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(54) **MERCHANDISE DISPLAY ASSEMBLY**

WARENDARBIETUNGSANORDNUNG

ENSEMBLE DE PRESENTATION DE MARCHANDISES

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Description

[0001] This invention relates to a merchandise display assembly. In particular, the invention relates to a merchandise display assembly in which a display element may be hingedly mounted on anchor plate.

[0002] The display of merchandise at Point of Sale (POS) or Point of Purchase (POP) is a key factor in many retail operations. The retailer must take into account such factors as the ease with which the display means may be transported from one location to another, the accessibility of the displayed merchandise to customers, efficient use of space, the cost of the display means used, and safety and security issues.

[0003] A widely used POS / POP display system involves an apertured board to which are attached a plurality of elongate protruding hooks or hangers. The merchandise is suspended from these hangers, often in carded display packaging.

[0004] A range of different hooks and hangers has been developed over the years, having differing lengths and configurations to suit the particular retail application. However, one particular configuration of hanger has, at least in Europe, come to represent the standard configuration used in the industry. The so-called "Eurohook" is a double-pronged hanger, the twin prongs extending in parallel from a fixed base plate designed to attach to a merchandise display by means of clips, tabs, hooks or spikes provided on the reverse thereof. The twin prongs are generally angled part-way along their length so as to enable packaged goods to be retained on the hanger. A cross-piece bridges the ends of the prongs both providing strength and creating a squared end, thus forming a location for attaching a swing label showing, for example, the price of the merchandise displayed.

[0005] The Eurohook thus has a number of advantages over single pronged systems employed elsewhere. In particular, the double-pronged structure provides greater strength, allowing the Eurohook to be used with a wider range of merchandise. Additionally, single pronged hangers do not so readily provide a location for the attachment of swing labels.

[0006] An alternative construction of merchandise display assembly is disclosed in DE 27 58 582. This document discloses a merchandise display assembly comprising an anchor plate adapted to be mounted on a display board, and a double-pronged hanger - though not a cross-linked Eurohook - adapted to be mounted on the anchor plate.

[0007] The present invention stems from the realisation that, despite the widespread use of the Eurohook, it does suffer from at least one shortcoming, due to its use of a fixed back plate. This means that, once hangers have been attached to display boards, it becomes difficult to store or transport the boards, since they cannot be stacked one atop another. The hangers must therefore be supplied separately from the boards and attached once the display boards are in position in the retail envi-

ronment. Furthermore, should the retailer wish to move or temporarily store the display, the hangers must be removed from the boards and then re-attached once the boards have been transported to their new location, or removed from storage. Each of these operations is time consuming, represents an inefficient use of labour, and is therefore costly.

[0008] The present invention seeks address this previously unaddressed problem, by providing a hinged Eurohook. It is envisaged that this will enable display boards to be supplied pre-fitted with the hangers, in a flat-packed condition for storage and transport, thus enabling greater flexibility, quicker assembly of POS displays, and therefore costs savings.

[0009] According to the present invention, there is provided a merchandise display assembly comprising an anchor plate adapted to be mounted on a display board, and a double-pronged hanger adapted to be mounted on the anchor plate, **characterised in that:** the anchor plate comprises a single elongate hook member projecting therefrom and having a single continuous receiving surface, and the double-pronged hanger has a bar formed at one end thereof adapted to be received by said single elongate hook member, such that said hanger is capable of being hingedly mounted on the anchor plate for rotational movement between a first storage position wherein the hanger is disposed substantially parallel to the plane of the anchor plate, and a second operational position, wherein the hanger is disposed substantially perpendicular to the plane of the anchor plate.

[0010] Preferably, the hanger is adapted to be removably mounted on the anchor plate, attachment and detachment only being possible when the hanger is arranged in its first storage position. The assembly will preferably be adapted such that the hanger may be locked in at least its second operational position.

[0011] The hinged, or hinged and removable, mounting of the hanger on the anchor plate is achieved by the co-operation of a bar formed at a first end of the hanger, with a single elongate hook member projecting from the anchor plate, said hook member having a single continuous receiving surface of complementary shape to that of the hanger bar. The term "elongate" is used herein to denote a hook member whose relative dimensions correspond to the formula $x \geq 2y$, where: x = the axial extension of the hook member transverse to the anchor plate; and y = the diameter of the hook at its widest point.

[0012] The elongate hook member has a single continuous receiving surface having an inner profile complementary to the shape of the hanger bar. In a preferred embodiment of the present invention, the hook member has an axial extension, x , substantially equal to the length of the bar. The hook member may additionally be provided with one or more reinforcing buttresses.

[0013] Each prong of the hanger has, at the first end thereof, a depending support leg associated therewith, said support legs abutting against the anchor plate when the hanger is in its second operational position. The hang-

er bar bridges the twin prongs, extending between the pair of support legs. A splay is provided in the upper surface of each prong at the first end thereof adjacent the boundary with the hanger bar, to facilitate the rotational movement of the hanger between its first (storage) and second (operational) positions.

