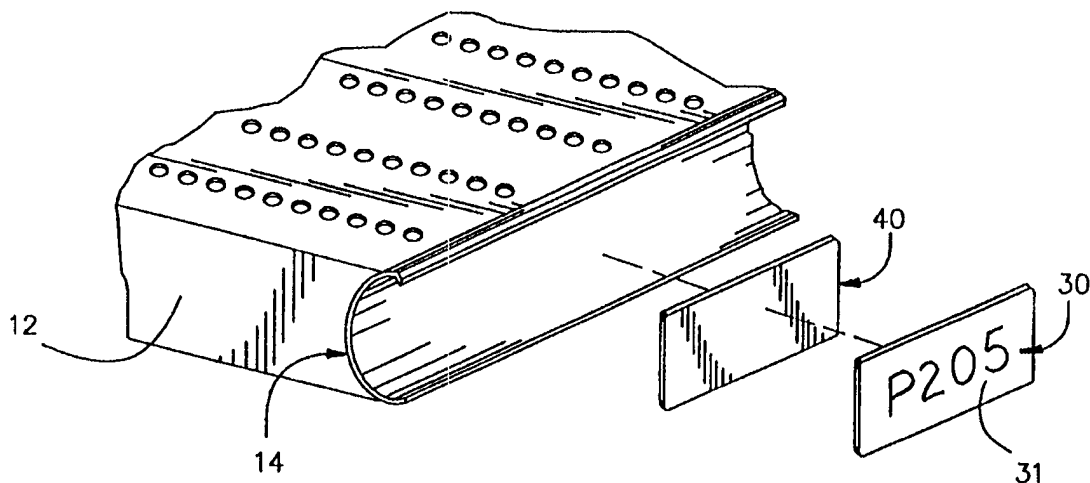




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<p>(21) International Application Number: PCT/US97/21349</p> <p>(22) International Filing Date: 18 November 1997 (18.11.97)</p> <p>(30) Priority Data:</p> <table border="0"> <tr> <td>08/752,529</td> <td>20 November 1996 (20.11.96)</td> <td>US</td> </tr> <tr> <td>08/754,245</td> <td>20 November 1996 (20.11.96)</td> <td>US</td> </tr> <tr> <td>08/940,859</td> <td>29 September 1997 (29.09.97)</td> <td>US</td> </tr> </table> <p>(71) Applicant: SOUTHERN IMPERIAL, INC. [US/US]; 5600 Pike Road, P.O. Box 2308, Rockford, IL 61131 (US).</p> <p>(72) Inventor: VALIULIS, Thomas, E.; 149 Sheridan, Rockford, IL 61103 (US).</p> <p>(74) Agents: SMITH, Noel, I. et al.; Leydig, Voit & Mayer, Ltd., Suite 4900, Two Prudential Plaza, 180 North Stetson, Chicago, IL 60601-6780 (US).</p>	08/752,529	20 November 1996 (20.11.96)	US	08/754,245	20 November 1996 (20.11.96)	US	08/940,859	29 September 1997 (29.09.97)	US	<p>(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, GH, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, UA, UG, UZ, VN, YU, ZW, ARIPO patent (GH, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).</p> <p>Published <i>With international search report.</i></p>
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(54) Title: MARKETING DISPLAYS PROVIDING READY REPLACEABILITY OF ADHESIVE DISPLAY LABELS



(57) Abstract

A marketing display device such as a shelf (12) or a "pegboard" type hanger (110) is provided with an outer display panel that has a release coating (44), such as of silicone, for ready attachment, removal and replacement of adhesive labels (30) that carry indicia pertinent to the marketing of products on the hangers to passing potential customers. In one preferred embodiment the release coating is carried on a liner (42) that is adhesively attached to the shelf or hanger for such removable mounting of labels and wherein the liner (42), including the attaching adhesive (46), also is readily and cleanly removable by peeling the liner from the surface to which it is adhered.

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**MARKETING DISPLAYS PROVIDING READY REPLACEABILITY
OF ADHESIVE DISPLAY LABELS**

FIELD OF THE INVENTION

5 This invention relates to marketing displays, such as merchandise hangers, shelving and racks.

BACKGROUND OF THE INVENTION

10 As is well known, a variety of hangers, shelving, racks and similar merchandise supports are used to support and display merchandise for convenient viewing and access by customers. A label support usually is provided on each merchandise support for supporting and prominently exhibiting a label or "tag" that may contain
15 pricing, stockkeeping units and other information and indicia pertaining to the merchandise that is on display.

 In such merchandise displays, it is desirable to permit ready application, removal and exchange of
20 information labels, e.g. as in instances of changing of the products, prices, sale announcements, images which facilitate inventorying, and other pertinent information. It is further desirable to permit easy changes in the label application and support system.

25

OBJECTS AND SUMMARY OF THE INVENTION

 The general aim of the present invention is to provide marketing displays with improved label holder arrangements that permit easy removal and replacement of
30 adhesive labels on such displays.

 A more specific object of the invention is to provide such displays and related labels which assure smooth attractive affixation of each adhesive label while also providing simple, quick and economical
35 removal and replacement as well as exchange of the

labels as marketing circumstances and product information change.

Another object of the invention is to facilitate complete removal or exchange of the components of a labelling system, such as to allow for exchange of the components or for the substitution of a different system.

These and other objects and advantages of the invention will become more apparent from the following description and the accompanying drawings.

Marketing display supports, which are designed for supporting products for selection and purchase by customers as those customers pass the supported products, are provided with a label supporting panel surface that includes an outer release layer. That release layer provides readily releasable adherent support for adhesive labels which display product information. More specifically, the release layer, which may be a thin coating of a silicone or similar material, adherently retains and supports an adhesively coated label that is pressed onto that surface and will readily release such a label, i.e. will permit the label to be peeled off cleanly with little effort, normally without tearing or splitting the label or leaving any residue therefrom on the label panel surface. Thereby labels applied to the label panel are exposed outwardly relative to the support for viewing by customers who pass by the display. The labels also are readily removable and replaceable, as well as exchangeable, by merchandising personnel as the facts and circumstances to be displayed change from time to time.

In the preferred embodiments, the release layer is affixed to the label support. One such embodiment utilizes a thin flexible liner or carrier member. This

member includes a carrier body layer such as of paper or a synthetic base stock or a laminate of such stock materials and is adhered to the support surface of the label support panel in a relatively permanent manner.

5 The release layer is provided on the outward side of the carrier body and thereby is exposed outwardly. In another preferred embodiment, the release layer is applied as a coating directly onto the label support panel. In each instance, adhesively backed labels are
10 readily attached smoothly on the release layer and are readily and easily removable and replaceable manually by store personnel.

In a further preferred embodiment, label holding liners that are easily attached relatively permanently
15 to merchandise supports by adhesive also are conveniently removable cleanly, to leave little or no residue on the merchandise supports, even after long periods of being so adhered to the merchandise supports. The peel strength of the bond between the liner-
20 attaching adhesive and the carrier body of the liner as well as the tensile and tear strengths of the carrier body significantly exceed the strength of the bond of the liner-attaching adhesive to the label supporting surface of a merchandise support. The bond of the
25 labels to the release layer is of significantly lesser strength. The bond of the release layer to the carrier body of course is sufficient to retain the release layer in place on the liner as the labels are applied and removed.

30 In a yet further preferred embodiment, the carrier body is formed of a laminate of two synthetic plastic materials. The material of the lamina on the carrier attachment side is selected for its ability to provide the requisite strong bond with the attaching adhesive

while the lamina on the label side of the carrier body is selected for its suitability for the application of and retentive bonding with the release layer. The attaching-side lamina also preferably is opaque and readily printable. The label-side lamina and the release layer preferably are transparent. Thereby information such as advertising may be printed on the inward surface of the attaching lamina and be visible to passing customers and others through the label-side lamina and the release layer. Also, due to the opacity of the attaching-side lamina, the liner covers and hides any irregularities, prior marking, residue or other scars on the underlying support surface over which the liner is mounted.

15

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 is a perspective view of a typical marketing display shelf with a label support rail, which employs teachings of the present invention.

20 Fig. 2 is a perspective view of the support assembly of Fig. 1, with the label support liner and the label for placement thereon shown in exploded positions.

Fig. 3 is a perspective view similar to Fig. 1 and illustrating another embodiment employing teachings of this invention.

25 Fig. 4 is an enlarged somewhat schematic partial vertical sectional view taken generally at line 4-4 of Fig. 1 with a label in a detached position.

Fig. 5 is a view corresponding to Fig. 4 showing another embodiment employing teachings of this invention.

30 Figs. 6 and 7 are sectional views similar to Figs. 4 and 5 and showing other embodiments employing teachings of this invention.

Fig. 8 is a top view which schematically illustrates the peeling removal of a label from the assembly of Fig. 1.

Fig. 9 is a perspective view of a typical display hanger assembly which employs teachings of the present invention, and illustrating a panel on which the hanger is mounted as well as merchandise supported on the hanger.

Fig. 10 is a perspective view of the hanger assembly of Fig. 9, with the label support liner and a label for placement thereon shown in exploded positions.

Fig. 11 is an enlarged somewhat schematic partial vertical sectional view taken generally at line 11-11 of Fig. 9 with the label in a detached position.

Fig. 12 is a sectional view similar to Fig. 11 and showing another embodiment employing teachings of this invention.

Fig. 13 is a top view which schematically illustrates the "peeling" removal of a label from the hanger assembly of Fig. 9.

Fig. 14 is a cross-sectional view of label support liner stock as provided in sheet or strip form in accordance with teachings of this invention, e.g., an enlarged partial sectional view as taken along line 14-14 of Fig. 15.

Figs. 15 and 16 are plan views of two embodiments of multi-layer sheet stock material for providing a multiplicity of label support liners in accordance with teachings of this invention.

Fig. 17 is a schematic end view of the sheet assembly of Fig. 16.

Fig. 18 is a partially perspective and partially plan view of similar multi-layer material provided in strip form.

Fig. 19 is a sectional view similar to Fig. 4 illustrating another embodiment employing teachings of this invention.

Fig. 20 is a schematic sectional view of a liner assembly which includes a label liner as in Fig. 19, with a protective carrier cover on the attachment adhesive.

Fig. 21 is a sectional view of another embodiment employing teachings of this invention.

Fig. 22 is a sectional view similar to Fig. 11 illustrating another embodiment with a label liner corresponding to the liner of Figs. 19 and 20.

Fig. 23 is a top view, as seen generally along line 23-23 of Fig. 19, which schematically illustrates the peeling removal of a label liner embodying teachings of this invention from the surface of a merchandise support on which that liner was installed.

Fig. 24 is a perspective view similar to Fig. 3 illustrating another embodiment employing teachings of this invention.

The thickness of various layers of materials and coatings are exaggerated in the various drawing figures for convenience and clarity of illustration.

Preferred embodiments have been shown in the drawings and will be described in detail. It will be understood, however, that there is no intention to limit the invention to the specific embodiments illustrated and described herein.

