

March 17, 1970

P. E. BEHLES

3,501,015

DISPLAYER DEVICE FOR PACKAGED MERCHANDISE

Filed May 22, 1968

2 Sheets-Sheet 1

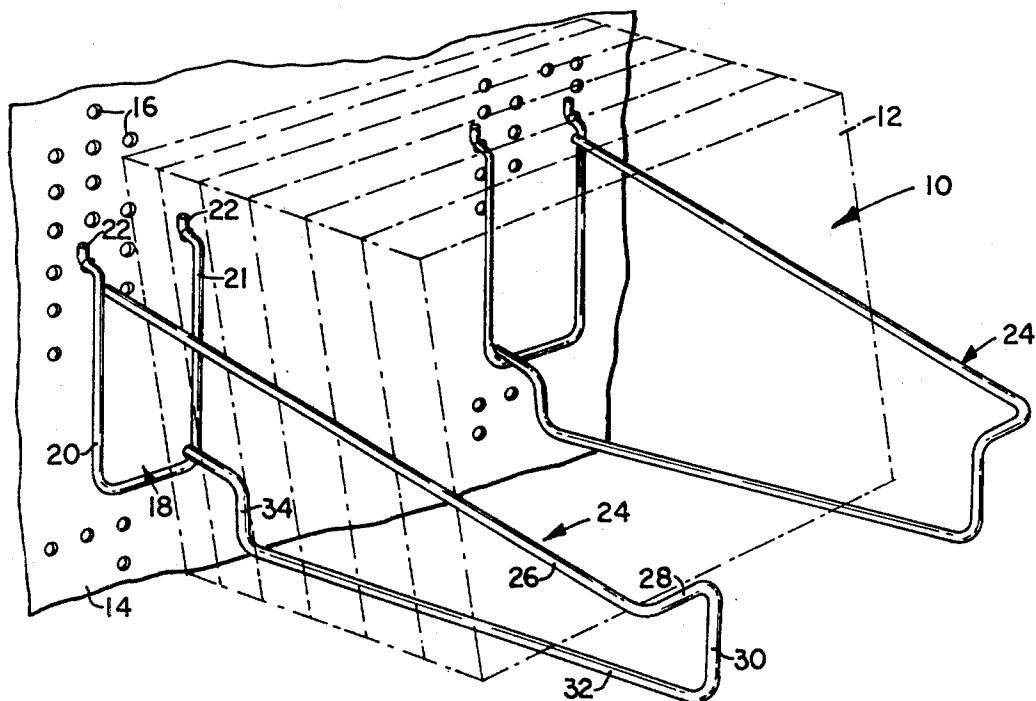


FIG_1

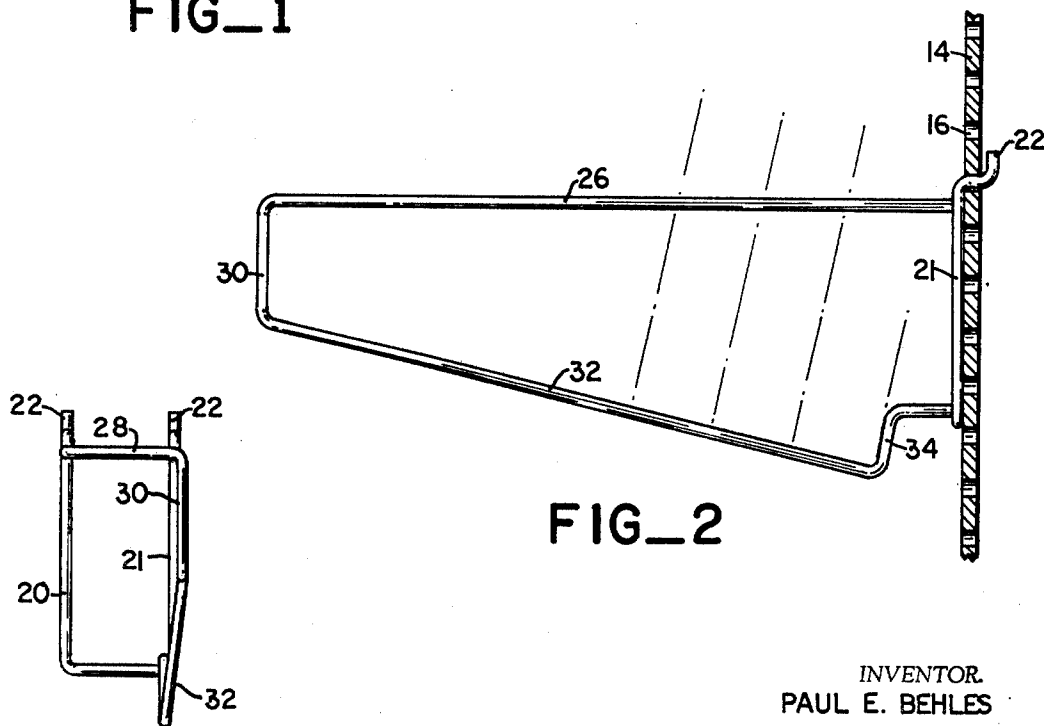


FIG_2

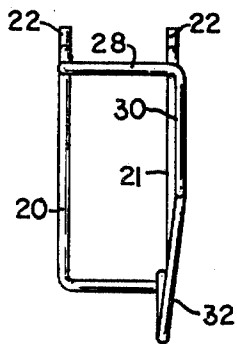


FIG_3

INVENTOR.
PAUL E. BEHLES

BY

Owen, Weckersham & Sicken
ATTORNEYS

March 17, 1970

P. E. BEHLES

3,501,015

DISPLAYER DEVICE FOR PACKAGED MERCHANDISE

Filed May 22, 1968

2 Sheets-Sheet 2

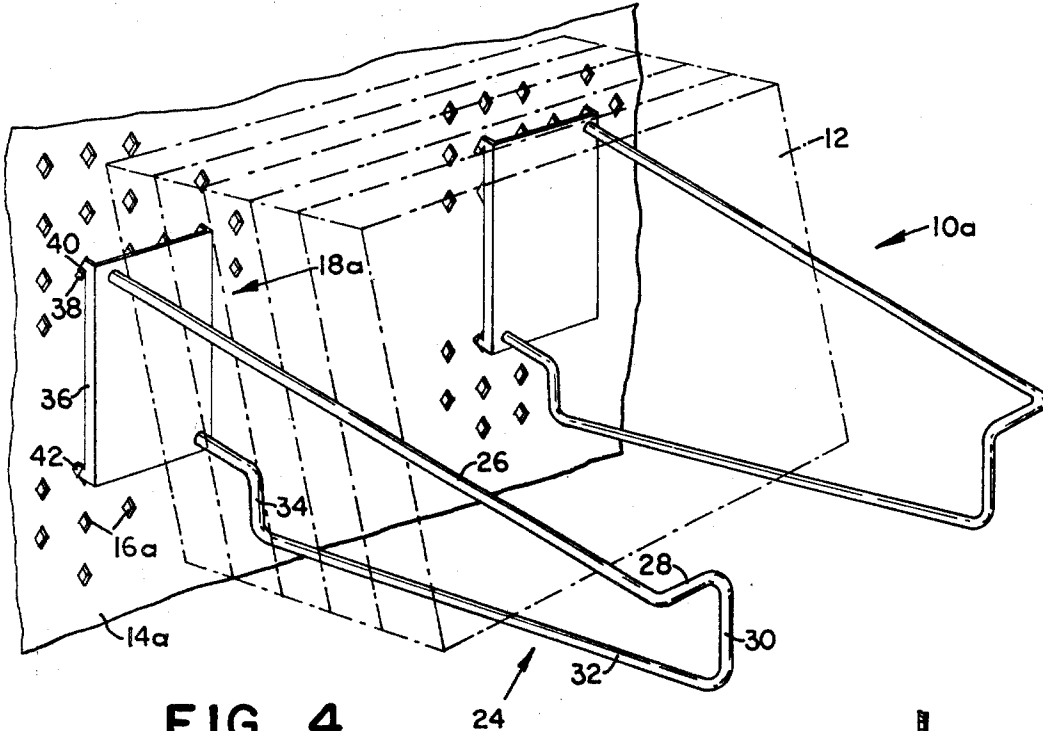


FIG_4

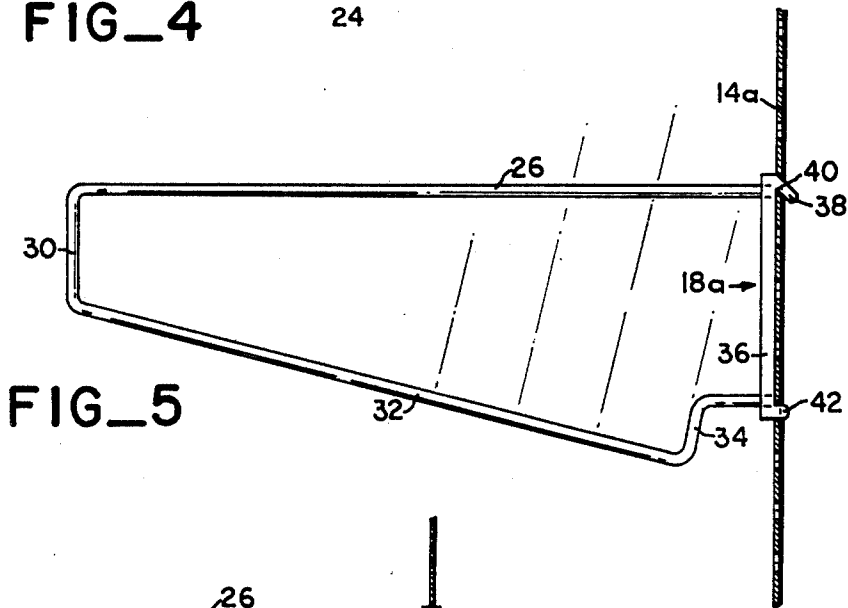


FIG_5

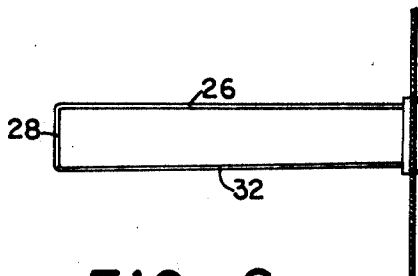


FIG_6

INVENTOR.
PAUL E. BEHLES

BY

Owen, Wickersham & Erickson
ATTORNEYS

1

3,501,015

DISPLAYER DEVICE FOR PACKAGED MERCHANDISE

Paul E. Behles, 1350 Lincoln Ave.,

San Rafael, Calif. 94901

Filed May 22, 1968, Ser. No. 731,064

Int. Cl. A47f 7/00

U.S. Cl. 211-49

5 Claims

ABSTRACT OF THE DISCLOSURE

A system for displaying generally flat type packaged merchandise while supporting them on one edge in a substantially upright position comprising displayers or holders in pairs removably connectable to perforated