

[54] MODULAR ADVERTISING DISPLAY

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[51] **Int. Cl.**..... **G09f 19/00**

[58] **Field of Search** 40/125, 125 F, 124.1,
40/126 A

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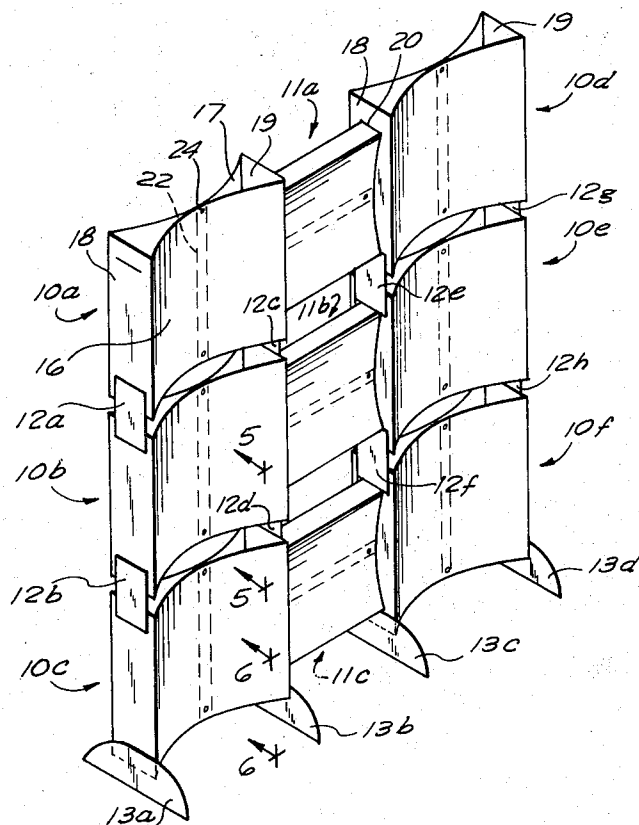
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[57] **ABSTRACT**

A plurality of display modules are each formed of folded sheet material to define front, back, and two side panels of the module. Connectors are provided having tongues which fit through slots in the side panels of the display modules. Connection modules, similar to the display modules, have connection elements fitting through the same slots which accommodate the connector tongues. Feet for supporting the display have tongues fitting through same slots which accommodate the connection elements. A pressure sensitive adhesive, initially covered by a protective strip, enables the front and back panels to be joined along a line parallel to the side panels giving the front and back panels a concave shape. Guide holes are provided in the front and back panels.

