April 2, 1963 D. GOLDSTEIN 3,083,488

SELF-STANDING DISPLAY

Filed Aug. 17, 1960 3 Sheets-Sheet 1

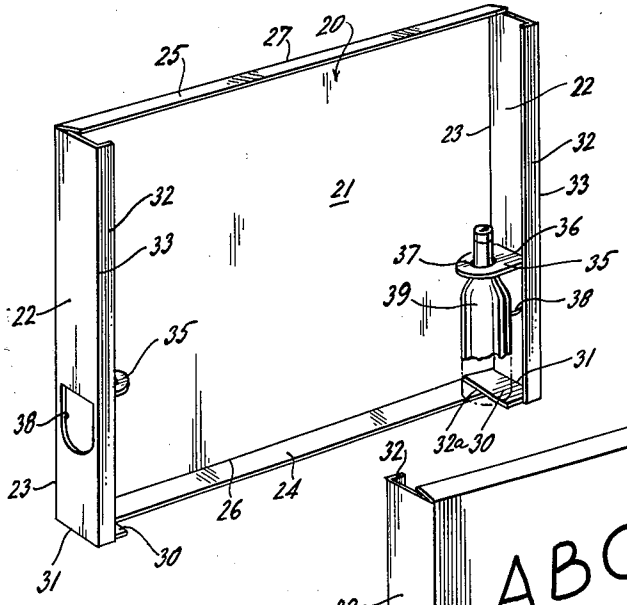


FIG. 1.

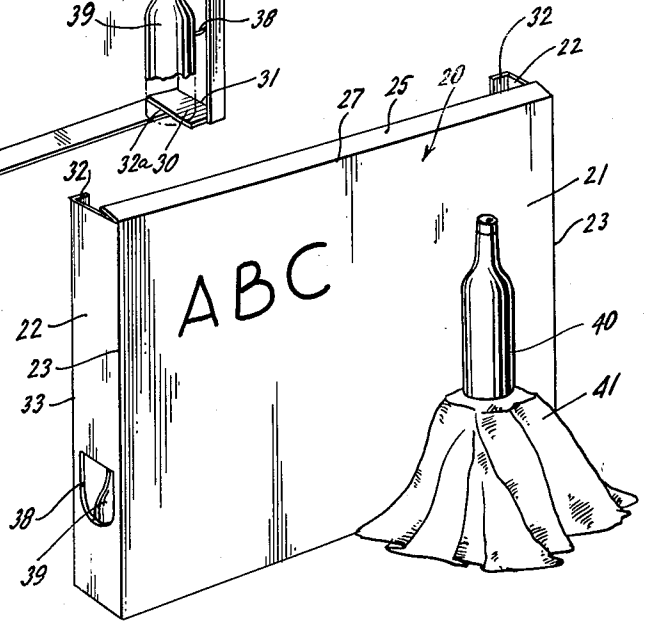


FIG. 2.

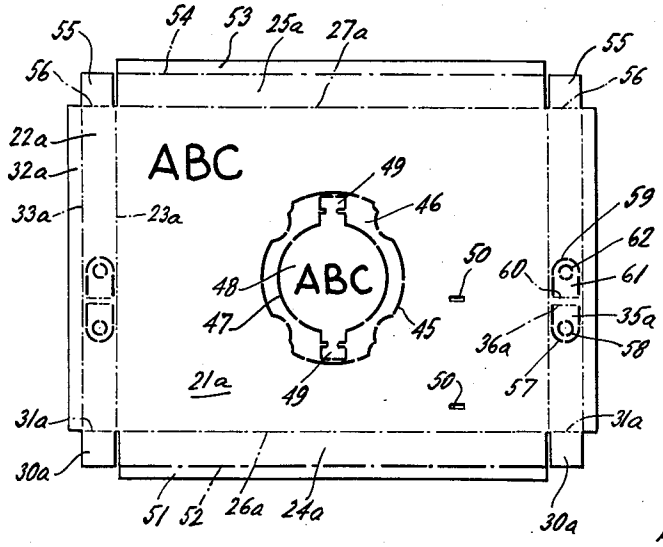


FIG. 3.

