United States Patent

Berns et al.

[15] **3,650,442**

[45] **Mar. 21, 1972**

[54] DISPLAY HOLDER FOR UNPACKAGED TEXTILE ITEMS

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[73] Assignee: **Opelike Manufacturing Corporation**, Chicago, Ill.

[22] Filed: **Apr. 8, 1970**

[21] Appl. No.: **26,634**

[52] **U.S. Cl.** **223/87**, 206/79, 206/DIG. 8

[51] **Int. Cl.** **A47j 51/08**

[58] **Field of Search**.....223/85, 87, 95, 96, 88; 211/13, 16, 6, 113; 206/79, 7 C, 7 D, DIG. 8, 17

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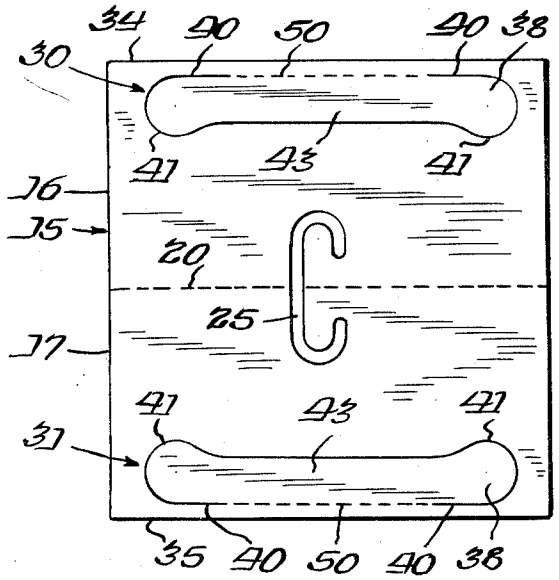
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Primary Examiner—Patrick D. Lawson
Assistant Examiner—George H. Krizmanich
Attorney—Hume, Clement, Hume & Lee, Ltd.

[57] **ABSTRACT**

A display support for a textile product wherein the textile item passes through a die cut and slot arrangement in a thinly constructed header which supports the stem and acts as a hanger. The die cut slot provides a passage for attaching the textile product to the support, and flaps formed by the die cut bend inward and add further support and stability for the textile product.

6 Claims, 5 Drawing Figures



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Fig. 1.

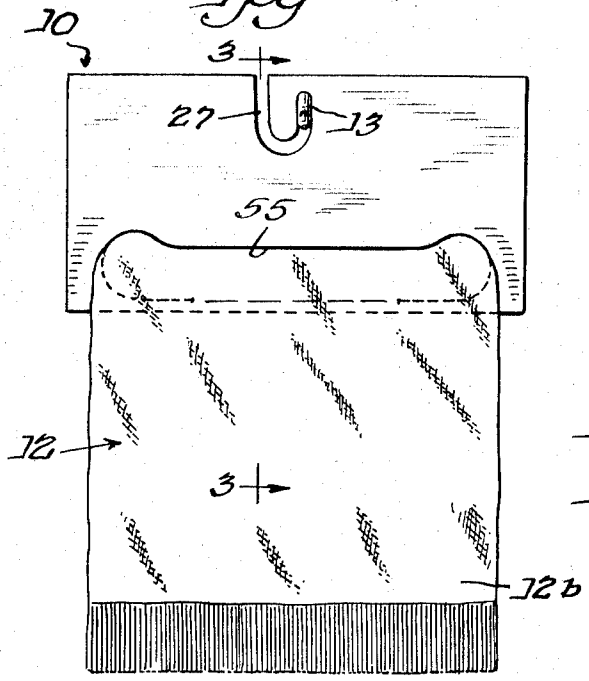


Fig. 2.

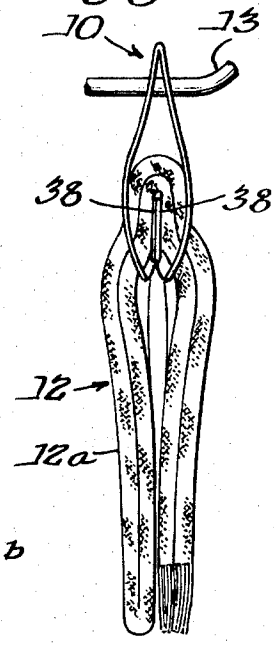


Fig. 3.