30 DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

For purposes of illustration, one presently preferred embodiment of the invention is shown in the drawings in connection with a display support assembly 10. That assembly includes a shelf 12 with a

conventional generally C-shaped "price channel" rail (PC Rail) 14 extending across the exposed outer edge of that shelf. Such a rail or other label panel may be affixed to the shelf as by welding or by the use of suitable fasteners or clips(not shown). Alternatively, the label panel may be a wall or surface of the basic support structure, for example an end wall or flange of the shelf such as is illustrated in Figs. 5 and 7. The rail or other label panel serves as a support for labels 30 or other display pieces which provide readable information to passing customers and/or to merchandising personnel concerning the merchandise to be sold from the support 10.

The rail 14 includes a generally C-shaped main body portion 20 with opposed flanges or lips 22 which extend the length of the rail at the opposite (upper and lower) edges of the C-shaped body 20. Each flange 22 is an integral extension from the body panel 21 and typically is disposed at an acute angle to the respective adjacent panel portion. The flanges 22 may serve as guides for insertion and/or retention of removable label support elements and/or labels engaged within the rail 14, for example as seen in Fig. 21. The rail 14 includes a continuous outwardly exposed panel surface 24 of a shallow concave profile between the lips 22. Labels 30 are supported in the rail over this surface 24 for display purposes. The labels 30 are printed with indicia 31 such as the identification of the products on the support adjacent the respective label, or the price, stock number, inventory indicia or other information to be read by potential customers and/or merchandising personnel concerning that product/merchandise.

The support assembly 36 shown in Fig. 3 also comprises a support shelf and a rail 14 along the front

edge of that support shelf, in the same manner as in the assembly of Fig. 1. The assembly of Fig. 3 differs from the assembly of Fig. 1 in that the embodiment illustrated in Fig. 1 contemplates applying short label holders randomly at various positions along the length of the rail. The embodiment of Fig. 3 is preferred in that it contemplates use of a strip liner 40A to provide essentially the same form of label holding capabilities continuously along essentially the entire length of the rail, that is, across essentially the full width of the shelf.

Figs. 4-7 illustrate four embodiments for releasably and removably supporting display labels on an exposed surface of the shelf. Each embodiment presents a label support surface formed by a release coating 44, 44A, 44A' to facilitate the removal and replacement of synthetic or paper adhesive labels. In each instance, when an adhesive label is applied to the release layer, the label will not slide or fall off. However, when it is desired to remove a label, that label may be peeled off with little effort, normally without tearing or delaminating the label and leaving no residue from the label on the support surface.

More particularly, in Figs. 1-5, a label release liner or carrier 40 includes a carrier body 42 with a release coating 44 on its outer side. A layer of adhesive 46 attaches the carrier 40 relatively permanently to the respective label support panel, e.g., to the surface 24 of the rail 14 of the shelf 12 or to the generally planar end panel surface 24A of the end flange 20A on the shelf 12A in Fig. 5. In the illustrated embodiment, the carrier body 42 is a thin flexible sheet of paper or synthetic material which carries the adhesive layer or coating 46 on one side and

the release coating or layer 44 on the opposite side. The release layer 44 preferably is a thin coating of a silicone resin or similar material which will retain a flexible adhesively backed label smoothly and uniformly on the label support plate without sliding or falling off.

As indicated in Fig. 4, the label 30 typically includes a paper or synthetic stock body 52 carrying an appropriate adhesive 54 on one side and indicia printed or otherwise displayed on the opposite side; see indicia 31 indicated in Figs. 1 and 2. The release layer 44 permits a previously mounted label 30 to be removed by peeling it off cleanly, with little effort and without leaving residue of the label adhesive 54 or portions of the label body 52 on the surface of the layer 44. Such a removal typically comprises raising a corner or edge, as with a fingernail, and peeling it off by pulling on the freed edge progressively back over the attached portion of that label surface 28 as illustrated generally in Fig. 8. A liner 40 with a release coating 44 may be applied to the rail surface 24 at any time, e.g., by the manufacturer of the supports, or by a distributor or by a customer prior to or after installing the supports at a display site.

In the embodiments illustrated in Figs. 6 and 7, a release layer 44A, 44A' is applied as a coating directly on the respective label support panel, that is on the rail surface 24 in Fig. 6 and on the surface 24A of the end flange 20A of the shelf 12A in Fig. 7. An adhesive label 30 is mountable on and removable from the front exposed surface layer 44A, 44A' in the same manner noted in respect to the embodiment of Fig. 3.

The subject rails 14 may be formed of any suitable metal, synthetic plastic or similar material. The

carrier body panel elements 42, 42B may be formed of paper stock or a synthetic material such as polyester, polyvinylchloride (PVC), polypropylene or polyurethane of suitable weight and stiffness or flexibility. One
5 example is a 50# minimum bleached super calendar kraft (SCK) paper. A presently preferred example is a laminate of appropriate sheet materials, such as the laminate 242 illustrated in Figs. 19-24 and described hereinafter.

10 The adhesive 46 may be any adherent material that is compatible with the materials of the supports 20, 20A and the carrier panel body 42 and which provides adherent strength (bond tensile strength) between the rail surface 24, 24A and the panel body 42 that is
15 substantially greater than the adherent strength of the bond between the release layer 44 and the label adhesive 54. Examples of typical suitable adhesives 46 include rubber-based and acrylic adhesives, which may be pressure sensitive adhesives and may be the same as or
20 different from the adhesive 54 of the labels 30. The release layer assures ready parting at the interface between the layer 44 and the adhesive layer 54 even if the adhesive 54 has the same or a higher bonding strength potential than the adhesive 46.

25 In each embodiment, the release layer or coating 44, 44A, 44A' preferably is a silicone material, i.e., contains a silicone and appropriate amounts of controlled release additives (CRA resins), which releasably supports labels 30 that use typical pressure
30 sensitive adhesive layers 54. However, the release layer 44 may be formed of any material which will similarly retain an adhesively applied label in place while also assuring a sufficiently low adherent strength of the bond between the adhesive 54 and the layer 44, 44A, 44A'

to permit the label to be easily and completely removed by peeling it from the support panel, normally as an integral element. It will be appreciated that this is a function of the tensile strength and tear resistance of the label as well as the adherence/release bonds between the label adhesive 54 and both the label body 52 and the release layer 44, 44A, 44'. To these purposes a silicone material which includes a moderate amount of CRA and that provides a release value less than two pounds, preferably less than about one pound, and particularly about 20-160 grams, for labels 30 adhered thereto by rubber-based or acrylic pressure sensitive adhesives such as are commonly used on present-day pressure sensitive labels, has been found to provide secure retention of the labels while assuring convenient integral removal of the labels by the attendant personnel when desired, even when using ordinary inexpensive paper labels and when using so-called "freezer grade" acrylic pressure sensitive adhesive for the adhesive layer 54. The latter adhesive is preferred for its higher and reliable adherent capabilities under adverse conditions.

One source of such a silicone material is Brown-Bridge Industries of Troy, Ohio. As used herein the term "release value" refers to the pulling force required to peel a 2" wide label from the release coating by pulling at 180° (parallel to the plane of the label, as illustrated generally in Figs. 8 and 13) at 300"/min. by the standard Tag and Label Manufacturers Institute (TLMI) test method.

As indicated above, the label adhesive 54 typically is a pressure sensitive adhesive such as is commonly used on mailing labels and the like, e.g. rubber based or acrylic pressure sensitive adhesives. The adherent

or tensile strength of the releasable bond between the release layer 44, 44A, 44A' and the adhesive 54 is substantially less than the bond of the adhesive 54 to the label body 52, and also substantially less than the
5 bonds of the adhesive 46 to the carrier body 42 and to the surface 24,24A of the respective label support body 20,20A. Further, this releasable bond is substantially less than the tensile strength and tear strength of the label body 52, even when the label body 52 is a common
10 paper label, and less than the delamination strength of the carrier body 42.

Figs. 9-11 illustrate one preferred embodiment of the invention in connection with a hanger assembly 110. That assembly includes a product support hanger 112 for
15 supporting one or more articles A from a panel or "Pegboard" 114 of the type formed with a series of vertically spaced and horizontally extending rows of holes 115. In this instance, the articles A are illustrated as bubble packages within which merchandise
20 is contained. The upper end portion of each bag is formed with a hole to enable the bag to be hung from the hanger 112.

Herein, the product support hanger 112 is generally U-shaped and is made of a round rod or wire. The hanger
25 includes upper and lower outwardly projecting generally horizontal arms 120 and 122 whose inner ends are formed integrally with and are joined by an upright connecting bight piece or connector portion 124. The lower arm 122 supports the articles A and often is referred to as the
30 hanger arm. The upper arm 120 is often referred to as a scanner arm and carries a label support member 126 at its outer end. The illustrated support member 126 is a flat metal plate panel which is spot-welded to a vertical L-finger 127 on the inner end of the scanner

arm 122; see Figs. 11 and 12. However, the label support may have any of a variety of configurations and modes of attachment to the scanner arm and may be formed of various materials; see for example the hangers
5 described and illustrated in the United States patent Nos. 3,912,084, 4,452,360, 4,783,033, 4,850,557, 4,976,058, 5,231,779, 5,236,163 and 5,325,616 which are incorporated herein by reference.

The label support panel member 126 presents an
10 outwardly exposed generally planar surface 128 for supporting labels or other displays of readable information to passing customers and/or to merchandising personnel concerning the merchandise to be sold from the hanger 112. To this end, the member 126, and
15 specifically its outwardly exposed surface 128, extends generally orthogonally relative to the longitudinal axis of the arm 120. Labels 30 or other display pieces are supported on the surface 128.

The hanger assembly 110 further comprises a
20 suitable mounting or engagement section 132 at its rear end for removably mounting the hanger 112 on the panel 114. The section 132 includes generally L-shaped fingers or horns 134 for extending through the holes 115 through a panel 114 in a hook-like fashion whereby engagement of
25 the fingers 134 in the holes 115 and with the rear surface of the panel, along with the concurrent abutment of the lower portion of bight 124 with the front face of the panel, supports the hanger 112 in its generally horizontal position. In the illustrated bracket, the
30 fingers 134 are opposite ends of a U-shaped mounting rod element 136 that is affixed at the upper inner portion of the bight 124, as by spot welding. However, it will be appreciated that the mounting arrangement for supporting the bracket 112 on a pegboard or similar

support fixture may be of a wide variety of configurations.

Figs. 9-13 illustrate two embodiments for releasably and removably supporting display labels on the outer surface of label support plates 126, 126B in essentially the same manner as discussed above in reference to the embodiments 10 and 36 and particularly Figs. 4-8. In Fig. 11, a liner 140 formed of a body 142 with adhesive 146 on one side and the release layer 144 on the opposite side is adhered to the support plate 126. In Fig. 12, a release coating layer 144A is applied and thereby directly bonded to the respective support plate 126. Thus, each embodiment presents a label support surface formed by a release coating 144, 144A, to facilitate the removal and replacement of synthetic or preferably paper adhesive labels 30. These release coatings have the same characteristics and are of the same materials as the release coatings 44, 44A, and 44A' discussed above.