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SELF-STANDING DISPLAY

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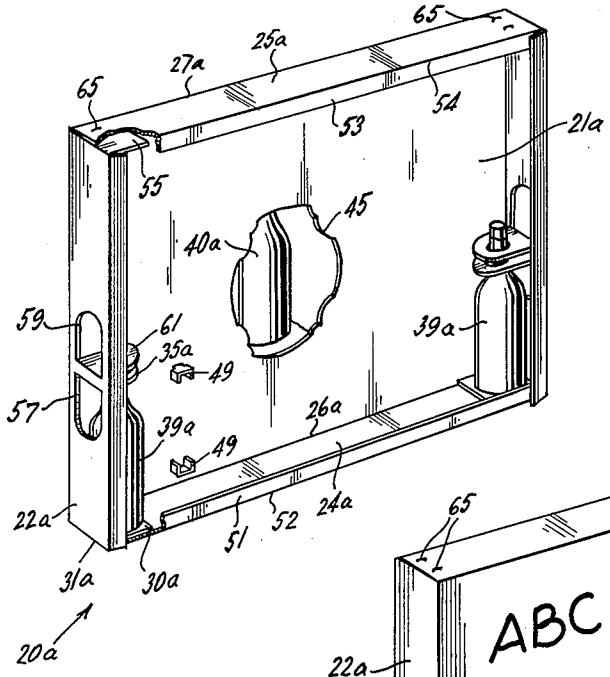


FIG. 4.

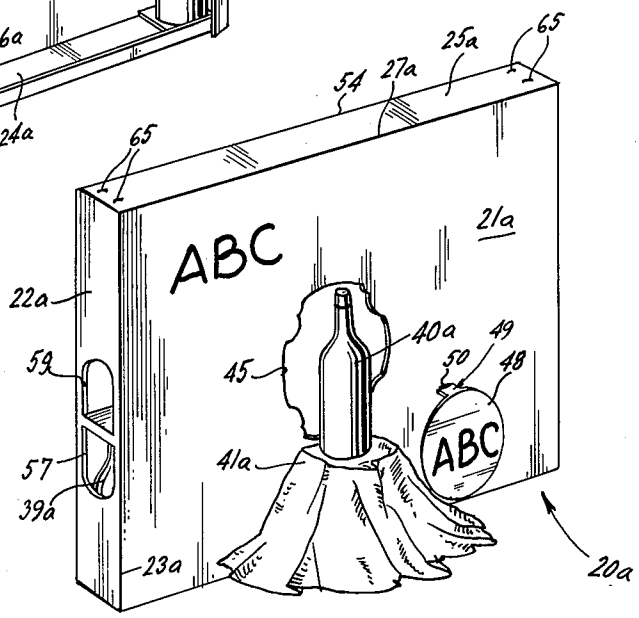


FIG. 5.

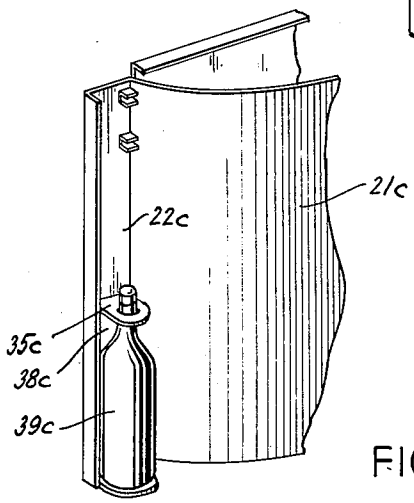


FIG. 10.

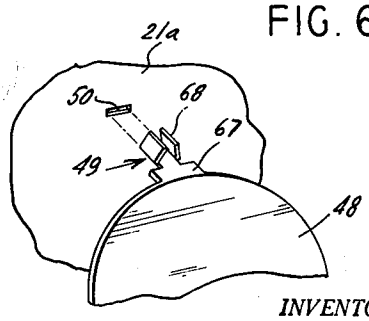


FIG. 6.

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SELF-STANDING DISPLAY

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FIG. 7.

