

May 31, 1938.

A. B. MULL

2,119,085

DISPLAY UNIT

Original Filed April 26, 1937 2 Sheets-Sheet 1

FIG. 1.

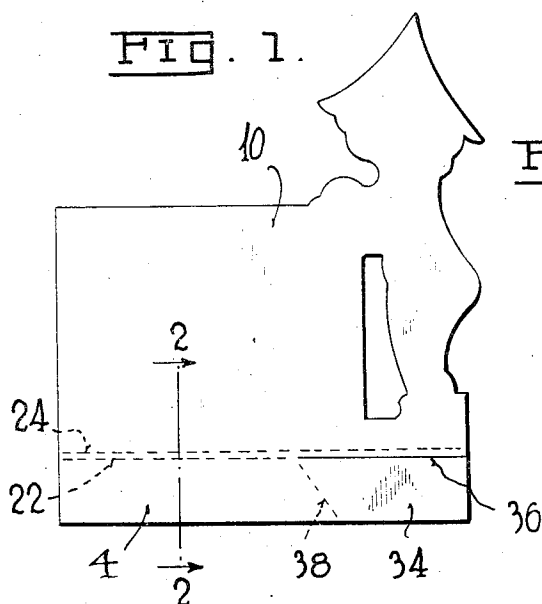


FIG. 2. FIG. 3.

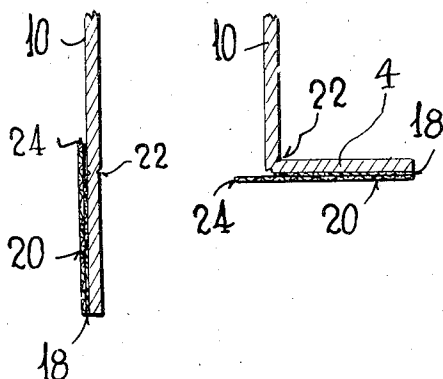


FIG. 4.

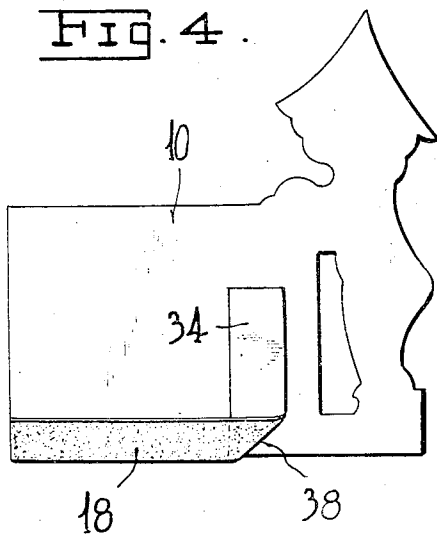
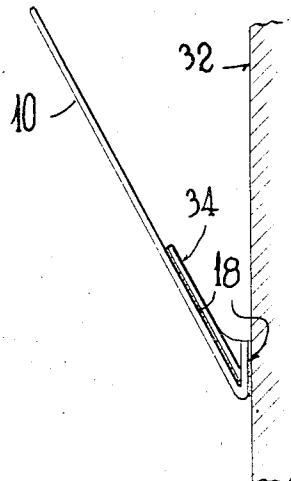


FIG. 5.



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FIG. 7.

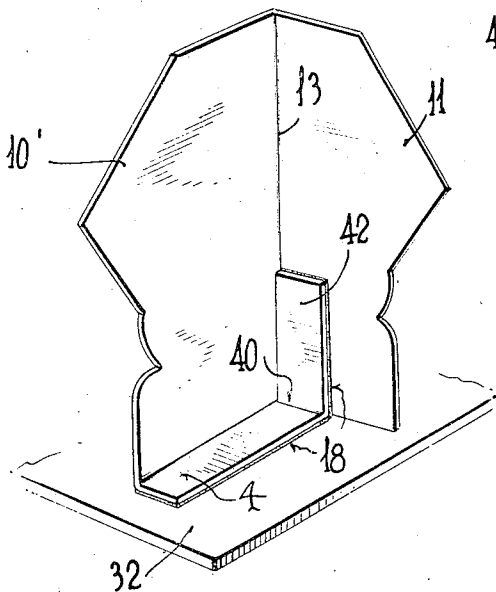


FIG. 8.

