

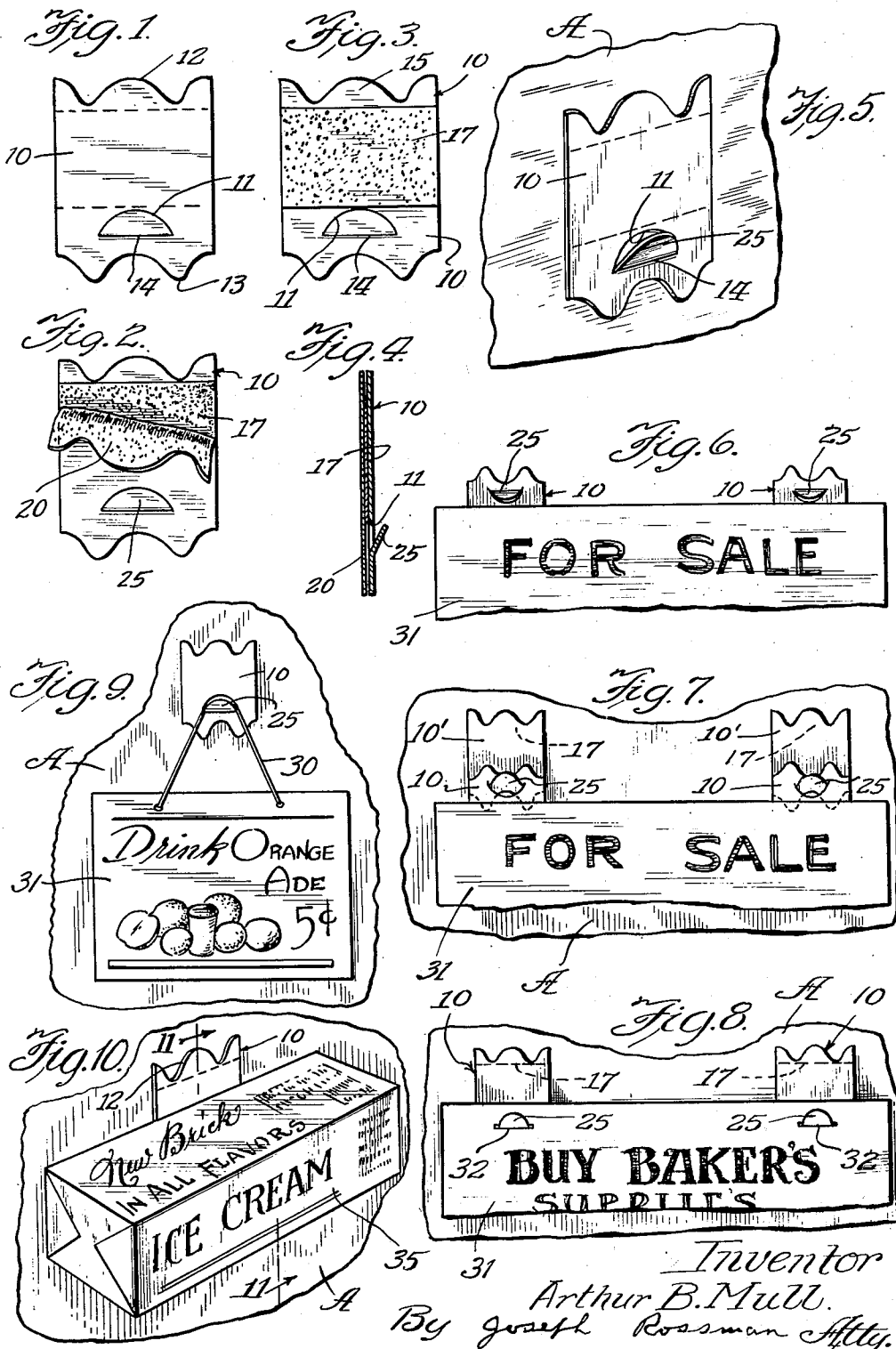
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SUSPENDING UNIT

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2,081,095

SUSPENDING UNIT

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1 Claim. (Cl. 248—29)

This invention relates to a suspending unit and more particularly to a unit which may be removably attached to any desired surface.

One of the objects of the invention is the provision of a unit having means thereon for retaining any desired object, the unit having a pressure sensitive adhesive coating for removably attaching the same to any desired surface.

Another object of the invention is the provision of a suspending unit made of stiff paper and the like provided with means for suspending objects thereon, the said unit being attachable to any desired surface.

Other and further objects and details of the invention will be apparent from the following description in conjunction with the accompanying drawing, wherein

Figure 1 is a view of the face of a preferred form of a suspending unit or tab.

Figure 2 is a view of the back of the tab shown in Figure 1 with the cover strip partially stripped.

Figure 3 is a view of the back of the tab shown in Figure 1 having the cover strip removed.

Figure 4 is a longitudinal sectional view of the tab.

Figure 5 is a perspective view of the tab shown in Figure 1 affixed to a supporting surface with the suspending tongue protruding.

Figure 6 illustrates two tabs attached to a sign for suspending same.

Figure 7 illustrates the sign shown in Figure 6 suspended on two other tabs which are affixed to a supporting surface.

Figure 8 illustrates a sign suspended on two tabs.

