MYLAR™ BALLOON DISPLAY RACK

Inventor:  Fazil R. Bacchus, Queens Village, NY (US)

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ABSTRACT

The present invention provides a display rack configured expressly for neatly displaying Mylar™ balloons. The Mylar Balloon Display Rack is comprised of a heavy duty wall mounted base plate or "back" plate manufactured of shatterproof plastic with other embodiments manufactured of metal. Running the length of the top and the bottom of the back plate is a heavy duty "L" bracket on which a series of durable plastic pegs for use in securing the actual display panels are mounted. Each square shaped display panel is comprised of lightweight and flexible plastic material. Balloons are inserted in plastic sleeves which encompass the front and back of each panel, thus enabling the retailer to display two balloons with each panel, while larger panels are sized to accommodate two or more balloons per side.
MYLAR™ BALLON DISPLAY RACK

CLAIM OF PRIORITY


FIELD OF THE INVENTION

[0002] The present invention pertains to the field of product display devices, and more specifically to the field of balloon display devices.

BACKGROUND OF THE INVENTION

[0003] The prior art has put forth several designs for balloon display devices. Among these are:

[0004] U.S. Pat. No. 5,568,575 to J. Edward Johnson describes a bulk balloon hangar for effectively supporting and displaying a plurality of non-inflated mylar balloons. The bulk balloon hangar includes a hook for engaging a support rod or bar or other supporting structure, a curved bar having a permanent but slight bow effect along its length, together with a straight channel along the length of the bar and a tension rod pivoted at one end of the bar and a hook-like clasp at the other end of the bar that engages the free end of the tension rod when the tension rod grips a plurality of non-inflated mylar balloons between the tension rod and channel in the bowed or curved bar thereby providing effective support for a plurality of non-inflated mylar balloons.

[0005] U.S. Pat. No. 5,727,700 to John J. Digney describes a device for displaying inflated balloons, particularly pillow-shaped MYLAR-type balloons which has a closed perimeter formed from at least one downwardly open channel member.

[0006] U.S. Pat. No. 6,332,823 to Graham M. Rouse, Jr. describes a structural and/or decorative display which is made by connecting inflatable balloon chambers into a network. The network of inflatable chambers may be generated as a balloon system comprised of at least two identical balloonlets each of which has at least two openings and is in fluid communication with at least one other identical balloonlet.

[0007] None of these prior art references describe the present invention.

SUMMARY OF THE INVENTION

[0008] It is an object of the present invention to provide a balloon display rack for non-inflated Mylar™ balloons.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] FIG. 1 is an elevational angled perspective view of the device of the present invention.

[0010] FIG. 2 is a close-up elevational view of a portion of the device of the present invention.

[0011] FIG. 3 shows an elevational angled perspective view of the device of the present invention partially filled.

DETAILED DESCRIPTION OF THE INVENTION

[0012] A favorite decorative accessory found at birthday, anniversary, graduation and virtually any other popular celebration is the balloon. Like greeting cards and flowers, colorful balloons are also presented as gifts for special occasions such as the birth of a child, or simply to brighten one’s day. Technically, a balloon is a flexible bag filled with a type of gas, such as air, helium, hydrogen or nitrous oxide. Early balloons were made of dried animal bladders, while today’s more user-friendly versions are manufactured of rubber, latex and mylar material. While balloons can serve a variety of specified functions such as meteorology, medical treatment, military defense and transportation, balloons purchased and utilized by average consumers are mostly designed for purely decorative purposes. After all, what would a child’s birthday party be without a colorful assortment of buoyant balloons to add a whimsical flair to festivities? Party balloons are sold in a myriad of retail establishments including grocery stores, party supply stores, florist shops and other retail outlets and there are an endless variety of balloon designs available. For instance, balloons imprinted with the images of cartoon characters or any number of sentiments are extremely popular with consumers, while balloons produced in animal shapes and in a plethora of colors and patterns, are favored accessory available at retail outlets. Unfortunately for retailers, displaying all of the balloons available for sale to customers can be problematic. Typically, a retail establishment hangs deflated balloons on walls or ceilings in order to showcase the many designs offered for sale. Not surprisingly, because there are so many types of party balloons on the market, displaying balloons in this manner can take up an entire wall or ceiling space, leaving little room for other product displays or promotional flyers. For customers, searching a wall displaying dozens of balloons in order to choose a specific design is overwhelming, often times resulting in the consumer “settling” on a design, rather than spending all afternoon searching for that “perfect” balloon.