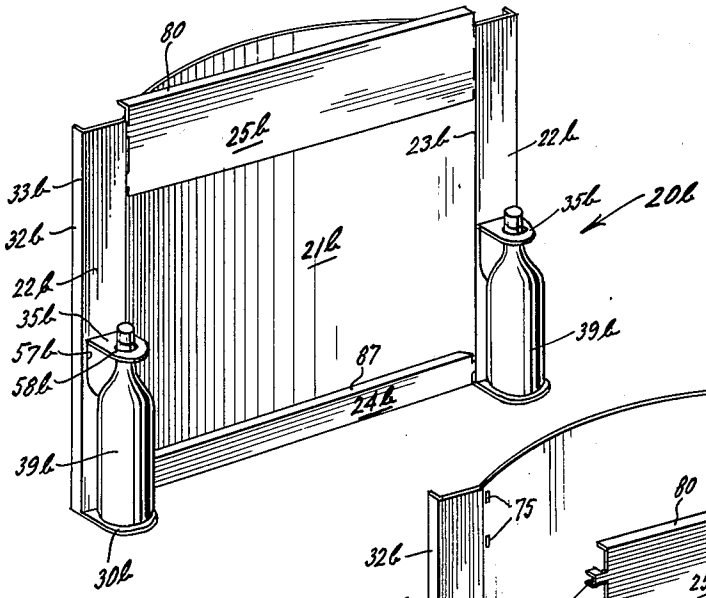


FIG. 8.

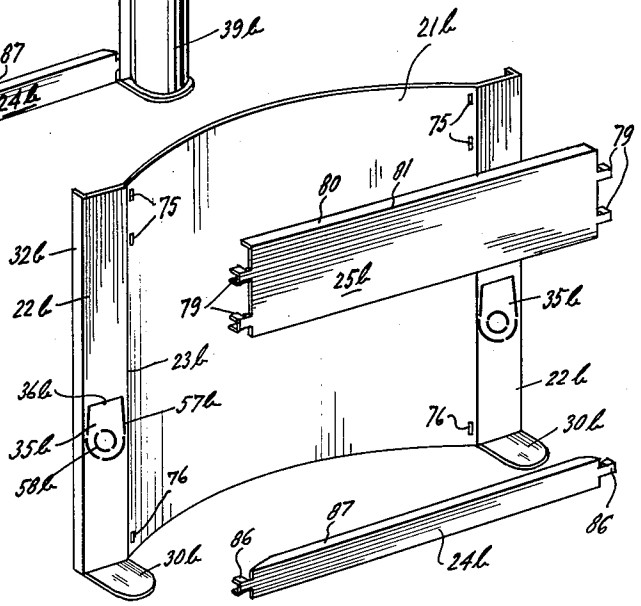
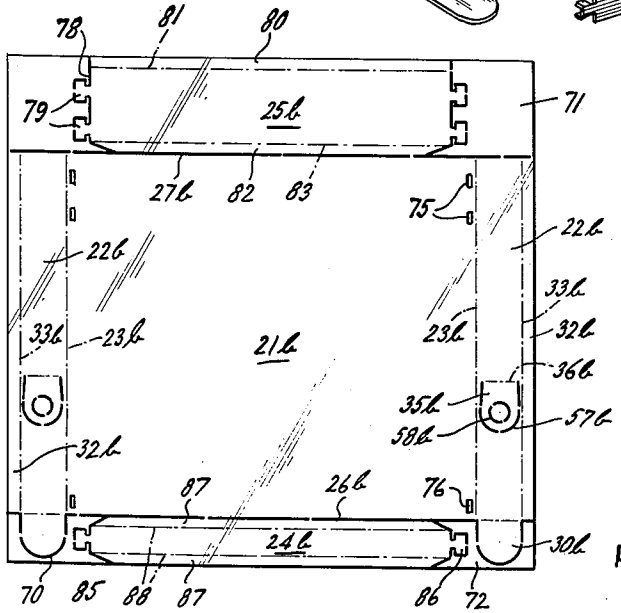


FIG. 9.



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SELF-STANDING DISPLAY

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Filed Aug. 17, 1960, Ser. No. 50,223
5 Claims. (Cl. 40—124.1)

This invention relates generally to displays, and is especially concerned with point-of-purchase displays.

As is well known to those versed in the art, point-of-purchase displays have in the past been limited by excessive expense in manufacture, and expense and difficulty in transportation and storage, as well as the difficulties encountered in handling and erecting window or indoor displays.

However, by the construction of the present invention, indoor and window displays of the billboard type, may be economically manufactured, shipped, and stored, and more quickly and easily handled and erected at the point of sale, all for increased merchandising effects at substantial savings in costs.

