against pilfering.

It is also an object of my invention to provide the foregoing in a display arrangement which is durable and long-lasting, and which, considering the beneficial advantages obtained, is relatively inexpensive.

In one aspect thereof, a display of my invention is characterized by the provision of a mounting base, one or more objects on display, the objects being spaced from the base, and a layer of transparent material extending across the display side of the objects in surface conforming relation thereto, the transparent layer extending between the object and the mounting base and providing a substantially transparent support mounting the object on the base in spaced relation thereto.

In another aspect thereof, a display of my invention is characterized by the provision of a backing panel, numerous objects randomly intermingled in a mass on the panel, and a film of transparent material extending across the display side of the mass in substantial surface conforming contact therewith, the film extending around the sides of the backing panel and thereby covering and enclosing the displayed objects.

In another aspect thereof, a display of my invention is characterized by the provision of a mounting panel, multiple objects on display, and means mounting the objects on the panel in spaced relation thereto and to each other, the mounting means comprising a continuous sheet of transparent material extending across and around the display sides of the objects in surface conforming relation thereto, the transparent sheet extending behind the objects to the panel and across the display side of the panel, the sheet being sufficiently rigid to support the objects in spaced relation to each other and to the panel.

The foregoing and other objects, advantages and characterizing features of my invention will become clearly apparent from the ensuing detailed description of certain illustrative embodiments thereof, considered in conjunction with the accompanying drawing depicting the same wherein like reference numerals denote like parts throughout and wherein:

FIG. 1 is a front perspective view of a composite display of my invention;

FIG. 2 is a fragmentary, sectional view thereof taken about on line 2—2 of FIG. 1;

FIG. 3 is a fragmentary, sectional view thereof taken about on line 3—3 of FIG. 1;

FIG. 4 is a fragmentary, sectional view thereof taken about on line 4—4 of FIG. 1;

FIG. 5 is a fragmentary, sectional view corresponding to that of FIG. 2 but illustrating still another display of my invention; and

FIG. 6 is a fragmentary, sectional view taken about on line 6—6 of FIG. 1.

While the accompanying drawing and ensuing detailed description refer only to the display of hardware items, it will be obvious and should be understood that my invention is by no means limited thereto because the variety of objects which can be displayed in accordance with my invention is almost limitless.

Referring now to the accompanying drawing, there is shown an illustrative, composite display of my invention comprising several different objects mounted on a common base in the form of a panel 1. The base can be of any suitable material and construction, comprising in the illustrated embodiment a conventional perforated board having perforations 2. The objects on display comprise, in the illustrated embodiment, different types of trowels 3 and 4, a paintbrush 5, a handful of nails 6, a paint can 7, and a sign 8 containing appropriate indicia, not shown, such as prices.

The items 3–7, in and of themselves, are conventional, and are intended to be merely illustrative of the wide variety of objects which can be displayed in accordance with my invention.

It is a particular feature of my invention that objects such as those shown at 3, 4, 5, 6 and 8 are supported in spaced relation to panel 1, entirely by transparent spacing means. To this end, there is provided a layer 9 of transparent material extending across the display sides of the objects, thence rearwardly to panel 1, and thence outwardly across the display side of panel 1 and around the sides thereof. The various objects 3–6 and 8 are connected to panel 1 by the spacing portions 10 of layer 9, and the material of layer 9, in addition to its transparency, is sufficiently strong and rigid, in the finished display, to support the various objects 3–6 and 8 in spaced relation to panel 1. No other spacing support is required, whereby these objects appear to be suspended in air by invisible supporting means.

Even in the case of bulky or heavy items, such as paint can 7, which abut panel 1, the layer 9 provides an invisible support by means of which the object 7 is suspended.

An example of a material suitable for layer 9 is cellulose acetate butyrate sold as C/A/B by Nixon-Baldwin Chemicals, Inc., Nixon, New Jersey. A sheet of from 60 to 100 thousandths inch thickness has proven satisfactory. It is transparent and strong at normal temperatures, as required by my invention, and is thermoplastic, enabling its application in the manner described hereafter.

Layer 9 extends across the display sides of the various objects on display in surface-conforming contact therewith. This provides a protective skin around the display side of the objects, while retaining the natural appearance thereof. In addition, it provides a means for the natural display of objects, such as nails, which normally are randomly intermixed.

Thus, it is another particular feature of my invention that discrete objects, such as the mass of nails 6, can be displayed in a very natural manner. Referring now to FIG. 6, the mass of nails are intermixed in random fashion on a backing panel 11. To enhance the appearance of naturalness, one or more nails can extend into, and even through panel 11, as shown, creating the effect of a nail in use. Because layer 9 conforms to the surface irregularity of the mass of nails 6, it does not detract from the natural appearance thereof. Furthermore, the strength of layer 9 enables it to maintain the relative position of the massed nails.

