May 3, 1966 R. BERMAN 3,249,392

BUTTON DISPLAY RACK

Filed April 22, 1964

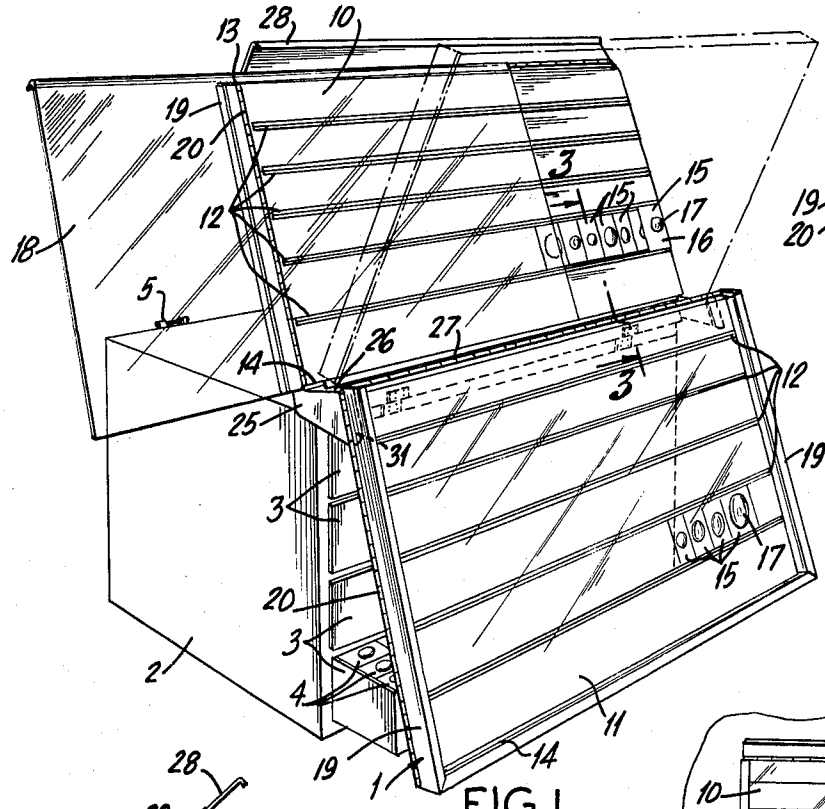


FIG. 1

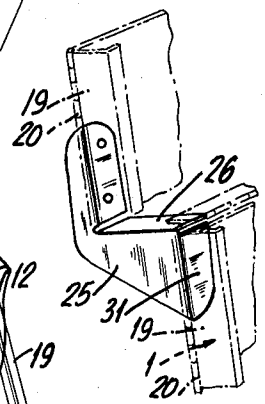


FIG. 4

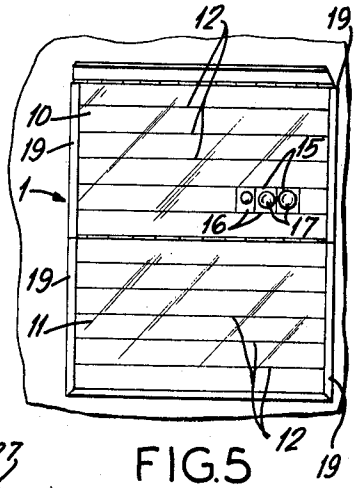


FIG. 5

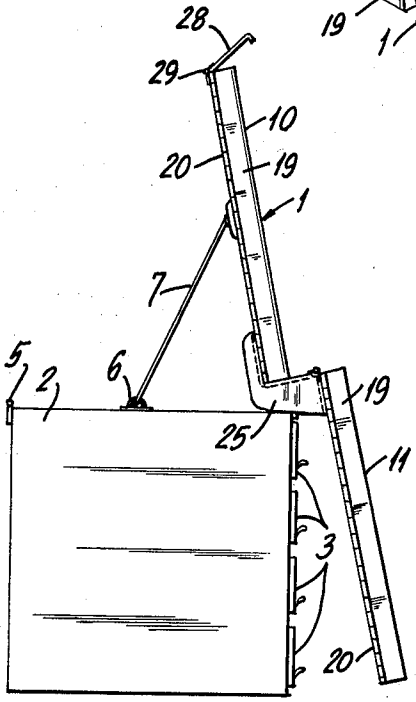


FIG. 2

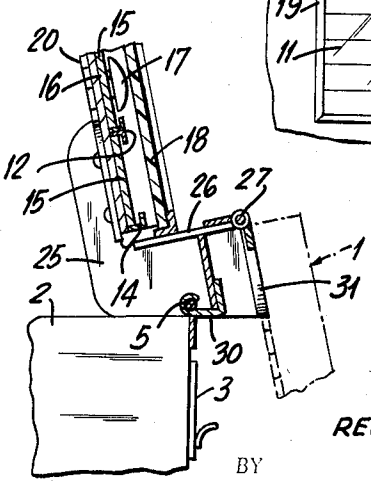


FIG. 3

INVENTOR.
REUBEN BERMAN

BY Auslander & Thomas

ATTORNEYS.

United States Patent Office

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BUTTON DISPLAY RACK

Reuben Berman, New York, N.Y., assignor to Life Button Co., Inc., New York, N.Y., a corporation of New York

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The present invention relates to a portable button display device for point of sales merchandising in particular.

In the past, buttons have been sold at retail loosely, out of boxes from drawers or counters, on cards displayed in various ways, from drawers with displays indicating the button merchandise content, or from large permanent displays carrying individual button cards from which a purchaser can select any number and purchase by number either by memory or from a written slip at another counter.

Prior merchandising methods, especially for the small retailer, have been expensive, clumsy or awkward to effectuate. An improved method of merchandising has included the use of display racks or frames with vertical slots adapted to accept button display cards. Such racks have permitted a large variety of displays and have been usable in conjunction with a merchandise drawer or the rack has been adapted to be hung at a convenient location for selection from a merchandise drawer cabinet of subdivided parts keyed to display cards in the rack. An advantage of the former method had been also that cost was saved in not requiring the sold buttons to be mounted on cards. The buttons on the cards in the racks were not sold.

While the former method of merchandise and display improved the ease of merchandising, it was found that the constant changes in styles, demand and button inventories made the button cards on the racks quickly obsolescent and expensive to change.

