Jan. 6, 1970 A. ALPERT 3,487,950

MERCHANDISE SUPPORT DEVICE

Filed Aug. 30, 1965

FIG. 1

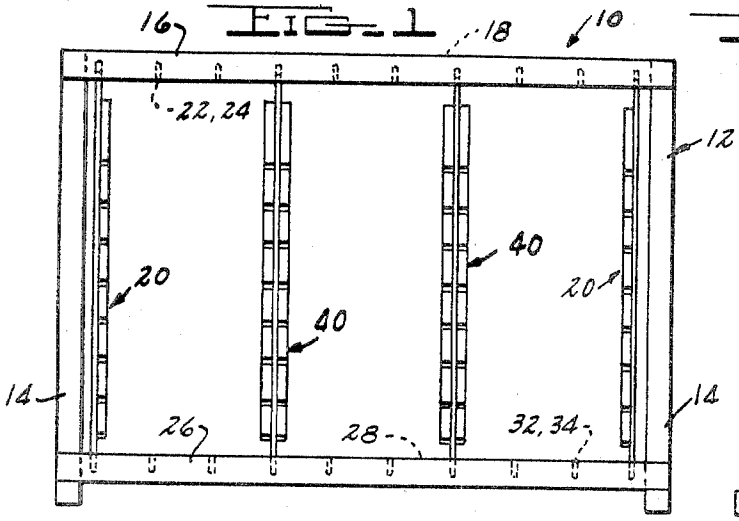


FIG. 2

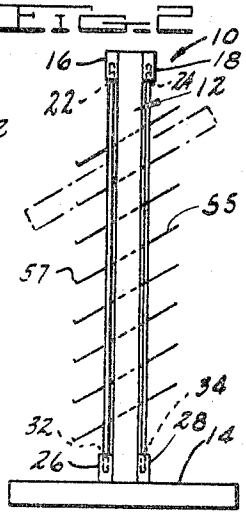


FIG. 3

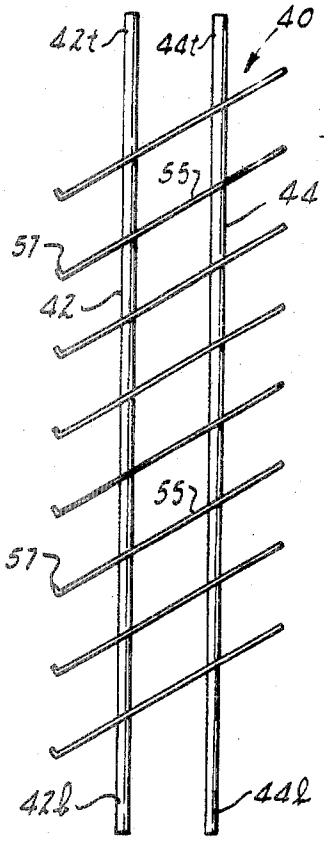


FIG. 4

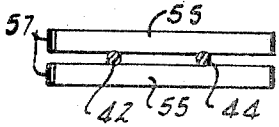


FIG. 5

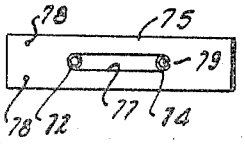


FIG. 6

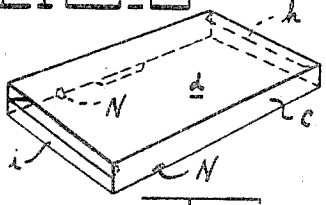


FIG. 7

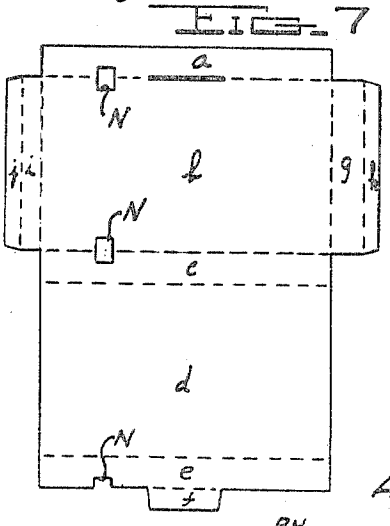


FIG. 8

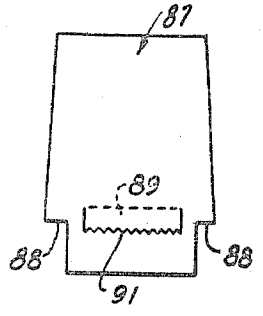
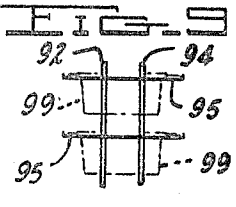


FIG. 9



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MERCHANDISE SUPPORT DEVICE

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U.S. Cl. 211—133 5 Claims

ABSTRACT OF THE DISCLOSURE

This invention is a merchandise support device wherein a number of vertical and horizontal members are connected together, with the vertical members having a plurality of flanged support members positioned thereon in aligned spaced relationship. Merchandise is secured to a pallet member or members which are positioned by the support members for maximum viewing by the purchasing public.