It is a more particular object of the present invention to provide a display structure which is adapted to be fabricated from relatively thin and lightweight, flexible stock, which may be similar to lightweight Bristol board, and wherein advertising copy, pictorial material and other printed matter may be imprinted directly on the display sheet. This, of course, eliminates the previously considered necessary use of silk screening on heavy cardboard which required an easel to stand, or printing and lithographing on paper which was subsequently mounted on heavy cardboard, which also required an easel.

It is still a further object of the present invention to provide a large indoor or window display which effectively reduces the warping of prior display constructions caused by the effects of heat and humidity on corrugated and cardboard backing members.

Another object of the present invention resides in the provision of a merchandising display having sharp, true, and rich color reproduction more economically produced than heretofore obtained with conventional corrugated-cardboard displays.

It is still a further object of the present invention to provide unique means for stiffening and anchoring a relatively large sheet of flexible display material, which is extremely simple and very economical and which is a practical way to eliminate the costly addition of a supporting easel.

It is yet another object of the present invention to provide a display construction having the advantageous characteristics mentioned in the preceding paragraphs, which is simple and durable in construction, entirely reliable in use, and which can be manufactured and distributed at substantial savings in freight, handling and packing costs.

Other objects of the present invention will become apparent upon reading the following specification and referring to the accompanying drawings, which form a material part of this disclosure.

The invention accordingly consists in the features of construction, combinations of elements, and arrangements of parts, which will be exemplified in the construction hereinafter described, and of which the scope will be indicated by the appended claims.

In the drawings:

FIGURE 1 is a rear elevational view showing one embodiment of display constructed in accordance with the teachings of the present invention;

FIGURE 2 is a front perspective view showing the display of FIGURE 1;

FIGURE 3 is a blank for use in the formation of another display constructed in accordance with the teachings of the present invention;

FIGURE 4 is a rear perspective view showing a display formed of the blank of FIGURE 3;

FIGURE 5 is a front perspective view of a display formed from the blank of FIGURE 3;

FIGURE 6 is a fragmentary perspective view showing a fastener construction of the present invention;

FIGURE 7 is a front perspective view showing another embodiment of display according to the teachings of the present invention;

FIGURE 8 is a front perspective view of the display of FIGURE 7 in an intermediate stage of its erection;

FIGURE 9 is a plan view showing a blank adapted to form the display of FIGURE 7; and

FIGURE 10 is a partial rear perspective view showing another embodiment of display in accordance with the present invention.

Referring now more particularly to the drawings, and specifically to FIGURES 1 and 2 thereof, a billboard-type display is there generally designated 20 and is integrally formed of a single blank of thin flexible sheet material. The display includes a generally rectangular, upstanding main portion or sheet 21 and a pair of upstanding wings 22 on opposite sides of the sheet 21. The wings 22 are integral with the sheet 21, being hingedly connected thereto by generally vertical fold lines 23 which define the side edges of the sheet. In the illustrated embodiment the wings 22 extend vertically between the lower and upper edges of the sheet 21.

A pair of lower and upper laterally extending reinforcing pieces 24 and 25 are located respectively along the lower and upper edges of the sheet 21, being integral therewith and hingedly connected thereto by fold lines 26 and 27. The laterally extending reinforcing pieces 24 and 25 thus define flanges or flaps preferably extending between and terminating at the side edges or fold lines 23 of the sheet 21.

Extending integrally from and hingedly connected to the lower end of each sidepiece or wing 22 is an anchoring flap 30 integral with and hingedly connected to the lower end of its respective wing by a fold line 31.

In the erected condition of FIGURES 1 and 2, it is seen that the generally rectangular main sheet 21 is disposed in upstanding or vertical relation, while the wings 22 extend generally vertically and rearward from opposite sides of the sheet 21. The reinforcing pieces or flanges 24 and 25 are folded along their respective fold lines 26 and 27 to extend rearward from the lower and upper edges of the main sheet 21. Also, the anchoring flaps 30 may, as shown in FIGURES 1 and 2, extend horizontally inward from their respective wings 22 generally toward each other. In this embodiment, the anchoring flaps 30 and lower laterally extending reinforcing piece 24 are all adapted to seat on a horizontal supporting surface or floor; and the anchoring flaps are located adjacent to opposite ends of the reinforcing piece. The anchoring flaps 30 and the adjacent ends of the reinforcing piece 24 may be square cut as indicated at 32*a* in FIGURE 1, for overlapping engagement and may be secured in this engagement in any suitable manner, for example, by stapling or a suitable adhesive.