Similar display members also may be used on other display supports, for example on fence-type shelving; see for example the above-cited Patent No. 5,231,779. As illustrated in that patent, such shelving includes a plurality of laterally extending parallel rods whose outer ends are connected by a rod extending longitudinally along the front edge of the shelf. In such instances, as in the aforementioned L-shaped scanner arms, the merchandise support includes rods or wires extending at right angles to one another at the outer edge of the support and to which a display support with an outer release layer may be attached as in the aforedescribed embodiments.

The aforedescribed release coating material may be applied to the respective designated surface areas by

spraying, brushing or other coating techniques, and may be applied to entire shelves 12, 12A or supports 126 by dip coating if desired.

5 Figs. 19, 20, 22, 23 and 24 illustrate embodiments with flexible label release liners 240, 240A each of which includes a carrier body 242 that is a laminate of flexible layers or sheets (lamina) 241 and 243 of differing materials. The laminae are joined to one another by an adhesive layer 241a. An adhesive layer
10 246 is bonded to the outward surface of the lamina 241 and a release layer 244 is bonded to the outward surface of the other lamina 243 in the same general manner as the corresponding layers of the liners 40 and 140 and using the same types of adhesive and release materials.

15 The respective lamina 241 and 243 preferably are chosen to provide a carrier body 242 having particular characteristics, such as in respect to the tensile and tear or delamination strength characteristics of the body 242 and the bonding characteristics provided on its
20 outward sides. In this instance, the lamina 241 provides an outward surface which forms a strong uniform retentive bond with the adhesive layer 246. The lamina 243 is compatible with the manner of application of the release layer 244 thereto, e.g., heating during the
25 application of a silicone release coating layer, and provides an outward surface which forms a strong uniform retentive bond with the release layer 244.

The bond provided between the layer 241 and adhesive 246 is significantly stronger than the bond of
30 the adhesive 246 with the surface 24 of the merchandise support 20 (Figs. 19, 21, 23) or the corresponding surface of support member 126 (Fig. 22). Further the tensile strength and the tear strength and delamination resistance of the body 242 also are substantially

greater than the peel strength of the bond formed between the adhesive 246 and the support surface of the respective panel 20, 126. This noted tensile strength is provided by either or both of the laminae 241 and 243. However, the lamina 241 in particular has internal strengths by way of tear strength and delamination resistance greater than the peel strength of the bond between the adhesive 246 and the support surface of the respective panel. Thus, the liner 240, 240A may be attached to the respective panel support surface relatively permanently by the adhesive layer 246, in the same manner as the liners 40 and 140, and subsequently may be cleanly removed simply by peeling the liner 240, 240A off of that surface as illustrated in Fig. 23, leaving little or no residue of the liner, either by way of the adhesive or any part of the body 242, remaining on the panel surface. This permits easy replacement of any liner 240, 240A that deteriorates or is damaged as well as providing for complete removal of these liners in the event a proprietor decides to revise or change to a different labeling system, even after relatively long periods of installation and the attendant heat aging effects on the materials and the respective bonds.

The liners 240 may be of a length to extend continuously along the length of a price channel rail as in Figs. 3 and 24. Or they may be in shorter individual pieces 240A corresponding to the length of an individual label 30, as in Fig. 2, or to cover a support panel 126 to receive such a label on merchandise support hangers as in Fig. 22.

In addition to providing a strong reliable bond with the adhesive layer 246, the lamina 241 preferably is printable, such as to receive color coatings and/or informational or promotional indicia on its inward side.

In addition to allowing for and providing a strong reliable bond with the release coating, the lamina 243 preferably is transparent, as are the adhesive 241a and the release coating 244. Thereby, either the color of the lamina 241 or a color coating applied to its inward surface will render the lamina 241 opaque and provide the apparent background color of the liner 240. This permits color determination and selection for the liner products as well as covering up markings, scars, residue or irregularities that may remain on a support surface 24 or the like over which the liner is applied. Further, relatively permanent information, such as advertising and promotional information, may be preprinted on the inward side of the lamina 241 prior to lamination and thereafter be visible to passing customers in any areas of the liners 240 not covered by subsequently applied labels; see for example the logos as indicated at 230 in Fig. 24.

By way of one particular example, a satisfactory release liner 240 has been fabricated using an attaching adhesive and a release layer as described above with respect to the liner 40. The lamina 241 to which the adhesive 246 was applied is a vinyl, namely a 4 mil white semi-rigid vinyl marketed by the Flexcon company under the designation "Laser Film Select D-400-FWV-38". The lamina 243 to which the release layer 244 was applied was a biaxially oriented polypropylene (BOPP). A clear solvent acrylic adhesive 241a provided satisfactory lamination of these two laminae with the lamination being affected by a flexographic operation.

Release liners 240 with laminate bodies 242 as described above have been found to be supplied with good flexibility for easy application to label support

surfaces of various merchandise supports without wrinkling.

Other materials, and particularly other synthetic plastics, are believed to be useful for forming the carrier bodies 42 and 242 of either a single layer (preferably transparent) or a laminate and attaining the described ready removability of the resulting release liners 40, 240 and 240A from the respective support surfaces, while retaining the ready removability and replaceability of labels thereon. For example, various polyesters have shown promise, some with surface pretreatments to enhance their bonding qualities with the release layer and/or with the attaching adhesive layer.

Fig. 20 illustrates a liner strip 240 with a protective cover 262 temporarily attached over the adhesive layer 246 to protect the adhesive 246 during transportation and handling prior to use of the liner. The cover 262 consists of another carrier body layer 260 which carries a second release layer 258 firmly bonded thereto in the same general manner as described hereinafter with reference to Fig. 14. The cover 262 is removed prior to attachment of the strip 240 to a support surface such as at 24 or on a panel 126 and may be formed of relatively inexpensive materials.

Fig. 21 illustrates another preferred liner 240B for mounting on a support surface by sliding or snap-in engagement, such as by engagement with opposed lips 22, in the same manner as the carrier member 40B described above with reference to Fig. 6. The liner 240B includes a laminate carrier body with a release layer 244 as in the liner 240 but without an exposed adhesive attachment layer. In this embodiment the lamina 241 may be a stiffer material such as card stock to enhance

mechanical interengagement with retainers such as the lips 22 and preferably is opaque and readily printable. The lamina 243 is compatible with the release layer, particularly with a silicone coating, and is

5 transparent, as is the adhesive 241a. A liner 240 with the cover 262 remaining in place thereon as in Fig. 20 also may be used and mounted in the manner of the liner 240B in Fig. 21.

The release liners 40, 40A, 140, 240, 240A may be
10 supplied to users in flexible sheet or strip form, such as in rolls, for on-site application to merchandise supports by the users. Examples of such products are illustrated in Figs. 14-18. Figs. 14 and 15 illustrate multi-layer sheet stock 148 which is scored to provide a
15 plurality of liner assemblies 150 for forming strip liners such as the liners 40A of Fig. 3 and 240 of Fig. 24. For example, such strips may be about 1 $\frac{1}{4}$ " wide and 47 $\frac{3}{4}$ " long for use on price channel rails 14 or other merchandise supports based upon 48" modular widths.
20 Figs. 16 and 17 illustrate similar sheet stock 148A scored for forming liners such as the individual label liners 40 and 240A.

Fig. 18 illustrates similar sheet stock 149 in strip form, that may be supplied in rolls, and scored
25 for forming release liners of any predetermined length, e.g., for forming liners 40, 40A, 240 or 240A. Each such liner assembly 148, 148A, 149, 150 includes a carrier body layer 152, a release layer 154, an adhesive layer 156, a second release layer 158 and a second
30 carrier body 160. The body layer 152 is of the same material as body layers 42 and 142 or a laminate 242 such as described above. The release layer 154 is of the same materials as the release layers 44, 144 and 244 described above. The adhesive layer 156 is of the

same materials as the layers 46, 146 and 246 described above. The second carrier body layer 160 may be of the same material as the carrier body layer 152 or of a different material and carries the second release layer 158 firmly bonded thereto to form a protective cover layer 162 for the adhesive layer 156. The second release layer 158 is similar to the release layer 154 but may have a lesser release value whereby the protective cover layer 162 is readily removable to expose the adhesive 156.

The entire assembly 148 of Fig 15 preferably is provided with transverse scores as at 166 at appropriate spacings to define individual strips for forming liners such as liners 40A or 240 by tearing or cutting along the scores. Additional cuts or tab edges may be provided through the cover layer, as at 168, to facilitate removal of each corresponding cover segment when the respective liner segment is to be applied to a support. The assembly 148A of Figs. 16 and 17 is similarly scored along transverse lines 166A and longitudinal lines 166B to define shorter segments 150A for forming release liners 40 or 240A. The assembly 148A also includes multiple cut lines 168A through the cover layer 162 to provide cuts or tabs for removing this layer from the individual liner segments.

The stock assembly 149 of Fig. 18 provides similar liner assemblies in a narrow strip form of a width corresponding to the desired liner width and of indeterminate length. The multi-layer strip 149 preferably is supplied in rolls R as illustrated. The assembly is provided with transverse scores 166B therethrough at predetermined spacings corresponding to the desired lengths of individual liner strip segments. Transverse cuts or tabs also may be provided in the

cover layer, as at 168B, for convenient removal of the respective cover layer segments. The strip 149 should be maintained in lateral alignment in the roll during use, to prevent "telescoping" of the coils along the axis of the roll. This may require lateral constraints, such as by placing the roll R in a dispensing container of appropriate width or providing the roll on a flanged spool. In the roll form, the cover layer 162 also may be omitted. The coiling places the outer surface of the release layer 154 of each coil adjacent the adhesive layer 156 of an adjacent coil. Therefore the release layer 154 may be relied upon for providing suitable protection for the adhesive 156 in the roll R while adhering thereto adequately for maintaining the roll coils in lateral alignment during use and providing easy parting as the roll is uncoiled.

From the foregoing it can be seen that display supports have been provided which accomplish the aforementioned objects of this invention.

It will be understood that other variations, modifications and substitutions of equivalent configurations can be effected within the spirit and scope of this invention, particularly in light of the foregoing teachings. It is contemplated by the following claims to cover any such modifications and other embodiments that incorporate those features which constitute the essential features of the invention within the true spirit and scope of the following claims.

What is claimed is:

1. A marketing display device, comprising a support for holding products for sale to customers as such customers pass said support, said support including
5 a label supporting surface disposed to support a label in position for convenient viewing by such customers, said marketing display device being characterized in that it comprises a label attachment element adhered to said support on said surface and having an outwardly
10 exposed mounting surface for supporting and displaying a product information label, said label attachment element including an outwardly exposed release layer which will adherently receive and retain an adhesively coated label in overlying relation to said release layer and readily
15 release such a label, whereby such labels applied to said release layer are exposed outwardly relative to said support and are readily removable and replaceable by merchandising personnel.

20 2. The marketing display device according to claim 1 wherein said support is a hanger for mounting in a generally horizontal position on a perforated panel that is disposed in a generally vertical plane and has vertically spaced rows of horizontally spaced holes,
25 said hanger having an elongated arm with front and rear ends and an engagement section at the rear of the arm which includes a plurality of fingers for engaging in such holes of such a perforated panel for supporting the hanger on the panel with the arm extending generally
30 horizontally from such a panel, and having a label support mounted on the front end of that arm and which has a surface exposed outwardly relative to the arm, and further characterized in that said label attachment

element is adhered to said outwardly exposed surface of said label support.