The present invention relates to new and useful improvements in a merchandise support device and more particularly to a merchandise support structure which has a plurality of support members mounted in alignment on a plurality of vertical members which are positioned in substantially parallel relationship.

It is a primary object of the present invention to provide a merchandise support device which can be shipped in a relatively small box and assembled on the site in which it is to be used.

Another object of the invention is the provision of a merchandise support device which is not only durable in construction, but one of substantially less cost than display devices which are now available.

Still another object of the instant invention is the provision of a merchandise support device wherein all of the merchandise supported thereby will be partially visible.

Yet still another object of the invention is the provision of a merchandise display device wherein two similar units can be joined together so as to render the merchandise supported thereby visible from two sides.

Another object is the provision of a merchandise support device which can be used on a counter or equipped with legs so that it will become an independent, free-standing structure.

Still another object of the invention is the provision of a merchandise display device which is adjustable in both the horizontal, as well as vertical direction.

Another object of the present invention is the provision of a merchandise support device wherein the vertical members are removable, adjustable and capable of inverting without loss of utility.

The foregoing and other objects can be accomplished by the provision of a merchandise support device having a plurality of horizontal members positioned on a frame in substantially parallel relationship; a plurality of vertical members which have secured thereto a plurality of merchandise support members in angular spaced relationship, the lowermost end of each of said merchandise support members having an upturned flange thereon; a plurality of aligned openings in each of said horizontal members which are disposed vertically; said vertical members and said merchandise support members forming a unitary assembly wherein the upper ends of said assembly engage two of the openings in said horizontal members, while the two lower ends engage two openings in two other horizontal members; discrete positioning of several assemblies forming an adjustable merchandise support device for the display of boxed or palletized material, with the material being partially visible.

Other objects of the invention will appear in the following description and appended claims, reference being had to the accompanying drawings which form a part of this specification, wherein like reference characters designate corresponding parts in the several views.

In the drawings:

FIGURE 1 is an elevational view of a free-standing merchandise support device which embodies the present invention with the vertical members being horizontally adjustable.

FIGURE 2 is an end view of the merchandise support device shown in FIGURE 1, with a merchandise container supported thereby shown in phantom.

FIGURE 3 is a side view of the unitary merchandise support member removed from the structure.

FIGURE 4 is a plan view of the structure shown in FIGURE 3, with the merchandise support members secured to both sides of said structure.

FIGURE 5 is a modified merchandise support member which is vertically adjustable.

FIGURE 6 is a palletized box which is used in connection with the present invention.

FIGURE 7 illustrates the box shown in FIGURE 6 before it is formed for usage.

FIGURE 8 is a pallet board used in connection with the present invention for the support of merchandise.

FIGURE 9 is a modified form of the present invention wherein the merchandise support members are horizontal and flanged at both ends.

Before explaining the present invention in detail, it is to be understood that the invention is not limited in its application to the arrangement or the details of construction of parts illustrated in the accompanying drawings, since the invention is capable of other embodiments and of being practiced or carried out in various ways. Also, it is to be understood that the phraseology or terminology employed herein is for the purpose of description and not limitation.

Looking now at FIGURE 1, it will be noted that this is an elevational view of a merchandise support device **10** which embodies the present invention. The frame **12** is made up of two T shaped members **14**. The T shaped members **14** are positioned in generally parallel relationship with a plurality of horizontal members, the upper horizontal members are identified by numbers **16** and **18**, while the lower horizontal members are identified by the numbers **26** and **28** respectively. It will also be noted that both the upper and lower horizontal members are in substantially parallel relationship. Additionally the upper horizontal members **16** and **18** have a plurality of vertically disposed openings **22** and **24** therein, while the lower horizontal members have similar vertical openings **32** and **34** therein. All of the openings are in spaced relationship and alignment.

