

March 3, 1964

A. I. FIELD ET AL
MERCHANDISE DISPLAY HOOK

3,123,331

Filed June 26, 1962

FIG. 1

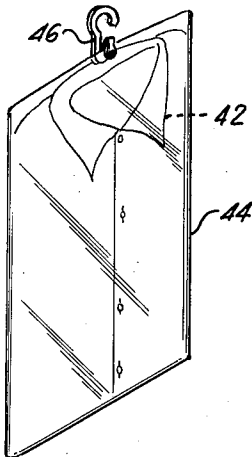


FIG. 2

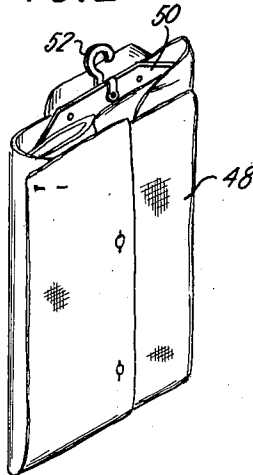


FIG. 3

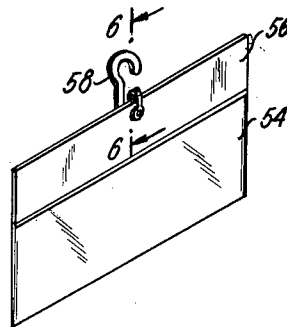


FIG. 4

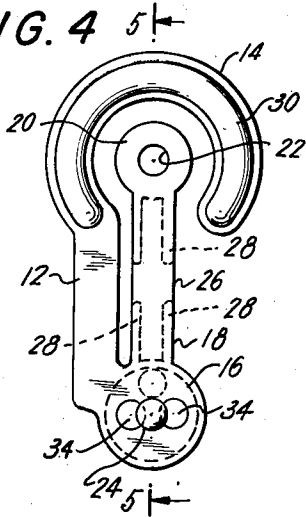


FIG. 5

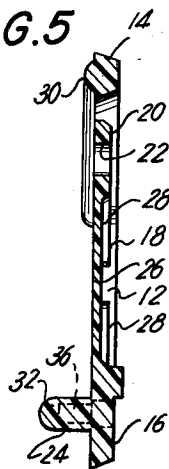


FIG. 6

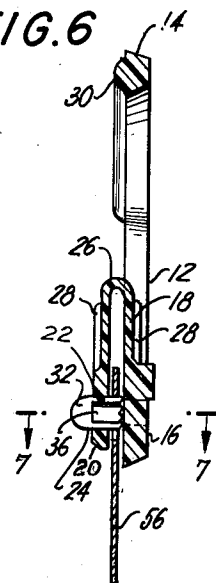
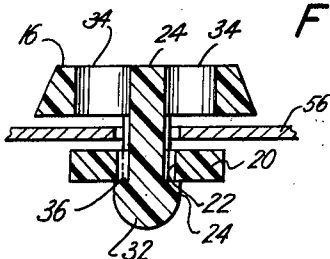


FIG. 7



INVENTORS
ALLEN I. FIELD
SIDNEY P. FIELD
BY
James and Franklin
ATTORNEYS

United States Patent Office

3,123,331

Patented Mar. 3, 1964

1

3,123,331

MERCHANDISE DISPLAY HOOK

Allen I. Field, 147 Valley Stream Road, Larchmont, N.Y.,
and Sidney P. Field, 226 Beach 134th St., Belle Harbor, N.Y.,

Filed June 26, 1962, Ser. No. 205,397

9 Claims. (Cl. 248—317)

This invention relates to the display of merchandise in stores, and more particularly to a hook which is useful for that purpose.

There has been a marked change in retail merchandising, with great emphasis on display and accessibility for self-service by the customer. Much of this display is obtained by hanging the packaged goods on horizontal pegs projecting from a vertical display board. The package is usually a transparent envelope or a card with a transparent blister. The card or envelope or its header is customarily provided with a hole which is slipped over the peg.

This method of merchandising has proved very successful with products of a uniform nature, but not with other merchandise such as clothing where there are different colors, patterns and sizes. The hole and peg system then is not satisfactory because it requires the removal of forward items from the peg in order to reach a rear item. Merchandise of this character has therefore been piled on a counter, which requires much more floor space, and leads to considerable disarray of the goods as customers search through the piles.

The general object of the present invention is to solve the foregoing problem, and to make the vertical display system applicable to non-uniform products. This applies not only to clothing, but also to items such as lipstick, rouge, or eye shadow, where there are many different shades of color.

The use of an open hook instead of a hole makes it possible to slip any item from a peg for examination, even if located in the middle or at the rear of the peg. Accordingly, a more specific object of the present invention is to provide an inexpensive expendable hook which may be readily but securely attached to the upper edge of a package, such as a cardboard, or a transparent plastics envelope, or the header of such an envelope. Other objects are to so design the hook that it may be made at low cost, and is easy to apply to the goods to be displayed.