[0014] The hanger preferably comprises one or more of the following features, namely: a pair of triangular support ribs, one extending between each support leg and its associated prong; an inclined end section at the second end of the hanger, said section being formed by an angled junction in each prong; a strengthening plate bridging the two prongs, adjacent the angled junction; and a cross-piece bridging the two prongs at the second end of the hanger.

[0015] The anchor plate is preferably provided with one or more upper tabs and one or more lower tabs for mounting on a display board. Most preferably, the anchor plate is provided with two upper tabs and one lower tab.

[0016] The anchor plate and the hanger are preferably formed from plastics materials comprising one or more such materials selected from nylon, polycarbonate (PC), polypropylene (PPE), and glass or mineral filled nylon or polypropylene.

[0017] It is envisaged that the anchor plate utilised in the present invention could be adapted for use with a range of merchandise display elements, not necessarily limited to double-pronged hangers such as the Eurohook.

[0018] The anchor plate is preferably adapted such that said merchandise display element may be removably mounted thereon. The anchor plate can thus be used in combination with a range of interchangeable merchandise display elements, each having a bar adapted to be received by the elongate hook member of the anchor plate.

[0019] In order that the present invention may be fully understood, preferred embodiments thereof will now be described in detail, though only by way of example, with reference to the following drawings, in which:

Figure 1 shows a perspective view of the components of a first embodiment of merchandise display assembly according to the present invention, prior to the hanger being mounted on the anchor plate;

Figure 2 shows a perspective view of the merchandise display assembly of Figure 1, with the hanger mounted on the anchor plate and arranged in its operational position;

Figure 3 shows a perspective view of the merchandise display assembly of Figures 1 and 2, with the hanger mounted on the anchor plate and arranged in its storage position;

Figure 4 shows a perspective view of the components of a second embodiment of merchandise display assembly according to the present invention, prior to the hanger being mounted on the anchor plate;

Figure 5a shows a side view of the merchandise display

assembly of Figure 4, with the hanger mounted on the anchor plate and arranged in its storage position;

Figure 5b shows a side view of the merchandise display assembly of Figures 4 and 5a, with the hanger mounted on the anchor plate and arranged in its operational position;

Figure 6 shows a perspective view of the components of a third embodiment of merchandise display assembly according to the present invention, prior to the hanger being mounted on the anchor plate;

Figure 7a shows a rear view of the anchor plate of the merchandise assembly of Figure 6; and

Figure 7b shows a side view the anchor plate of the merchandise assembly of Figures 6 and 7a.

[0020] Referring first to Figure 1, there is shown an anchor plate 11 and a hanger 12, which when assembled together form a first embodiment of merchandise display assembly, generally indicated 10. The anchor plate 11 has an elongate hook member 13 having a single continuous inner receiving surface 14 of complementary shape to a bar 15 provided on the hanger 12. As can be seen from Figure 1, the axial extension, x , of the elongate hook member 13 is at least double its largest internal diameter, y . The axial extension, x , of the elongate hook member 13 is also substantially equal to the length of the bar 15. The anchor plate 11 is provided with an upper tab 16 and a lower tab (not visible in Figure 1) as will be described in more detail subsequently with reference to Figures 5 and 7.

[0021] The hanger 12 comprises a pair of parallel prongs 24, bridged at one end thereof by the bar 15. A support leg 25 depends from each prong 24 at said one end of the hanger 12, with a strengthening rib 18 provided between each support leg 25 and its associated prong 24. A splay 26 is provided in the upper surface of each prong 24 at said one end of the hanger 12 adjacent the bar 15.

[0022] At the other end of the hanger 12, the prongs 24 are bridged by a crosspiece 27 which in use may be adapted to receive a swing label (not shown) presenting information about the merchandise on display. Further strength and rigidity is imparted to the hanger 12 by a strengthening plate 32 which bridges the prongs 24 near to said other end of the hanger 12. A junction 33 is formed in each prong 24 adjacent to the strengthening plate, such that the portion of the hanger 12 between said junction 33 and said crosspiece 27 is angled relative to the remainder of the hanger 12.

[0023] As can be seen from Figure 2, in use the hanger 12 is mounted on the anchor plate 11 by locating the bar 15 (not visible in Figure 2) in the elongate hook member 13 to form the first embodiment of merchandise display assembly 10 according to the present invention. The assembly 10 is shown in Figure 2 with the hanger 12 in its operational position, with the prongs 24 arranged generally perpendicular to the anchor plate 11 and the support

legs 25 abutting against the anchor plate 11. In this operational position, the angled section of the hanger 12 between the junction 33 and the crosspiece 27 is ready to receive goods for display.

