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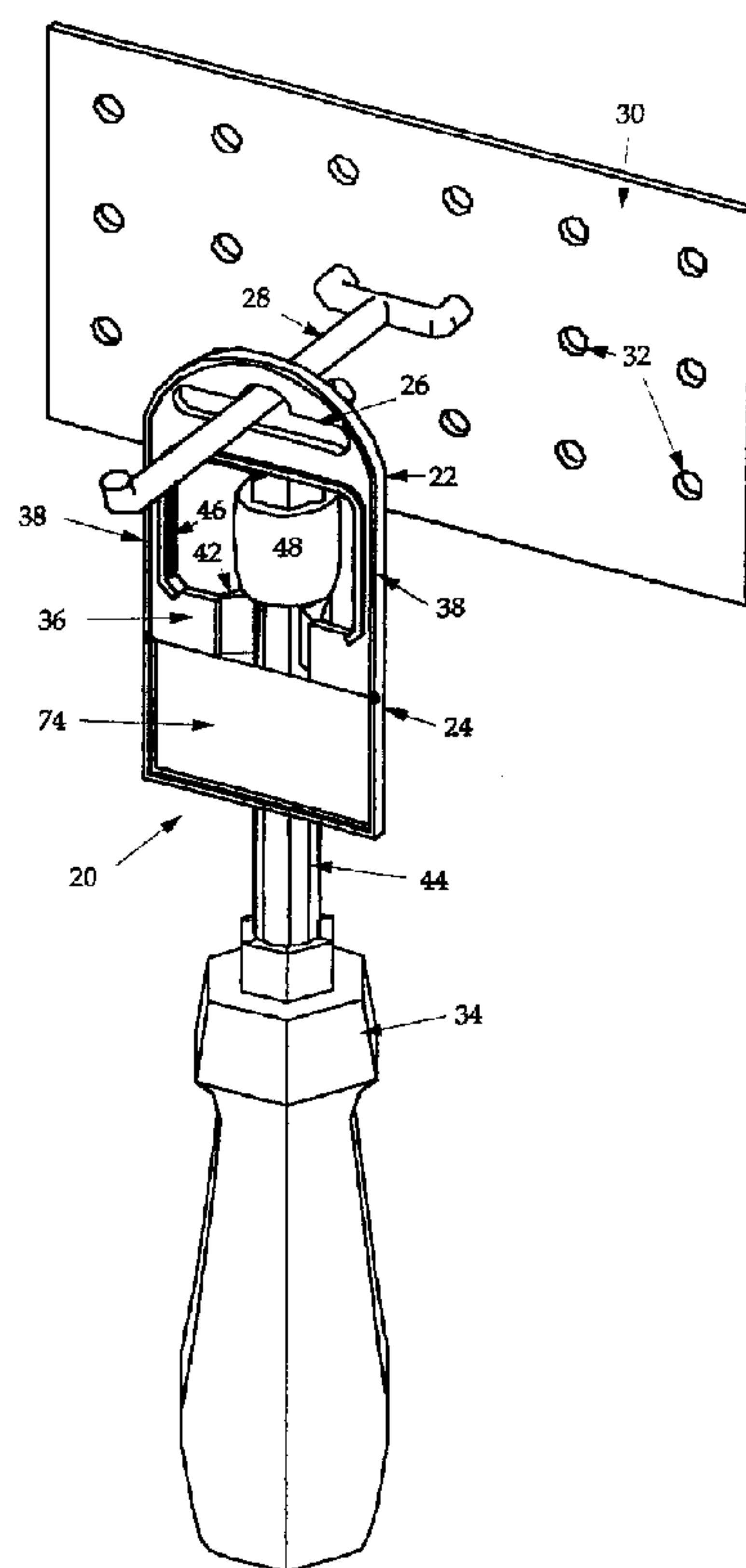
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(54) **MERCHANDISE DISPLAY HANGER WITH PILFERAGE  
INDICATOR**



(57) A merchandise display hanger for use in a peg-board display system has a header coupled to a body with two sides. The header has an aperture through which a peg-hook is slidably received for suspension in a peg board display. The body has merchandise locating means for releasably locating the merchandise in the body and securing the merchandise to the body on a first side of the body, and the merchandise locating means is spaced from the header to define an access opening for access to a portion of the merchandise. The body further has an entry opening for receiving the merchandise into the body from the second side of the body so that a portion of the merchandise can be disposed on the second side of the body when the hanger is in use. Frangible sealing means seal the entry opening on the first side of the body after the merchandise is received through the entry opening and damage to the sealing means indicates whether merchandise has been removed from the hanger.



## ABSTRACT OF THE DISCLOSURE

A merchandise display hanger for use in a peg-board display system has a header coupled to a body with two sides. The header has an aperture through which a peg-hook is slidably received for suspension in a peg board display. The body has merchandise locating means for releasably locating the merchandise in the body and securing the merchandise to the body on a first side of the body, and the merchandise locating means is spaced from the header to define an access opening for access to a portion of the merchandise. The body further has an entry opening for receiving the merchandise into the body from the second side of the body so that a portion of the merchandise can be disposed on the second side of the body when the hanger is in use. Frangible sealing means seal the entry opening on the first side of the body after the merchandise is received through the entry opening and damage to the sealing means indicates whether merchandise has been removed from the hanger.

## MERCHANDISE DISPLAY HANGER WITH PILFERAGE INDICATOR

## FIELD OF THE INVENTION

This invention relates to a merchandise display hanger of the kind which is  
5 used in peg-board display systems and is particularly adapted for displaying small  
hand tools such as nutdrivers and screwdrivers.