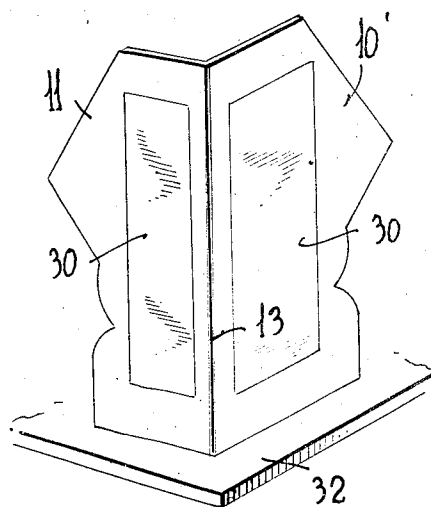
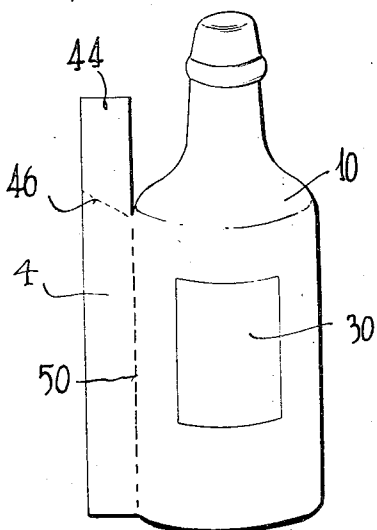
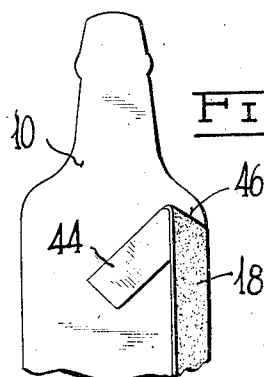


FIG. 10.

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UNITED STATES PATENT OFFICE

2,119,085

DISPLAY UNIT

Arthur B. Mull, Appleton, Wis., assignor to Marathon Paper Mills Company, Rothschild, Wis., a corporation of Wisconsin

Original application April 26, 1937, Serial No. 138,991. Divided and this application November 13, 1937, Serial No. 174,299

2 Claims. (Cl. 40—124.1)

This application is a division of Patent No. 2,103,153, Jan. 18, 1938.

This invention relates to a display unit which can be removably attached to any suitable supporting surface.

One of the objects of this invention is to provide a display sheet carrying advertising matter thereon which can be conveniently affixed to any supporting surface or object.

Other and further objects and details of the invention will be apparent from the following descriptions and accompanying drawings, wherein

Figure 1 illustrates a plan view of one embodiment of my invention, suitable for use as a display unit or price tag.

Figure 2 is an enlarged fragmental sectional view taken on lines 2—2 of Fig. 1.

Figure 3 is a fragmental sectional view of the display unit after it is bent on the score line.

Figure 4 is a rear view of the display unit in assembled condition ready for attaching to a suitable support.

Figure 5 is an end view of the display unit illustrated in Figure 4 attached to a suitable supporting surface.

Figure 6 is a fragmental plan view of a modified form of the display unit prior to being set up.

Figure 7 is a perspective rear view of the modified form of the display unit in assembled condition attached to a supporting surface.

Figure 8 is a perspective front view of the display unit illustrated in Figure 7.

Figure 9 is a plan view of further modification of the display unit.

Figure 10 is a rear view of the display unit illustrated in Figure 9 in assembled condition.

One embodiment of the invention is illustrated in Figure 1, wherein 10 indicates a display unit made of a stiff paper sheet or board. Any desired configuration may be given to the sheet depending upon the character of the advertising for which it is designed. The configuration illustrated in Figure 1 is adapted, for example, for use as a price tag to be affixed to any desired article. One margin of the unit is provided with a score line 22 and a slit 30 which forms a continuation of the score line thereby forming a flange portion 4. The flange portion is scored along line 30 to provide a free tab portion 34. Flange portion 4 and tab 34 are provided on one face thereof with an adhesive coating of pressure sensitive composition which is protected by a peelable cover strip 20. Such cover strip may

be made of plain glassine, lacquered glassine, holland cloth, and the like which will adhere to the adhesive coating but will readily peel therefrom. One edge 24 of the cover strip extends beyond the score line 24 as shown in Figures 1 and 3 in order to facilitate grasping of same.

In using this display unit the body portion 10 is bent at right angles to the flange portion 4 along score line 22 as shown in Figure 3. The cover strip 20 is then peeled off. The tab 34 is then folded on score line 30 as indicated in dotted lines in Figure 1, and the free tab portion 34 is pressed against the body 10 as shown in Figure 4 and retained thereagainst by the adhesive. The flange 4 is then pressed against a supporting surface 32 as shown in Figure 5 thereby retaining the display unit in an inclined position relative to the supporting surface for attracting attention.

I prefer to use a hot melt pressure sensitive adhesive composition as disclosed in copending application Serial No. 150,754 for coating flange 4 and tab 34. This composition consists essentially of a cohesive agent, an adhesive agent, a thermoplastic solvent therefor, and a modifier. The following composition is suitable for use on display units made of cardboard:

	Per cent by weight
Rubber	15
Vispronal (isobutylene polymer)	15
Amorphous paraffin wax (M. P. 155° F.)	19
Methyl abietate	25
Ester gum	25
Glycerine	0.5
Hydroquinone	0.5

The composition is preferably heated to about 180–200° F. and is applied to the base sheet by means of a roll or doctor blade heated to about 180–200° F. so as to spread a thin layer of the composition of suitable thickness on the base sheet. The base sheet is preferably supported on a heated roll coating with the spreader roll and spaced away sufficiently to permit the desired thickness of coating to be applied. After the adhesive coating is spread it is congealed by passing the web over a chilled roll and a cover strip is applied lightly thereto. This method and apparatus for carrying same out is disclosed in Patent No. 2,089,525 August 10, 1937.