3. The marketing display device according to
5 claim 2 wherein said release layer provides a bond strength to a pressure sensitive label adhesive which is less than the strength of adherent attachment of said release layer to said label supporting surface.

10 4. The marketing display device according to claim 2 wherein said release layer is a coating of silicone material.

5. The marketing display device according to
15 claim 1 wherein said support is a merchandising shelf having an outer edge which is exposed outwardly relative to a structural support on which such a shelf is supported when in use, further characterized in that said label attachment element is adhered to said label
20 supporting surface on said outer edge of said shelf.

6. The marketing display device according to
claim 5 wherein said release layer provides a bond
25 strength to a pressure sensitive label adhesive which is less than the strength of adherent attachment of said release layer to said label supporting surface.

7. The marketing display device according to
claim 5 wherein said release layer is a coating of a
30 silicone material.

8. The marketing display device according to
claim 5 wherein said label supporting surface extends essentially the full length of said shelf, said label

attachment element extends over essentially the full length of said label supporting surface and has said outwardly exposed mounting surface along substantially its entire length and including said outwardly exposed release layer over its length, for supporting and displaying product information labels in any location along said mounting surface.

9. The marketing display device according to one of claims 1 to 8 in combination with a supply of multiple labels having pressure sensitive adhesive on one side, for attachment of such labels to said release layer and subsequent removal therefrom.

10. The marketing display device according to claim 9 wherein each of said labels is a paper label and said adhesive thereon is a rubber-based or acrylic pressure sensitive adhesive.

11. The marketing display device according to claim 9 wherein said release layer provides a release value of less than about two pounds with said adhesive of said labels.

12. The marketing display device according to claim 9 wherein said release layer provides a release value of between about 20 grams and about 160 grams with said adhesive of said labels.

13. The marketing display device according to one of claims 1 to 8 wherein said release layer provides a release value of less than about two pounds for pressure sensitive adhesive labels adhered thereto.

14. The marketing display device according to one of claims 1 to 8 wherein said release layer provides a release value of less than about one pound for pressure sensitive adhesive labels adhered thereto.

5

15. The marketing display device according to one of claims 1 to 8 wherein said release layer provides a release value of between about 20 grams and about 160 grams for pressure sensitive adhesive labels adhered thereto.

10

16. The marketing display device according to one of claims 1 to 8 wherein said label attachment element comprises a label carrier member, said label carrier member including a carrier layer, an adhesive layer on one side of said carrier layer for adhesively affixing said label carrier member to said label supporting surface of said support with the opposite side of said carrier layer disposed outwardly relative to said support, and said release layer being on said opposite side of said carrier layer.

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17. The invention as in claim 16 wherein said adhesive layer is adhesively bonded to said label supporting surface and thereby affixes said label carrier member to said support.

25

18. The marketing display device according to claim 16 wherein said carrier layer is a thin, generally flat sheet element.

30

19. The marketing display device according to claim 16 wherein said carrier layer is a flexible paper sheet element.

20. The marketing display device according to claim 16 wherein said adhesive layer bonds to said one side of said carrier layer more strongly than to such a label supporting surface of said support, and said carrier layer having a tensile strength and a tear strength that exceed the release value of the bond between said adhesive layer and said label supporting surface, whereby said carrier member may be peeled from said label supporting surface intact with said adhesive layer remaining adhered to said carrier layer and thereby being substantially completely removable from said label supporting surface with said carrier layer upon such peeling removal of said carrier member.

15

21. The marketing display device according to claim 20 wherein said carrier layer is transparent.

22. The marketing display device according to claim 20 wherein said carrier layer is a lamination having two opposite sides each formed of a lamina of a material which differs from the lamina on the other side.

23. The marketing display device according to claim 16 wherein said carrier layer is a lamination having two opposite sides and which includes a layer of a first sheet material forming said one side of said carrier layer and which forms a strong bond with said adhesive layer, and a layer of a second material different from said first sheet material and forming said opposite side of said carrier layer, said second material forming a strong bond with said release layer.

25
30

24. The marketing display device according to claim 23 wherein said first sheet material and said adhesive form a bond therebetween which is significantly stronger than the bond of said adhesive to said label supporting surface of said support, and said first sheet material having tear and delamination strengths greater than the bond between said adhesive and said label supporting surface, whereby said adhesive will remain adhered to said first sheet material and be removed from said label supporting surface upon peeling of said carrier layer from said label supporting surface.

25. The marketing display device according to claim 24 wherein said first sheet material is formed of a synthetic plastic.

26. The marketing display device according to claim 24 wherein said first sheet material is readily printable on the side thereof disposed toward said second sheet material, and said second sheet material is transparent.

27. The marketing display device according to claim 24 wherein said first sheet material is formed of a vinyl.

28. The marketing display device according to claim 24 wherein said second sheet material is transparent.

29. The marketing display device according to claim 24 wherein said second sheet material is formed of a biaxially oriented polypropylene.

30. The marketing display device according to claim 24 wherein said first sheet material is opaque.

31. The marketing display device according to one of
5 claims 1 to 8 wherein said label attachment element is a flexible member which comprises a laminate formed of a first layer of an opaque printable first flexible sheet material and a second layer of a transparent flexible sheet material laminated to said first layer, and a
10 release layer bonded to the outer surface of said second layer for releasably supporting adhesively backed labels.

32. The marketing display device according to claim
15 31 in which said second layer is bonded to said first layer by a transparent adhesive and said release layer is transparent.

33. The marketing display device according to claim
20 31 in which said first layer is a vinyl material, said second layer is a biaxially oriented polypropylene material.

34. The marketing display device according to one
25 of claims 1 to 8 wherein said label attachment element is a release coating that is bonded directly to said label supporting surface.

35. A hanger assembly for displaying merchandise
30 from the front face of a perforated panel disposed in a generally vertical plane and having vertically spaced rows of horizontally spaced holes, said assembly comprising a hanger for mounting in a generally horizontal position on such a panel, said hanger having

an elongated arm with front and rear ends, an engagement section at said rear end of said arm, said engagement section including a plurality of horns extending rearwardly relative to said arm for engaging in such
5 holes of such a perforated panel for supporting said hanger assembly on said panel with said arm extending generally horizontally from such a panel, and a label support mounted on said front end of said arm, said label support having a surface exposed outwardly
10 relative to said arm, said hanger assembly being characterized in that a release layer is adhered to said surface, which release layer will adherently receive and retain an adhesively coated label in overlying relation to said surface and readily release such a label,
15 whereby such labels applied to said release layer are exposed outwardly relative to said arm and are readily removable and replaceable by merchandising personnel.

36. A merchandising shelf having an outer edge
20 which is exposed outwardly relative to a structural support on which such a shelf is supported when in use, said shelf having a supporting surface on said outer edge, said merchandising shelf being characterized in that a label attachment element is adhered to said
25 supporting surface and has an outwardly exposed mounting surface for supporting and displaying a product information label, said label attachment element including an outwardly exposed release layer which will adherently receive and retain an adhesively coated label
30 in overlying relation to said release layer and readily release such a label, whereby such labels applied to said release layer are exposed outwardly relative to said support and are readily removable and replaceable by merchandising personnel.

37. A merchandising shelf defining an upwardly disposed surface for receipt of merchandise thereon and having an outer edge which is exposed outwardly relative to a structural support on which such shelf is supported when in use, said shelf having a supporting surface extending substantially the full length of said shelf along said outer edge, a label attachment element extending over essentially the full length of said supporting surface and affixed over said supporting surface for supporting and displaying a product information label in any location along said supporting surface, said merchandising shelf being characterized in that said label attachment element includes an outwardly exposed release layer over substantially its entire length and which will adherently receive and retain an adhesively coated label in overlying relation to said release layer in any position along its length and readily release such a label, whereby such labels applied to said release layer are exposed outwardly relative to said support and are readily removable and replaceable by merchandising personnel.

38. The release liner according to claim 37 wherein said label attachment element comprises a label carrier member, said label carrier member including a carrier layer, an adhesive layer on one side of said carrier layer for adhesively affixing said label carrier member to said supporting surface of said support with the opposite side of said carrier layer disposed outwardly relative to said support, and said release layer being on said opposite side of said carrier.

39. The release liner according to claim 37 wherein said label attachment element is a release coating that is bonded directly to said supporting surface.

5

40. The marketing display device according to claim 37 wherein said label attachment element is a support member that includes label engagement elements for engaging and supporting a label carrier member adjacent said supporting surface with one side of such label carrier member disposed outwardly, and a label carrier member, said label carrier member including a carrier layer of a size and configuration to engage within said label engagement elements for retention thereby on said support member with one surface of said label carrier member disposed outwardly relative to said arm, said release layer being on said outward surface of said label carrier member.

41. The marketing display device according to claim 40 wherein said label engagement elements comprise lips which extend generally horizontally along upper and lower edges of said support member for engaging upper and lower edges of such a label carrier member.

25

42. A release liner for supporting an information label on a label supporting surface of a merchandising device, said release liner comprising a flexible carrier layer, an adhesive layer on one side of said carrier layer for adhesively affixing said release liner to such a label supporting surface of such a device with the opposite side of such a carrier layer disposed outwardly relative to said device, and a release layer on said opposite side of said carrier layer which will

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adherently receive and retain an adhesively coated label in overlying relation to said release layer and readily release such a label, whereby such labels applied to said release layer are exposed outwardly relative to
5 said device and are readily removable and replaceable by merchandising personnel.

43. The release liner according to claim 42 wherein said carrier layer is a thin, generally flat
10 flexible sheet element.

44. The release liner according to claim 42 wherein said carrier layer is a laminate.

15 45. The release liner according to claim 44 wherein said laminate is formed of a first layer of a printable first flexible sheet material and a second layer of a transparent flexible sheet material laminated to said first layer, said release layer being bonded to
20 the outer surface of said second layer and said adhesive layer being on the outer surface of said first layer.

46. The release liner according to claim 45 wherein said first layer is an opaque material.
25

47. The carrier liner according to claim 46 wherein said second layer is transparent and is bonded to said first layer by a transparent adhesive and said release layer is transparent
30

48. The release liner according to claim 44 wherein said laminate includes a synthetic plastic lamina on one side which has a high strength bond with said adhesive layer.

49. The release liner according to claim 48
wherein said laminate includes a lamina on the other
side which has a strong retention bond with said release
5 layer.

50. The release liner according to claim 44
wherein said laminate includes a strong synthetic
plastic lamina on one side and a transparent plastic
10 lamina on the other side.

51. The release liner according to one of claims
42-50 wherein said adhesive layer is adapted to
adhesively affix said liner to such a label supporting
15 surface with a first bond strength; said release layer
provides a release value for pressure sensitive adhesive
labels adhered thereto which is significantly less than
said first bond strength, said release layer being
bonded to said carrier layer with a bond strength that
20 significantly exceeds said release value; said adhesive
layer being bonded to said carrier layer with a second
bond strength that significantly exceeds said first bond
strength; and said carrier layer having a tensile
strength and a tear strength that significantly exceed
25 said first bond strength, whereby such labels may be
adhesively affixed to and removed from said liner and
replaced by merchandising personnel, and said liner may
be peeled intact from such a label supporting surface to
which it has been secured by said adhesive layer, with
30 said adhesive layer remaining adhered to said carrier
member and thereby being substantially completely
removable from the respective label supporting surface
with said liner.