## BACKGROUND OF THE INVENTION

Merchandise is commonly displayed in retail environments using peg-board  
10 display systems in order to maximise use of floor space and to provide convenient  
access for the consumer to the merchandise. Where the merchandise is sealed in a  
heavy-gauge clear plastics material, access to the merchandise is limited and this may,  
in some cases, discourage consumers from making a purchase. This is particularly  
a problem which manifests itself in the case of hand tools where the prospective  
15 consumer may wish to hold the grip, feel the comfort and balance of the tool, and  
otherwise inspect the tool to ensure that it meets the requirements for the intended  
application such as testing the tool to fit screws or bolt-heads. While merchandise  
display hangers have been developed for this purpose, they unfortunately can be  
abused with the result that unscrupulous consumers may substitute one item of  
20 merchandise being displayed for another, more valuable piece of merchandise, and  
pay a reduced price which appears on the display hanger for the original  
merchandise on display. When such pilfering occurs on a large scale, substantial  
sums of money are lost which eventually manifests itself in higher costs to

consumers generally.

An object of this invention is to provide a convenient merchandise display hanger which will provide access to the merchandise while discouraging pilferage.

## 5 SUMMARY OF THE INVENTION

In accordance with this invention, there is provided a merchandise display hanger for use in a peg-board display system, the hanger having a header coupled to a body with two sides. The header has an aperture through which a peg-hook is slidably received for suspension in a peg board display. The body has merchandise  
10 locating means for releasably locating the merchandise in the body and securing the merchandise to the body on a first side of the body, the merchandise locating means being spaced from the header to define an access opening for access to a portion of the merchandise. The body further has an entry opening for receiving the  
15 merchandise into the body from the second side of the body so that a portion of the merchandise can be disposed on the second side of the body when the hanger is in use. Frangible sealing means seal the entry opening on the first side of the body after the merchandise is received through the entry opening and damage to the sealing means indicates whether merchandise has been removed from the hanger.

## 20 BRIEF DESCRIPTION OF THE DRAWINGS

In order that the invention may be more clearly understood, preferred embodiments are described below with reference to the accompanying drawings, in which:

Fig. 1 is a perspective view showing a merchandise display hanger in accordance with the invention in association with a peg-board display system showing the merchandise display hanger from a front side thereof and holding a nutdriver;

5 Fig. 2 is a perspective view of the merchandise display hanger of Fig. 1 holding the nutdriver and shown from a back side thereof;

Fig. 3 is a perspective view from the front of the merchandise display hanger of Fig. 1;

10 Fig. 4 is a perspective view of the merchandise display hanger from a back side thereof;

Fig. 5 shows an assembly drawing of a nutdriver being inserted into a second embodiment of a merchandise display hanger in accordance with the invention;

15 Fig. 6 is a perspective view of the components forming a third embodiment of a merchandise display hanger made in accordance with the invention and adapted to display a screwdriver; and

Fig. 7 is a perspective view of a fourth embodiment of a merchandise display hanger made in accordance with the invention and constructed to hold a plurality of tools.

## 20 DESCRIPTION OF PREFERRED EMBODIMENT

A merchandise display hanger in accordance with the invention is generally indicated in Fig. 1 by reference numeral 20. The hanger 20 is shown from a front side thereof and has a header 22 coupled to a body 24. The header has a slotted

aperture 26 which slidably receives a peg-hook 28 associated with a peg-board 30 having a series of equally-spaced apertures 32 as is common in the trade.

The body 24 of the display hanger 20 is integrally formed with the header 22 from polyethylene or polypropylene material and is provided with merchandise locating means which, in Fig. 1, are used to support and locate a nutdriver 34. In Fig. 1, the merchandise locating means is in the form of a web 36 which extends transversely between a pair of upright body members 38 and the web 36 defines a recess 40 with a narrow neck portion 42 which receives a shank 44 of the nutdriver 34. The web 36 is spaced from the header 22 to thereby define an access opening 46 which accommodates the head 48 of the nutdriver 34 and provides access to the tool for testing. It will be noted that the narrow neck portion 42 is sufficiently resilient to provide a snap fit around the shank 44 and that the head 48 of the nutdriver 34 has a greater diameter than the recess 40 and will therefore be supported in an operative position by the web in the recess 40. The structure of the merchandise locating means comprising the web 36, associated recess 40 and neck portion 42 are more clearly shown in Figs. 3 and 4.

An entry opening for receiving the nutdriver 34 into the body 24 of the merchandise display hanger 20 is provided in the form of an upright slot 50 formed in a planar portion 52 of the body that extends transversely between the upright body members 38 at an operatively lower end of the merchandise display hanger remote from the header 22. It will be understood that the nutdriver 34 is introduced from a back side of the merchandise display hanger 20 and that the planar portion 52 is sufficiently flexible to allow a portion of the nutdriver 34 to penetrate the slot

50 as the shank 44 is positioned on a front side of the merchandise display hanger inside the recess 40 with the head 48 positioned in the access opening 46.

After the nutdriver 34 has been positioned in the display hanger 20, the entry opening or slot 50 is sealed by means of a self-adhesive paper web 54 which is applied to the front surface of the merchandise display hanger 20 and is supported by the planar portion 52. Conveniently, merchandise indicia may be applied to the paper web 54 such as product information or universal pricing codes. It will be understood that removal of the nutdriver 34 from the display hanger 20 necessarily results in tearing of the paper web 54 and therefore this is indicative of any pilferage.

10 In order to minimize accidental damage to the seal or paper web 54, it will be noted that the slot 50 is closed at a bottom end thereof remote from the header 22 by a web 56 which connects the planar portion 52 of the body 24. Flexibility of the planar portion 52 is also improved by a pair of transverse cuts 58 formed on opposite sides of the slot 50 and which partly sever the planar portion 52 from the transverse web 36. The transverse cuts 58 are extended to the peripheral edge of the planar portion 52 by respective score lines 59 which may be used to completely sever the planar portion 52 from the hanger 20 after purchase. Conveniently, the hanger 20 may continue to be used as a tool holder after purchase.