According to the present invention a novel retail button display rack and point of sales apparatus which is adapted to quick and inexpensive inventory, and style change.

Although such novel feature or features believed to be characteristic of the invention are pointed out in the claims, the invention and the manner in which it may be carried out, may be further understood by reference to the description following and the accompanying drawings.

FIG. 1 is a front elevation perspective view of the point of sales apparatus of the present invention.

FIG. 2 is a side elevation of the point of sales apparatus of the present invention.

FIG. 3 is a side elevation of the point of sales apparatus taken at lines 3—3 of FIG. 1.

FIG. 4 is a detail of a hinge and support portion of a display rack of the present invention.

FIG. 5 is a front elevation of a display rack of the present invention.

Referring now to the figures in greater detail, where like reference numbers denote like parts in the various figures.

The display rack **1** is usually adapted to serve as a composite point of sales button merchandising apparatus in conjunction with a merchandise cabinet **2**.

The cabinet **2** is provided with drawers **3** which are usually provided with sectionalized compartments **4** which loosely hold the displayed button merchandise and are identified by a system (not herein explained) enabling the retailer or button seller to quickly find a desired button selected and identified on the display rack **1**.

2

The cabinet **2** is provided with a pair of cleats **5**, both on the front of the cabinet **2** and the back of the cabinet **2** so that the rack **1** can be affixed either to the front or rear cleats **5** depending on how the retailer finds it most convenient. A loop **6** is centrally located on the top of the cabinet to accept a support rod **7** which extends from the rack **1** and is engageable with the loop **6** whether the rack **1** is mounted in front of the cabinet **2** in front of the drawers **3** or in the rear.

