June 21, 1960 S. E. ROSENBACHER 2,941,773

PAPER BOARD DISPLAY STAND

Filed Feb. 6, 1957

Fig. 1.

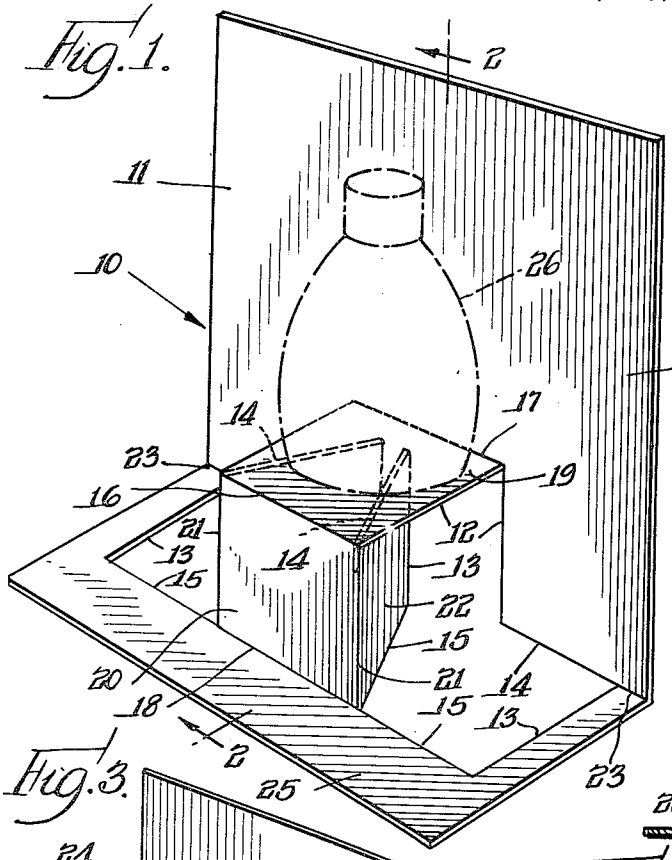


Fig. 2.

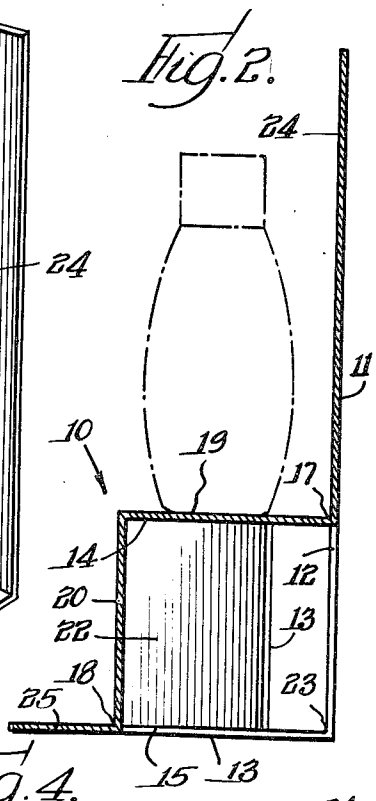


Fig. 3.

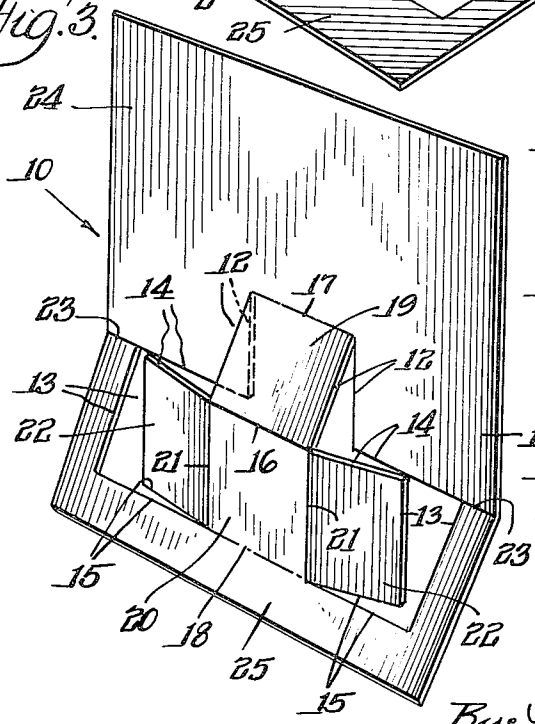
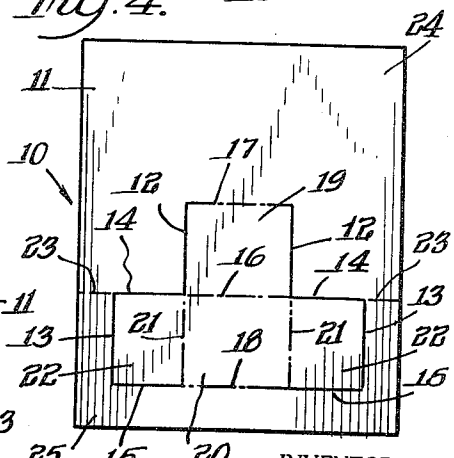


Fig. 4.