[0013] The present invention, hereinafter referred to as the Mylar Balloon Display Rack is a specially designed display rack configured expressly for neatly displaying dozens of balloons in a fraction of the space associated with traditional display methods. Similar in appearance and basic function to the moving display racks utilized to showcase posters, art prints and similar media, the Mylar Balloon Display Rack is manufactured primarily of heavy-duty plastic material and features metal components. This embodiment is designed to display up to sixty-two balloons with other embodiments available for other sizes to accommodate various retail needs. The Mylar Balloon Display Rack is comprised of a heavy duty wall mounted base plate or “rack” plate measuring approximately twenty-four inches in length by approximately twenty-one inches in height. This plate is manufactured of shatterproof plastic with other embodiments manufactured of metal. Each is mounted to any wall via standard mounting hardware such as anchors and threaded screws, included with the unit. Running the length of the top and the bottom of the unit is a heavy-duty “L” bracket on which a series of durable plastic pegs for use in securing the actual display panels are mounted. Each square shaped display panel measures approximately eighteen inches in length by approximately eighteen inches in width and is comprised of lightweight and flexible plastic material. Balloons are inserted in plastic sleeves which encompass the front and back of each panel, thus enabling the retailer to display two balloons with each panel, while larger panels are sized to accommodate two or more balloons per side. Imprinted on the top of the Mylar Balloon Display Rack is a series of categories such as “Happy Birthday,” “Baby Shower” and “Valentine’s” to name a few options. Each side of each display panel is also numbered, with each balloon design assigned a corre-
The Mylar Balloon Display Rack is a practical product invention which provides retailers and their customers a number of significant benefits and advantages. Foremost, the Mylar Balloon Display Rack provides retailers neat and organized display of party balloons. A cleverly designed wall mounted display rack that holds up to sixty-two balloons while taking up a mere few feet of wall space, the Mylar Balloon Display Rack enables retailers to display dozens of balloons, offered for sale, without cluttering walls and ceilings in order to do so. Retailers appreciate that with balloons neatly displayed within the confines of the Mylar Balloon Display Rack, more wall space is available to promote other products or services. An invaluable commodity to retailers, the Mylar Balloon Display Rack particularly appeals to store customers. Specifically, consumers appreciate that this practical display rack is divided into specific categories, enabling them to effortlessly leaf through dozens of balloon designs in a manner of minutes. Providing orderly and organized display, this product allows the customer to quickly locate a specific design in accordance to theme, color or design preference, eliminating the overwhelming task of seeking a specific balloon amongst a field of dozens. Durable constructed, the Mylar Balloon Display Rack withstands years of repeated use, with ease.

The Mylar Balloon Display Rack is a practical product invention which provides retailers and their customers a new and innovative means of organizing and displaying party balloons offered for sale. Simple to use, this handy display rack proves an invaluable commodity in any retail establishment where balloons are sold.

Although this invention has been described with respect to specific embodiments, it is not intended to be limited thereto and various modifications which will become apparent to the person of ordinary skill in the art are intended to fall within the spirit and scope of the invention as described herein taken in conjunction with the accompanying drawings and the appended claims.

1. Non-inflated Mylar™ balloon display rack, comprising: a heavy duty wall mounted base plate or back plate measuring approximately twenty-four inches in length by approximately twenty-one inches in height, wherein the plate is manufactured of shatterproof plastic, and wherein the back plate is mounted to any wall by means of standard mounting hardware, and further comprising a heavy duty “L” shaped bracket which extends the length of the back plate and wherein a series of durable plastic pegs for use in securing the actual display panels are mounted onto the “L” shaped bracket, and wherein each peg supports a square shaped display panel wherein the panel measures approximately eighteen inches in length by approximately eighteen inches in width and is comprised of lightweight and flexible plastic material and wherein non-inflated balloons are inserted into plastic sleeves which encompass the front and back of each panel, thus enabling the retailer to display two balloons with each panel, while larger panels are sized to accommodate two or more balloons per side.

2. The display rack of claim 1 wherein the mounting hardware is anchors and threaded screws.

3. The display rack of claim 1 further comprising a series of category headings.

4. The display rack of claim 1 wherein each side of each display panel is also numbered, with each balloon design assigned a corresponding number to facilitate easy retrieval by store personnel.

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