Along the rearward vertical edges of the wings 22 are provided generally vertically extending reinforcing flaps or flanges 32, each integrally connected with a respective wing by a fold line 33 and bent to extend inwardly therefrom toward each other. The reinforcing flaps or flanges 32 may be generally vertically coextensive with their respective wings 22.

Formed out of the material of each wing 22 is an engaging member or flap 35 connected to the respective wing by a generally horizontal fold line or crease 36.

The flaps 35 are each formed with a central through opening 37. An opening 38 is formed in each wing 22 by swinging of its flap 35 out of the plane of the wing about the fold line 36. In the illustrated embodiment the flaps 35 are swung inward to extend from their respective wings 22 toward each other.

In this condition, a weight 39, which may be a bottle or the like, is seated on the upper surface of each anchoring flap 30 to anchor the display in position on a floor surface. The upper end or neck of the weight or bottle 39 is inserted upward through the opening 37 of the engaging member 35. That is, the engaging member 35 is engaged over the upper end of the bottle or weight 39, which further serves to retain the wings 22 upright.

In this condition, a staunch and stable display 20 is quickly and easily erected from the relatively flexible and lightweight sheet material. As seen in FIGURE 2, the forward side or face of the sheet 21 may be provided with any suitable advertising matter, as may be the outer surfaces of the wings 22. Of course, it is understood that a weight or bottle 39 is seated on each of the anchoring flaps 30 and engaged by each of the engaging members 35. In displaying bottle goods, the wing openings 38 may be configured to advantageously expose a bottle label to view therethrough. Also, an additional bottle or piece of goods 40 may be displayed on a draped platform 41 in front of the sheet 21 for enhanced three-dimensional effect.

It is, of course, appreciated that the display 20 of FIGURES 1 and 2 may be varied in many ways without departing from the spirit of the invention. For example, the anchoring flaps 30 may be swung to extend outward away from each other, as may the engaging members 35, and the weights or bottles 39 arranged on the outer sides of the wings 22.

In FIGURES 3–6 is shown an important embodiment of the present invention as may be formed from the blank of FIGURE 3. The blank may be integrally fabricated of a single sheet of relatively thin flexible card stock, such as Bristol board or the like, and includes a generally rectangular main sheet 21*a* bounded on its side edges by parallel fold lines 23*a*, and on its lower and upper edges by parallel fold lines 26*a* and 27*a*. Centrally of the sheet 21*a* is formed an interrupted cut 45 of a decorative closed-outline configuration for punch-out removal. The region 46 within the interrupted cut 45 is formed with an additional interrupted cut 47 of closed-outline configuration bounding a generally circular portion 48 having a pair of diametrically opposed radially outstanding extensions 49. The circular portion 48 is provided with suitable advertising material, as is the front face of the sheet 21*a*. The sheet 21*a* is also formed with a pair of generally parallel, vertically spaced through slots 50, for purposes appearing presently.

Extending laterally along the lower edge of the sheet 21*a*, coextensive therewith and hingedly connected thereto by the fold line 26*a* is, a generally rectangular reinforcing piece strip or flap 24*a*; and, an additional rigidifying flap or flange 51 extends laterally along and coextensive with the piece 24*a*, being integral therewith and hingedly connected thereto by a fold line 52.

A laterally extending upper reinforcing piece or flap 25*a* is hingedly connected to and coextensive with the upper edge of the sheet 21*a* by the fold line 27*a*. An additional rigidifying flap 53, is coextensive with, and integrally hinged to, the outer edge of the piece 25*a* by the fold line 54.

Extending laterally outward from opposite sides of the sheet 21*a*, hingedly connected to the sheet by, and coextensive with, the fold lines 23*a*, are sidepieces 22*a*. The sidepieces 22*a* are generally rectangular, each being formed on its outer side with a rigidifying flange or flap 32*a* coextensive with the adjacent wing between the lower and upper edges of the sheet 21*a* and hingedly connected to the adjacent wing by a fold line 33*a*.