8 Claims, 7 Drawing Figures



2 Sheets-Sheet 1

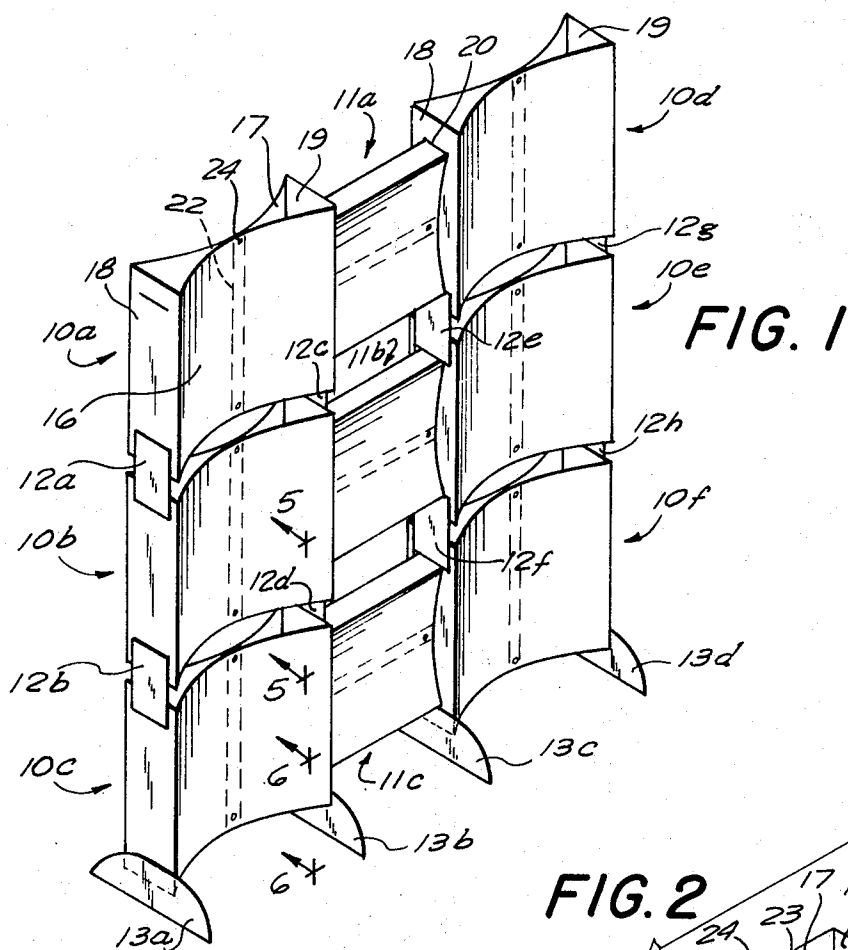


FIG. 2

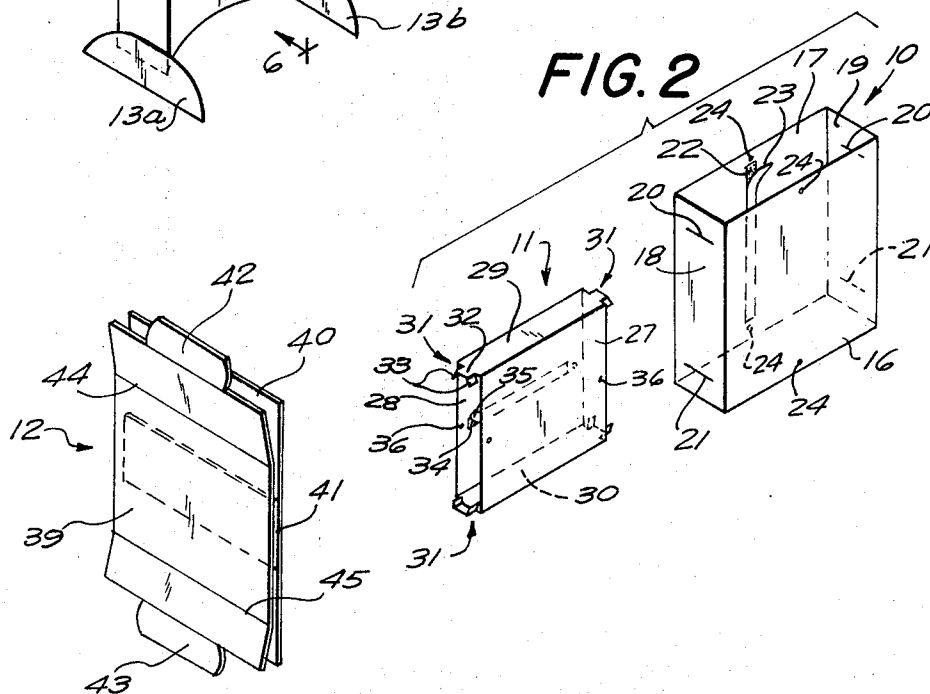
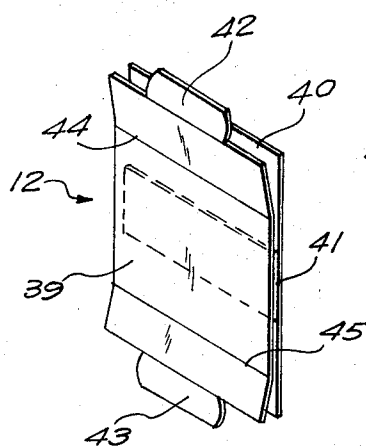
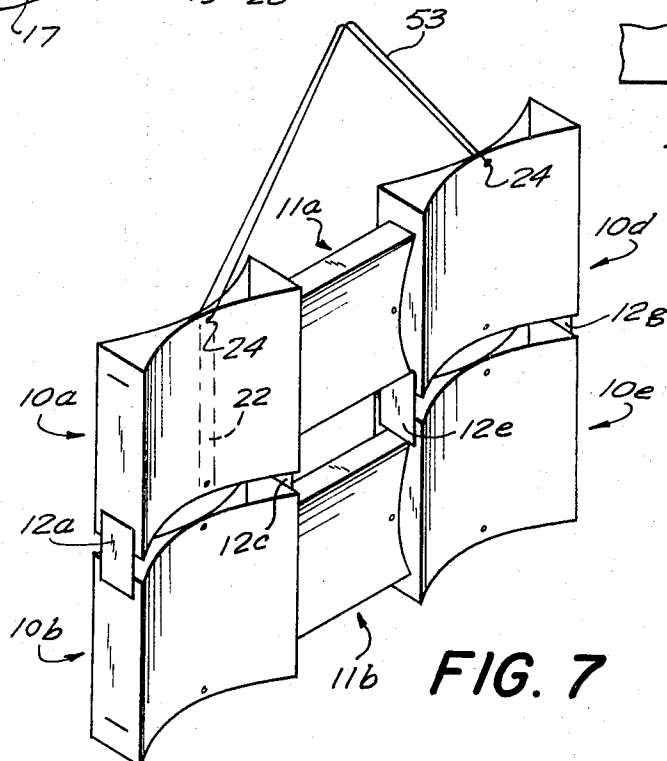
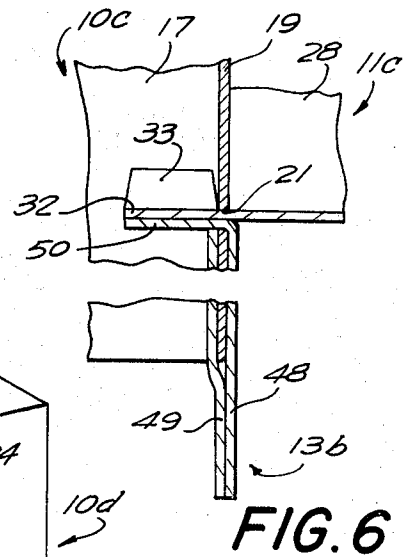
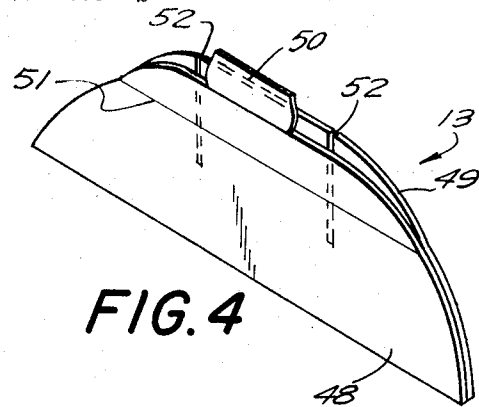
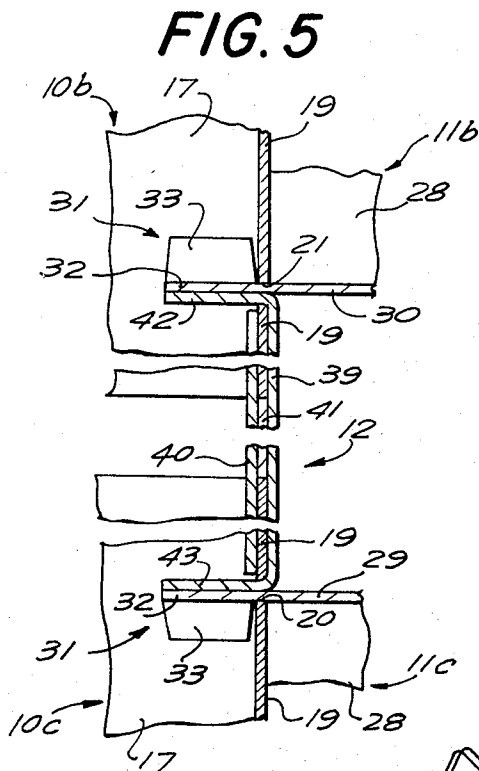