52. The release liner according to claim 51 in which said first layer is a vinyl material and said second layer is a biaxially oriented polypropylene material.

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53. The release liner according to claim 52 wherein said release layer is a coating of a silicone material.

10

54. The release liner according to one of claims 42 to 50 wherein said release layer is a coating of a silicone material.

15

55. The release liner according to one of claims 42 to 50 wherein said release layer provides a release value of less than about two pounds for pressure sensitive adhesive labels adhered thereto.

20

56. The release liner according to one of claims 42 to 50 wherein said release layer provides a release value of less than about one pound for pressure sensitive adhesive labels adhered thereto.

25

57. The release liner according to one of claims 42 to 50 wherein said release layer provides a release value of between about 20 grams and about 160 grams for pressure sensitive adhesive labels adhered thereto.

30

58. A sheet of release liner stock providing a plurality of individual label support segments for use in supporting labels on label supporting surfaces of merchandising devices, said release liner stock being characterized in that it comprises a plurality of substantially coterminous layers including a carrier

layer, an adhesive layer on one side of said carrier layer for adhesively affixing said carrier layer to a label supporting surface of such a device with the opposite side of said carrier layer disposed outwardly relative to said device, a release layer on said opposite side of said carrier layer which will adherently receive and retain an adhesively coated label in overlying relation to said release layer and readily release such a label, whereby such labels applied to said release layer are exposed outwardly relative to said devices and are readily removable and replaceable by merchandising personnel, and said sheet stock having a plurality of score lines dividing said sheet stock into a plurality of individual release liner segments.

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59. The sheet of release liner stock according to claim 58 wherein said release layer provides a release value of less than about two pounds for pressure sensitive adhesive labels adhered thereto.

20

60. The sheet of release liner stock according to claim 58 wherein said release layer provides a release value of less than about one pound for pressure sensitive adhesive labels adhered thereto.

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61. The sheet of release liner stock according to claim 58 wherein said release layer provides a release value of between about 20 grams and about 160 grams for pressure sensitive adhesive labels adhered thereto.

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62. The sheet of release liner stock according to claim 58 wherein said release liner sheet stock includes a removable cover layer overlying said adhesive layer.

63. The sheet of release liner stock according to claim 62 wherein said removable cover layer includes a second carrier layer overlying said adhesive layer and a second release layer disposed between said adhesive
5 layer and said second carrier layer, said second release layer being bonded to said second carrier layer and adherent to said adhesive layer.

64. The sheet of release liner stock according to
10 one of claims 58 to 63 wherein said release layer is a coating of a silicone material.

65. The sheet of release liner stock according to one of the claims 58-63 wherein said carrier layer is
15 formed of a laminate.

66. The sheet of release liner stock according to claim 65 wherein said laminate includes a first synthetic plastic lamina to which said adhesive layer is
20 adhered.

67. The sheet of release liner stock according to claim 66 wherein said first synthetic plastic lamina is printable and said laminate includes a transparent
25 second plastic lamina to which said release layer is adhered.

68. The sheet of release liner stock according to claim 65 wherein said laminate includes a first
30 synthetic plastic lamina to which said adhesive layer is adhered and a second plastic lamina to which said release layer is applied.

69. The sheet of release liner stock according to claim 68 wherein said first synthetic plastic lamina is a vinyl and said second synthetic plastic lamina is a biaxially oriented polypropylene.

5

70. The sheet of release liner stock according to claim 69 wherein said release layer is a coating of a silicone material.

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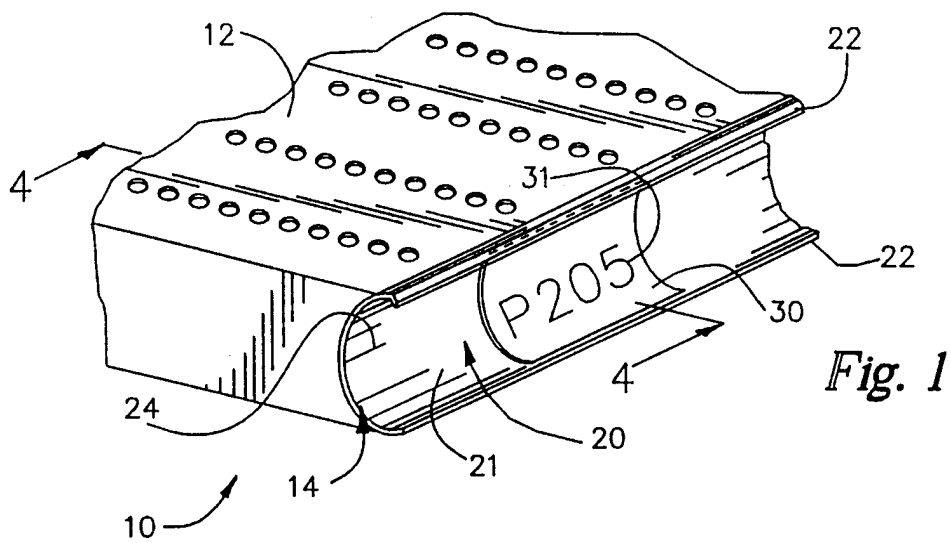


Fig. 1

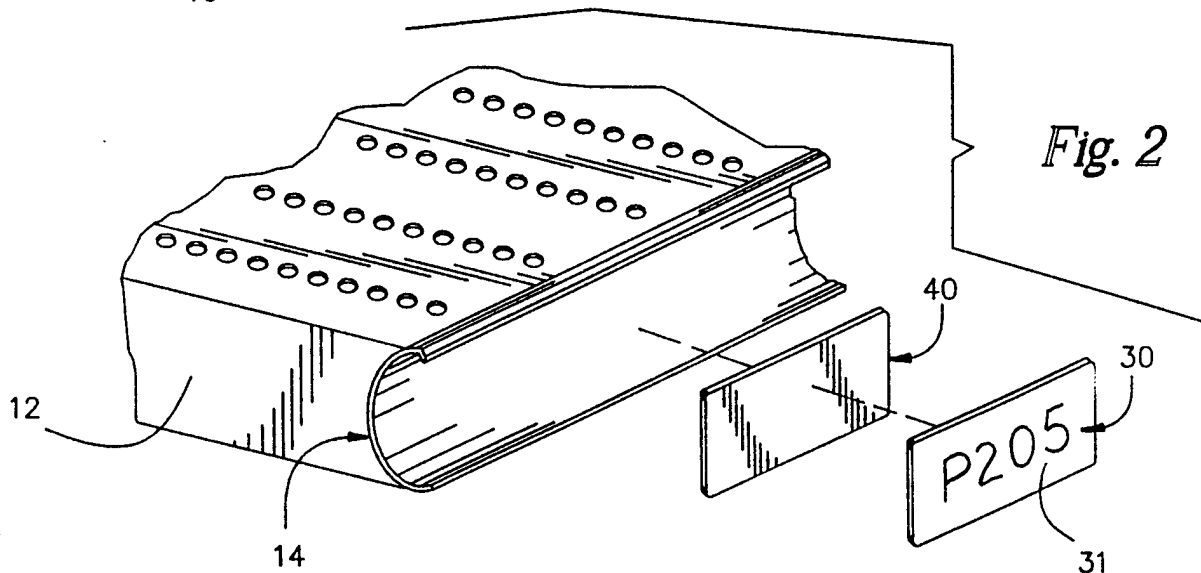


Fig. 2

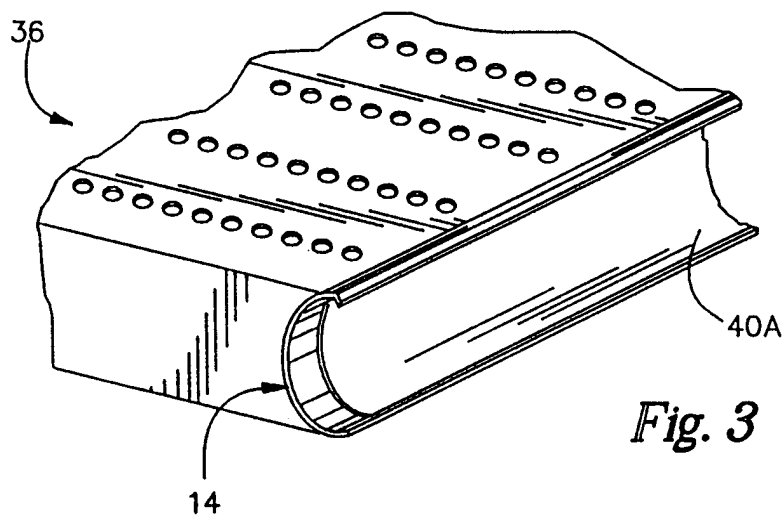


Fig. 3

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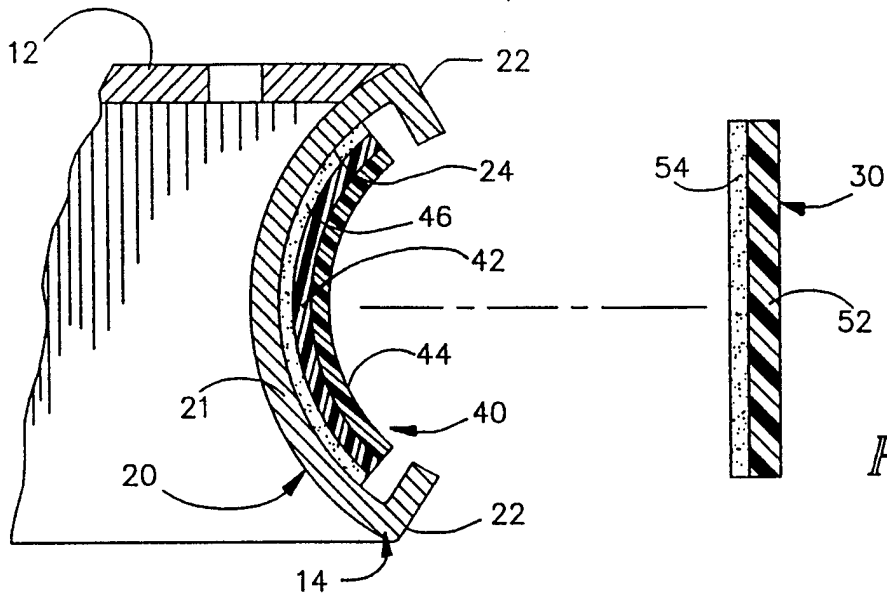