20 In an alternative embodiment of the invention drawn in Fig. 5, the entry opening to merchandise display hanger 60 is designated by reference numeral 62 and comprises a rectangular opening which extends on the sides between upright body members 64, transverse web portion 66 at the top, including a recessed merchandise locating means 68 and transverse web 70 at the bottom connecting the upright body

members 64. The upright body members 64 are somewhat wider adjacent to the entry opening 62 to define planar portions 72 which, in use, support a frangible sealing means or a sticker 74.

As in the case of the merchandise display hanger of Fig. 1, the upright body members 64 terminate at an upper end in a header 76 which has an aperture 78 to receive a peg-hook and an access opening 80 is defined between the header 76 at the top and the transverse web portion 66 to provide access to the nutdriver 34 at the point of purchase.

Secondary merchandise locating means are provided in the embodiment of Fig. 5 in the form of a tongue 82 which extends downwardly from the header towards the merchandise locating means 68 and is particularly adapted to be received within the hollow head 48 of the nutdriver 34. While this embodiment of the merchandise display hanger according to the invention still provides ready access to the handle of the nutdriver, there is a more restricted access to the head of the nutdriver.

In yet another variation of the invention drawn in Fig. 6, there is illustrated a merchandise display hanger 84 which is substantially identical to the merchandise display hanger 20 of Fig. 1 and has like parts identified by like numerals. The merchandise hanger 84 is intended to display a screwdriver 86 which has a shank 88 which is of smaller diameter than the shank 44 of the nutdriver 34. Accordingly, the merchandise display hanger 84 includes an adaptor in the form of a grommet 90 comprising a cylinder made of synthetic plastics material and having a longitudinally-extending opening 92 which is adapted to receive the shank 88 therethrough. The

grommet has outside walls 94 which are tapered and are adapted to fit snugly within the recess 40 so that a separate mold will not be required to accommodate tools having different diameter shanks. It will be appreciated that the tapered shape of the grommet 90 is adapted to firmly locate the grommet in the recess 40 when a  
5 longitudinally-extending force is applied to the grommet by, for example, tugging downwardly on the handle of the screwdriver 88.

For extra hold, the sealing sticker 74 may be supplied with a length which is at least double the width of the hanger so that it may be wrapped around both the front and back sides and with the screwdriver trapped inbetween.

10 The merchandise display hanger may be modified to accommodate a plurality of tools 102 to be sold as a set, as illustrated by hanger 100 in Fig. 7. Here, the hanger 100 has a header 104 which includes a top panel 106 from which there is die cut a portion 108 having a slot 110. A peg hook 112 is received through the slot 110 and supports the hanger 100 on a peg board 104.

15 A tandem body 116 is coupled to the header 104 and comprises a front panel 118 and a back panel 120.

The front and back panels 118, 120 are each connected to the top panel 106 on opposite sides thereof with living hinges 122, 124. Each of the front and back panels 118, 120 has a plurality of merchandise locators disposed side-by-side between  
20 a series of spaced upright body members 126. The merchandise locators are in the form of a transversely-extending web 128 similar to those described with reference to the display hangers of Figs. 1-6 and defining a recess 130 with a narrow neck portion 132 which receives the shank of the tools 102.

The webs 128 are each spaced from the top panel 106 comprising the header 104 to thereby define a series of access openings 134 which accommodate the heads of the tools 102 and which provide access to the tools for testing.

5 A series of entry openings for receiving the tools 102 into the body 116 is provided in the form of upright slots 136 formed in planar portions 138 of the body 116 and that extend transversely between the upright body members 126 at an operatively lower end of the merchandise display hanger 100 remote from the header 104.

10 The entry slots 136 are sealed by respective self-adhesive paper webs 140 which are applied to outer surfaces of the front panel 118 and back panel 120. As in the embodiments described above, merchandise indicia may be applied to the paper webs such as product information or universal pricing codes. Removal of the tools 102 from the hanger 100 results in tearing of the paper webs 140 and is indicative of pilfering.

15 It will be understood that several variations may be made to the above-described embodiments of the invention without departure from the scope of the appended claims. In particular, it will be understood that the merchandise locating means may take many forms and that these will vary in accordance with the nature of the merchandise to be displayed. As will be appreciated from the foregoing  
20 description, the merchandise is located in the merchandise display hanger by recess 40, 130 on substantially three sides and vertical movement of the merchandise is restricted, either by the shape of the merchandise itself or by the associated display hanger so that the merchandise can only be removed on a fourth side through an

entry opening which is sealed at the time of display. Tampering with the seal is indicative of pilferage. Conveniently, after purchase, the display hanger may continue to be used to display the merchandise or tool in the purchaser's workshop from a peg-board display system, since destruction of the seal does not destroy any  
5 of the means provided for retaining the tool in the hanger.

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## CLAIMS

1. A merchandise display hanger for use in a peg-board display system, the hanger having a header coupled to a body,

5 the header having an aperture adapted to slidably receive a peg-hook therethrough for suspension in a peg-board display;

the body having merchandise locating means for releasably locating merchandise in the body and to secure merchandise to the body, the merchandise locating means being spaced from said header to define at least one access opening  
10 for access to a portion of said merchandise,

and the body having at least one entry opening for receiving merchandise into the body,

the hanger further having frangible sealing means for sealing said at least one entry opening after merchandise is received through said at least one entry opening,  
15 damage to said sealing means being indicative of whether merchandise has been removed from the hanger.

2. A merchandise display hanger for use in a peg-board display system, the hanger having a header coupled to a body having two sides,

20 the header having an aperture adapted to slidably receive a peg-hook therethrough for suspension in a peg-board display;

the body having first merchandise locating means for releasably locating merchandise in the body and to secure merchandise to the body on a first side of the

body, the first merchandise locating means being defined by at least one recess in the body adapted to receive a portion of the merchandise and spaced from said header to define at least one access opening for access to a portion of said merchandise, extending between the header and the first merchandise locating means;

5           and the body having at least one entry opening for receiving merchandise into the body,

          the hanger further having frangible sealing means for sealing said at least one entry opening on said first side of the body after merchandise is received through said at least one entry opening, damage to said sealing means being indicative of  
10 whether merchandise has been removed from the hanger.