The rack **1** comprises an upper portion **10** and a lower portion **11**, each portion **10**, **11** serving as a separate button display unit which is crossed with T-shaped parallel horizontal flanges **12** and an upper right angle flange **13** and a lower right angle flange **14** on each of the upper **10** and lower **11** portions. The flanges **12**, **13**, **14** form parallel tracks into which button display cards **15** can be set.

The button display card **15** comprises a back portion **16** which may be plastic or cardboard or almost any stiff, flexible material upon which a button **17** is mounted. The vertical dimension of the display card's **15** back portion **16** must be substantially uniform or at least groups of display cards **15** must have a uniform vertical dimension adapted to fit between at least one of the selected tracks formed by the flanges **12**, **13**, **14**. It is preferable that the tracks formed by the flanges **12**, **13**, **14** be of uniform height so that only one height of display card **15** is required and any uniform height display card **15** can be placed in any of the flange formed tracks.

Usually only a single button **17** is displayed on a single display card **15**. The cards are usually also marked with some form of identification mark according to a system (not described here in detail) which permits the easy location of the inventory of the selected button **17** in the compartment **4** in one of the drawers **3**.

The importance of the display card **15** must be clearly understood in light of the physical equipment and merchandising method.

Usually the entire rack **1** is filled with display cards **15**, generally arranged in sizes of similar button styles together and in an order that the retailer may think best for retail display purposes.

It has oftentimes been found during a season that certain buttons **17** are either popular or unpopular. The unpopular buttons may be simply removed by pulling or sliding the display card **15**, for such button, from the track. The inventory compartment **4**, if desired, may be emptied.

New buttons may be displayed by inserting new cards **15** either by sliding into the flange formed tracks or by bending or arcing the card back **16** to fit into an open portion in the flange formed track. Usually some arrangement is made to provide buttons to the complementary inventory compartment **4**.

In the event a particular model button **17** is out of stock, the embarrassment of having customers ask for it is overcome easily by removing the card **15** corresponding to that particular button.

In the past, the multiple display cards on racks have made this impossible and either whole cards had to be remade, mutilated or allowed to stand as an inaccurate display. Corrections under the former system were difficult or expensive.

Having button display cards horizontally displayed per-

mits of easy change of any one or a group of buttons **17** without any major interference with the organization of the entire rack **1**. The cards **15** in the rack **1** can easily be shifted in the tracks to make room for new cards **15** or to take up the space of removed cards **15**.

The horizontal width of the cards may vary since their height is all that is needed to adapt to the tracks for display.

A vertical display or tracks might encounter gravitational shifting upon the removal of a single card or greater difficulty in shifting other cards to fill gaps, but it is not beyond the scope of the present combination in that such problems might be met by the card size holding it firm in the track by its natural spring action and yet slidable.

A plastic shield **18** is transparent and one is provided for each portion **10, 11** of the rack **1**. The shield enables the display cards **15** to be seen yet prevents the natural tendency of customers or the curious from removing the cards **15**, confusing the merchandising system. The shields **18** are removable and are adapted to fit over each rack portion **10, 11** and are enclosed by gates **19** on hinges **20** so that the gates **19** may be opened for the removal of the shields **18** as indicated in FIG. 1 for any desired reason such as the replacement of a card **15**.

The upper portion **10** of the rack is generally fixedly mounted to an angle bracket **25** which may extend the entire width of the upper portion to give back support or just be affixed to the ends of the upper portion. See FIG. 4. The angle bracket **25** has a forward portion **26** to which hinges **27** are affixed and also attached to the lower portion **11**. The forward portion **26** extends sufficiently far forward that the lower portion **11** may be folded against the upper portion **10** in a neat package and held by the cover **28** which pivots about hinges **29**.

While the rack as shown is in two portions, additional portions may be added or hinged to extend the display.

The rack may be attached to the merchandise cabinet as shown in FIGS. 1, 2 and 3 by hook **30** engagement of the cleats **5**. The hooks **30** may thus, in conjunction with the support rod **7**, hold the rack **1** on either side of the merchandise cabinet **2**. When on the front, as shown in FIG. 1, the lower portion **11** may be lifted as shown in phantom to provide access to the drawers **3** when required. The lower portion **11** of the rack **1** is supported by a flat downsloping portion **31**, of the angle bracket **25**.