Fig. 4

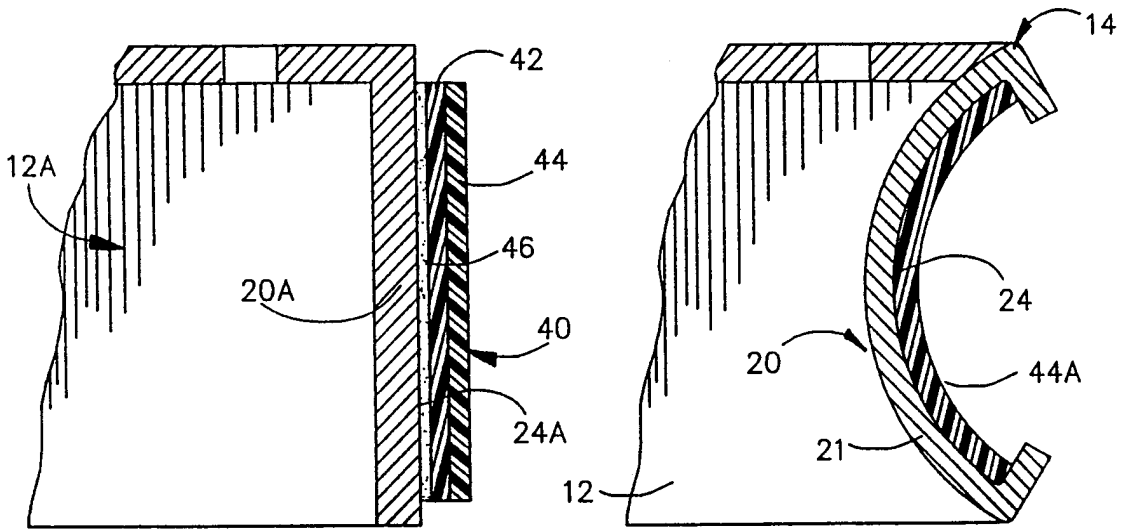


Fig. 5

Fig. 6

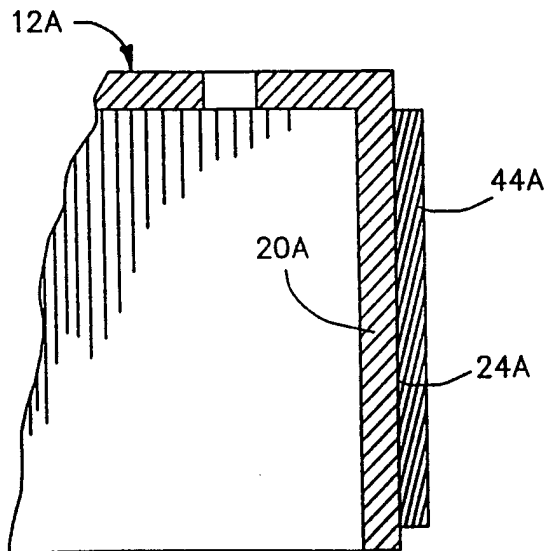


Fig. 7

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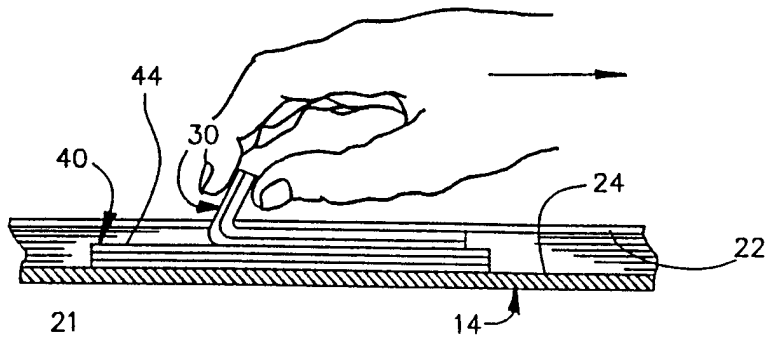


