Jan. 31, 1967 E. C. BRUNO 3,301,516

DISPLAY DEVICE

Filed Dec. 16, 1965 2 Sheets-Sheet 1

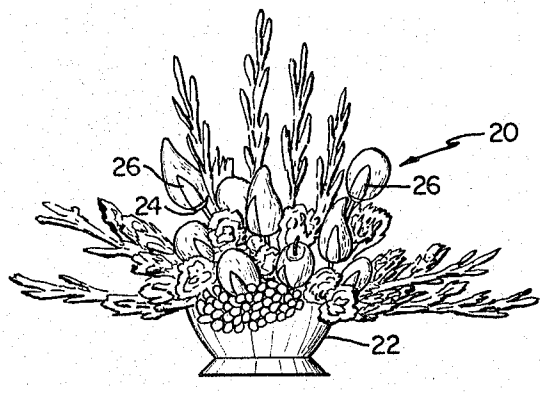


Fig. 1

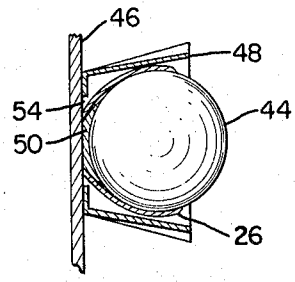


Fig. 2

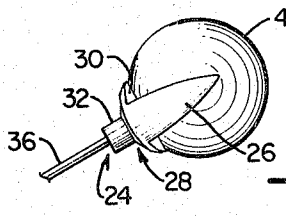


Fig. 4

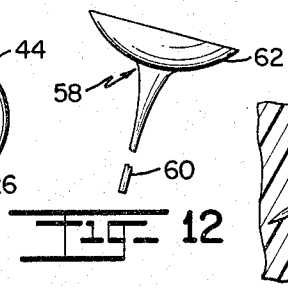


Fig. 12

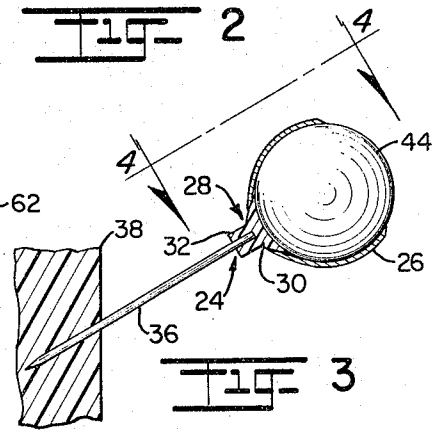


Fig. 3

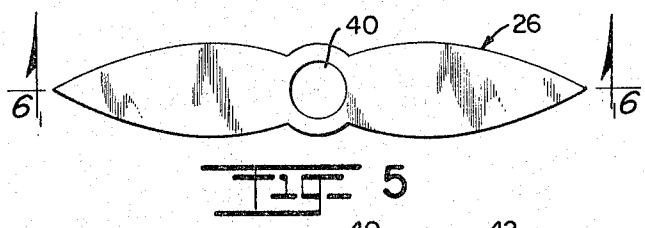


Fig. 5

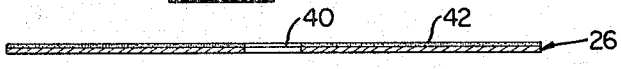


Fig. 6

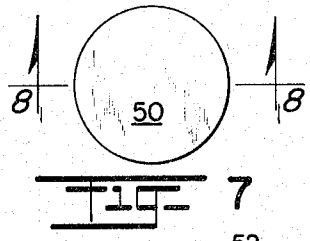


Fig. 7

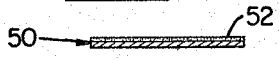


Fig. 8

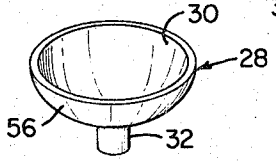


Fig. 9

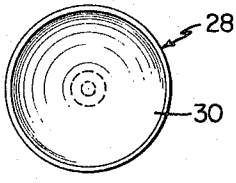


Fig. 11

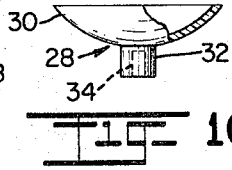


Fig. 10

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Jan. 31, 1967 E. C. BRUNO 3,301,516