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PAPER BOARD DISPLAY STAND

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4 Claims. (Cl. 248—174)

The principal object of this invention is to provide an improved paper board display stand, which is formed from a single piece of paper board, which may be readily and quickly erected by folding into a three-dimensional stand, which is self stabilizing and held in erected position, which includes a vertically extending rear panel, a base panel extending forwardly from the bottom of the rear panel, a platform extending forwardly from the rear panel, a riser extending vertically between the platform and the base panel, and wings extending rearwardly from the riser underneath the platform for stabilizing the platform and the stand, wherein objects to be displayed may be placed upon the platform and the base panel, wherein advertising copy may be placed upon the rear panel and the riser, and which may be inexpensively manufactured.

Other objects and advantages of this invention will become apparent to those skilled in the art upon reference to the accompanying specification, claims and drawing in which:

Fig. 1 is a perspective view of the paper board display stand of this invention erected into three-dimensional position;

Fig. 2 is a vertical sectional view through the erected display stand taken substantially along the line 2—2 of Fig. 1;

Fig. 3 is a perspective view of the display stand showing the same as it is being erected;

Fig. 4 is a plan view of the paper board blank from which the display stand is erected.

The paper board display stand of this invention is generally designated at 10 and it is formed from a single sheet of paper board 11 or the like, and it may have any desired external configuration, a simple rectangular configuration being shown for purposes of illustration. The single sheet of paper board 11 is provided with a first pair of longitudinally extending spaced apart substantially parallel slits 12 and a second pair of longitudinally extending substantially parallel sits 13 which are spaced farther apart than the first pair of slits 12. A third pair of transversely extending aligned slits 14 extend between one end of each of the first pair of slits 12 and one end of each of the second pair of slits 13. A fourth pair of transversely extending aligned slits 15 extend inwardly from the other ends of the second pair of slits 13. Thus the slits 12, 13, 14 and 15 define substantially an inverted-T which is secured at its upper and lower ends of the remainder of the single sheet of paper board. These slits may be simply and inexpensively made in the sheet of paper board 11 in any suitable manner as by punching or the like.

A first fold line 16 extends transversely between said first ends of the first pair of slits 12, a second fold line 17 extends transversely between the other ends of said first pair of slits 12, and a third fold line 18 extends transversely between the inner ends of the fourth pair of slits 15. Fourth and fifth fold lines 21 extend longitudinally between said first ends of the first pair of slits 12 and the inner ends of the fourth pair of slits 15. These fold lines 16, 17, 18 and 21 may be formed in any suitable manner as by scoring or the like.

The portion of the sheet of paper board which is bounded by the slits 12 and the fold lines 16 and 17 forms a platform 19. The portion of the sheet of paper board bounded by the fold lines 16, 18 and 21 forms a riser 20 for the platform 19. The portions of the sheet of paper board bounded by the slits 13, 14 and 15 and the fold line 21 form a pair of wings which extend laterally from the riser 20. The remainder of the sheet of paper board 11, outside of the inverted T-area, is provided with sixth and seventh fold lines 23, these fold lines extending transversely outwardly beyond the pairs of longitudinally extending slits to the side edges of the paper board sheet 11. The fold lines 23 are longitudinally spaced from the second fold line 17 to a distance corresponding substantially to the distance between the first and third fold lines 16 and 18. These fold lines 23 may also be formed in any suitable manner as by scoring. The fold lines 23 divide the remainder of the paper board sheet 11 into a rear panel 24 and a base panel 25.

In erecting the paper board stand into three dimensional position from the two-dimensional position shown in Fig. 4, the paper board sheet is folded along the fold lines 16, 17, 18, 21 and 23, as indicated in Fig. 3, until the platform 19 and base panel 25 are arranged at right angles with respect to the rear panel 24 and the riser 20, as illustrated in Fig. 1. The wings 22 are then folded rearwardly to a position underneath the platform 19, as shown in Fig. 1. The wings 22 thus engage underneath the platform 19 and engage the surface upon which the three dimensional stand is placed. These wings 22, therefore effectively operate to prevent forward or rearward tilting of the rear panel 24 and the riser 20 with respect to the platform 19 and the base panel 25 so that the platform 19 and the complete stand are stabilized in the erected three-dimensional position.

The rear panel 24 and the riser 20 may be provided with any desired advertising copy for advertising objects to be displayed on the display stand. The objects to be displayed may be placed upon the platform 19 and upon the base panel 25, and for purposes of illustration there is shown a bottle 26 resting upon the platform 19.

