

[54] ADVERTISING DISPLAY DEVICE

[76] Inventor: **Werner Mohrlok**, Bietwiesenstra. 4,
7218 Trossingen/Wurt., Germany

[22] Filed: Dec. 7, 1972

[21] Appl. No.: 311,736

[30] Foreign Application Priority Data

Dec. 23, 1971 Germany..... 2164201

[52] U.S. Cl..... 40/126 A

[51] Int. Cl..... G09f 12/00

[58] Field of Search 40/19, 10, 126 A; 46/11;
206/45.34; 220/60 R

[56] References Cited

UNITED STATES PATENTS

1,909,708	5/1933	Neuwirth	40/19
2,602,541	7/1952	Otten	206/45.34 X
2,623,685	12/1952	Hill	206/45.34 X
3,406,816	10/1968	Green et al.	46/11 X
3,641,701	2/1972	Rosenfeld	46/11 X

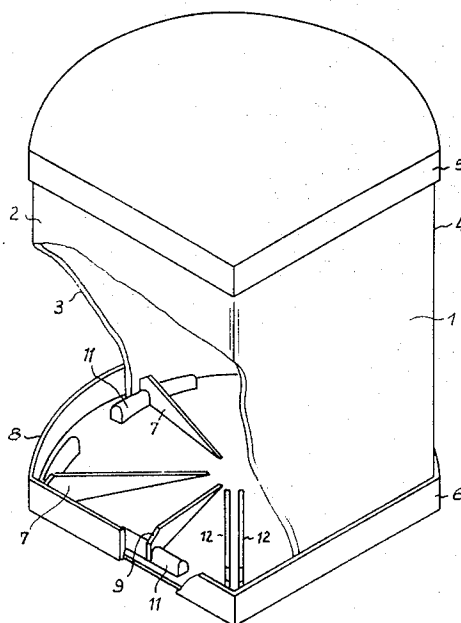
Primary Examiner—Harland S. Skogquist
Assistant Examiner—Wenceslao J. Contreras
Attorney, Agent, or Firm—Murray Schaffer

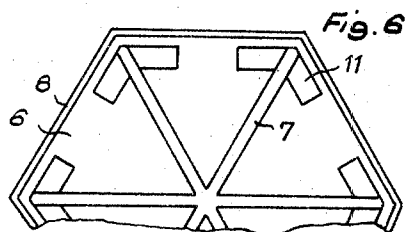
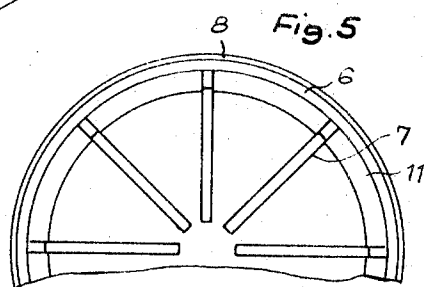
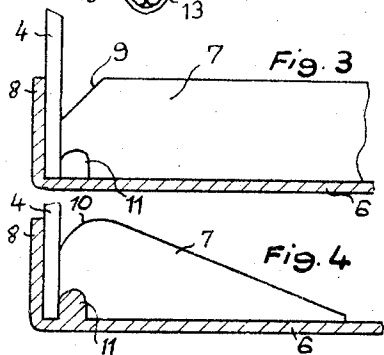
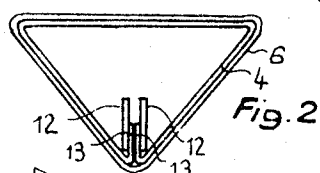
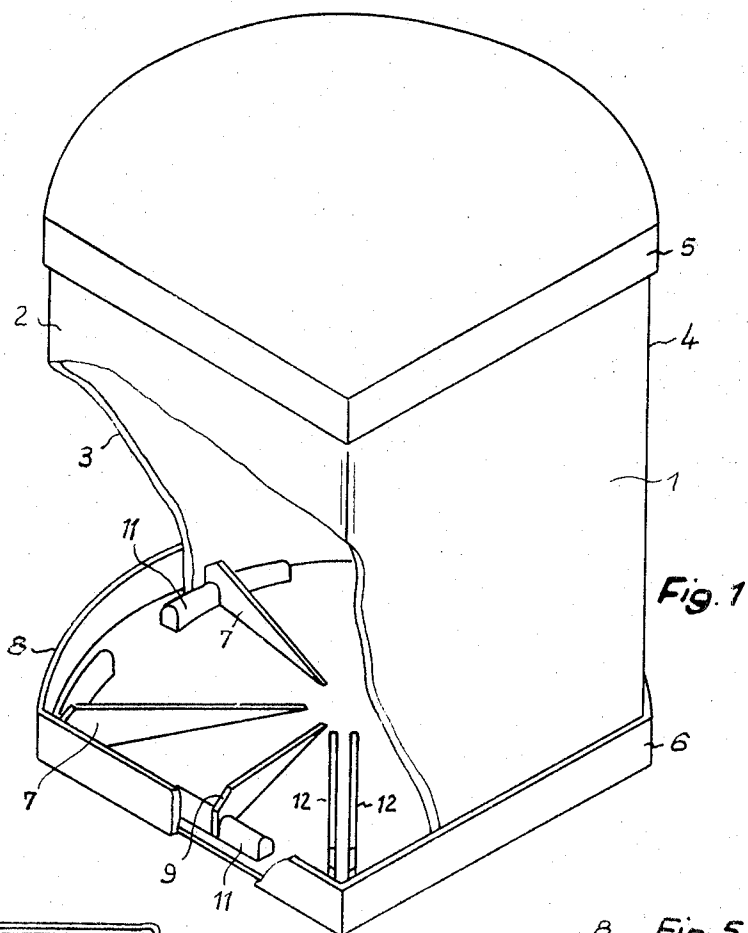
[57]