[0024] Referring now to Figure 3, there is shown the first embodiment of merchandise display assembly 10, with the hanger 12 arranged in its storage position. In this position, the prongs 24 are arranged generally parallel to the anchor plate 11, with the splayed surfaces 26 of said prongs 24 abutting against said anchor plate 11. This position is used for storage and transportation of the merchandise display assembly 10 when mounted on a display board (not shown). The storage position must also be used when attaching the hanger 12 to the anchor plate 11 by inserting the bar 15 into the hook member 13, and when detaching the hanger 12 from the anchor plate 11 by removing the bar 15 from the hook member 13.

[0025] Referring now to Figure 4, there is shown a second embodiment of merchandise display assembly, generally indicated 20. The hanger 22 of the second embodiment 20 is broadly equivalent to the hanger 12 of the first embodiment 10 described previously with reference to Figures 1 to 3, except that the strengthening rib 28 is triangular in shape, rather than having a curved profile as in the strengthening rib 18 of the hanger 12 of the first embodiment 10. The triangular shape of the rib 28 imparts greater strength and rigidity to the hanger 22.

[0026] The anchor plate 21 of the second embodiment 20 is also similar to the anchor plate 11 of the first embodiment, differing only in the construction of the elongate hook member 23. The elongate hook member 23 still has a single continuous receiving surface 14 and an axial extension, x, at least double its largest diameter, y, and substantially equal to the length of the bar 15. The hook member 23 differs from its counterpart 13 from the first embodiment 10 in that it is additionally provided with reinforcing buttresses 34 at either end thereof.

[0027] The presence of the triangular strengthening ribs 28 and reinforcing buttresses 34 imparts greater strength to the second embodiment of merchandise display assembly 20 enabling it to be used for the display of heavier goods.

[0028] Referring now to Figures 5a and 5b, there is shown a side view of the second embodiment of merchandise display assembly 20, with the hanger 22 arranged, respectively, in its storage and operational positions. As can be seen from Figure 5a, the splayed surface 26 of each prong 24 abuts against the anchor plate 21 when the hanger 22 is in its storage position. By rotating the hanger 22 about the hinge formed by the co-operation of the bar 15 (not visible in Figure 5) with the hook member 23, the hanger 22 is brought into its operational position as shown in Figure 5b, with the support leg 25 of each prong 24 abutting against the anchor plate 21. Figures 5a and 5b also show the upper 16 and lower 17 tabs of the anchor plate 21, by means of which the anchor plate 21 may be mounted on a display board (not shown).

[0029] Figure 6 shows a third embodiment of merchandise display assembly, generally indicated 30. The hanger 22 of the third embodiment 30 is identical to that of the second embodiment 20. However, the anchor plate 31 of the third embodiment 30 differs from previous embodiments in that it is larger, has a generally trapezoidal or "shield" shape, and is provided with two spaced upper tabs 16 rather than a single central tab.

[0030] The construction of the anchor plate 31 in this way allows for greater versatility, enabling the anchor plate 31 to be used in combination with a range of merchandise display elements (not shown) not necessarily limited to double-pronged hangers 12, 22 of the Euro-hook type.

[0031] Referring now to Figures 7a and 7b, there is shown an anchor plate 31 viewed, respectively, from the rear and from the side. The anchor plate 31 has an elongate hook member 23 having a single continuous receiving surface 14 and an axial extension, x, at least double its largest diameter y. The hook member 23 enables the anchor plate 31 to be used in combination with a range of merchandise display elements (not shown) each having a connecting bar 15 of complementary shape to the receiving surface 14. The hook member 23 is further provided with reinforcing buttresses 34 to enable heavier merchandise to be displayed. Figures 7a and 7b also show the twin upper tabs 16 and single lower 17 tab of the anchor plate 31, by means of which the anchor plate 31 may be mounted on a display board (not shown).

Claims

1. A merchandise display assembly (10) comprising an anchor plate (11) adapted to be mounted on a display board, and a double-pronged hanger (12) adapted to be mounted on the anchor plate (11), **characterised in that:** the anchor plate (11) comprises a single elongate hook member (13) projecting therefrom and having a single continuous receiving surface (14), and the double-pronged hanger (12) has a bar (15) formed at one end thereof adapted to be received by said single elongate hook member (13), such that said hanger (12) is capable of being hingedly mounted on the anchor plate (11) for rotational movement between a first storage position wherein the hanger (12) is disposed substantially parallel to the plane of the anchor plate (11), and a second operational position, wherein the hanger (12) is disposed substantially perpendicular to the plane of the anchor plate (11).
2. A merchandise display assembly (10) as claimed in claim 1, wherein the hanger (12) is adapted to be removably mounted on the anchor plate (11) only when said hanger (12) is arranged in its first storage position.