Hingedly connected to the lower end of each wing 22*a* by a fold line 31*a* is a generally rectangular anchoring flap 30*a*. Also, a generally rectangular fastening flap 55 extends integrally from and is hingedly connected to the upper end of each wing 22*a* by a fold line 56.

The wings 22*a* are each formed with a generally U-shaped interrupted cut 57 having its upper ends connected together by a generally laterally extending fold line 36*a* and defining within the cut and fold line a wing region 35*a*. A circular interrupted cut 58 is formed in each wing region 35*a*. Also, an inverted generally U-shaped interrupted cut 59 is formed in each wing 22*a* proximate to and over the interrupted cut 57. The lower ends of the interrupted cut 59 are connected by a fold line 60 to define within each interrupted cut 59 and its associated fold line 60 a wing region 61. Each wing region 61 is formed therein with a generally circular interrupted cut 62.

In erection of the display 20*a* of FIGURES 4 and 5 from the blank of FIGURE 3, the sheet region 46 may first be removed or punched out along the cut 45. The upper wing flaps or tabs 55 may be swung rearward about their hinged connections 56, and the lower end tabs or anchoring flaps 30*a* may be swung rearward about their hinged connections 31*a*. Also, the rigidifying flanges or flaps 32*a* may be swung rearward about their hinged connections 33*a*. The wings 22*a* may then be swung rearward about their hinged connections 23*a*. Also the lower and upper laterally extending reinforcing pieces 24*a* and 25*a* are swung rearward about their respective hinged connections 26*a* and 27*a*, so that the anchoring flaps 30*a* are in overlying facing engagement with the end portions of the reinforcing piece 24*a*, and the end portions of the reinforcing piece 25*a* are in overlying facing engagement with the attachment tabs 55*a*. Also, the rigidifying strips or flaps 51 and 53 may be bent about their respective fold lines 52 and 54.

The upper reinforcing piece 25*a* may be secured to the wings 22*a* by staples or similar fasteners 65, and the lower reinforcing piece 24*a* similarly secured to the anchoring flaps 30*a*. Also, the lower reinforcing piece 24*a* may be secured to a supporting floor surface by staples or the like, but this may be required only under extreme conditions of use.

The circular interrupted cuts 58 and 62 are severed to form openings in the regions 35*a* and 61, respectively; and, the interrupted cuts 57 and 59 are severed and the regions 35*a* and 61 swung respectively upward and downward to extend laterally inward from their adjacent wing 22*a*, see FIGURE 4.

A bottle or other weight 39*a* may be seated on each anchoring tab 30*a*. The portions 35*a* and 61 of each wing 22*a* when swung inward define overlying engaging members adapted to engage over the upper end of and receive therethrough the neck of a bottle seated on the underlying anchoring tab 30*a*. Obviously, this provides a staunch and sturdy display construction which is firmly anchored and supported in position. If desired, one of the portions 61 and 35*a* may be omitted, say the upper portion 61, resulting in a construction similar to FIGURE 1. Or, the portions 61 may be omitted and the openings 59 retained.

From the removed sheet portion 46, the region 48 and its extensions 49 may be further removed by severance along the interrupted cut 47. In this condition, the extensions 49 each include a generally rectangular tab 67 (FIG. 6) connected to the periphery of the circular portion 48, and a generally T-shaped extension 68 extending from the tab 67. The transverse portion or crosspiece of the T-shaped extension 68 is foldable upon itself and in its folded condition insertable through a slot 50 until the standard or shank portion of the T-shaped extension is received in the slot and the crosspiece is entirely on the rearward side of the sheet 21*a*. The folded crosspieces are then free to resiliently unfold, at least

partially, to prevent retraction through and withdrawal from the receiving slot 50. This operation and resultant condition is shown in FIGURES 5 and 6.

A draped platform 41*a* may be associated with the display 20*a*, either on the forward or rearward side thereof and carry a bottle or other article of goods 40*a* to be displayed in conjunction with the sheet 21*a*. While the bottle 40*a* is shown in front of the sheet 21*a* and specifically in front of the opening defined by removal of the sheet portion 45, it is of course understood that the platform and bottle may be located rearwardly of the sheet and exposed through the sheet opening.

A further slightly modified embodiment of display according to the present invention is shown at 20*b* in FIGURE 7, as may be formed from the blank of FIGURE 9.