3.       Merchandise display hanger according to Claim 2 in which the said at least one entry opening comprises a slot formed in a planar portion of the body adapted to support said sealing means.

15  
4.       Merchandise display hanger according to Claim 3 in which the planar portion is remote from the header and the first merchandise locating means is disposed between the header and the planar portion.

20 5.       Merchandise display hanger according to Claim 4 in which the slot is closed at one end remote from the header by a web connecting said planar portion of the body.

6. Merchandise display hanger according to Claim 2 having second merchandise locating means extending from said header toward the first merchandise locating means into said at least one access opening.
- 5 7. Merchandise display hanger according to Claim 2 having a substantially planar body integrally formed with said header from synthetic plastic material.
8. Merchandise display hanger according to Claim 7 in which said first merchandise locating means comprises at least one web extending transversely  
10 between a pair of body members, said web defining a recess with a narrow neck portion into which a portion of the merchandise is received in use.
9. Merchandise display hanger according to Claim 8 having an adaptor adapted to receive a portion of the merchandise and dimensioned to fit snugly in said recess.  
15
10. Merchandise display hanger according to Claim 2 in which the frangible sealing means comprises a self-adhesive web to which merchandising indicia is applied on an operatively outer surface thereof.
- 20 11. Merchandise display hanger according to Claim 8 associated with merchandise comprising a hand tool having a narrow shank portion slidably received in said first merchandise locating means, a first end of said tool extending into said access opening and a second end of said tool extending away from the body.

12. Merchandise display hanger according to Claim 2 in which the header comprises a top panel from which an apertured portion is due cut to slidably receive a peg hook therethrough.

5 13. Merchandise display hanger according to Claim 12 having a tandem body coupled to the header and comprising a front panel and a back panel hinged to respective sides of the top panel.

10 14. Merchandise display hanger according to Claim 13 having a plurality of merchandise locating means for releasably locating a plurality of merchandise items in the body and securing said merchandise items to the body.

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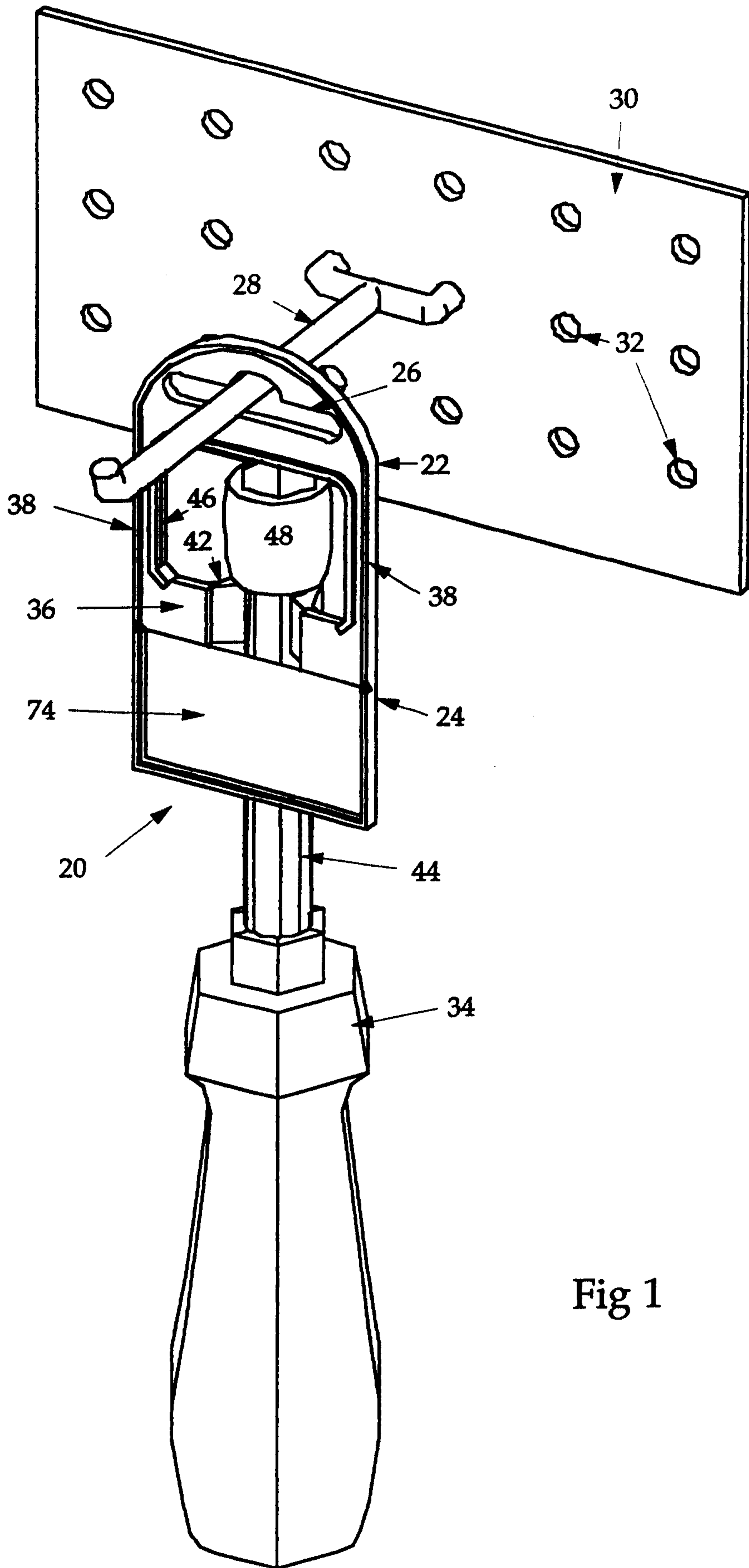