Figure 9 illustrates a sign suspended on a tab by a string.

Figure 10 illustrates a paper carton suspended on a tab.

Figure 1 illustrates one form of the suspending unit, wherein 10 is a stiff base sheet material, such as paper stock, Bristol board being suitable for the purpose, the upper and lower edges of which may be cut out as shown at 12 and 13 to give the tab a pleasing appearance, but no particular shape or contour for the base sheet is essential for the purpose of this invention. A score line 14 and an arcuate slit 11 are provided in the base sheet to form a small displaceable tongue portion 25 as shown in Figures 4 and 5. The back of the sheet 10 is coated with a pressure sensitive adhesive composition in the area 17, but if desired the entire back may be coated with the adhesive. It is preferred, however, not

to coat the margins 15 and 16 for reasons hereinafter given.

A protective peelable cover strip 20 of glassine, holland cloth, or the like is applied to the adhesive coating 17 in order to prevent the adhesive from becoming attached to foreign objects or from spoiling until it is attached to the supporting surface. By providing uncoated margins 15 and 16 the grasping of the margins of the cover strip 20 is facilitated in order to strip same from the adhesive coating. Furthermore, the back of tongue 25 being uncoated can be more readily pulled forward from the body of the tab 10 as it will not adhere to the supporting surface, and will also not adhere to the article suspended or interlocked with the tongue.

In using the suspending unit illustrated in Figure 1 the cover strip 20 is first peeled off and the adhesive layer 17 is pressed by the thumb onto any suitable supporting surface A, in the position illustrated in Figure 5 so as to have the tongue portion 25 projecting upwardly. This tongue portion is then pulled slightly forward out of the plane of the body of the tab 10 as shown in Figure 4 to offer suspending means for any desired objects thereon. As shown in Figures 9 and 16 a loop of string 30 carrying a sign 31 is suspended on the protruding tongue portion 25.

Figure 6 illustrates a sign 31 having two tabs attached to the back thereof so as to have the tongues extending downwardly and protruding inwardly of the plane of the face of the tabs shown in Figure 6. The tongues 25 of the tabs shown in Figure 6 are then interlocked with the tongues of additional tabs 10' in reversed position as shown in Figure 7. The tabs 10' are then attached to the supporting surface A and retain the sign 31 in position for display.

Figure 8 illustrates a sign 31 provided with slits 32 through which tongues 25 of tabs 10 project for suspending the sign on a supporting surface. One or more tabs may be used for this purpose depending upon the size of the sign to be suspended.

Figure 10 illustrates a carton 35 suspended on the protruding tongue of the tab by projecting the tongue through a slit provided in the rear wall of the carton.

The suspending unit thus offers a very convenient means for suspending thereon any desired objects such as printed signs, posters, streamers, pictures, empty cartons, and other advertising media for display purposes. The suspending tabs can be attached to any available surface such as

windows, doors, walls, posts, show cases, counters, shelves, and the like. They are attached by simply pressing them onto the supporting surface without requiring glueing, tacks, or other fastening means. The tabs can be readily removed from the supporting surface by simply peeling them off without fouling or marring the supporting surface.

Any suitable type of pressure sensitive adhesive composition may be used for attaching the supporting units. However, it is preferred to use a hot melt or thermoplastic adhesive composition such as disclosed in copending application Serial No. 98,978. This composition consists essentially of a cohesive agent, an adhesive agent and a thermoplastic solvent. The following is a composition suitable for suspending tabs made of stiff cardboard.

	Percent by weight
20 Rubber -----	15
Vispronal -----	15
Amorphous paraffin wax (m. p. 155° F.) --	19
Methyl abietate -----	25
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 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 proper thickness of coating to be applied. After the adhesive coating is spread the coating is permitted to congeal, preferably by passing the coated sheet over a chilled roll, and a cover strip is then applied lightly thereto. This method and apparatus for carrying same out is disclosed in copending application Serial No. 99,648.

It will be obvious that a great variety of ad-

vertising matter can be effectively displayed in this manner very rapidly and conveniently. Inasmuch as the suspending units may be attached to any suitable supporting surface it is obvious that many spaces in stores and windows can be utilized for advertising purposes which were not effectively utilized hitherto.

Obviously any type of display objects may be effectively suspended by means of the suspending units by simply providing such display objects with any suitable means such as flanges, tongues or other means which can be interlocked with the suspending means provided on the tabs. It is obvious that the suspending means on my tabs for objects to be suspended need not be integral therewith or formed of the same materials, but may be made of any other suitable materials such as sheet metal, wire, string, metal clips or hooks and the like, attached thereto by any suitable means such as by staples, glue and the like.

The suspending unit may be made of any suitable stiff but pliable sheet material such as cardboard, sheet metal, veneer, cloth impregnated with stiffening agents, thin sheets of hard rubber or other synthetically produced sheet materials.

It is obvious that many changes and modifications may be made in the details of the construction of the invention without departing from the spirit of the invention as defined in the appended claim.

I claim:

A suspending unit comprising a base sheet of cardboard of suitable contour, a zone of a pressure sensitive adhesive coating on one face thereof, the said face of the base sheet being uncoated at a marginal portion thereof, an integral tongue portion in said base sheet located within the area defined by said uncoated marginal portion, and a peelable cover strip protecting said adhesive coating.

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