To accomplish the foregoing general objects, and other more specific objects which will hereinafter appear, our invention resides in the hook elements and their relation one to another as are hereinafter more particularly described in the following specification. The specification is accompanied by a drawing in which:

FIG. 1 is a perspective view showing our display hook applied to a transparent envelope carrying a shirt or blouse;

FIG. 2 shows the hook applied to a cardboard on which a shirt is packaged;

FIG. 3 shows the hook applied to the header of a small transparent envelope used for a cosmetic product;

FIG. 4 is a front elevation of our improved hook;

FIG. 5 is a section taken in the plane of the line 5—5 of FIG. 4;

FIG. 6 is a section taken in the plane of the line 6—6 of FIG. 3; and

FIG. 7 is a horizontal section drawn to enlarged scale and taken in the plane of the line 7—7 of FIG. 6.

Referring to the drawing, and more particularly to FIGS. 4 and 5, the hook is made of an integral body of a flexible plastics material, preferably polyethylene. It comprises an upright shank 12 having a curved head 14 at its upper end, and one half 16 of a fastener at its lower

2

end. There is also a strap 18 extending from the fastener 16, and preferably alongside the shank 12. The strap 18 carries the other half 20 of the fastener at its free end. As here illustrated, the portion 20 is the female or socket portion and has a hole 22. The part 16 is the male portion and has a pin or stud 24.

The strap 18 is readily bendable, so that the halves of the fastener may be brought together as shown in FIG. 6. It will be understood that the envelope, cardboard or header has a hole near its upper edge through which the stud 24 is passed, and following which the strap 18 is bent and the socket 22 applied over the stud, preferably with a resilient snap fit, thereby securely locking the hook on the package. The strap is preferably thinned at the middle, as indicated at 26, in order to localize the bending of the strap and to thereby bring the halves of the fastener in substantial alignment when the strap is folded. Viewed differently, it may be said that the upper and lower portions, but not the middle portion of the strap, are reinforced or stiffened with ridges or beads of material, indicated at 28. The curved head 14 of the hook is thick enough to be stiff and to hold its load. In the illustrated hook it is thickened as indicated at 30, to stiffen the same.

To give the fastener a snap fit the stud 24 is provided with an enlargement 32 at its free end. This may be provided without the use of movable or cam-operated retractable cores. Instead the base area 16 beneath the stud 24 has a hole 34 at each side of the stud, through which fixed core pins pass during the molding of the hook in a simple two-part mold. These fixed core pins result in a longitudinal thinning of the stud to conform to the adjacent portions of the holes 34. When the holes are round, as here, each side of the stud has a concavity indicated at 36. These concavities stop short of the free end 32 of the stud, thereby providing the desired enlargement.

The hole 22 in socket 20 is slightly smaller than the original stud diameter. It stretches over the enlargement 32, and then contracts and is thereby locked in position, as indicated in FIG. 27.

It will be understood that other forms of snap engagement might be employed, but that here illustrated has the advantage of not adding to the molding cost of the complete hook.

It will also be understood that the upper portion 20 of the fastener might be the male portion, and the lower portion 16 the female portion, but the present arrangement is more convenient when applying the hook to a display card or envelope in that the stud is first passed through the hole before bending the strap. It will also be understood that the strap might extend in some other direction, but that here shown is preferred because the complete hook then may be molded in a compact mold cavity, so that many cavities may be made in a single mold, which again contributes to economy in manufacture. This compactness is further aided by locating the upper portion 20 of the fastener within the curved head 14 of the hook. Moreover, the strap then bends around the top edge of the card or package being supported by the hook.

Referring now to FIG. 1, a shirt or blouse 42 is packaged within a transparent envelope 44. This may be made of polyethylene, polypropylene, cellophane, or other suitable plastics material in sheet form. A hole may be provided near the upper edge of the bag, and the hook 46 of the present invention secured therein, or the hole may be made by the stud itself. More specifically, the stud is applied to the bag and the strap is bent over to close the fastener, with the envelope held between the two sides of the strap. There is no need to precut the hole, as is done with cardboard.

3

Referring now to FIG. 2, the shirt 48 is packaged on a cardboard support 50. The upper edge of this cardboard is exposed at the back of the shirt, and has a punched hole near its upper edge. Hook 52 is secured to the cardboard by simply passing the stud through the hole, and then bending the strap around the upper edge of the cardboard to close the snap fastener.

Referring now to FIG. 3, the short transparent envelope 54 is completed by means of a heavy paper or cardboard header 56 which carries the name of the product, the manufacturer, and other descriptive material. In some packages the header has a single thickness, and the two sides of the envelope are cemented on opposite sides of the lower edge of the header. In other cases the header is of double width and is folded at its top edge. The lower edges enclose the upper edges of the envelope and may be secured thereto, as by means of staples or adhesive. In either case the header, if thick, has a hole near its upper edge, and a hook 58 like that previously described is applied to the header. If the paper is thin the stud may be forced through the hole, and the strap bent over to close the fastener.

It is believed that the construction and method of use of our improved merchandise display hook, as well as the advantages thereof, will be apparent from the foregoing detailed description. It will also be apparent that while we have shown and described the invention in a preferred form, changes may be made without departing from the scope of the invention, as sought to be defined in the following claims. In the claims the term "curved head" refers to the open hook portion of the more complete hook structure.