DISPLAY DEVICE

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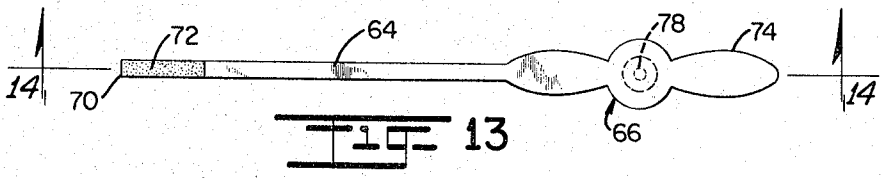


Fig. 13

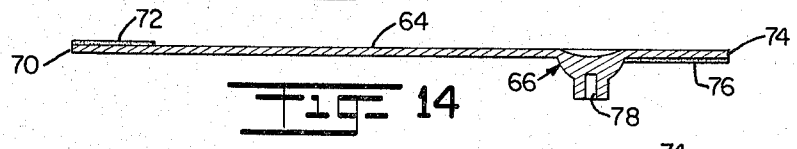


Fig. 14

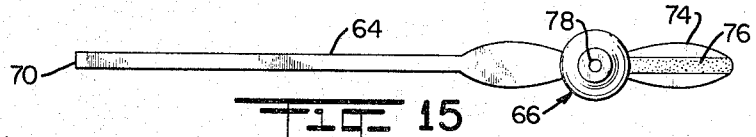


Fig. 15

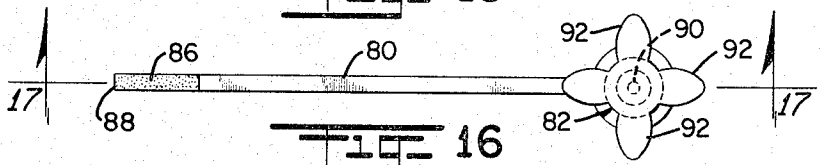


Fig. 16

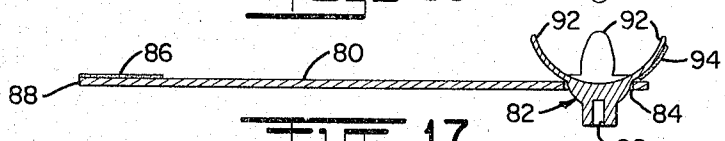


Fig. 17

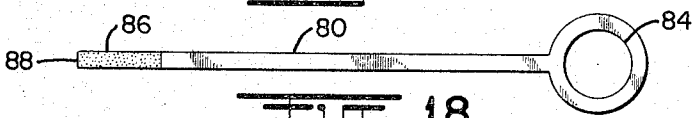


Fig. 18

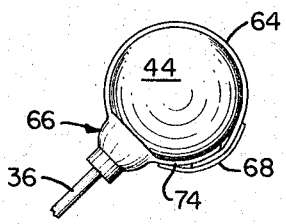


Fig. 20

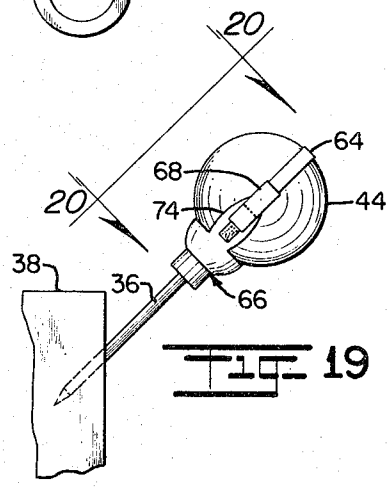


Fig. 19

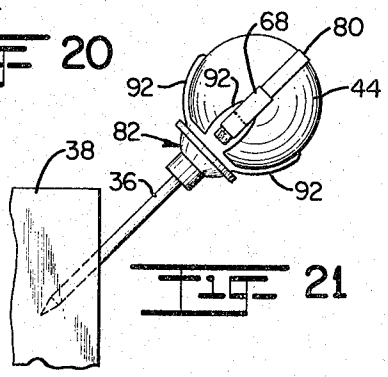


Fig. 21

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3,301,516

DISPLAY DEVICE

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Filed Dec. 16, 1965, Ser. No. 514,237
19 Claims. (Cl. 248—176)