FIG. 3



2 Sheets-Sheet 2



MODULAR ADVERTISING DISPLAY

This invention relates to advertising displays and more particularly to such a display formed of modules so that the display can be made as large or small as desired.

It is an object of the invention to provide such a display wherein all the components including the connectors are formed entirely of sheet material.

It is another object of the invention to provide such a display which can be either rested upon a support surface or suspended from above without any danger of the interconnected modules becoming separated.

It is a further object of the invention to provide a display having these features which can be shipped flat and erected at the point of display without the use of tools.

Additional objects and features of the invention will be apparent from the following description in which reference is made to the accompanying drawings:

In the drawings:

FIG. 1 is perspective view of an assembled modular advertising display according to the present invention;

FIG. 2 is a perspective view of one of the display modules and one of the connection modules before assembly;

FIG. 3 is a perspective view, on an enlarged scale of one of the connectors used to connect two of the display modules together;

FIG. 4 is a perspective view of a foot member of the advertising display;

FIG. 5 is a vertical cross-sectional view taken along line 5—5 in FIG. 1;

FIG. 6 is a vertical cross-sectional view taken along line 6—6 of FIG. 1; and

FIG. 7 is a perspective view of an assembled modular advertising display being suspended from above, rather than resting on a support surface as shown in FIG. 1.