3. A merchandise display assembly (10) as claimed in claim 1 or claim 2, wherein the single continuous surface (14) of the elongate hook member (13) has an inner profile complementary to the shape of the hanger bar (15), such that said hanger (12) is adapted to be locked in at least its second operational position. 5
4. A merchandise display assembly (10) as claimed in any of the preceding claims, wherein the bar (15) extends between a pair of support legs (25), one associated with each prong (24) of the hanger (12). 10
5. A merchandise display assembly (10), as claimed in claim 4, wherein the hanger (12) further comprises: 15
 - a pair of triangular ribs (18), one extending between each said support leg (25) and its associated prong (24);
 - a splayed upper surface (26) adjacent the boundary of each prong (24) with the bar (15), said splayed surfaces (26) facilitating the rotational movement of the hanger (12) between its first and second positions; 20
 - an inclined end section distal to the bar end of the hanger (12), said section being formed by an angled junction (33) in each prong (24); 25
 - a strengthening plate (32) bridging the two prongs (24), adjacent the angled junction (33); and 30
 - a cross-piece (27) bridging the two prongs (24) at the ends thereof distal to the bar end of the hanger (12).
6. A merchandise display assembly (10) as claimed in any of the preceding claims, wherein the hook member (13) has an axial extension substantially equal to the length of the bar (15). 35
7. A merchandise display assembly (10) as claimed in any of the preceding claims, wherein the elongate hook member (13) is provided with one or more reinforcing buttresses (34). 40
8. A merchandise display assembly (10) as claimed in any of the preceding claims, wherein the anchor plate (11) is provided with one or more upper tabs (16) and one or more lower tabs (17) for mounting on a display board. 45

Patentansprüche

1. Eine Warendarbietungsanordnung (10) umfassend eine Ankerplatte (11), die dafür angepasst ist, auf einem Schaukasten montiert zu werden, und einer doppelstängigen Halterung (12), die dafür angepasst ist, an der Ankerplatte (11) montiert zu werden, 55

dadurch gekennzeichnet, dass die Ankerplatte (11) ein einziges lang gezogenes Hakenglied (13) aufweist, welches sich davon weg erstreckt und eine einzige durchgängige Aufnahmeoberfläche (14) hat, und die doppelstängige Halterung (12) einen Stab aufweist, welcher an einem Ende derselben gebildet ist und der dafür angepasst ist, von dem einzigen lang gezogenen Hakenglied (13) aufgenommen zu werden, so dass die Halterung (12) dafür geeignet ist, schwenkbar an der Ankerplatte (11) montiert zu werden, für eine drehende Bewegung zwischen einer ersten Ablageposition, in welcher die Halterung (12) im Wesentlichen parallel zur Ebene der Ankerplatte (11) angeordnet ist, und einer zweiten Arbeitsposition, in welcher die Halterung (12) im wesentlichen rechtwinklig zur Ebene der Ankerplatte (11) angeordnet ist.

2. Eine Warendarbietungsanordnung (10) nach Anspruch 1, wobei die Halterung (12) so ausgebildet ist, dass sie nur lösbar an der Ankerplatte (11) montiert ist, wenn die Halterung (12) in der ersten Ablageposition angeordnet ist.
3. Eine Warendarbietungsanordnung (10) nach Anspruch 1 oder 2, worin die einzige durchgehende Oberfläche (14) des langgezogenen Hakengliedes (13) ein inneres Profil korrespondierend zur Form der Halterungsstange (15) aufweist, so dass die Halterung (12) dafür angepasst ist, in wenigstens ihrer zweiten Arbeitsposition gesichert zu werden.
4. Eine Warendarbietungsanordnung (10) nach einem der vorhergehenden Ansprüche, wobei die Stange (15) sich zwischen einem Paar von Stützschenkeln (25) erstreckt, von denen eines zu jeder der Stäbe (24) der Halterung (12) gehört.
5. Eine Warendarbietungsanordnung (10) nach Anspruch 4, worin die Halterung (12) weiterhin umfasst:
 - ein Paar von dreieckigen Rippen (28), von denen sich eine zwischen jedem Halteschenkel (25) und dem ihm zugehörigen Stab (24) erstreckt;
 - eine gespreizte obere Fläche (26), benachbart zum Übergang jedes Stabes (24) zur Stange (15), wobei die gespreizte Fläche (26) die drehende Bewegung der Halterung (12) zwischen der ersten und zweiten Position unterstützt;
 - einen abgewinkelten Endabschnitt gegenüberliegend dem Stangenende der Halterung (12), wobei dieser Abschnitt durch einen abgewinkelten Übergang (33) jedes Stabes (24) gebildet ist;
 - eine Verstärkungsplatte (32), welche eine Brücke zwischen den beiden Stäben (24) benachbart zum abgewinkelten Übergang (33) bildet; und

- ein Verbindungsstück (27), welches eine Brücke zwischen den beiden Stäben (24) an einem dem Stangenende gegenüberliegenden Ende der Halterung (12) zwischen den Stäben (24) bildet.

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6. Eine Warendarbietungsanordnung (10) nach einem der vorhergehenden Ansprüche, wobei das Haken-glied (13) eine axiale Ausdehnung im Wesentlichen gleich der Länge der Stange (15) aufweist.