This invention lies in the field of decorative display devices and is directed particularly to improved, inexpensive means for supporting and displaying articles singly or in group arrangements such as counter displays and gift packages.

It is a common practice to package nuts, candies and the like in transparent bags having apertured flaps for tabs and hang them on hooks mounted on racks in order to expose them to the customers' view. In the case of larger single articles such as oranges, apples, pears, cans and jars, it is customary to provide racks or back boards having shelves or wire brackets, or even to form special back boards with individual pockets to receive the merchandise. While all of these are generally satisfactory they still have various disadvantages which leave much to be desired. On all of them, the articles are loosely mounted and frequently fall or are knocked off. They must be designed and made to take articles of specific sizes and shapes and cannot be altered readily to take other articles or articles of varying shapes and sizes or to change the display arrangement. The shelves and brackets are quite visible and detract from the appearance of the display. If they surround the articles sufficiently to hold them securely in place they usually obscure view of the articles themselves. In addition, although it is desirable to arrange in an attractive package both fruit and flowers, such has not been generally possible due to the inability of inexpensively and attractively supporting the fruit among the flower arrangement. However, it has been discovered that fruit and other larger single articles may be attractively arranged as well as intermixed with other items such as flowers in a single package and that same may be done with inexpensive display devices and used by persons of ordinary skill.

Accordingly, one of the objects of this invention is to provide an extremely attractive display including fruit and other items.

Another object of the invention is to provide a display comprising a support member, a display article for mounting on said support member and a unique and novel display device for mounting said article on said support member.

Another object of this invention is to provide a greatly improved, inexpensive to manufacture display device for mounting a display article on a support member.

Another object of this invention is to provide a novel display device comprising a connector means and a flexible strip means having pressure-sensitive surface portions.

Another object of this invention is to provide a display comprising a support member, a display article for mounting on said support member, and a display device for mounting said article on said support member, said display device including a connector means and a flexible strip means having a pressure-sensitive material disposed on at least a portion thereof, said strip means having an aperture formed intermediate the ends thereof and having at least a portion of the pressure-sensitive material securing said strip means in contacting, partially encompassing engagement about a portion of said article, a portion of said connector means being disposed intermediate said article and said strip means and another portion thereof being disposed in connecting engagment with said support member through the aperture of said strip means.

Another object of this invention is to provide a display device comprising a connector means and a flexible strip means having a pressure-sensitive material disposed on at least a portion thereof, said strip means having an aperture formed intermediate the ends thereof and being adapted to have at least a portion of the pressure-sensitive material for securing said strip means thereof in contacting, partially encompassing engagement about a display article, said connector means being attached to a portion of said strip means and having means formed thereon for connecting same to a support member through the aperture of said strip means.

Another object of this invention is to provide a display comprising a support member, a display article and a display device for mounting said display article on said support member, said display including a mask member disposed intermediate said support member and said display device, said mask member serving to obscure a portion of the support member which would otherwise be exposed to view.

Another object of this invention is to provide a display device comprising an elongated, flexible strip means constructed for encompassing engagement about a display article which is to be mounted on a support member, a connector means attached to one end of said strip means, and pressure-sensitive means constructed to secure the other end of said strip relative to said connector means.