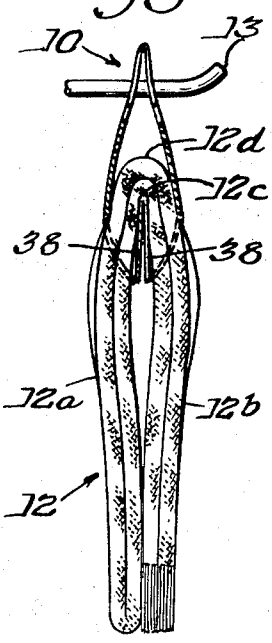


Fig. 5

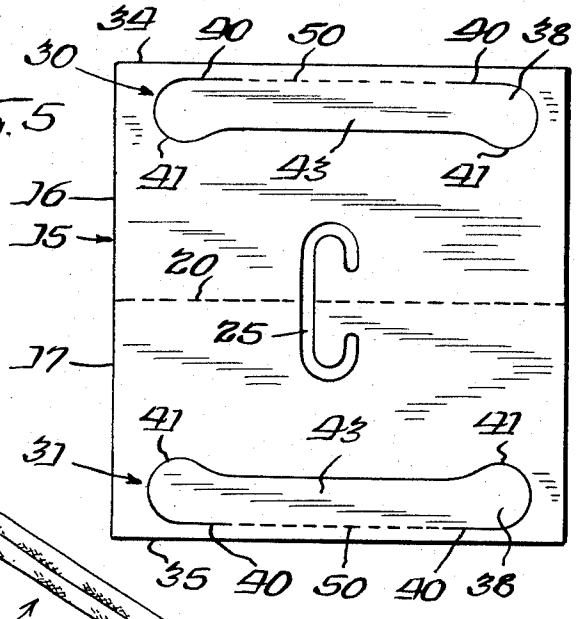
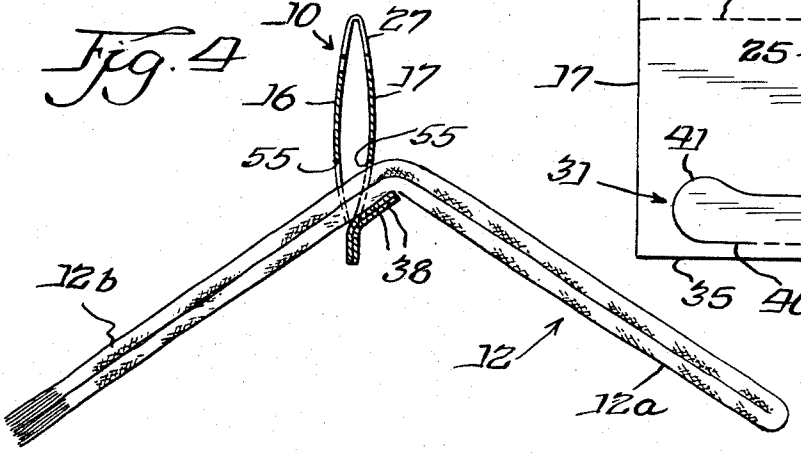


Fig. 4



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DISPLAY HOLDER FOR UNPACKAGED TEXTILE ITEMS

BACKGROUND OF THE INVENTION

This invention pertains to a display support, or "header," which supports a textile product. More particularly, it relates to a display header which supports a textile product without staples and acts as a hanger in advantageously displaying the product.

The conventional means of displaying unpackaged textile merchandise consists of a folded paper header, upon which is printed a sales message, attached to a pre-folded textile item by means of at least two staples. This header is suspended from a display hook through a hole drilled for this purpose. The nature and thickness of normal textile products requires the use of heavy staples having on the order of a ½-inch crown and a ½-inch leg, using 25-gauge flatwire, in order to insure effective penetration and closure of the staple.

It has become obvious through observation and customer complaint that this is an unsatisfactory method since the staple cannot be easily removed, and the act of removing the staple invariably mutilates the product. In addition to ripped merchandise, broken or torn fingernails usually result when an attempt was made to remove the staples without the aid of a tool. Also, the appearance of the stapled header on the textile item is esthetically unsatisfactory. Furthermore, it is generally accepted that a textile item such as a towel or dish-cloth or the like, enclosed in a polyethylene, cellophane, or similar packaging material, does not offer the same impulse sales appeal as a similar textile item, unpackaged, which can be readily examined by touch.

SUMMARY OF THE INVENTION

A general object of the present invention is to create a greater volume of impulse sales in the merchandising of textile products by providing an effective and attractive visual display, while allowing the potential customer to handle or feel the actual merchandise prior to purchase.

Another object is to provide a textile item display holder which totally eliminates the need for staples and presents the product in a visually superior manner.