Fig 1

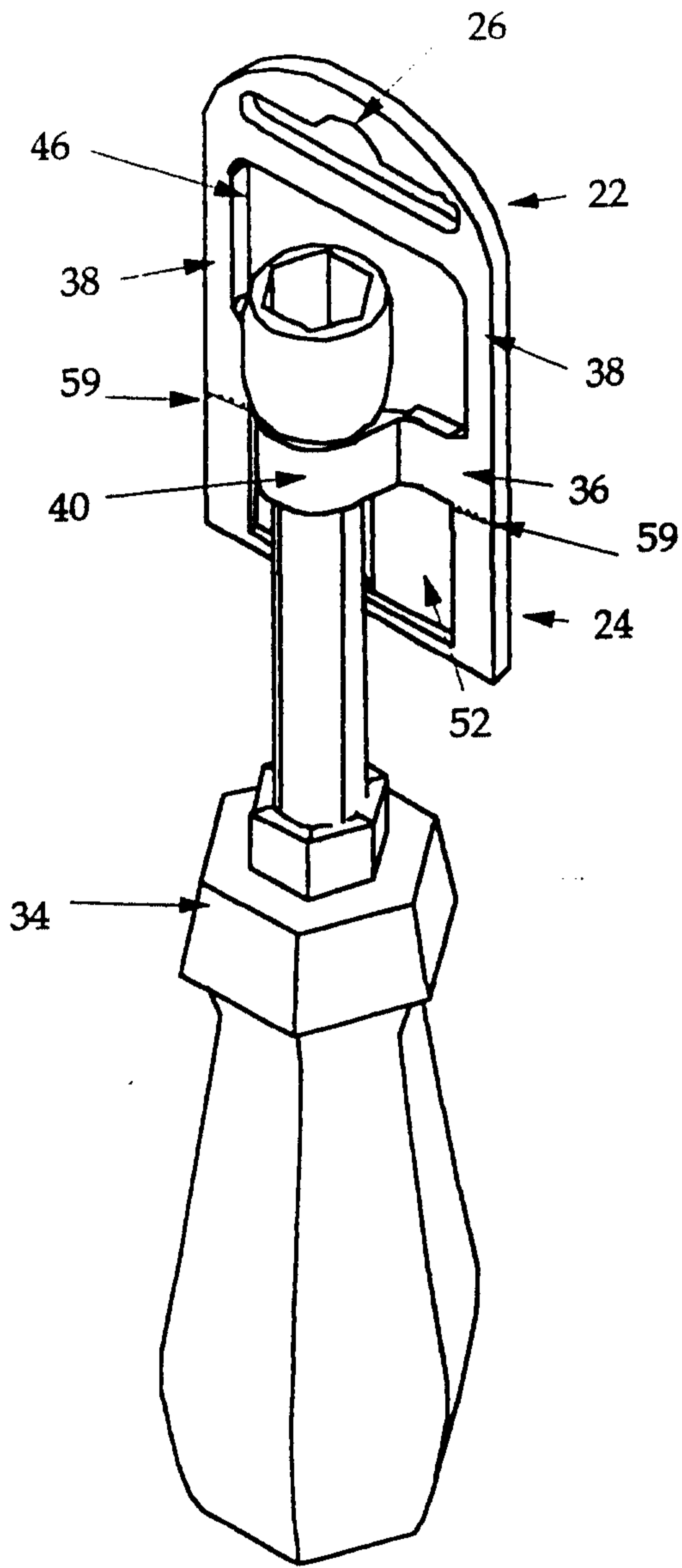


Fig 2