Where the displayed object is flexible, as in the case of sign 8, or has a flexible portion, as in the case of paintbrush 5, it can be provided with a supporting backing such as panel 11. Where the displayed object has angu-

larly related flexible portions, such as the rubber molding **12** shown in FIG. 5, it can be provided with additional backing supports such as shown at **11'**. In each instance, the backing panels **11, 11'** preferably are of transparent material, such as plexiglass, to preserve the illusion of an invisible support.

In addition to spacing the displayed objects and their backing panels **11, 11'** from base panel **1**, layer **9** maintains these parts in assembled relation. This is accomplished by the surface conformance of layer **9**, around the object and its backing panel or panels and slightly therebehind as clearly shown in FIGS. 2–6. Thus, layer **9** is wrapped around these parts, with spacing portions **10** being contracted and inwardly offset. This holds these parts assembled, and holds them spaced from panel **1**. The same is true of those objects, such as trowels **3** and **4**, which have no backing panels. The spacing portions **10** are inwardly offset, as clearly shown in FIG. 1, thereby locking the displayed object in position, spaced from panel **1**.

Where the displayed object includes a flexible portion of relatively movable parts, such as the bristles **13** of paintbrush **5**, it is desirable to maintain a particular position thereof. I accomplish this by enclosing the flexible portion in a protective shell or jacket **14** of transparent material such as the material of layer **9**.

A preferred method of constructing the display of my invention is as follows. The various objects **3–8** are assembled, with their backing panels and enclosing jackets, where necessary, and are supported in spaced relation to panel **1**, as by means of pegs extending through the perforations **2** of panel **1**. The panel **1** is placed in a horizontal position, on an appropriate supporting base, with objects **3–6** and **8** supported above the panel as indicated above and with paint can **7** supported on the panel and held against movement by pegs or the like extending through perforations **2** on opposite sides of paint can **7**. A sheet of the plastic, comprising layer **9**, is suspended above the panel, and heated until it droops. This occurs at approximately 400° F., and when the plastic yields and droops toward the assembled display panel and objects, the latter are raised into the plastic. The heat then is removed, and a vacuum is applied from behind panel **1**, drawing the heated plastic around the objects **3–8** and against panel **1**, as clearly indicated for example in FIGS. 2–6. As the plastic cools, it sets and hardens, and is securely adhered to the objects and to the panel. The extension of the plastic layer **9** around the sides of panel **1** provides increased adhesion to the panel, and therefore additional support for the displayed objects.

The supporting pins then are removed, leaving the plastic portions **10** as the spacing support.

I have found that the plastic layer **9** tends to shrink and draw as it cools. To reduce this, and provide increased adhesion, I have found it desirable to first spray the panel **1** with a thin coating of pyroxilin, a suitable composition being one sold as Proxseal E–1658–P by Pyroxilin Products, Inc., division of Pierce & Stevens Chemical Corp., 4851 South St. Louis Avenue, Chicago 32, Illinois. Only a thin coating is required, and this composition can be thinned with methyl ketone.

In constructing the display, using this method, meltable objects pose a problem because of the elevated temperatures to which they are subjected. However, I have found that they can be assembled in this manner, if the object is frozen instantly upon application of the hot plastic. In other words, ice can be applied to the object as it is brought into contact with the hot plastic. This freezes the object long enough, to prevent its melting.

Accordingly, it is seen that my invention fully accomplishes its intended objects. There is provided a display in which the objects are completely enclosed and protected, against deterioration from handling as well as against pilfering. However, the objects do not give the appearance of being enclosed, as is the case when they are displayed in a conventional showcase arrangement. Instead, the objects seem to be suspended in air, by an invisible support, presenting the objects in a manner creating the impression of handing the object to the observer, for consideration and purchase. While I have disclosed and described in detail only certain illustrative embodiments, that has been done without thought of limitation, it being intended that the scope of my invention be defined by the appended claims.

Having fully disclosed and completely described my invention, and its mode of operation, what I claim as new is:

1. A display comprising a mounting panel, an object on display, and a film of transparent material wrapped around the display side of said object in substantially surface-conforming relation thereto and slightly therebehind, said film extending from said object to said panel and across the display side of said panel, said film being adhered to said panel, and the portion of said film extending from said object to said panel being at least partially inwardly offset and comprising a tubular sleeve spacing said object from said panel a substantial distance several times the thickness of said film, said sleeve being the sole spacing support for said displayed object.

2. A display as set forth in claim **1**, wherein said displayed object is relatively flexible, together with a supporting backing panel for said displayed object, said backing panel being positioned behind and against said displayed object, and said film being wrapped around the display side of said object and slightly behind said backing panel, said sleeve being the sole spacing support for said displayed object and its said backing panel.

3. A display as set forth in claim **1**, wherein said displayed object comprises a mass of discrete objects, such as nails, intermixed in random fashion on a backing panel, said tubular sleeve spacing said mass and said backing panel from said mounting panel a substantial distance and being the sole spacing support for said displayed objects and backing panel.

4. A display as set forth in claim **1**, wherein said mounting panel comprises perforated board.

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