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7. Eine Warendarbietungsanordnung (10) nach einem der vorhergehenden Ansprüche, wobei das lang ge-zogene Hakenglied (13) mit einer oder mehreren Verstärkungspfählen (34) versehen ist.

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8. Eine Warendarbietungsanordnung (10) nach einem der vorhergehenden Ansprüche, wobei die Anker-platte (11) mit einer oder mehreren oberen Zapfen (16) und einer oder mehreren unteren Zapfen (17) zum Montieren an dem Schaukasten versehen ist.

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Revendications

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1. Installation de présentation de marchandises (10) comprenant une platine d'ancrage (11) apte à être montée sur un panneau de présentation et un dispositif de suspension à deux branches (12) apte à être monté sur la platine d'ancrage (11), **caractérisé en ce que**: la platine d'ancrage (11) comprend un élément crochet unique allongé (13) qui en fait saillie et qui possède une surface de réception unique continue (14), et en ce le dispositif de suspension à deux branches possède une barre (15) réalisée à l'une de ses extrémités apte à être reçue par ledit élément crochet unique allongé (13) de telle manière que ledit dispositif de suspension (12) est capable d'être monté à la manière d'une charnière sur la platine d'ancrage (11) pour permettre un mouvement en rotation entre une première position de stockage dans laquelle le dispositif de suspension (12) est disposé sensiblement parallèle au plan de la platine d'ancrage (11), et une deuxième position opérationnelle, dans laquelle le dispositif de suspension (12) est disposé sensiblement perpendiculaire au plan de la platine d'ancrage (11).

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2. Installation de présentation de marchandises (10) selon la revendication 1, dans lequel le dispositif de suspension (12) est apte à être monté de façon amovible sur la platine d'ancrage (11) seulement lorsque ledit dispositif de suspension (12) est disposé dans sa première position de stockage.

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3. Installation de présentation de marchandises (10) selon la revendication 1 ou la revendication 2, dans lequel la surface unique continue (14) de l'élément

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crochet allongé (13) possède un profil intérieur complémentaire à la forme de la barre (15) du dispositif de suspension, de sorte que ledit dispositif de suspension (12) soit apte à être verrouillé dans au moins sa deuxième position opérationnelle.

4. Installation de présentation de marchandises (10) selon l'une des revendications précédentes, dans lequel la barre (15) s'étend entre une paire de pieds support (25), chacun associé à une branche (24) du dispositif de suspension (12).

5. Installation de présentation de marchandises (10) selon la revendication 4, dans lequel le dispositif de suspension (12) comporte également :

- une paire de renforts triangulaires (18), l'un s'étendant entre chaque pied support (25) et sa branche associée (24) ;

- une surface supérieure en sifflet (26) adjacente à la jonction de chaque branche (24) avec la barre (15), lesdites surfaces en sifflet facilitant le mouvement en rotation du dispositif de suspension (12) entre ses première et seconde positions ;

- une section terminale inclinée distale par rapport à l'extrémité du dispositif de suspension (12) comportant la barre, ladite section étant formée par un pli (33) dans chaque branche (24) ;
- une plaque de renfort (32) réalisant un pont entre les deux branches (24), adjacente au pli (33), et

- une traverse (27) réalisant un pont entre les deux branches (24) à leurs extrémités distales par rapport à l'extrémité du dispositif de support (12) comportant la barre.

6. Installation de présentation de marchandises (10) selon l'une des revendications précédentes, dans lequel l'élément crochet (13) possède une extension axiale sensiblement égale à la longueur de la barre (15) :

7. Installation de présentation de marchandises (10) selon l'une des revendications précédentes, dans lequel l'élément crochet allongé (13) est muni d'un ou de plusieurs contreforts de renforcement (34) ;

8. Installation de présentation de marchandises (10) selon l'une des revendications précédentes, dans lequel la platine d'ancrage (11) est munie d'une ou de plusieurs pattes supérieures (16) et d'une ou de plusieurs pattes inférieures (17) permettant de la monter sur un panneau de présentation.