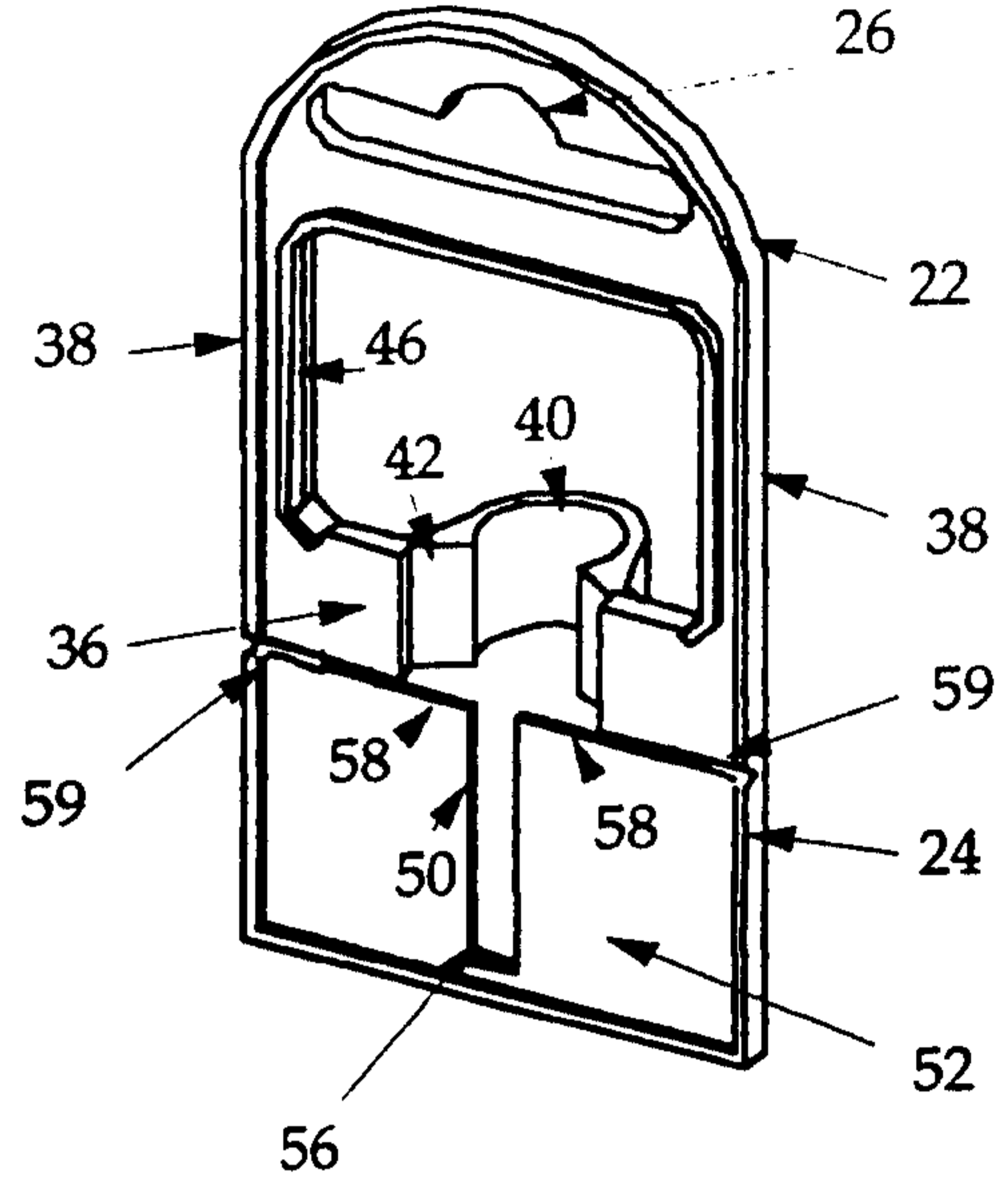


Fig 3

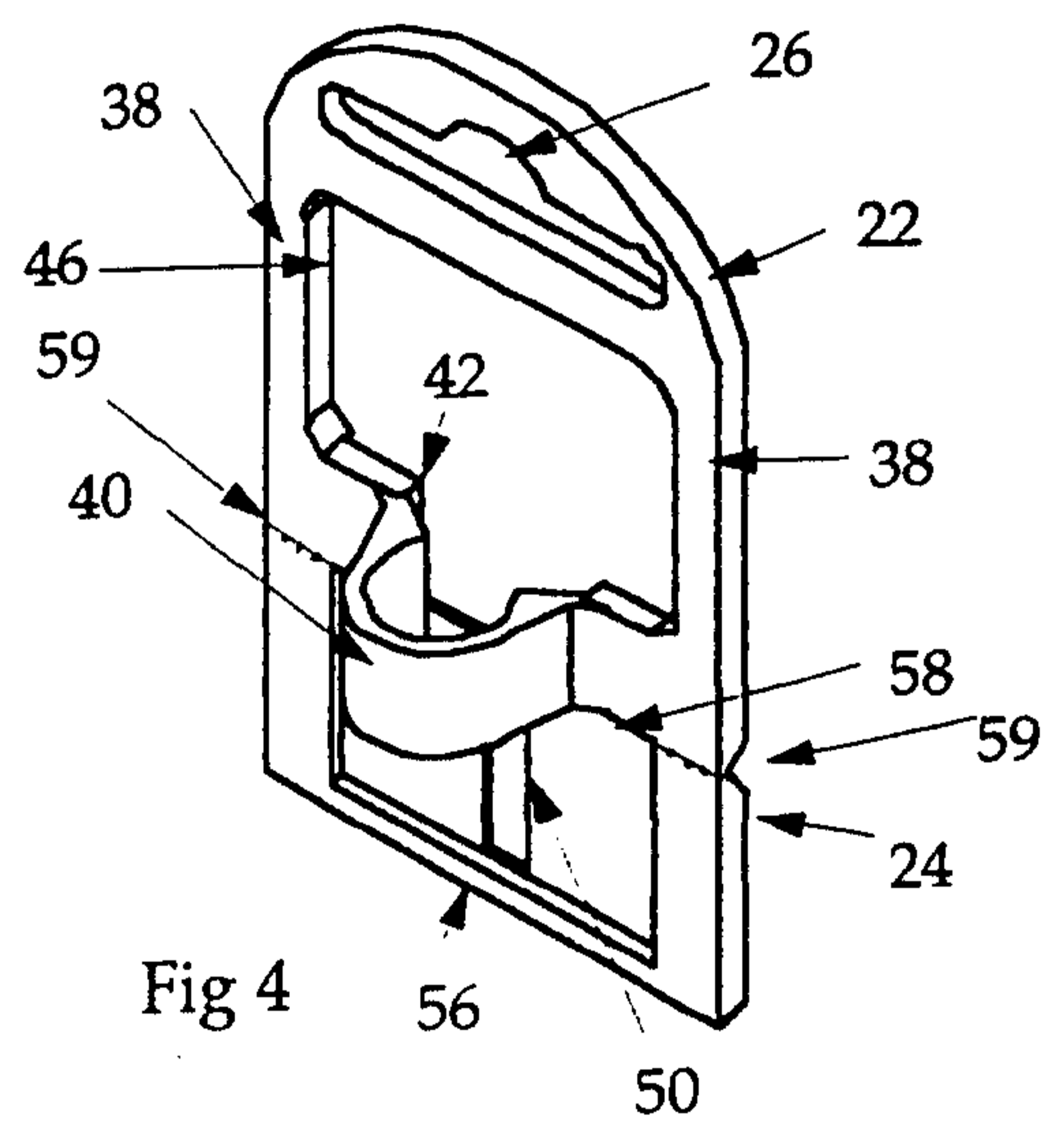