Fig. 8

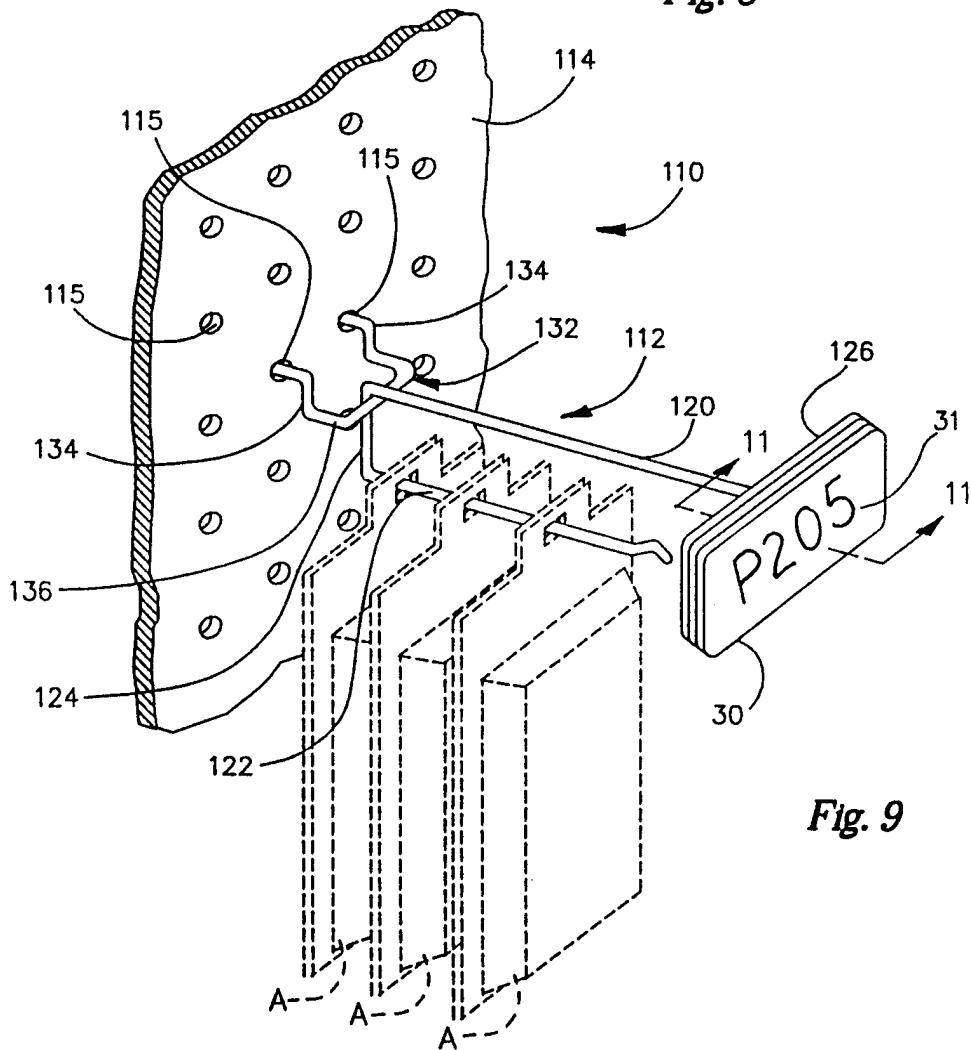


Fig. 9

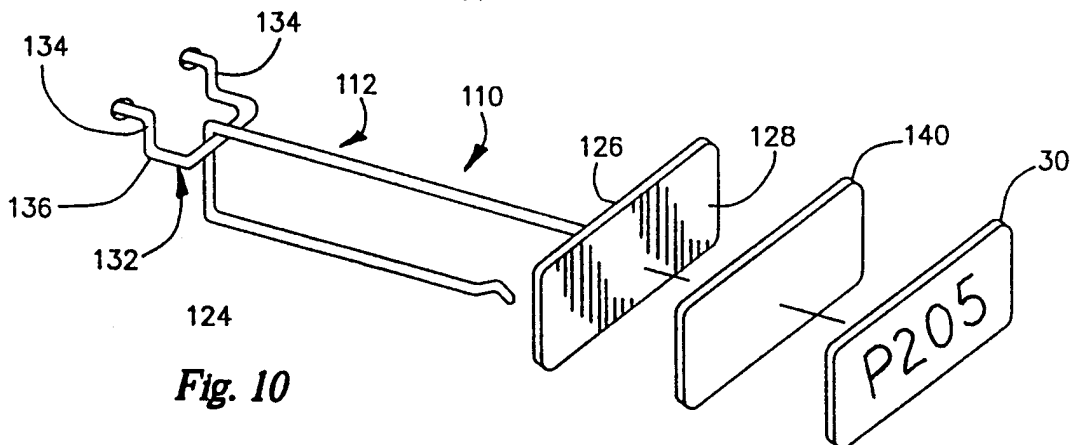


Fig. 10

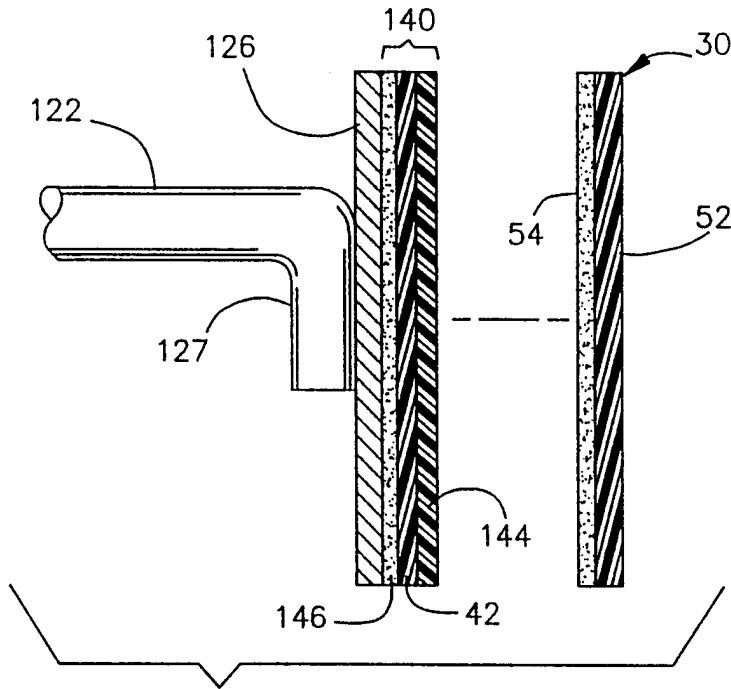


Fig. 11

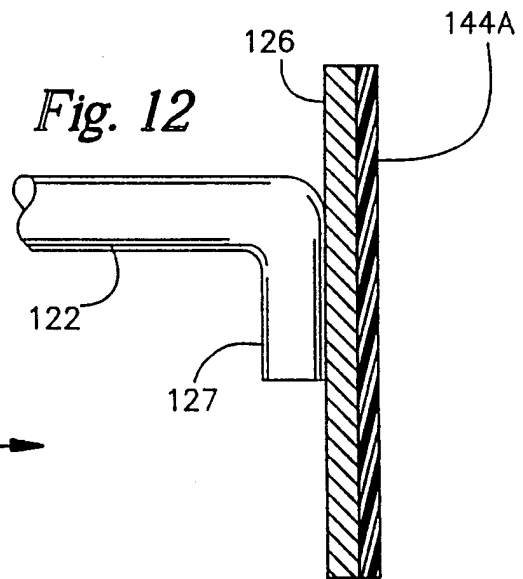


Fig. 12

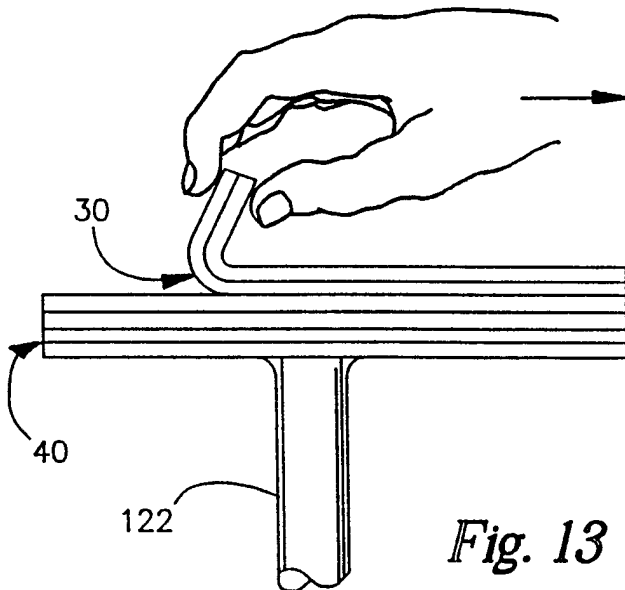
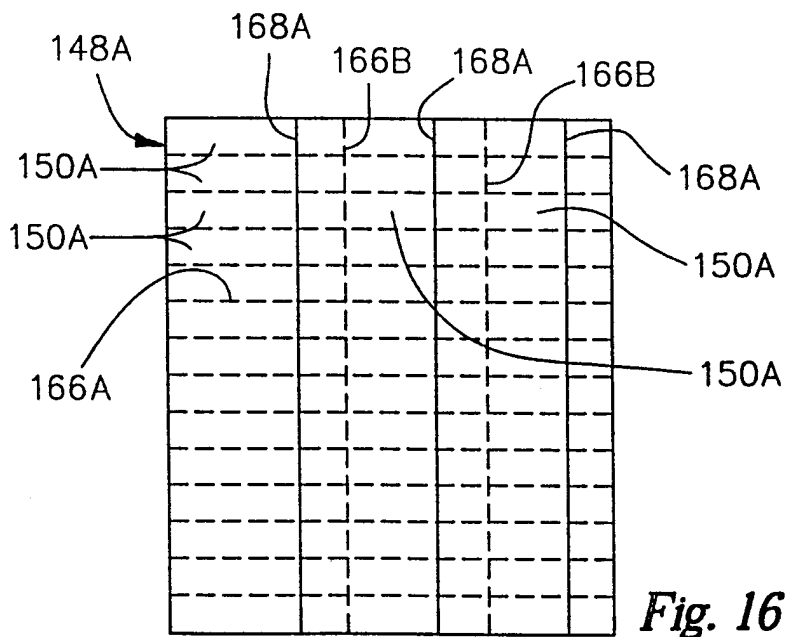
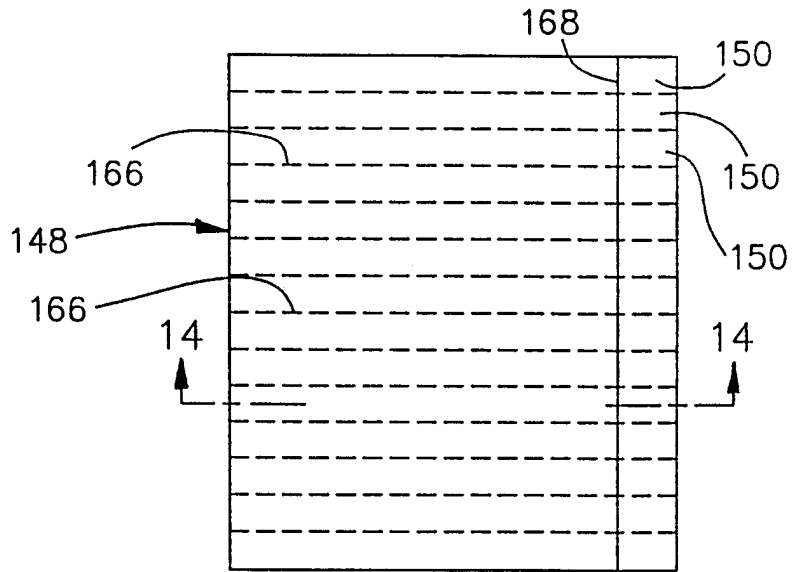
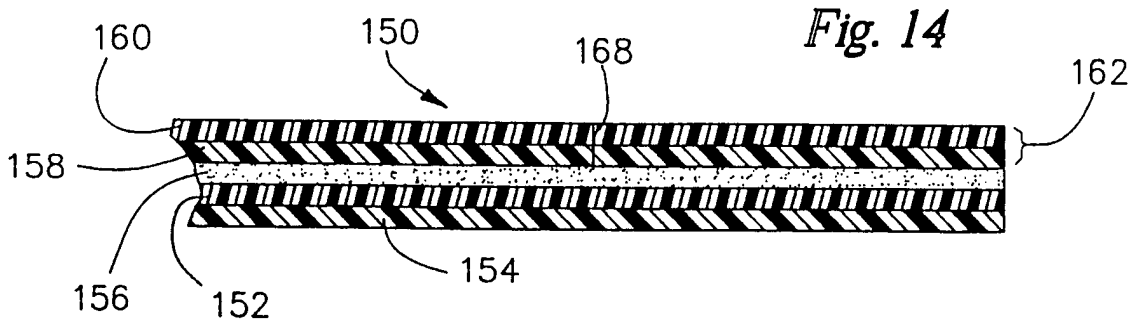


Fig. 13

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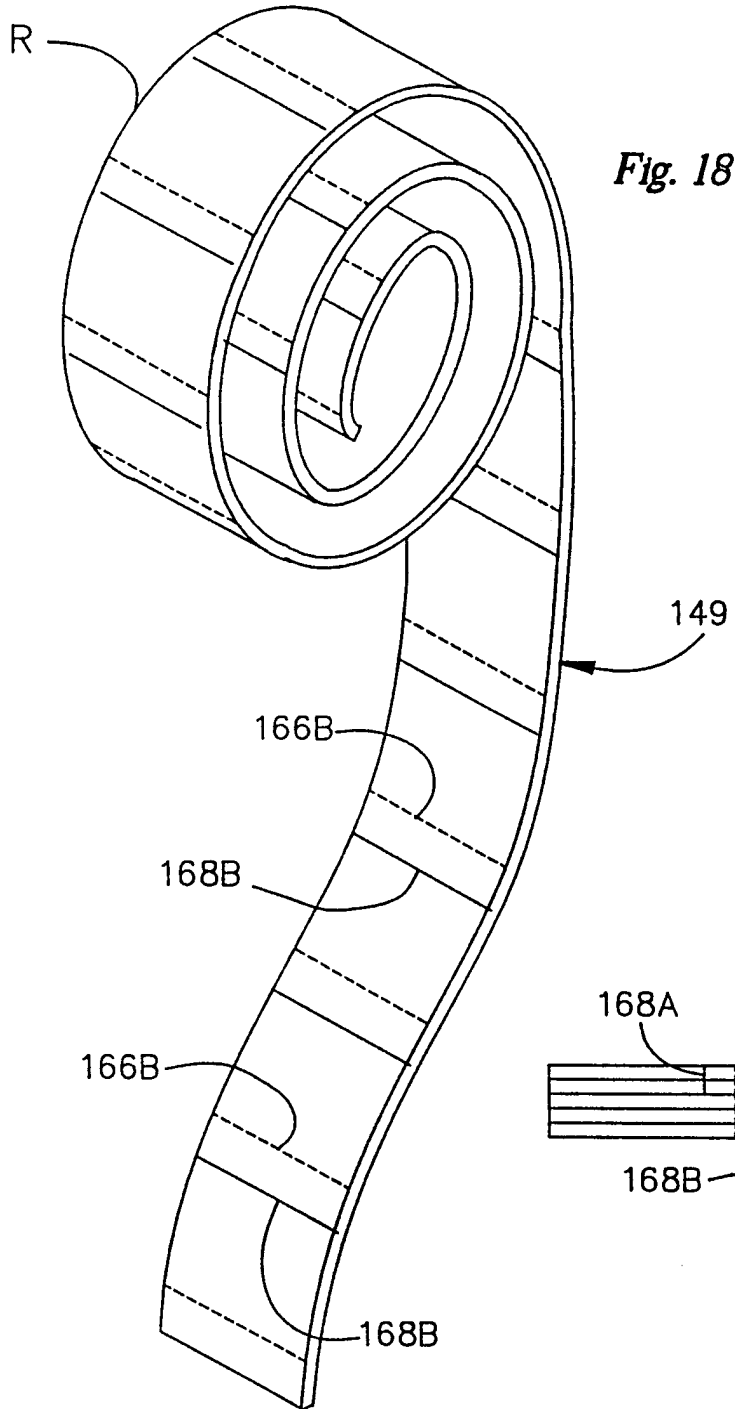