ABSTRACT

An advertising display device comprises; a display member adapted to be shaped from a flat configuration to form a sleeve, the display member having edge portions which, when the sleeve is formed, form end portions of the sleeve; and support members, each support member having a flat base, on annular rim perpendicular to the base and adapted to surround a respective one of the end portions of the sleeve, and webs projecting from the base within the rim to define a gap between each web and the rim, each gap being adapted to receive one of the said edge portions of the display member. The device can be assembled by arranging the sleeve between the bases of the support members so that the rims of the support members surround the end portions of the sleeve and the edge portions of the sleeve fit into said gaps.

8 Claims, 6 Drawing Figures





ADVERTISING DISPLAY DEVICE

The present invention relates to an advertising display device.

The present invention provides an advertising display device, comprising a support member having a flat base, an annular rim perpendicular to the base, and web-like projections within the rim, the projections being approximately perpendicular to the opposite sleeve section of the rim and having edges receding towards the rim for a display member to be inserted between the rim and the projection.

The invention is further described below with reference to the accompanying drawings, in which:

FIG. 1 is a perspective view partly broken away of a device according to the invention;

FIG. 2 is a horizontal section through another device according to the invention;

FIG. 3 is a vertical sectional view of a part of the device shown in FIG. 1;

FIG. 4 is a vertical sectional view of a part of a modification of the device shown in FIG. 1;

FIG. 5 is a plan view of another device according to the invention, the upper support member having been removed; and

FIG. 6 is a plan view of a further device according to the invention, the upper support member having been removed.

In the drawings, like reference numerals indicate like parts.

The advertising display device illustrated in FIG. 1 is hollow and comprises a display member or poster support 4 and an upper support member 5 and a lower support member 6.

The display member 4 is formed by a single rectangular cardboard blank on which advertising material can be printed whilst the blank is flat and which can be folded at pre-formed fold lines and bent, or otherwise shaped, to form a sleeve having two adjoining flat advertising display surfaces 1 and 2 and a semi-cylindrical advertising display surface 3.

Each of the support members 5 and 6 has a flat base and an annular rim 8 perpendicular to the base. Each support member 5 and 6 also has projecting webs 7 within the rim, the webs being perpendicular to the base.

Each web 7 defines a gap between the outer edge of the web and the rim of the corresponding support member 5 or 6. The minimum width of each gap is equal to the thickness of the display member 4.