upright material and spaced apart to support a plurality of packages of the same size on each pair. The displayers are formed from elongated material bent in a unique shape to hold a plurality of flat goods in a slightly tilted side-by-side arrangement, one end of each displayer having portions for removably retaining it firmly in place on the perforated upright material.

This invention relates to improvements in devices for displaying and supporting packaged articles in large numbers on upright walls, panels, partitions, store fixtures, or any vertical surface.

In merchandising articles such as packaged games, kits, toys, gift sets, boxed household items and other such goods, it is desirable to provide a displaying system that will give the goods a maximum amount of exposure to the customer and thereby increase sales. It is also desirable to accommodate a relatively large quantity of goods with a minimum expenditure of space and yet to display the goods in the most eye-catching and appealing manner. The aforesaid type of merchandise is generally packaged in fairly shallow oblong containers and heretofore the conventional storing and displaying procedure was to stack them horizontally or flat on stands, gondolas, or wall shelving. The latter usually comprised expensive and space-consuming installations. Moreover, in the usual stacking arrangement the face or front of each package, which is not only the most colorful but also the most informative side for the customer, is not visible unless viewed from directly above. Therefore, when such merchandise is stacked at eye level or above, only the side edge of the package is visible to the customer.

One object of the present invention is to provide an improved system for displaying packaged merchandise that will overcome the aforesaid difficulties and enable it to be displayed and stored on edge on any perforated vertical surface. Thus, my display system can take full advantage of the artistic and colorful top covers or windows on most flat type packages that advertise or describe the contents; thereby providing not only a display that is decorative and eye-pleasing but one which enables the customer to view and identify easily the products of interest.