The modular advertising display chosen to illustrate the present invention comprises four types of components, illustrated in FIGS. 2—4. These are a display module 10, a connection module 11, a connector 12, and a foot member 13. In FIGS. 1 and 5—7, these components bear the same reference numerals mentioned above, but followed by a lower case letter to distinguish between different components of the same type.

The display module 10 is formed from a piece of sheet material, preferably paperboard, suitably folded along parallel score lines to provide a hollow element having a rectangular cross-section, as shown in FIG. 2. The fold lines are so arranged that the display module is provided with a front panel 16 and back panel 17, of equal dimensions, and two side panels 18 and 19, also of equal dimensions. Each of the side panels 18 and 19 is provided with an upper horizontal slot 20 and a lower horizontal slot 21, these slots being used to interconnect the modules when the display is assembled, as will be described in detail below.

The inner surface of back panel 17 is provided with a pressure-sensitive adhesive 22 extending along a line parallel to the side panels 18 and 19, this line also being the vertical centerline of the back panel. Adhesive 22 is covered by a protective strip 23 which can be readily peeled from the adhesive when desired. Each of the front and back panels 16 and 17 is provided with two holes 24 arranged along the vertical centerline of their respective panel.

It will be appreciated that the display module 10 can be swung about its fold lines into a flattened condition for storage and shipment, and then swung to its rectangular cross-section condition at the site where it is to be displayed. At the site, protective strip 23 is peeled from the adhesive 22, and the front and back panels 16 and 17 are carefully pushed toward each other. Care is taken to align the holes 24 in the front and back panels, and when the panels are in this condition, they are pressed against each other so that the vertical centerline of the front panel inner surface adheres to the vertical centerline of the back panel. This gives the display module 10 the appearance shown in FIGS. 1 and 7, in which each of the front and back panels has a concave shape.

The connection module 11 is similar to the display module 10, but smaller. Connection module 11 is also formed of sheet material folded to define front and back panels 27 and 28, respectively, and end panels 29 and 30. Projecting from each end of each end panel 29 and 30 is a connection element 31. Each connection element includes a central portion 32, which is actually an extension of its respective end panel, and a pair of lateral ears 33 each joined to the central portion along a score line. The back panel 28 is furnished with a line of pressure sensitive adhesive 34 covered by a protective strip 35, and the front and back panels 27 and 28 are each provided with two holes 36. These elements serve the same function as described above with respect to adhesive 22, strip 23, and holes 24 of the display module.

When two display modules are arranged side by side, such as the modules 10a and 10d shown in FIG. 1, they may be interconnected by a connection module, such as the module 11a. To accomplish this, the ears 33 of an upper connection element 31 are folded upon the central portion 32, and the folded connection element is slipped through the upper slot 20 in the side panel 18 of display module 10d. Once the connection element 31 has been pushed completely through the slot, the inherent resilience of the sheet material causes the ears 33 to spring back toward their initial position, although they do not reach the same plane as that of the central portion 32. Consequently, as shown in FIG. 5, the connection element 31 prevents the connection module 11 and the display module 10 from being inadvertently pulled apart. In the same way, the other upper connection element 31 is pushed through upper slot 20 in side panel 19 of display module 10a. Then, in the same way, the two lower connection elements 31 of connection module 11a are pushed through the lower slots 21 in the side panels 18 and 19, respectively, of display modules 10a and 10d. Thus, one tier of the advertising display has been assembled.

In the manner described above, a second tier of the advertising display, including display modules 10b, and 10e, and connection module 11b can be assembled. Also, the third tier comprising display modules 10c and 10f, and connection module 11c are assembled. It will be appreciated that each tier can be made as long as desired simply by adding additional connection modules and display modules in alternate positions. Furthermore, it will be obvious that as many tiers as desired may be employed.

In order to interconnect the successive tiers to each other, the connectors 12 are used. In the present example, each connector, as shown in FIGS. 3 and 5, com-

prises two rectangular sections 39 and 40 of sheet material, such as cardboard. Each section is permanently secured, such as by an adhesive, to a narrower intermediate spacer strip 41. Thus, sections 39 and 40 are unconnected in their upper and lower regions so that they can accommodate between them, in these regions, the side panel 18 or 19 of a display module. A tongue 42 projects from the upper edge of section 39 and a tongue 43 projects from the lower edge of this same section, the tongues being integral with the section 39. Each of the tongues is joined to the section 39 along a score line, and section 39 is also provided with two additional parallel score lines 44 and 45.