Further objects and features of novelty of the invention will become apparent when referring, for a better understanding of the invention, to the following description taken in conjunction with the accompanying drawings, wherein:

FIGURE 1 is a perspective view of a display constructed in accordance with this invention;

FIGURE 2 is an elevational view in partial cross-section showing a display article attached to a support member by a display device constructed in accordance with the subject invention;

FIGURE 3 is an elevational view in partial cross-section showing a display article attached to a support member by another embodiment of a display device constructed in accordance with this invention;

FIGURE 4 is a view taken along line 4—4 of FIGURE 3;

FIGURE 5 is a plan view of an elongated, pressure-sensitive, flexible strip means useful in a display device constructed in accordance with the subject invention;

FIGURE 6 is an elevational view taken on line 6—6 of FIGURE 5;

FIGURE 7 is a plan view of one embodiment of a connector means useful in a display device constructed in accordance with the subject invention;

FIGURE 8 is an elevational view taken on line 8—8 of FIGURE 7;

FIGURE 9 is a perspective view of another embodiment of a part of a connector means useful in a display device constructed in accordance with the subject invention;

FIGURE 10 is an elevational view, partially cut away, of the connector means part shown in FIGURE 9;

FIGURE 11 is a plan view of the connector means part shown in FIGURE 9;

FIGURE 12 is an elevational view of another embodiment of a connector means useful in a display device constructed in accordance with the subject invention;

FIGURE 13 is a top plan view of another embodiment of an integrally formed connector means and flexible

strip means constructed in accordance with the subject invention;

FIGURE 14 is a view in cross-section taken along line 14—14 of FIGURE 13;

FIGURE 15 is a bottom plan view of the member shown in FIGURE 13;

FIGURE 16 is a top plan view of another embodiment of a connector means and flexible strip means constructed in accordance with the subject invention;

FIGURE 17 is a cross-sectional view taken along lines 17—17 of FIGURE 16;

FIGURE 18 is a top plan view of the flexible strip means shown in FIGURES 16 and 17;

FIGURE 19 is an elevational view showing a display article attached to a support member by the use of a pressure-sensitive strip and the member shown in FIGURES 13–15;

FIGURE 20 is a view taken along line 20—20 in FIGURE 19; and

FIGURE 21 is an elevational view showing a display article attached to a support member through the use of a pressure-sensitive strip and the members shown in FIGURES 16 and 17.

Referring now to the drawings, in FIGURE 1 is shown a display 20 comprising a vase or base portion 22 in which is disposed a support member (not shown), and a fruit and flower arrangement. Each piece of fruit is supported upon the support member by a display device constructed in accordance with the subject invention, said display device including a connector means 24 and an elongated, pressure-sensitive, flexible strip means 26, see FIGURE 3.

Referring now to FIGURES 3–6 and 9–11, the display device used in the display 20 shown in FIGURE 1 is now described. The display device includes a connector means 24 and an elongated, pressure-sensitive, flexible strip means 26. The connector means includes a T-shaped member 28, a portion 30 of which is preferably concavely formed or saucer-shaped and another portion 32 which has a recess 34 formed therein, and an elongated, relatively rigid member 36 one end of which is disposed within the recess 34 of the T-shaped member 28 while the other end thereof is firmly embedded within a portion of the support member 28. The strip means 26 has an aperture 40 formed intermediate the ends thereof and preferably approximately midway between the ends thereof. The strip means 26 has a pressure-sensitive material 42, see FIGURE 6, disposed on one surface thereof. The material 42 is adapted to be disposed in contacting engagement with a portion of a display article such as article 44 as shown in FIGURE 3. The strip means 26 preferably has a length exceeding one-half of the periphery of the display article 44. However, it will be understood that a greater length may be used if desired or required.

Another display device constructed in accordance with the subject invention is shown in FIGURES 2 and 5–8. The portion of the display shown in FIGURE 2 includes a support member 46, a display article 44, a concavo-convex mask member 48 and a display device including an elongated, pressure-sensitive, flexible strip means 26 and a flexible connector means 50. The connector means 50 as shown in FIGURES 7 and 8 is preferably circular in shape and has a pressure-sensitive material 52 disposed on one surface thereof. It will be understood that a pressure-sensitive material may be disposed on both sides of the connector means 50 if desired or required. Additionally, it has been found that excellent results have been obtained when strip means 26 and connector means 50 are formed from a latex impregnated paper. The concavo-convex mask member 48 is in the form of a cup-like member and is similar to the "crinkle cup" used in baking except that an aperture 54 has been formed through the bottom thereof.