A more specific object of my invention is to provide a package displaying holder for use in matched pairs and in combination with perforated wall material and the like, and a further object is to provide such a holder or displayer capable of retaining a plurality of packages in the on-edge position.

Still another object of my invention is to provide a two-piece holder device that is readily adjustable to accommodate a plurality of packages of different lengths, heights and depths in the upright position on perforated vertical members.

In general, the aforesaid objectives are accomplished by utilizing pairs of unique package holders. All of these holders or displayers have means at one end for re-

2

movably retaining them on a perforated wall section so as to be cantilevered outwardly therefrom, and they are spaced apart at the distance necessary to accommodate any desired length of package. Both holders are formed from elongated wire-like material that is bent to a predetermined shape with portions for holding the packages in a stable position that provides the optimum exposure to the customer.

Another object of the present invention is to provide a package holding unit for a display system that is strong and stable and which, though quickly and easily connectable to a perforated wall member, will be retained thereon firmly.

Yet another object of the present invention is to provide a display device for retaining packaged articles upright on a perforated wall or vertical surface that is particularly well adapted for ease and economy of manufacture.

Other objects, advantages and features of my invention will become apparent from the following detailed description thereof which is presented in conjunction with the accompanying drawings, in which:

FIG. 1 is a fragmentary view in perspective of a pair of merchandise displayers embodying the principles of the present invention;

FIG. 2 is a view in elevation of the displayer shown in FIG. 1;

FIG. 3 is a front end view of one of the displayers of FIG. 2;

FIG. 4 is a view in perspective of a pair of a modified package displayers embodying the principles of my invention;

FIG. 5 is a view in elevation of one of the displayers of FIG. 4; and

FIG. 6 is a reduced plan view of the displayer shown in FIG. 5.

Referring to the drawing, FIG. 1 shows a pair of merchandise displayers or holders 10 arranged for supporting and displaying packaged goods 12 (shown in phantom) in accordance with the principles of the present invention. The displayers are arranged in pairs and removably but firmly attached to a vertical surface of wall panel material 14 having a series of spaced apart perforations 16. Thus, displayer pairs can be spaced apart by different amounts to accommodate packages of various lengths and heights in the generally upright position. When displayed in this position with their top covers upright and on edge, the packages are fully and conveniently exposed to the customer so that the full effect of their box design, contents and advertising can be realized. The overall appearance of a large variety and number of packages supported by a plurality of displayer pairs on a large wall panel has a colorful and attractive effect.

Each displayer 10 of a pair thereof essentially comprises a base member 18 at one end which is adapted to fit flush against a vertical surface 14. In the embodiment shown in FIGS. 1-3, this base member is preferably made from a heavy metal wire or rod material having a bright finish and a uniform cross section slightly smaller than the perforations 16 of the wall panel material. The base member is U-shaped with parallel side portions 20 and 21 having bent offset portions 22 at their upper ends. Fixed to the base member 18 as by welding is a supporting arm 24 which is cantilevered outwardly from the base member 18. This portion of each displayer 10 is also made from metal wire or rod material bent in a unique manner in accordance with the invention. A top portion 26 of the arm 24 is welded near the top of one side portion 20 of the base member and extends outwardly therefrom at substantially a right angle. At its outer end the top portion is bent laterally at a right

3

ngle to form a relatively short horizontal end portion 28 and extending downwardly therefrom is a vertical end portion 30. As shown in FIGS. 3 and 6, the horizontal outer end portion 28 is preferably slightly longer than the horizontal distance between the inner ends of the arm. This provides a small increase in bearing area at the front of the displayer to compensate for any lateral movement of installed displayers for any reason. Extending back toward the base member 18 from the lower end of the vertical end portion is a bottom arm portion 32. Before it reaches the base member the bottom arm portion bends upwardly to form another substantially vertical portion 34 before bending back again to connect with the other side portion 21 near its bottom end. This latter vertical portion 34 is thus spaced from the base member and serves as a stop to keep packages spaced away from the base member and thus away from the perforated wall panel. This assures a sufficient tilting of all the packages when they are placed in the displayers so that as packages are removed or replaced, the angle of tilt will remain constant and packages will not fall forward face down. The displayers 10 with the base members 18 are particularly adaptable for use with the thicker type of perforated wall material such as perforated wood paneling or fiberboard which has round or square perforations.