The blank is preferably fabricated of a single sheet of relatively thin flexible material including a generally rectangular major portion or sheet 21*b* bounded on its lower and upper edges by generally parallel interrupted cuts 26*b* and 27*b*, and on its opposite sides by parallel fold lines 23*b* extending between the lower and upper edge cuts.

The lower-edge cut 26*b* extends laterally between the side fold lines 23*b*, and outward thereof on each side is formed with a generally U-shaped interrupted cut 70, while the upper-edge cut 27*b* may be entirely straight and extend beyond the fold lines 23*b* to the side extremities or bounding edges of the blank. An upper blank region of generally rectangular configuration is defined above the interrupted cut 27*b* and designated 71, while a lower blank region 72 is defined below the interrupted cut 26 and its U-shaped extensions 70.

On opposite sides of the sheet 21*b*, formed integral therewith and hingedly connected thereto by the fold lines are a pair of generally rectangular sidepieces or wings 22*b* extending vertically between the lower and upper interrupted cuts 26*b* and 27*b*. Further, each of the wings 22*b* is laterally coextensive with and directly over a respective one of the U-shaped interrupted cuts 70. The lower end of each wing 22*b* is defined by a fold line extending in alignment with the cut 26*b* and between the upper ends of the adjacent U-shaped cut 70, whereby a region 30*b* is defined within each U-shaped cut 70 and its associated fold line.

A generally vertically extending rigidifying strip or flange 32*b* is coextensive with and hingedly connected to the outer edge of each wing 22*b* by a fold line 33*b*. The fold lines 33*b* each extend between the upper laterally extending interrupted cut 27*b* and the outer upper end of a U-shaped interrupted cut 70.

A pair of vertically spaced and vertically extending, aligned slots 75 are formed in the upper region of sheet 21*b* adjacent to each side boundary or fold line 23*b*; and, an additional vertical slot 76 is formed in the lower region of the sheet 21*b* adjacent to each fold line 23*b*. Also, a generally U-shaped interrupted cut 57*b* is formed in each wing 22*b*, having its upper ends connected by a laterally extending fold line 36*b*. The wing region 35*b* within each cut 57*b* and its associated fold line 36*b* is formed with a circular interrupted cut 58*b*.

A pair of laterally spaced interrupted cuts 78 are formed in the upper blank region 71 extending from the interrupted cut 27*b* to the upper bounding edge of the blank. A laterally extending generally rectangular region 25*b* is defined within the interrupted cuts 78 and 27*b*, and the upper bounding edge of the blank; and the interrupted cuts 78 are configured to define generally T-shaped extensions 79 on opposite ends of the laterally extending piece 25*b*. The laterally extending piece 25*b* may have a coextensive strip or flap 80 connected hingedly along its upper edge by a fold line 81, and a coextensive strip or flap 82 hingedly connected along its lower edge by a fold line 83.

The lower portion 72 of the blank is formed with a pair of laterally spaced interrupted cuts 85 each extending from the interrupted cut 26*b* to the lower bounding edge of the blank and combining therewith to define a laterally extending generally rectangular reinforcing piece 24*b*. Also, the interrupted cuts 85 are configured to form generally T-shaped extensions 86 on opposite ends of the piece 24*b*, while lower and upper strips 87 are coextensive with the piece 24*b* and respectively hinged thereto by fold lines 88.

The blank of FIGURE 9 is simply and quickly erected, the upper blank portion 71 being removed by severance of the interrupted cut 27*b* and the lower blank portion 72 being removed by severance of the interrupted cut 26*b*. From the upper blank portion 71 may be obtained the laterally extending reinforcing piece 25*b* by severance along the interrupted cuts 78, and the laterally extending reinforcing piece 24*b* may be obtained from the lower blank portion 72 by severance along the interrupted cuts 85.

The side strips or flaps 32*b* are folded rearward along their hinged connections or fold lines 33*b*, and the fold lines 23*b* folded slightly to bow the sheet 21*b* rearward, as seen in FIGURE 8. Also, the regions 30*b* within the cuts 70 and fold lines 31*b* are swung forward and upward to define anchoring flaps.