The formation of the portion of the display shown in FIGURE 3 is now described. First, the T-shaped member 28 is positioned upon the strip means 26 with the portion 32 extending through the aperture 40. The arcuate surface portion 56 of the T-shaped member 28, see FIGURE 9, is disposed in contacting engagement with a portion of the pressure-sensitive material 42 that surrounds the aperture 40. The assembled strip means 26 and T-shaped member 28 is then disposed in encompassing engagement about a portion of a display article 44. Next, the assembled display article 44, strip means 26 and T-shaped member 28 is mounted upon one end of member 36. The other end of member 36 is then inserted or embedded within a support member or column 38. The support member 38 is preferably formed from a mass of plastic foam although other materials may be used with equal facility. Other display articles are likewise assembled and mounted upon the support member 38 until the display has been completed. It will be appreciated that the length of member 36 may be varied as required or desired and that the display article 44 may be positioned as desired to achieve an overall aesthetic appearance.

The formation of the portion of the display shown in FIGURE 2 is now described. First, the connector means 50 is positioned across the aperture 40 of strip means 26 with the pressure-sensitive material 42 of the strip means 26 being disposed in contacting engagement with the pressure-sensitive material 52 of connector means 50. The diameter of connector means 50 is approximately the same diameter as the portion of strip means 26 circumscribing the aperture 40. The assembled strip means 26 and connector means 50 is then disposed in encompassing engagement about a display article 44. It will be noted that as a result of the curvature of display article 44 a portion of the connector means 50 protrudes beyond the aperture 40 of strip means 26. The assembled display article 44, strip means 26 and connector means 50 is then urged against the surface of the support member 46 until that portion of connector means 50 which protrudes or extends through the aperture 40 is securely attached thereto. Where desired or required, the mask member 48 may be positioned intermediate the strip means 26 and the support member 46. The mask member 48 does not interfere with the attaching of the display article 44 to the support member 46 since the mask member 48 has an aperture 54 formed at the base thereof as previously described.

In FIGURE 12 is shown another embodiment of a connector means 58 which may be used with a display device constructed in accordance with this invention. Connector means 58 is similar to combined members 28 and 36 differing only on that the stem portion 60 is formed integral with the saucer-shaped portion 62. Any excess portion of the stem 60 may be easily broken off and discarded before inserting same within a support member.

Another display device constructed in accordance with the subject invention is shown in FIGURES 13–15 and FIGURES 19 and 20. A portion of the display shown in FIGURES 19 and 20 includes a support member 38, a display article 44, and a display device including an integrally formed flexible strip means 64 and T-shaped member 66, a strip 68 of pressure-sensitive material (see FIGURES 19 and 20), and an elongated, relatively rigid member 36. A pressure-sensitive material may be disposed on the upper surface of the free end 70 of the flexible strip means 64 as shown at 72 and on the lower surface of the portion 74 of T-shaped member 66 as shown at 76. Although the material at 76 is deposited in strip form, it will be appreciated that same can be deposited over the entire lower surface of portion 74 if desired. The upper surface of the T-shaped member 66 is preferably concavely formed as shown in FIGURE 14 for the

purpose of better conforming to the surfaces of display articles which are arcuate in shape. The lower portion of T-shaped member **66** preferably has a recess **78** formed therein.

In light of the foregoing description, it will now be readily apparent that the portion of the display device shown in FIGURES 13–15 may be easily held in encompassing engagement about a display article **44** either by overlapping the free end **70** of flexible strip means **64** and the lower surface portion of that portion **74** of T-shaped member **66** or through the use of pressure-sensitive strip **68** as shown or by a combination thereof. It will be understood that the pressure-sensitive material need not be installed both at **72** or **76** since installation at one place only will suffice. As previously indicated, the pressure-sensitive strip **68** may be used in lieu of the use of any pressure-sensitive material at all at **72** and **76**.