A further object is to provide a header means for visually displaying a textile item wherein the item itself passes through a novel die cut and slot arrangement in the header, which then supports the item and acts as a hanger.

Still another object is to provide a header support for a textile product wherein the product and the header become unitized, with satisfactory rigidity, providing a stable and visually pleasing display.

Still another object is to remove the potential for product mutilation as well as damage to the hands and fingernails when the product is removed from the header.

These and other objects are realized in accord with the invention by providing a textile product display header having a configuration and construction which supports the textile product without staples and acts as a hanger in displaying the product most advantageously. The header is fabricated of a single piece of light cardboard, paperboard, or similar material, folded at its midpoint. A "J-hook" is die cut into the folded edge to provide means for actually hanging the header and the textile product on a generally horizontally extending wire or pin. Adjacent the lower edges of each side of the header a die cut slot of specific configuration is formed. The configuration of the die cut slot provides easy passage of a relatively thick, folded textile product. Flaps produced when forming the die cut slot bend inward and pass under the textile product and support the product when held by the header.

BRIEF DESCRIPTION OF THE DRAWING

The invention, together with its organization and method of operation, is best understood from the following detailed description of the preferred embodiment when considered in conjunction with the accompanying drawing, in which:

FIG. 1 is a front elevation view of a textile product supported by a folded header which is the subject of the present invention;

FIG. 2 is an end elevation view of FIG. 1;

FIG. 3 is a cross-sectional end view taken along line 3—3 of FIG. 1;

FIG. 4 is a cross-sectional end view of the header shown in folded position for threading the textile product through the slots in the header; and

FIG. 5 is a layout plan view for blanking the novel header according to the invention.

DESCRIPTION OF THE PREFERRED EMBODIMENT

Referring now to the drawing, and particularly to FIGS 1–3, a textile product display support or header is illustrated generally at **10**, supporting a textile product **12** such as a towel or dish-cloth or the like, according to the present invention. The header **10** supports the textile product **12** on a display stand for ready access by a purchaser, suspended from a generally horizontally extending pin **13**. The textile product **12** is displayed neatly in folded relationship, sturdily supported on the header, and easily removable from it. No retaining staples or plastic bag container or the like is employed.

Turning to FIG. **5**, the header **10** comprises a generally square blank **15** composed of cardboard, paperboard or plastic, or the like. The blank **15** comprises two identical blank half-sections **16** and **17** transversely scored at their midpoint to facilitate folding along the line **20**.

A C-shaped slot **25** is formed in the center of the blank **15**, extending across the centerline **20** so as to be symmetrically arranged on either side of the line. When the blank form **15** is folded on its centerline **20**, according to the invention, in a manner hereinafter discussed in detail, opposite ends of the slot **25** come into alignment to define the J-hook hanger illustrated at **27** in FIG. **1**. It is the J-hook hanger **27** which receives the support pin **13**, as illustrated there.

Referring again to the blank **15** in FIG. **5**, identical die cuts **30** and **31** are made in the blank half-section **16** and **17**, respectively, adjacent to and extending along their corresponding edges **34** and **35**, on opposite sides of the centerline **20**. The die cuts **30** and **31** are identical in configuration so their corresponding segments are identified herein by corresponding reference numerals. Each defines a die cut tab **38**.

Each die cut **30** and **31** includes short, straight, free end segments **40** extending parallel to and approximately one-fourth inch from a corresponding free edge **34** or **35**, of the blank **15**. At their outermost ends, the segments **40** meet segmentally circular segments **41** which curve inwardly toward the centerline **20** of the form through approximately 245° of arc. At this point, they extend into a central linear segment **43**, which interconnects the segmentally circular segments **41**, and extends parallel to and approximately three-fourth inch from a corresponding edge, **34** or **35**.

The shape of each die cut **30**, **31** is such that the tab **38** it defines is generally "canoe" shaped, with the bottom of the canoe between the linear segments **40** remaining attached to the major portion of each half-section **16**, **17** of the blank **15**. This line of attachment of the tab **38** is, in each instance, identified by the reference numeral **50**.

Referring now to the operation of the header **10**, the first step in preparing the blank form **15** for receipt of the textile product **12** in supporting relationship is to fold the blank **15** about its centerline **20** so that the half-sections **16** and **17** are disposed adjacent one another generally in the relationship shown in FIG. **4**. In this relationship, with the half-sections **16** and **17** together, the tabs **38** are bent outwardly about their attachment lines **50** so that they are disposed in a continuous plane at approximately 90° to the folded header **10**. The hand towel or washcloth, folded so that its width corresponds to the overall length of a tab **38**, is then inserted through the slots **55** left by the outward folding of the tabs until it extends an equal distance on opposite sides of each of the half-sections **16** and **17** of the folded blank **15**.