The rigidifying strips or flanges 80 and 82 are folded rearward along their respective fold lines 81 and 83, while the rigidifying strips or flanges 87 are folded rearward along their fold lines 88. Also, the crosspieces of the T-shaped extensions 79 and 86 are folded for insertion through the slots 75 and 76, respectively. This serves to provide lateral reinforcement to the sheet 21*b* and maintain the latter in its rearwardly bowed condition.

The wing regions 35*b* may be swung forward and upward about their hinged connections 36*b* upon severance of the interrupted cuts 57*b*, and the circular cuts 58*b* removed to define openings in the regions 36*b*. In this manner, the forwardly swung regions 35*b* define engaging members or flaps adapted to engage over the upper ends of bottles or like weights 39*b* seated on the anchoring flaps 30*b*.

Obviously, this embodiment of the present invention fully achieves the objects and advantages set forth hereinbefore.

Another slightly modified embodiment is shown in FIGURE 10, which is similar to the embodiment of FIGURES 7–9, but wherein an anchoring flap 30*c* and an engaging member 35*c* have been swung rearward. Hence, a weight or bottle 39*c* seated on the anchoring flap 30*c* and engaged by the engaging member 35*c* is disposed rearward of the wing 22*c*. The bottle 39*c* may thus be hidden, for the most part, and have its label presented to view through an opening 38*c* formed by swinging the engaging member 35*c* out of the plane of wing 22*c*.

It will now be appreciated that by the concept of the present invention, the goods, such as bottled goods, advantageously serve a plurality of functions, in addition to their display function. For example, the goods serve to maintain the display construction in its properly bent or folded relation as by seating on certain elements to prevent their movement out of the desired condition, and further serve to maintain the device upright without an easel or other support, this function being enhanced by engagement of the display construction components with an upper region of a bottle. Of course, these functions are interrelated and are stated separately only for purposes of simplification. Thus, the hereinbefore-described structural combination of rigidifying folds, flaps, and the like, together with the bottles serving to hold the several parts in the desired relationship serve to produce a long-lasting and fresh-looking display of relatively thin sheet material, to effect substantial economies in manufacture.

From the foregoing it is seen that the present invention provides a display construction which fully accomplishes its intended objects and is well adapted to meet

practical conditions of manufacture, distribution, erection and use.

Although the present invention has been described in some detail by way of illustration and example for purposes of clarity of understanding, it is understood that certain changes and modifications may be made within the spirit of the invention and scope of the appended claims.

What is claimed is:

1. An upright display device of relatively thin and flexible paper stock having a finished surface, such as light weight Bristol board, comprising a relatively large substantially rectangular main panel having parallel substantially rectilinear side edges, a pair of relatively narrow and substantially rectangular side panels hinged to said central panel at fold lines extending along said side edges, and extending at an angle to said main panel, said side panels being substantially coextensive with said side edges and having stiffening flanges extending at an angle thereto from fold lines along the outer longer edges of the side panels, each side panel having a relatively broad flap extending substantially normal thereto from a fold line along its bottom edge and an apertured flap bent outwardly therefrom substantially above its bottom edge to extend substantially parallel to said relatively broad flap; each relatively broad flap being adapted to be engaged by the relatively broad lower end of a weight having a reduced upper end engaged conformingly through the associated apertured flap to maintain said main panel extending substantially vertically.

2. An upright display device as claimed in claim 1, in which there are a pair of said apertured flaps bent outwardly from each side panel along adjacent but spaced parallel fold lines to extend parallel to each other and to the associated relatively broad flap to conjointly receive the reduced upper end of such weight.

3. An upright display device as claimed in claim 1, including a stiffening flange bent normal to the lower edge of said main panel along a fold line substantially coextensive with such lower edge, said stiffening flange being united to each of said broad flaps.

4. An upright display as claimed in claim 3, including a second stiffening flange extending along the upper edge of said main panel and bent substantially normal thereto about a fold line extending along said upper edge; each side panel having a relatively broad flap extending substantially normal thereto from a fold line along its upper edge; and means anchoring said second mentioned relatively broad flaps to said second mentioned stiffening flange.

5. An upright display device as claimed in claim 1, in which said main panel is curved about an axis extending substantially parallel to its side edges and is apertured adjacent its side edges; and reinforcing means of the same material as said main and side panels and having headed flaps extending through and interlocked behind said apertures, the reinforcing means having a length less than that of said main panel to maintain the latter so curved.

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