The device is assembled by forming the display member 4 into said sleeve and arranging the sleeve between the bases of the support members 5 and 6 so that the rims of the support members surround end portions of the sleeve, edge portions of the display member forming said end portions of the sleeve being inserted into said gaps.

The webs 7 can be shaped as cones with a slightly conical slope.

The support members 5 and 6 are injection moulded of plastics material.

In order to facilitate the insertion of the display member 4, the outer edge of each web has an inclined portion 9 (see FIG. 3) or, in a modification of the device, a curved portion 10 (see FIG. 4) so that each gap increases in width away from the base of the support member 5 or 6 to facilitate insertion of the edge por-

tions of the display member 4 when formed into the sleeve.

The support members 5 and 6 may each have fully or partly circular bead 11 between the projections 7 at a uniform inward spacing from the rim 8. The distance between the rim 8 and the bead 11 is likewise equal to the thickness of the display member 4. The beads 11 likewise contributes to the fact that the display member 4 is held in the desired shape and moreover can offer some resistance to external pressures.

When using support member 4 which has not been previously pasted, two parallel web-like projections 12 are mounted at any point on the advertisement support 5, preferably adjacent a corner. The spacing between these two projections 12 is equal to twice the thickness of the display member 4. The display member 4 is provided at its end with an inwardly directed longitudinal rib formed by bevelled folds 13 (FIG. 2) which are clamped together between the two projections 12. In this way the display member 4 can be held without any adhesive between the support members 5 and 6.

FIG. 2 illustrates a triangular advertising display device which comprises of a rectangular cardboard blank which can be stacked flat but has not been previously pasted. FIG. 2 illustrates how the folds 13 cut at the ends of the poster support 4 are held between the parallel projections 12.

FIG. 3 shows how the display member 4 is inserted between the rim 8 and one of the projections 7. This projection 7 has an outer edge which includes an inclined portion 9. This projection 7 is also of uniform height. In the case where two projections lie directly opposite each other, they can be directly connected together.

FIG. 4 is the same as FIG. 3 except that the projection 7 has an outer edge which includes a curved portion 10 and its height decreases inwardly away from the rim 8.

FIG. 5 is a plan view of an advertisement display device with the upper support member removed and it can be seen how the continuous bead 11 between the projection 7 is uniformly spaced from the rim 8 to define a channel.

FIG. 6 illustrates a hexagonal advertisement display device wherein on the one hand opposite projections 7 of uniform height are connected together and wherein the bead 11 uniformly spaced from the rim 8 to define a channel is discontinuous.

I claim:

1. An advertising display device comprising: a display member adapted to be shaped from a flat configuration to form a sleeve, the display member having edge portions which, when the sleeve is formed, form end portions of the sleeve, the opposite end portions of the display member having a longitudinally inwardly directed rib, and support members, each support member having a flat base, an annular rim perpendicular to the base and adapted to surround a respective one of the end portions of the sleeve, and webs projecting from the base within the rim to define a gap between an edge of each web and the rim, each gap being adapted to receive one of the said edge portions of the display member, two of the webs of each support member being spaced and parallel to define a gap adapted to receive a respective end portion of said rib, whereby the device can be assembled by arranging the sleeve between the bases of the support members so that the rims of the

3

support members surround the end portions of the sleeve, the edge portions of the sleeve being inserted into said gaps.

2. A device as claimed in claim 1, wherein each said gap has a minimum width equal to the thickness of the display member.

3. A device as claimed in claim 1, wherein each support member has a bead uniformly spaced from the rim to provide a channel between the rim and the bead, the channel being adapted to receive one of the edge portions of the display member.

4. A device as claimed in claim 1, wherein the webs are of uniform height.

4

5. A device as claimed in claim 1, wherein each web of each support member decreases in height inwardly away from the rim of the support member.

6. A device as claimed in claim 1, wherein at least a portion of the edge of each web defining the gap associated with that web is inclined with respect to the rim.

7. A device as claimed in claim 1, wherein each at least a portion of the edge of each web defining the gap associated with that web is curved.

8. A device as claimed in claim 1, wherein each web is in the form of a cone with a curvature at its free end.

* * * * *

15

20

25

30

35

40

45

50

55

60

65