We claim:

1. A merchandise display hook comprising an integral body of a moldable plastics material, said hook comprising a shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending from said fastener and carrying the other half of the fastener at its free end, the said strap being readily bendable in a plane transverse to the plane of the hook head to bring the halves of the fastener together, one half having a stud and the other half having a socket dimensioned to be received over said stud, the axis of the stud being substantially perpendicular to the plane of the hook head.

2. A merchandise display hook comprising an integral body of a moldable plastics material, said hook comprising a shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending from said fastener and carrying the other half of the fastener at its free end, the said strap being readily bendable to bring the halves of the fastener together, one half having a stud and the other half having a socket dimensioned to be received with a resilient snap fit over said stud, the base area of said stud half having a hole at each side of the stud, and the stud being longitudinally thinned to conform to the adjacent portions of the holes, the thinning of said stud terminating short of the free end of the stud to form an enlargement at the free end of the stud.

3. A merchandise display hook comprising an integral body of a moldable plastics material, said hook comprising a shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending upward from said fastener alongside said shank and carrying the other half of the fastener at its upper end, the said strap being readily bendable in a plane transverse to the plane of the hook head to bring the halves of the fastener together, one half having a stud and the other half having a socket dimensioned to be received over said stud, the axis of the stud being substantially perpendicular to the plane of the hook head.

4

4. A merchandise display hook comprising an integral body of a moldable plastics material, said hook comprising a shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending upward from said fastener alongside said shank and carrying the other half of the fastener at its upper end, the said strap being readily bendable to bring the halves of the fastener together, one half having a stud and the other half having a socket dimensioned to be received with a resilient snap fit over said stud, the base area of said stud half having a hole at each side of the stud, and the stud being longitudinally thinned to conform to the adjacent portions of the holes, the thinning of said stud terminating short of the free end of the stud to form an enlargement at the free end of the stud.

5. A merchandise display hook comprising an integral body molded out of a flexible polyethylene, said hook comprising an upright shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending upward from said fastener alongside said shank and carrying the other half of the fastener at its upper end located within the curved head, the said strap being readily bendable in a plane transverse to the plane of the hook head to bring the halves of the fastener together, the lower half having a stud and the upper half having a socket dimensioned to be received over said stud, the axis of the stud being substantially perpendicular to the plane of the hook head, and the head of said hook being thickened to stiffen the same.

6. A merchandise display hook comprising an integral body molded out of a flexible polyethylene, said hook comprising an upright shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending upward from said fastener alongside said shank and carrying the other half of the fastener at its upper end located within the curved head, the said strap being readily bendable to bring the halves of the fastener together, the lower half having a stud and the upper half having a socket dimensioned to be received with a resilient snap fit over said stud, the head of said hook being thickened to stiffen the same, the base area of said stud half having a hole at each side of the stud, and the stud being longitudinally thinned to conform to the adjacent portions of the holes, the thinning of said stud terminating short of the free end of the stud to form an enlargement at the free end of the stud.

7. A merchandise display hook comprising an integral body molded out of a flexible polyethylene, said hook comprising an upright shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending upward from said fastener alongside said shank and carrying the other half of the fastener at its upper end located within the curved head, the said strap being bendable in a plane transverse to the plane of the hook head and the midportion of said strap being thinned to localize the bending of the strap to bring the halves of the fastener together, one half having a stud and the other half having a socket dimensioned to be received over said stud, the axis of the stud being substantially perpendicular to the plane of the hook head, and the head of said hook being thickened to stiffen the same.

8. A merchandise display hook comprising an integral body molded out of a flexible polyethylene, said hook comprising an upright shank having a curved open hook head at its upper end and one half of a fastener at its lower end, an additional normally straight but flexible strap extending upward from said fastener alongside said shank and carrying the other half of the fastener at its upper end located within the curved head, the said strap being readily bendable and the midportion of said strap being thinned to localize the bending of the strap to bring

5

the halves of the fastener together, one half having a stud and the other half having a socket dimensioned to be received with a resilient snap fit over said stud, the head of said hook being thickened to stiffen the same, the base area of said stud half having a hole at each side of the stud, and the stud being longitudinally thinned to conform to the adjacent portions of the holes, the thinning of said stud terminating short of the free end of the stud to form an enlargement at the free end of the stud.

9. A merchandise display hook comprising an integral body of a moldable plastics material, said hook comprising an upright shank having a curved open hook head at its upper end and fastener means at its lower end, said fastener means including a base portion in the plane of

6

the hook head and carrying a stud with an enlarged top, the base portion having a hole at each side of the stud, the sides of the stud being dimensioned to conform to the adjacent parts of the holes, and said sides stopping short of the free end of the stud to form the enlarged top at the free end of the stud, the axis of the stud being substantially perpendicular to the plane of the hook head.

References Cited in the file of this patent

FOREIGN PATENTS

17,096	Great Britain	of 1895
546,770	Italy	Aug. 1, 1956