Fig 4

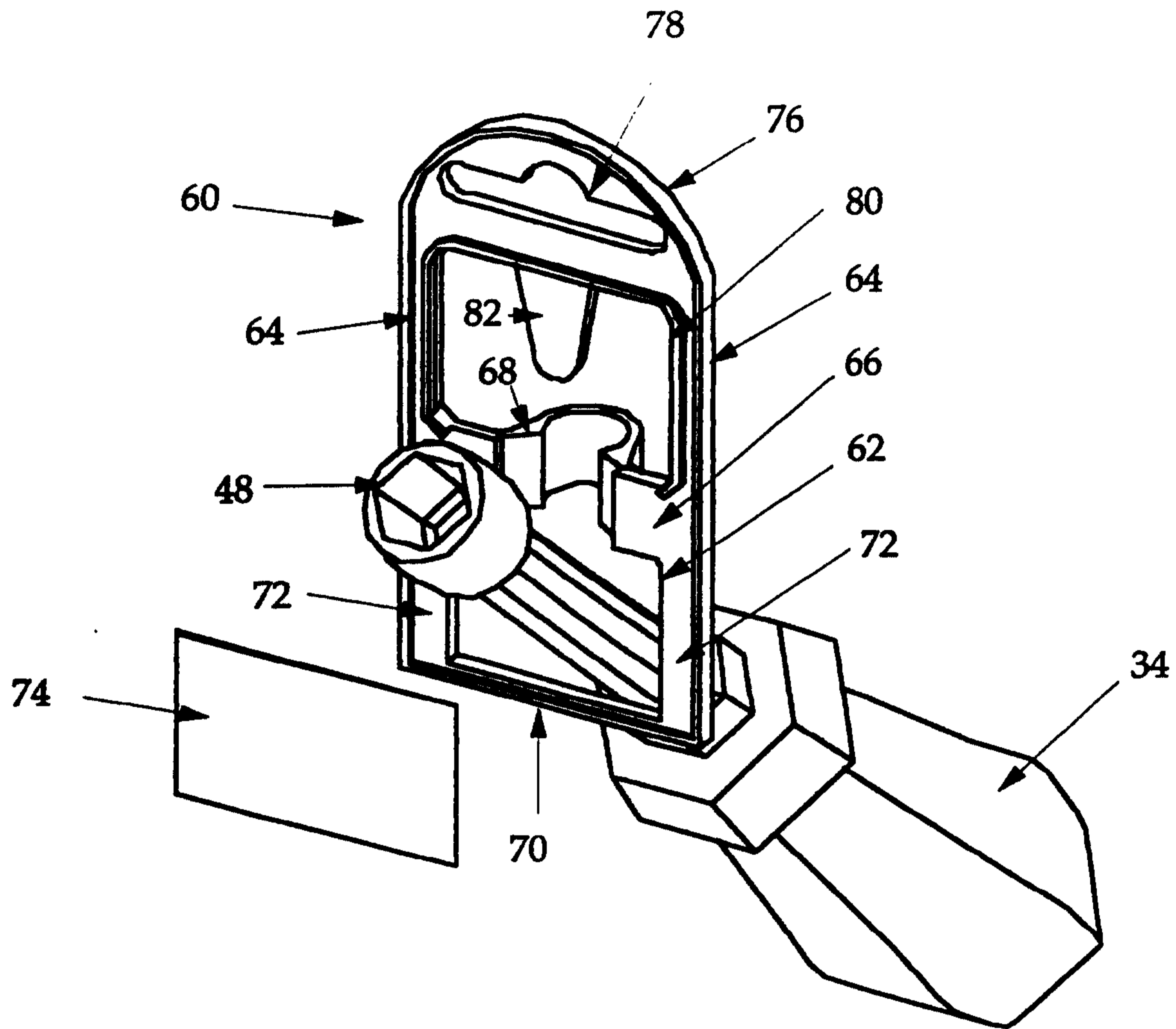


Fig 5

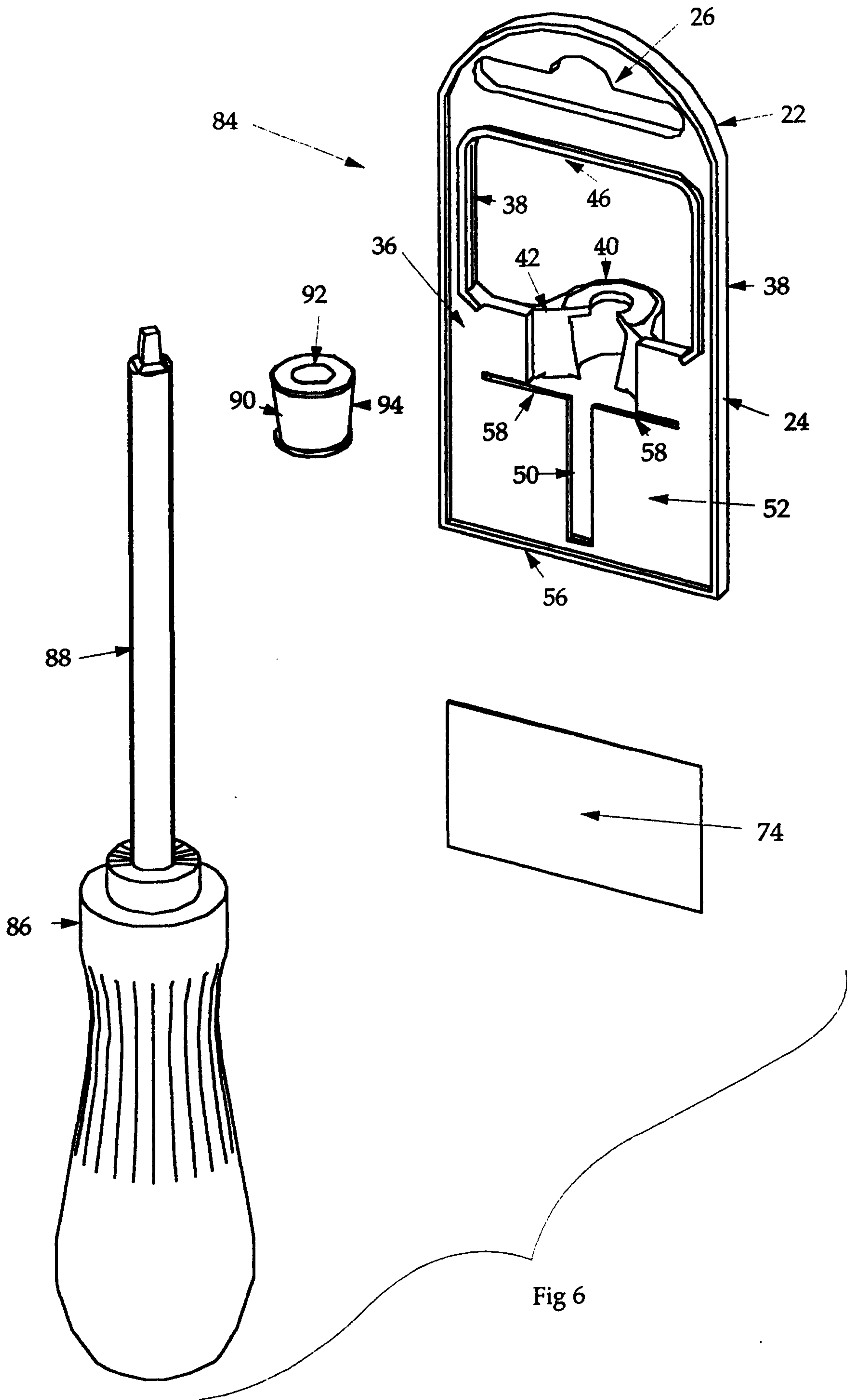