At this point, the header **10** is picked up by grasping opposite sides of the half-sections **16** and **17**, adjacent the centerline **20** of the partially folded blank form **15**. The opposite ends **12***a* and **12***b* of the textile product fall down into depending relationship, adjacent each other. The tabs **38** are then easily urged into a position as illustrated in FIG. **3** by finger manipulation. This is accomplished by raising segment **43** over the midpoint of the textile product **12***d* and manipulating the product **12***d* and the tabs **38** to a position between the half-sections **16** and **17** as illustrated in FIG. **3**. The header **10**, with its supported textile product, is then ready for display and can be hung on the pin **13** in the manner illustrated.

It is the configuration of the die cuts **30** and **31**, and consequently the tabs **38**, which is particularly important. The short end segments **40** of the cuts permit the tabs **38** to bend inwardly of the folded blank **15** at their opposite ends and forstall tearing of the blank. The segmentally circular, enlarged ends **41** of the tab force the textile product upwardly into the header body contributing to the stability and strength of the body in handling.

While the embodiment described herein is at present considered to be preferred, it is understood that various modifications and improvements may be made therein.

What is desired to be claimed and secured by Letters Patent of the United States is:

1. A display support or header for a textile product, such as a hand towel or washcloth or the like, comprising:

a. body means composed of flexible sheet material;

b. said body means including normally planer sidewall sections disposed in side by side relationship;

c. horizontally elongated tab means formed out of each of said sidewall sections in generally coextensive relationship;

d. each of said tab means including vertically enlarged portions at opposite ends thereof;

e. each of said tab means having horizontally extending upper and lower edges and adapted to fold outwardly out of the plane of the corresponding sidewall sections so as to permit a textile product or the like to pass through the cutout portion left by the outwardly folded tab means from one side of said body means to the other side thereof;

f. hanger means on said body means above said tab means for hanging said header;

g. said header when hung from said hanger means adapted to support a textile product in folded relationship at approximately a midpoint fold;

h. said vertically enlarged portions of said tab means adapted to be disposed beneath a midpoint fold forcing a fold of a textile product upwardly into said body means between said sidewall sections.

2. The display support or header of claim **1** further characterized in that:

a. said tab means each have lower edges connected to said sidewall sections,

b. whereby said tab means fold downwardly as they are folded inwardly of said sidewall sections.

3. The display support or header of claim **2** further characterized in that:

a. opposite end segments of the lower edge of each of said tab means are free of corresponding sidewall sections,

b. whereby the opposite ends of each of said tab means are free to bend inwardly of said sidewall sections about generally vertical as well as generally horizontal axes.

4. A display support or header for a textile product, such as a hand towel or washcloth or the like comprising:

a. body means composed of flexible sheet material centrally folded;

b. said body means including normally planer sidewall sections disposed in side by side relationship;

c. die cuts in each of said sidewall sections extending generally along the opposite, free marginal edges thereof and defining horizontally elongated tab means adapted to fold outwardly at approximately 90° to the plane of the side by side wall through the cutouts left by the outwardly folded tab means from one side of the body means to the other side thereof;

d. each of said tab means having an elongated central portion and two ends having a greater vertical height than said central portion;

e. hanger means on said body means above said tab means for hanging said header; and

f. said header when hung from said hanger means adapted to support a textile product substantially on said tab means with each of said two ends adapted to force a fold of a textile product upwardly into said body means between said sidewall portions.

5. The display support or header of claim **4** further characterized in that:

a. said hanger means comprises slot means formed across said central fold through each of said sidewall sections defining a J-hook in said body means for suspending said body means from pin means.

6. The display support or header of claim **4** further characterized in that:

a. said body means is formed out of a single piece of paperboard or the like.

* * * * *

UNITED STATES PATENT OFFICE
CERTIFICATE OF CORRECTION

Patent No. 3,650,442 Dated March 21, 1972

Inventor(s) Peter M. Berns et al

It is certified that error appears in the above-identified patent and that said Letters Patent are hereby corrected as shown below:

Column 4, line 27, after "wall" insert --sections so as to permit a textile product or the like to pass --.

Signed and sealed this 29th day of August 1972.

(SEAL)
Attest:

EDWARD M.FLETCHER,JR.
Attesting Officer

ROBERT GOTTSCHALK
Commissioner of Patents