When one display module is being mounted upon another, the opposing edges of the side panels of the display modules are slipped into the region between the sections 39 and 40 of connector 12, as shown in FIG. 5. Then, section 39 is bent away from the side panel along line 44 so as to permit tongue 42 to be bent toward the side panel and slipped through slot 21 in the side panel 19. Similarly, the section 39 is then bent away from the side panel so that tongue 43 can be bent toward the panel and slipped through the slot 20. The two panels are then locked together, and it will be seen that they cannot inadvertently be pulled away from each other or fall apart.

When the display is to be rested upon a horizontal support surface, it is preferred that foot members 13, shown best in FIGS. 4 and 6, be used to stabilize the display. Each foot member comprises two sections 48 and 49 of sheet material, substantially the lower half of each section being permanently secured to the lower half of the other, such as by means of a suitable adhesive. Section 48 is provided with a projecting tongue 50 at its upper edge, the tongue being integral with section 48 and joined to it along a score line. Section 48 also includes an additional score line 51. Section 49 is formed with two vertical slots 52 adapted to accommodate the front and back panels 16 and 17, respectively, of a display module. At the same time, a side panel of the display module fits between the unconnected upper regions of the sections 48 and 49. When the parts are thus interfitted, section 48 is bent away from the side panel along line 51, and tongue 50 is bent toward the side panel and slipped into slot 21. A positive connection between the foot member and the display module is thus effected.

It will be seen from the above description that most of the slots 20 and 21 in the display modules serve to accommodate both a tongue 42 or 43 of a connector 12 and a connection element 31 of a connection module 11. The lowermost slots 21 will accommodate both a connection element 31 and the tongue 50 of a foot member.

FIG. 7 shows that the advertising display may be used as a hanging display rather than a standing display as shown in FIG. 1. In the present illustration, the top two tiers shown in FIG. 1 are shown in FIG. 7 suspended by a cord 53 which passes through the holes 24 in the two upper display modules 10a and 10d. In this case, of course, no foot members need be employed.

The outer surfaces of at least the front and back panels of each display module and connection module will ordinarily be printed with display material. If desired, the side panels of these modules may also be printed.

The invention has been shown and described in preferred form only, and by way of example, and many

variations may be made in the invention which will still be comprised within its spirit. It is understood, therefore, that the invention is not limited to any specific form or embodiment except insofar as such limitations are included in the appended claims.

What is claimed is:

1. A modular advertising display comprising:

- a. at least two display modules, each module being formed of folded sheet material defining front and back panels and two side panels of the module, and
- b. at least two connectors formed of sheet material, each connector being adapted to engage one side panel of each module when the modules are arranged one above the other, and each connector having means cooperable with the two side panels which it engages for preventing vertical movement of said modules away from each other.

2. A modular advertising display as defined in claim 1 wherein each module side panel has a slot, and said connector cooperable means includes tongues adapted to be bent perpendicular to said side panels and inserted through respective slots in said side panels.

3. A modular advertising display as defined in claim 2 wherein each connector comprises two sections of sheet material permanently joined in a region spaced from the upper and lower edges of the sections, each of the upper and lower unconnected regions of said sections serving to accommodate between them a side panel of one of said modules, and said tongues projecting from the portions of one of said sections which is unconnected to the other section.

4. A modular advertising display as defined in claim 2 wherein the slots in said side panels are horizontal, and said tongues project from the upper and lower edges of said one section and are adapted to be bent horizontally for insertion through said slots.

5. A modular advertising display as defined in claim 1 including means for joining the front and back panels of each module along a line parallel to said side panels so that said front and back panels assume a concave contour, said means including a pressure sensitive adhesive, and a protective strip of material covering said adhesive, said protective strip being removable when the display is erected.

6. A modular advertising display as defined in claim 5 including guide holes in said front and back panels, said holes being used to orient the panels with respect to each other immediately prior to adhesively securing them together, and said holes also serving to accommodate means for suspending the assembled display.

7. A modular advertising display as defined in claim 2 including at least two of said display modules arranged side by side, and a connection module between them, said connection module being similar in construction to said display modules, and connection elements projecting from the ends of the side panels of said connection module, said connection elements being accommodated by the same slots in said display module side panels which accommodate said connector tongues.

8. A modular advertising display as defined in claim 7 including foot members for the display, each foot member comprising two sections permanently joined together in their lower regions but unconnected in their upper regions so that they can accommodate between them a side panel of one of said display modules, and a tongue projecting from the portion of one of said sections which is unconnected to the other section, said foot member tongue being accommodated by the same slot in said display module side panel which accommodates a connection element of said connection module.

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