The display unit will remain firmly in place after being so attached, but it can be readily removed from the supporting surface by simply peeling it off without fouling or marring the sup-

porting surface in any way, and may be reapplied by simply pressing it again into position.

The display unit may be made of any suitable sheet material such as cardboard, sheet metal, veneer, stiffened cloth, sheets made of synthetic materials such as celluloid, resins, and the like. It is obvious that any sheet material which may be printed or impressed with any indicia or to which any advertising matter may be affixed or made integral therewith is contemplated within the scope of this invention. Any suitable shape, form or contour may be given to the display unit depending upon the purpose for which it is to be used.

An important advantage of the display unit made in accordance with the foregoing description is that both sides of the display unit are unobstructed and are visible after being attached to any supporting surface. Any advertising matter carried on both sides of the display unit is thus always visible to the eye as the body of the unit is spaced away from the supporting surface. The utilization of both faces of the unit and its spaced condition when attached thus gives the unit great attraction value.

Figures 6 to 8 illustrate a further modified form of the invention. The display unit consists of a body portion of any suitable material which is scored along line 13 to provide panel portions 10' and 11 which can be folded at any suitable angle to each other, as shown in Figures 7 and 8. One margin of the unit is provided with a score line 43 and a slit 41 forming a continuation of the score line beginning at the intersection with score line 40, thereby forming a flange portion. This flange 4 and a free tab 42 are coated with a pressure sensitive composition 18 which is protected by a peelable cover strip 20. One edge portion 24 of the cover strip preferably extends beyond the score line 43 to afford a grasping portion as explained in connection with the display unit illustrated in Figure 1.

In setting up this display unit the panels 10' and 11, while in flat condition relative to each other, are bent at an angle to the flange 4 along score line 43. The cover strip 20 is then peeled by grasping the edge 24 thereof. Tab 42 is then folded on score line 40 as shown in Figure 7. Panel portions 10' and 11 are folded at right angles along score line 13 and the adhesive coated face of tab 42 is then pressed against the panel portion 11 as shown in Figure 7 to maintain the unit in proper assembled condition. The adhesive coated face of flange 4 is then pressed against any desired supporting surface 32 for display purposes. As indicated in Figure 8, the surfaces 30 of the panel portions may be printed or ornamented in any suitable manner.

Figures 9 and 10 illustrate a still further modification of the invention wherein the display unit consists of a body portion 10 of cardboard or other suitable sheet material provided at one margin with a score line 50 which forms a flange

4. This flange is coated with a pressure sensitive adhesive composition 18 which is protected by a peelable cover strip as explained in connection with the previous modifications of the display unit. Flange 4 is scored along line 46 so as to form a free tab 44.

In setting up the display unit the body portion 10 is bent on score line 50 and the cover strip is then removed. Tab 44 is then bent on score line 46 and its adhesive coated face pressed against the body 10 as shown in Figure 12. Flange 4 is then pressed against any suitable supporting surface so as to maintain the body portion 10 at an angle thereto in the same relation as shown in Figure 5. The body portion may be contoured and printed to represent any desired object such as a bottle as illustrated in Figure 9.

It is obvious that the construction herein disclosed may be utilized for displaying a great variety of objects made of paper, cardboard, metal foil, synthetically produced sheets and the like. The construction may be utilized, for example, to represent paper cartons, cans, and similar light objects, by attaching them to any desired supporting surface.

It is obvious that many variations and changes may be made in the specific embodiment of the invention herein disclosed, and it is to be understood that all such variations are intended to be included in the appended claims as is broadly consistent with the prior art.

I claim:

1. A display unit comprising a body portion, one margin of said body portion being provided with a score line to form a flange portion, said flange portion being coated with a pressure sensitive adhesive for affixing the display unit to a supporting surface, said flange portion being scored to provide a free terminal tab portion hinged to the flange portion on said score line, said tab portion being bent at an angle to said flange portion to permit direct attachment of said free tab portion to said body portion by said adhesive for retaining said flange at an angle to said body portion.

2. A display unit comprising a body portion, one margin of said body portion being provided with a score line to form a flange portion, said flange portion being coated with a pressure sensitive adhesive for affixing the display unit to a supporting surface, a peelable cover strip protecting said adhesive coating, one margin of said cover strip extending beyond said score line to afford a grasping portion therefor, said flange portion being scored to provide a free terminal tab portion hinged to the flange portion, said tab portion being bent at an angle to said flange portion to permit direct attachment of said free tab portion to said body portion by said adhesive for retaining said flange at an angle to said body portion.

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