Fig. 18

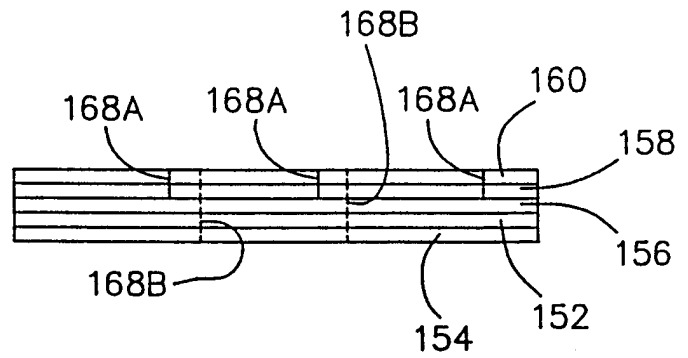


Fig. 17

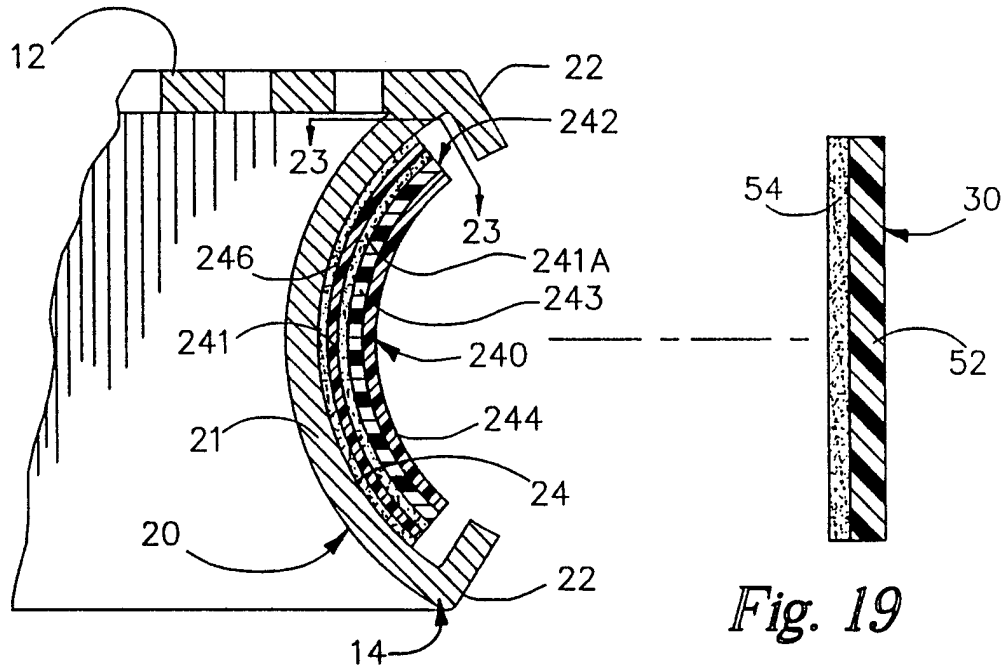


Fig. 19

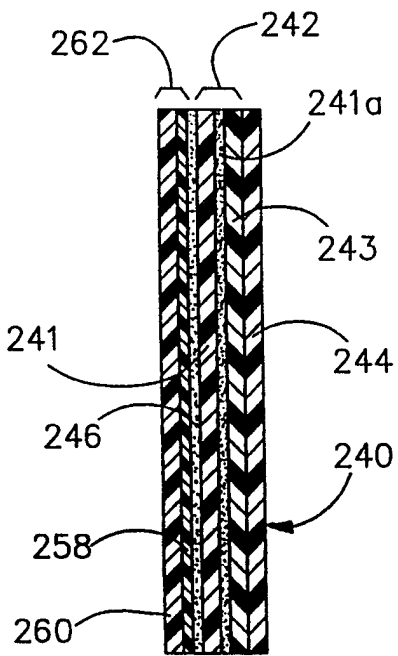


Fig. 20

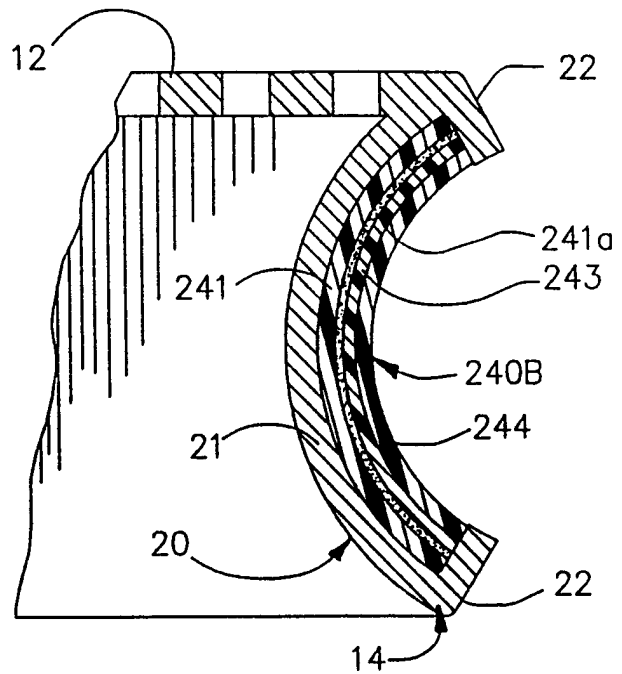


Fig. 21

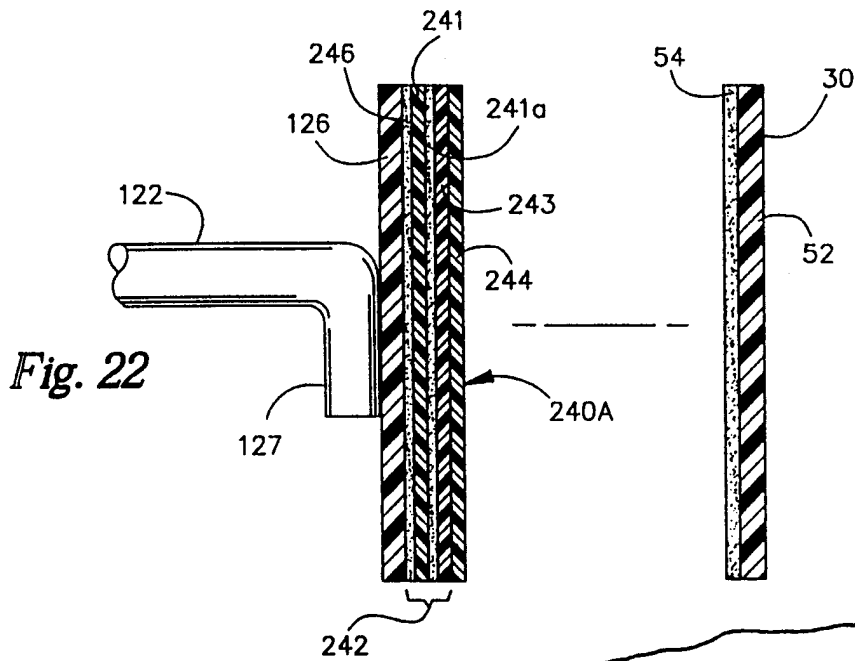


Fig. 22

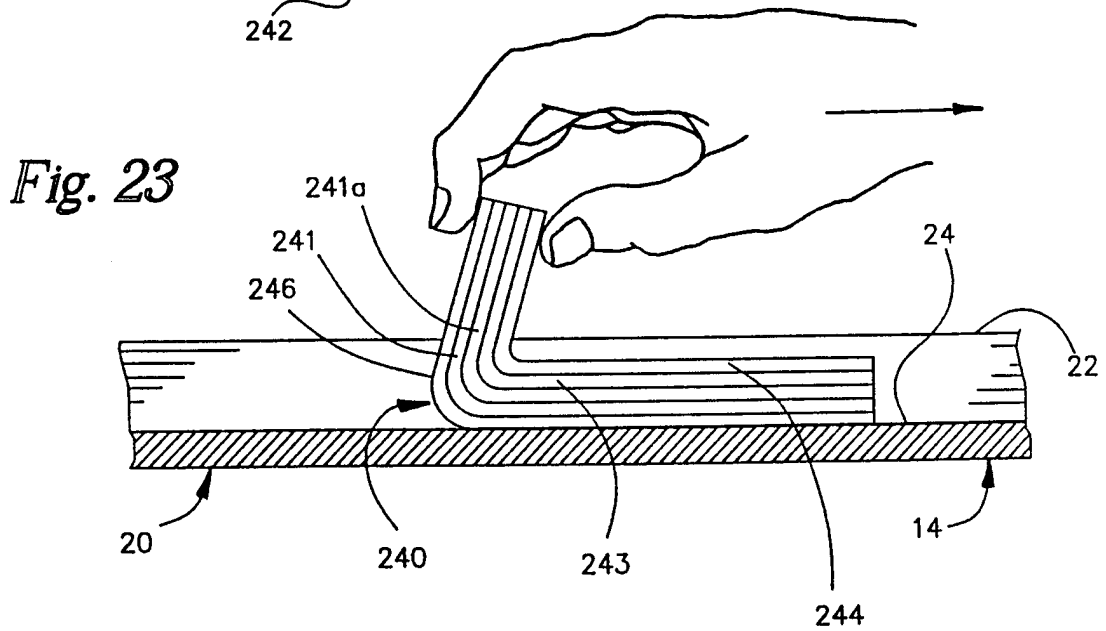


Fig. 23

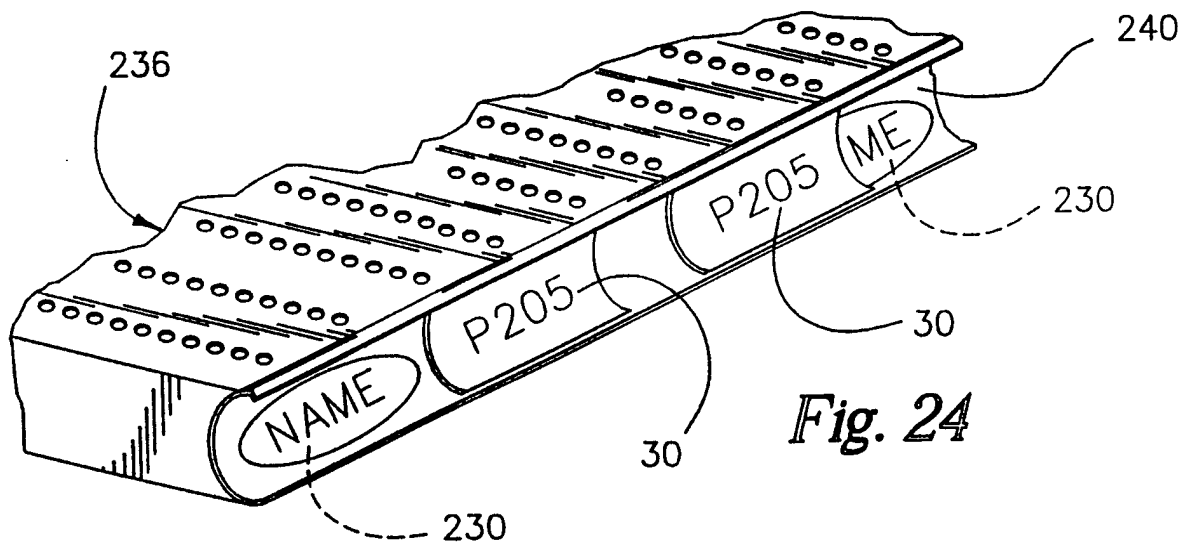


Fig. 24

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US97/21349

A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) :G09F 3/10, 3/00, 3/18
US CL :40/638, 642.01, 661.03

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 40/594, 595, 638, 642.01, 661.03, 661.09

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
none

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
Please See Extra Sheet.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US, 4,718,626 A (THALENFELD ET AL) 12 January 1988 (12/01/88), see entire document.	34,39 ----- 1-33, 35-38, 40, 41, 51/42, 51/43, 54/42, 54/43, 55/42, 55/43, 56/42, 56/43, 57/42, 57/43

Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:	*T* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
A document defining the general state of the art which is not considered to be of particular relevance	*X* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
E earlier document published on or after the international filing date	*Y* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
L document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	*g* document member of the same patent family
U document referring to an oral disclosure, use, exhibition or other means	
P document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

20 JANUARY 1998

Date of mailing of the international search report

25 FEB 1998

Name and mailing address of the ISA/US
Commissioner of Patents and Trademarks
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Washington, D.C. 20231

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ANDREA CHOP

Telephone No. (703) 305-6358

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US97/21349

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 4,900,604 A (MARTINEZ ET AL) 13 February 1990 (13/02/90), see entire document.	58-64 ----- 1-20, 35-38, 40, 41, 51/42, 51/43, 54/42, 54/43, 55/42, 55/43, 56/42, 56/43, 57/42, 57/43
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B. FIELDS SEARCHED

Electronic data bases consulted (Name of data base and where practicable terms used):

APS: search terms: label, 427/clas, pegboard, 40/clas, coating, detach?, reattach?, 40/642.01/ccls, silicone, backing, adhesive, lamin?, lamina, laminated backing sheet, transparent, backing sheet or backing paper