Independent of the merchandise cabinet **2** the rack **1** may be hung on a wall or elsewhere suspended as shown in FIG. 5 for the convenience of merchandising by holding means (not shown) on the back of the upper portion **10** of the display rack **1**.

The terms and expressions which are employed are used as terms of description, it is recognized, though, that various modifications are possible within the scope of the invention claimed.

Having thus described certain forms of the invention in some detail, what is claimed is:

1. A portable button merchandising display rack comprising a body portion including a plurality of horizontal tracks, each said track comprising a pair of opposed flanges extending from said body portions, each said flange having a lip portion, transparent shielding means extending across the length and breadth of said body portion and adapted to shield said tracks, hinged gates along the end of said tracks adapted to maintain said transparent shield in position, a plurality of button display cards, each said button display card having at least one dimension about equal to the width of said track, said display card being flexible and slideable within said track and adapted to be readily insertable or removeable within said track either by flexing said display card and inserting the said card in a selected position within said track or sliding said display card along said track, each said display card containing one button.

2. A portable button merchandising display rack comprising a first body portion including a plurality of horizontal tracks, each said track comprising a pair of opposed flanges extending from said body portion each said flange having a lip portion, closure means adapted to close the ends of said tracks, transparent shielding means extending across the length and breadth of said first body portion and adapted to shield said tracks, an angulated support bracket connected to said first body portion, said bracket having hinging means attached to the forward portion thereof, a second connected body portion of like construction as said first body portion connected to said support bracket adapted to be folded against said first body portion, means adapted to connect said rack to a merchandise cabinet and maintain said first body portion vertically thereon and said second body portion in the front thereof, a plurality of button display cards, each said button display card having at least one dimension about equal to the width of said track, said display card being flexible and slideable within said track and adapted to be readily insertable or removeable within said track either by flexing said display card and inserting the said card in a selected position within said track or sliding said display card along said track, each said display card containing one button.

3. A portable button merchandising display rack comprising a first body portion including a plurality of horizontal tracks, each said track comprising a pair of opposed T-shaped parallel flanges extending from said body portion each said flange having a lip portion, transparent shielding means extending across the length and breadth of said first body portion and adapted to shield said tracks, hinged gates along the end of said tracks adapted to maintain said transparent shield in position, an L-shaped angulated support bracket connected to said first body portion, said bracket having hinging means attached to the forward portion thereof, a second connected body portion of like construction as said first body portion connected to said support bracket adapted to be folded against said first body portion, means adapted to connect said rack to a merchandise cabinet and maintain said first body portion vertically thereon and said second body portion in the front thereof.

4. A portable button merchandising display rack comprising a first body portion including at least one set of horizontal tracks, said tracks comprising a pair of opposed T-shaped parallel flanges extending from said body portion each said flange having a lip portion, transparent shielding means extending across the length and breadth of said first body portion and adapted to shield said tracks, hinged gates along the end of said tracks adapted to maintain said transparent shield in position, an L-shaped angulated support bracket connected to said first body portion, said bracket having hinging means attached to the forward portion thereof, a second connected body portion of like construction as said first body portion connected to said support bracket adapted to be folded against said first body portion, means adapted to connect said rack to a merchandise cabinet and maintain said first body portion vertically thereon and said second body portion in the front thereof, said vertical support means including a loop on said cabinet and a support rod on said first body portion adapted to be engageable with said loop, a plurality of button display cards, each said button display card having at least one dimension about equal to the width of said track, said display card being flexible and slideable within said track and adapted to be readily insertable or removeable within said track either by flexing said display card and inserting the said card in a selected position within said track or sliding said display card along said track, each said display card containing one button.

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CLAUDE A. LE ROY, *Primary Examiner.*

FRANK B. SHERRY, CHANCELLOR E. HARRIS, *Examiners.*

A. FRANKEL, *Assistant Examiner.*