Another form of my displayer designated 10a is shown in FIGS. 4-6 which is more adaptable to a thinner perforated metal type of wall material 14a in which the perforations may be of any geometric shape. In this embodiment a modified base member 18a of sheet metal is utilized in combination with the same supporting arm as previously described. It has a generally rectangular shape with narrow flanges 36 on opposite sides which are bent at right angles to the central portion. At the upper end of each side flange is a downwardly and outwardly projecting tab portion 38 forming a diverging notch 40 which tapers to a width substantially equal to the thickness of the perforated metal wall material. Thus, the upper tabs 38 project through a pair of perforations and downwardly on the opposite side of the thin wall material to retain the displayer thereon. At the lower end of each flange and extending outwardly therefrom is a stabilizing tab 42 which fits in another perforation below to firmly lock the displayer in place.

The arm 24 of each displayer 10a may be attached to the base plate 18a by any suitable means. I have found it to be convenient to insert the ends of the top and bottom arm portions through holes drilled or punched in the base plate and then welding them to the rear side of the base plate. This construction not only provides strength and rigidity but has been found to be efficient and economical. Or, they may be welded to the front side of the base plate, if desired.

In a typical installation of my displayers the perforated material 14 is first installed on a suitable vertical surface or supporting frame or it may be a part of a conventional store fixture. Any desired number of displayers 10 can then be quickly attached in pairs at whatever spacing is required to accommodate packages of certain sizes. It is understood that each pair of displayers is similar in every respect except for the fact that at the top and bottom arm portions on one holder extend from the opposite side of the base member 18 from those on the mating displayer, thus forming a right and left hand unit for each pair.

From the foregoing, it should be apparent that the present invention provides merchandising displayers that are highly versatile in their application, while affording advantages and features heretofore unavailable. They can be quickly and easily attached in pairs to perforated

4

wall material at any desired location and at the spacing necessary to accommodate packages of various lengths and heights. Not only is display space conserved, but the packages of various sizes can all be displayed to their fullest advantage in any arrangement that the merchant desires.

To those skilled in the art to which this invention relates, many changes in construction and widely differing embodiments and applications of the invention will suggest themselves without departing from the spirit and scope of the invention. The disclosures and the description herein are purely illustrative and are not intended to be in any sense limiting.

I claim:

1. In a merchandising display system for holding and displaying a plurality of packaged goods on a section of perforated panel material supported in the vertical position, a pair of package supporting holders for being removably connected at one end to said perforated material at the same horizontal level and spaced apart a predetermined amount to accommodate packages of substantially the same length for each pair of holders, each said holder comprising a base member at one end located flush against said vertical material, hook means extending rearwardly from said base member and through perforations in said vertical material, arm means formed from bent rod material including a top arm portion fixed at one end to said base member near its upper end, a bottom arm portion fixed at one end to said base member near its lower end, said bottom arm terminating at its outer end at a point lower than the outer end of said top arm portion, and an integral transverse end portion interconnecting the outer ends of said top and bottom arm portions, said top and bottom arm portions lying in laterally spaced vertical planes.

2. The package displaying holder according to claim 1 wherein said base member comprises a flat, upright plate, and a pair of spaced apart hook members extending rearwardly and downwardly from said plate for securing said holders on relatively thin perforated material of sheet metal and a rearwardly extending stabilizing tab means at the bottom of said base plate.

3. The package displaying holder according to claim 1 wherein said base member comprises a U-shaped member of bent rod material having spaced apart, parallel side members, and offset end portions on the upper end of each said side member.

4. The package displaying holder according to claim 1 wherein said transverse end portion of said arm means includes a horizontal end portion extending laterally from the end of the top portion and a vertical end portion connected to the bottom arm portion.

5. The package displaying holder according to claim 1 wherein said bottom arm portion slopes downwardly from its outer end toward said base member when the displayer is installed, and an upwardly extending portion in said bottom arm portion, spaced from said base member and providing a stop for maintaining the packages on edge in a slightly tilted position.

References Cited

UNITED STATES PATENTS

2,626,060	1/1953	Rubenstein	211-50
2,954,125	9/1960	Husted	211-90
3,115,252	12/1963	Senical	211-55
3,186,560	6/1965	De Cristino	211-177

JAMES A. LEPPINK, Primary Examiner

U.S. Cl. X.R.

248-302