As shown in the drawing, the platform 19 has the same dimensions as the riser 20 and, therefore, the fold lines 23 are in alignment with the slits 14. If, however, it is desired to make the riser 20 higher than the length of the platform 19, then the fold lines 23 would be displaced downwardly with respect to the slits 14. If, on the other hand, it is desired to have the platform 19 longer than the height of the riser 20, then the fold lines 23 would be displaced upwardly with respect to the slits 14. In order to maintain the platform 19 in horizontal position, it is necessary to make the longitudinal spacing between the fold lines 17 and 23 correspond to the longitudinal spacing between the fold lines 16 and 18. In this way the single piece of paper board may be provided with various arrangements of slits and fold lines for obtaining desired dimensions of the platform and riser and still maintain the platform horizontal when the display stand is erected into three-dimensional position.

Thus, it is seen that the paper board display stand of this invention, which is formed from a single sheet of paper board, may be inexpensively slitted and scored with a minimum number of operations, may have advertising copy readily applied thereto when in two-dimensional condition, and may be readily erected to three-dimensional position merely by a folding operation. The wings extending from the sides of the riser underneath the platform operate effectively to stabilize the platform and hold the display stand in erected position without the need for supplementary fastening devices or the like.

While for purposes of illustration, one form of this invention has been disclosed, other forms thereof may become apparent to those skilled in the art upon reference to this disclosure and, therefore, this invention is to be limited only by the scope of the appended claims.

I claim as my invention:

1. In a single piece, three-dimensional, paper board display stand, a single sheet of paper board having a first pair of longitudinally extending spaced apart substantially parallel slits, a second pair of longitudinally extending substantially parallel slits spaced farther apart than the first pair of slits and on opposite sides thereof, a third pair of transversely extending aligned slits extending between one end of each of the first pair of slits and one end of each of the second pair of slits, a fourth pair of transversely extending aligned slits extending inwardly from the other ends of the second pair of slits, a first fold line extending transversely between said first ends of the first pair of slits, a second fold line extending transversely between the other ends of the first pair of slits, a third fold line extending transversely between the inner ends of the fourth pair of slits, fourth and fifth fold lines extending longitudinally between said first ends of the first pair of slits and the inner ends of the fourth pair of slits, and sixth and seventh fold lines extending transversely outwardly beyond the pairs of longitudinally extending slits and longitudinally spaced from the second fold line a distance corresponding substantially to the distance between the first and third fold lines.

2. A single piece, three-dimensional, paper board display stand comprising, a single sheet of paper board having a first pair of longitudinally extending spaced apart substantially parallel slits, a second pair of longitudinally extending substantially parallel slits spaced farther apart than the first pair of slits and on opposite sides thereof, a third pair of transversely extending aligned slits extending between one end of each of the first pair of slits and one end of each of the second pair of slits, a fourth pair of transversely extending aligned slits extending inwardly from the other ends of the second pair of slits, a first fold line extending transversely between said first ends of the first pair of slits, a second fold line extending transversely between the other ends of the first pair of slits, a third fold line extending transversely between the inner ends of the fourth pair of slits, fourth and fifth fold lines extending longitudinally between said first ends of the first pair of slits and the inner ends of the fourth pair of slits, and sixth and seventh fold lines extending transversely outwardly beyond the pairs of longitudinally extending slits and longitudinally spaced from the second fold line a distance corresponding substantially to the distance between the first and third fold lines, said single sheet of paper board being folded along said sixth and seventh fold lines and forming a vertically extending rear panel and a forwardly extending base panel, being folded along said first, second and third fold lines and forming a forwardly extending platform and an upwardly extending riser therefor, and being folded along said forth and fifth fold lines and forming wings extending rearwardly under the platform for stabilizing the platform and the stand.

3. A single piece, three-dimensional, paper board display stand comprising, a single sheet of paper board which is slitted and folded and which forms a vertically extending rear panel, a base panel extending forwardly from the bottom of the rear panel, a platform extending forwardly from the rear panel, a riser extending vertically between the base panel and the forward edge of the platform, and a pair of wings extending rearwardly and inwardly from the sides of the riser underneath the platform for stabilizing the platform and the stand.

4. A single piece, three-dimensional, paper board display stand comprising, a single sheet of paper board which is provided with longitudinally and transversely extending slits, transversely extending folds extending outwardly from the slits and forming a vertically extending rear panel and a base panel extending forwardly from the bottom of the rear panel, transversely extending folds extending between the slits and forming a platform extending forwardly from the rear panel and a riser extending vertically between the base panel and the forward edge of the platform, and longitudinally extending folds extending between the slits and forming a pair of wings extending rearwardly from the sides of the riser underneath the platform for stabilizing the platform and the stand.

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