Positioned within said openings **22**, **24**, **32** and **34** are the ends of a vertical merchandise support assembly **40**, such as shown in FIGURE 3. Two vertical members **42** and **44** have secured thereto, a number of generally flat merchandise support members identified by the number **55**. The support members **55** are secured in any number of ways, such as welding. It will be readily apparent that by such construction, the vertical members will remain in substantially parallel relationship. The merchandise support members **55** have an upturned flange **57** on the lowermost end of each member for engagement with a palletized package, such as shown in FIGURE 6, or a pallet board for the support of material thereon, such as illustrated in FIGURE 8. Several merchandise support assemblies **40** are positioned between the horizontal members **16**, **18**, **26** and **28**, with the ends **42***t* and **44***t* of the vertical members **42** and **44** entering openings **22** and **24**, while the ends **42***b* and **44***b* engaging openings **32** and **34** respectively.

While it is understood that the merchandise support assembly **40** shown in FIGURES 3 and 4 have merchandise support members **55** secured to both sides of the vertical members **42** and **44** and can be used throughout the complete assembly, for reasons of economy, the first and last assemblies **20** have support members **55** on one side only.

FIGURE 5 illustrates a modified merchandise support member **75**, which is generally flat and has an elongated opening **77** centrally positioned therein. Additionally, the vertical members **72** and **74** are hollow and vertical member **74** has a plurality of aligned openings therein which are located in vertical spaced relationship. Also, the right end of the central elongated opening **77** has a tab **79** which extends therefrom, for engagement with the vertical openings. Thus, each of the merchandise support members **75** is vertically adjustable and when properly positioned in alignment will form a structure similar to the structure shown in FIGURES 1 and 2.

The box shown in FIGURE 6 is shown in the flat in FIGURE 7. The flat has roughly 10 sections, *a*, *b*, *c*, *d*, *e*, *f*, *g*, *h*, *i* and *j*. Section *a* is the side, *b*, the bottom, *c*, the side, *d*, the top, *e*, the overlap side and *f*, the closing side flap. Section *g* is the end and *h* is the closing end flap, while *i* is the end section (partial) and *j* is the flap. Notches N are cut between sections *a* and *b*, and *b* and *c*, and on section *e*, for engagement with the upturned flange **57** on the merchandise support members **55**.

Another merchandise support pallet **87** is shown in FIGURE 8. Notches **88** are cut from the corners thereof, while the central portion thereof **89** has a flap **91**. The forward edge of said flap **91** is serrated for engagement with a portion of the merchandise supported thereon.

The modified form of the invention shown in FIGURE 9 has two vertical members **92** and **94**, to which are secured support members **95**. Support members **95** are located in alignment and have both ends flanged for maintaining a horizontal pallet which has at least one opening therein for the support of a flanged box or the like, as shown at **99**.

From the foregoing description, it is apparent that the present invention is simple, durable and inexpensive to nmaufacture. It can be shipped in a knock-down condition and assembled when ready to use. It is adjustable horizontally as well as vertically and can be manufactured for counter use, or can be free-standing. Similar units can be assembled back to back or end to end for the display of merchandise, and its use will enable the merchant to display more merchandise at a lower per unit cost, while having a visible merchandise control and inventory.

Having thus described my invention, I claim:

1. In a merchandise support device, the combination

of, a plurality of horizontal members positioned in spaced relationship;

said horizontal members positioning a plurality of round vertical members in pre-determined spaced relationship;

a plurality of aligned openings in each of said round vertical members;

a plurality of merchandise support members, each of said support members having an elongated central opening therein;

one end of said central opening having a tab depending from the body portion thereof into said opening;

said tab engaging one of said openings in said vertical members for positioning said support member, when said support member is positioned over two vertical members.

2. A device as in claim **1**, wherein said vertical members are hollow for weight reduction and ease of manufacture.

3. A device as in claim **1**, wherein said support members position a package formed from flat stock into a rectangular shape having closed sides and end, the remaining end being partially open for exposure of the merchandise contained therein, thereby forming a pallet package.

4. A device as in claim **1**, wherein said support members position a generally rectangular pallet board having the respective corners notched, with the central portion between the notches formed into a flap having a serrated edge for engagement with a portion of the merchandise displayed and secured thereon.

5. A device as in claim **1**, wherein said support members position a generally rectangular pallet board having at least one opening therein for receiving flanged boxes therein.

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ROY D. FRAZIER, Primary Examiner

U.S. Cl. X.R.

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