Another display device constructed in accordance with the subject invention is shown in FIGURES 16–18 and 21. The portion of the display shown in FIGURE 21 includes a support member **38**, a display article **44**, and a display device comprising flexible strip means **80**, petal-shaped member **82**, member **36** and, if desired or required, a pressure-sensitive strip **68**.

The display device utilized in FIGURE 21 is similar to the display device utilized in FIGURES 19 and 20 except that flexible strip means **80** is not integrally formed to the petal-shaped member **82**. As shown in FIGURE 18, the flexible strip means **80** has an aperture **84** formed near one end thereof and a pressure-sensitive material disposed at **86** on the "free end" **88** of said flexible strip means **80**. The petal-shaped member **82** has a base portion in which is formed a recess **90**. One of the petals **92** is shown as having a pressure-sensitive material disposed on the lower surface thereof at **94**.

The formation of the portion of the display shown in FIGURES 19 and 20 is now described. First, the integrally formed T-shaped member **66** and flexible strip means **64** is disposed in encompassing engagement about a display article **44**. The free end **70** of the flexible strip means **64** is pressed against the lower surface of portion **74** of said T-shaped member **66**. If desired, a separate pressure-sensitive strip **68** may be used to secure or assist in securing the free end **70** of flexible strip means **64** to the lower surface of portion **74** of T-shaped member **66**. Next, the assembled display article **44** and the member shown in FIGURES 13–15 is then mounted upon one end of member **36**. The other end of member **36** is then mounted within a support member **38**.

The formation of the portion of the display shown in FIGURE 21 is now described. First, the petal-shaped member **82** is disposed within the aperture **84** of flexible strip means **80** as shown in FIGURE 17. Then, the display article **44** is positioned upon the upper surface of petal-shaped member **82**, flexible strip means **80** is wrapped about the display article **44** and the free end **88** thereof is pressed against the lower surface of one of the petals **92**, and is firmly held thereto by the pressure-sensitive material disposed either at **88** or **92**. If desired or required, a pressure-sensitive strip **68** may also be used or may be used in lieu of any pressure-sensitive material at all at **86** and **94**. Next, the assembled display article flexible strip means **80** and petal-shaped member **82** is mounted upon one end of member **36**. The other end of member **36** is then mounted within a support member **38**.

From the foregoing, it will be readily apparent that a display of unusual aesthetic appearance may be achieved in accordance with the teachings hereof. Additionally, it will be readily apparent that a vastly improved, greatly simplified and inexpensive display device has been described. Further, the display devices constructed in accordance with this invention may be used by a person of ordinary skills to produce an extremely attractive display in a minimum of time.

Thus, although the illustrative embodiments of the invention herein set forth have been described in detail to make a full disclosure of the invention, it is to be understood that the particular embodiments described are intended to be illustrative only, and that the various features of the invention may be incorporated in other forms without departing from the spirit and scope of the invention as defined in the subjoined claims.

What I claim is:

1. A display comprising: a support member; a display article for mounting on said support member; and a display device for mounting said article on said support member; said display device including a connector means and a flexible strip means having a pressure-sensitive material disposed on at least a portion thereof, said strip means having an aperture formed intermediate the ends thereof, at least a portion of the pressure-sensitive material disposed on said strip means securing said strip means in contacting, partially encompassing engagement about a portion of said article; a portion of said connector means being disposed intermediate said article and said strip means and another portion thereof being disposed in connecting engagement with said support member through the aperture of said strip means.

2. A display comprising: a support member; a display article for mounting on said support member; and a display device for mounting said article on said support member; said display device including a connector means and a flexible strip means having a pressure-sensitive material disposed on at least a portion thereof; said strip means having an aperture formed approximately midway between the ends thereof, the length of said strip means exceeding approximately one-half the periphery of said article, at least a portion of the pressure-sensitive material disposed on said strip means securing said strip means in contacting, partially encompassing engagement about a portion of said article; a portion of said connector means being disposed intermediate the said article and said strip means and another portion thereof being disposed in connecting engagement with said support member through the aperture of said strip means.