Figure 1

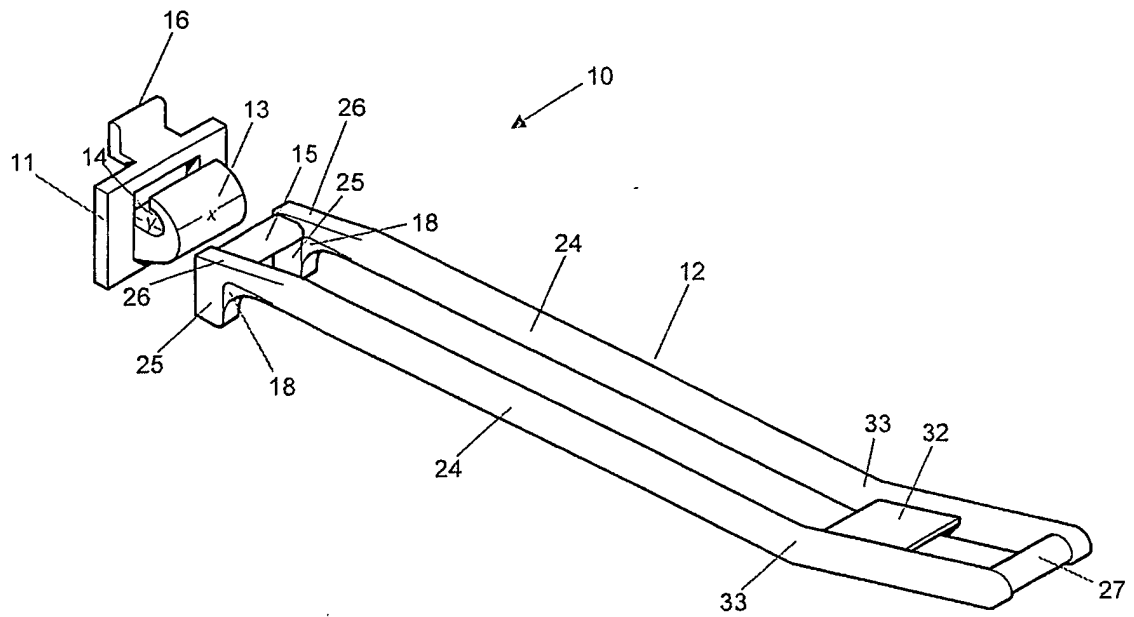


Figure 2

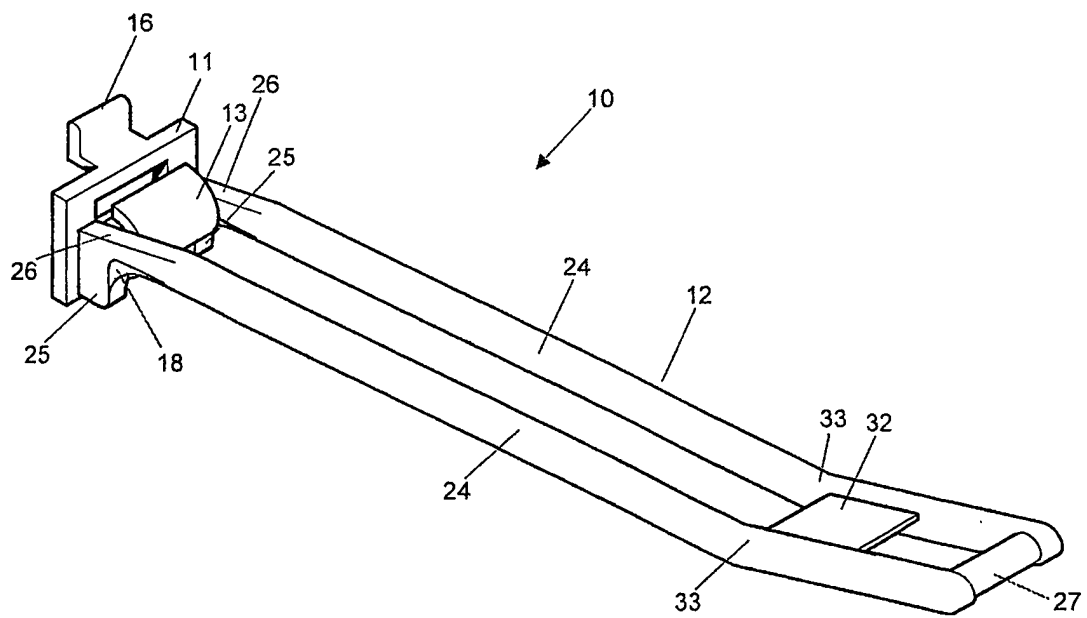


Figure 3

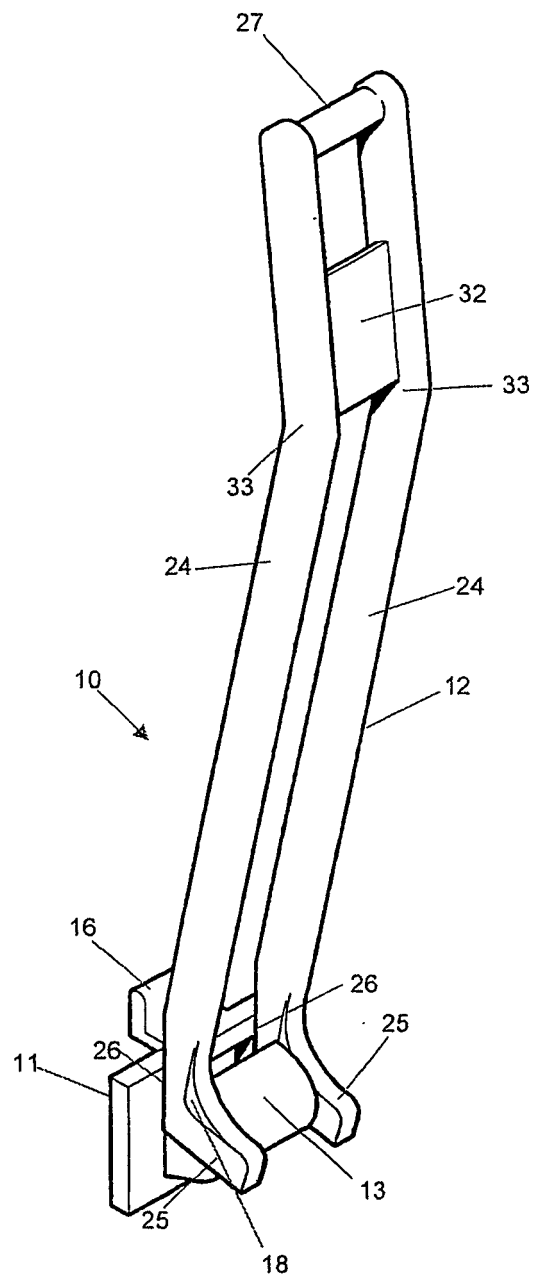


Figure 4