Fig 6

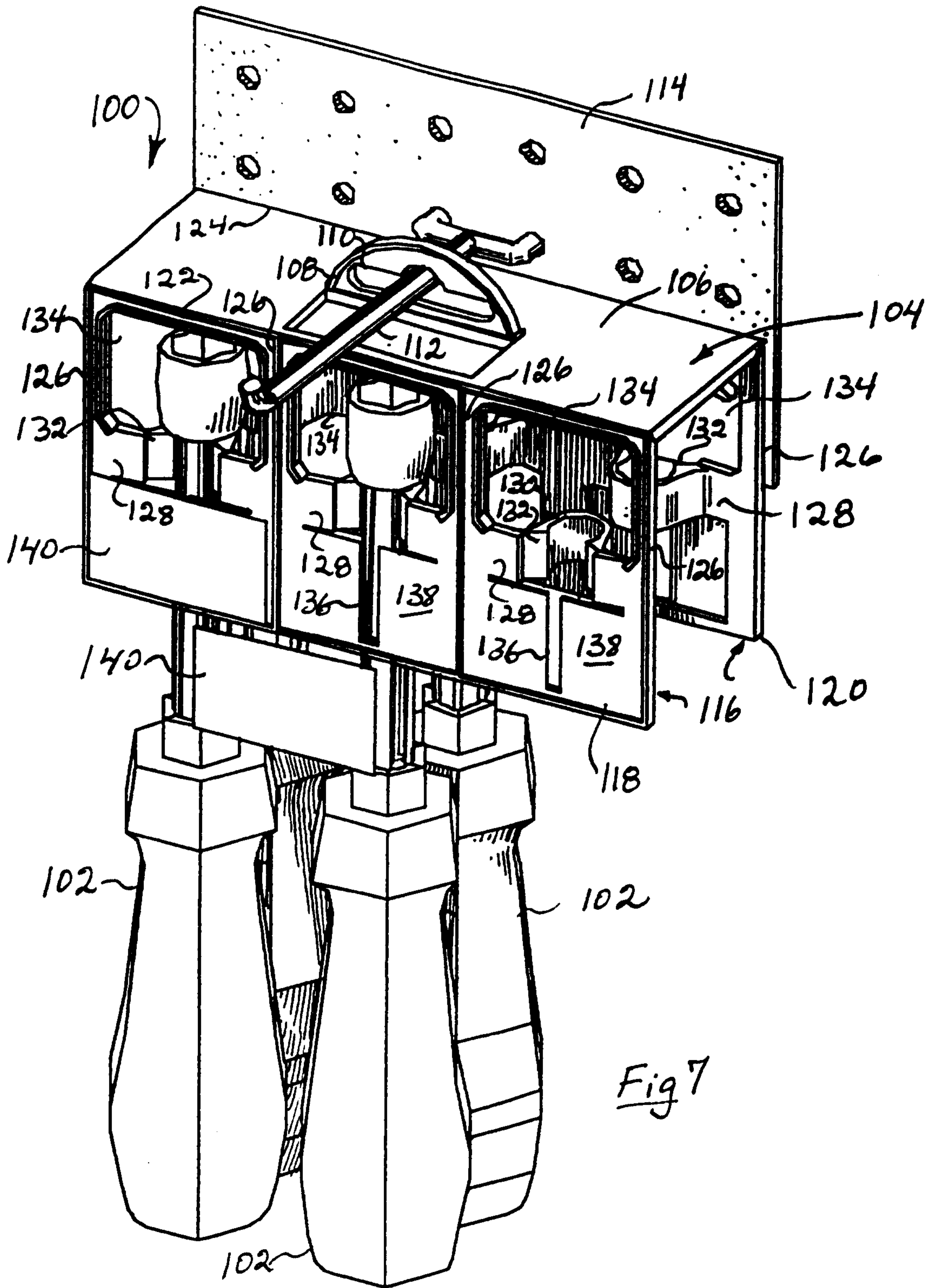


Fig 7