3. A display as described in claim **2** in which said connector means includes a member formed of flexible material and having a pressure-sensitive material disposed on at least a portion thereof; said member being disposed with at least a portion of said pressure-sensitive material disposed in contacting engagement with a surface portion of said support member through the aperture of said strip means.

4. A display as described in claim **3** including a concavo-convex mask member disposed intermediate said support member and said strip means, said mask member serving to obscure a portion of said support member.

5. A display as described in claim **2** in which said connector means includes a T-shaped member a portion of which is concavely formed and another portion of which has a recess formed therein, said concavely-formed portion being disposed intermediate said strip means and said article, and said recessed portion being disposed intermediate the said support member and said strip means.

6. A display as described in claim **5** in which said connector means also includes an elongated, rigid member one end of which is disposed within said recess and another end of which is mounted within said support member.

7. A display device comprising: a connector means and a flexible strip means having pressure-sensitive material disposed on at least a portion thereof; said strip means having an aperture formed intermediate the ends thereof and being constructed to have at least a portion of said pressure-sensitive material for securing said strip means in contacting, partially encompassing engagement about a display article; said connector means being attached to a portion of said strip means and having means formed thereon for connecting same to a support member through the aperture of said strip means.

8. A display device comprising: a connector means and a flexible strip means having a pressure-sensitive material disposed on at least a portion thereof; said strip means having an aperture formed approximately midway between the ends thereof and being constructed to have at least a portion of the pressure-sensitive material for securing said strip means in contacting, partially encompassing engagement about a portion of a display article, the length of said strip means formed to exceed approximately one-half the periphery of the article; said connector means being attached to a portion of said strip means and having means formed thereon for connecting same to a support member through the aperture of said strip means.

9. A display device as described in claim 8 in which said connector means includes a member formed of a flexible material and having a pressure-sensitive material disposed on at least a portion thereof, said member being constructed to have at least a portion of said pressure-sensitive material for securing said strip means in contacting engagement with a surface portion of a support member through the aperture of said strip means.

10. A display device as described in claim 8 in which said connector means includes a T-shaped member having a portion which is concavely formed and another portion of which has a recess formed therein, a portion of said T-shaped member being disposed within the aperture of said strip means whereby said concavely formed portion is disposed on one side of said strip means and said recessed portion is disposed on the other side of said strip means.

11. A display device as described in claim 10 in which said connector means also includes an elongated, rigid member one end of which is disposed within said recessed portion and the other end of which is adapted to be mounted within a support member.

12. A display comprising: a support member, a display article for mounting on said support member; and a display device for mounting said article on said support member; said display device including a connector means, an elongated, flexible strip means one end of which is attached to said connector means, and pressure-sensitive means securing the other end of said strip means with respect to said connector means, said strip means being disposed in encompassing engagement about said display article.

13. A display device comprising: an elongated, flexible strip means constructed for encompassing engagement about a display article which is to be mounted on a support member; a connector means attached to one end of said strip means; and pressure-sensitive means constructed to secure the other end of said strip relative to said connector means.

14. A display device constructed for mounting a display article on a support member comprising: a connector means; an elongated, narrow, flexible strip means one end of which is attached to said connector means, said strip means being constructed for encompassing engagement about a display article to be mounted on a support member; and pressure-sensitive means constructed to secure the other end of said strip means relative to said connector means.

15. A display device as described in claim 14 in which said strip means is integrally connected to said connector means.

16. A display device as described in claim 14 in which said flexible strip means has an aperture formed adjacent one end thereof and said connector means has a portion thereof disposed within said aperture.

17. A display device as described in claim 14 in which said pressure-sensitive means includes a material disposed on one of the surface portions of said strip means and said connector means.

18. A display device for supporting a display article upon a support member, said device comprising a connector means and a flexible strip means having pressure-sensitive material disposed on at least a portion thereof; said strip means being constructed to have at least a portion of said pressure-sensitive material for securing said strip means at least in partial encompassing engagement about a display article; said connector means being attached to said strip means and having means formed thereon for securing said strip means to a support member.

19. A display device as described in claim 7 in which said flexible strip means comprises a latex impregnated paper.

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