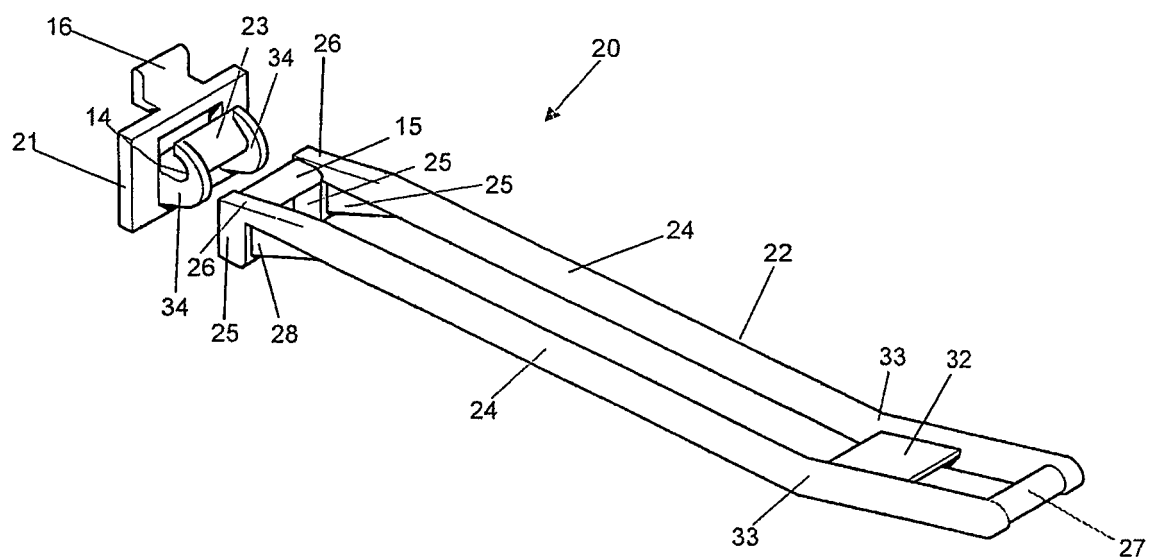


Figure 5a

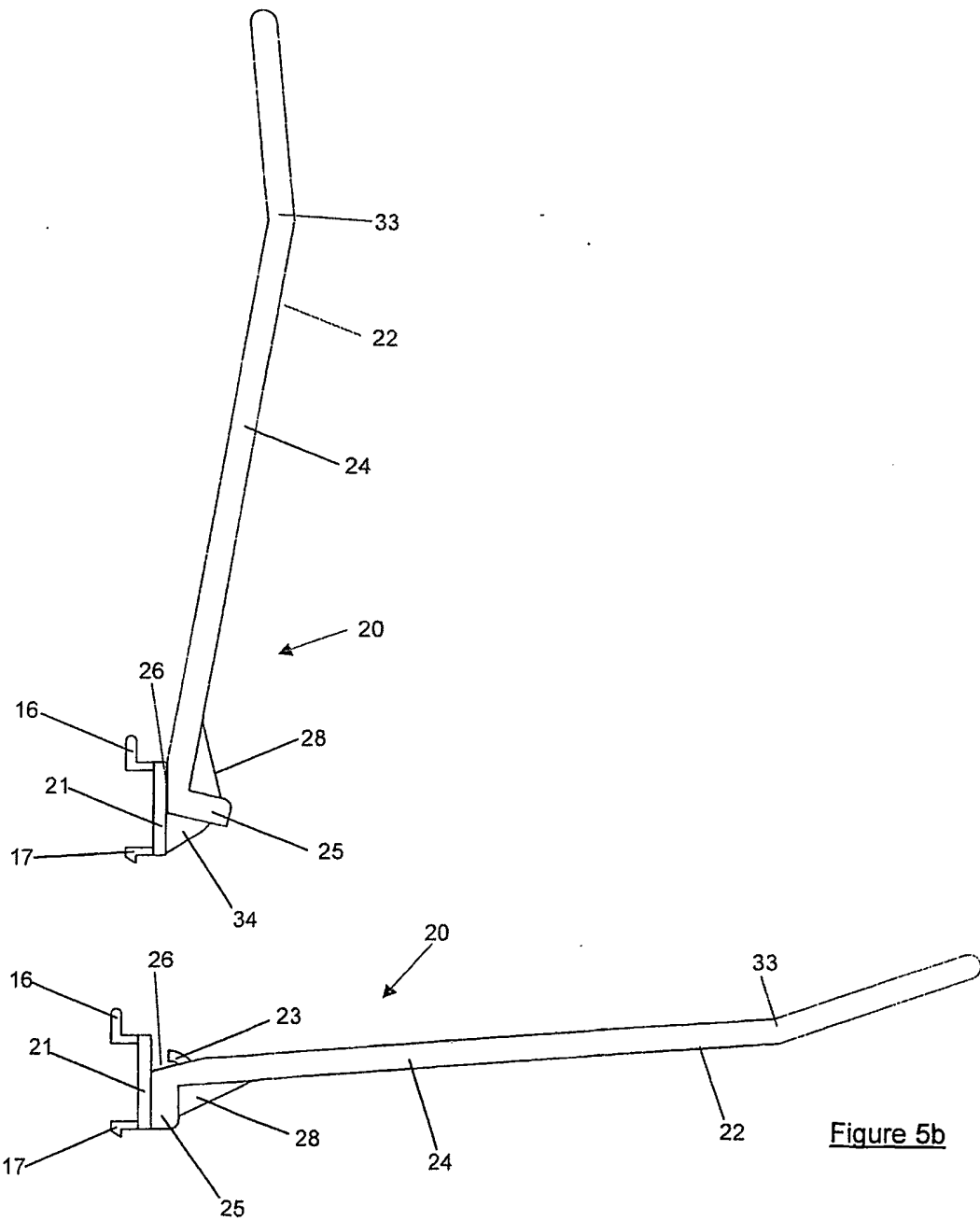


Figure 5b

Figure 6

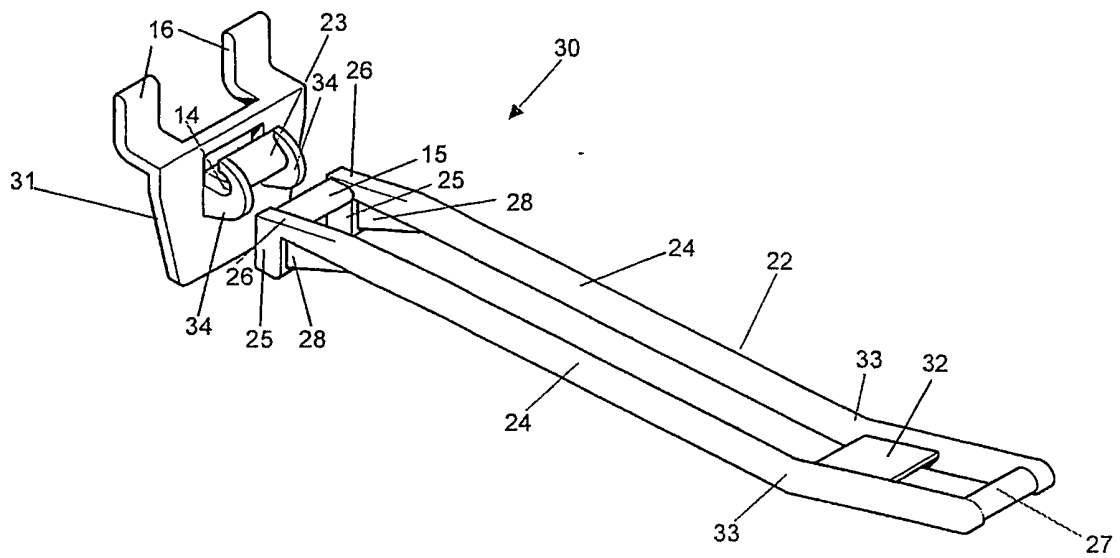


Figure 7a

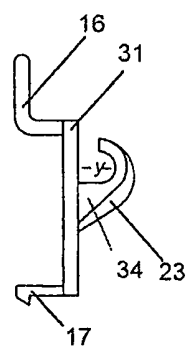
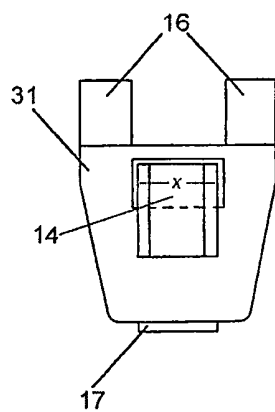


Figure 7b

REFERENCES CITED IN THE DESCRIPTION

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