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(54) **SHELF LABEL SYSTEM**
REGALETIKETTSYSTEM
SYSTÈME D'ÉTIQUETTE DE RAYON

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Description

Field of the invention

[0001] The present invention generally refers to business activities, such as supermarkets or the like, provided with racks with shelves for displaying products on sale, for example food products packaged in jars and containers in general, or loose.

State of the prior art

[0002] Within the operation of such business activities, advertisement and promotional campaigns tending to draw the public attention of the customers towards the product, with the aim of increasing sales are usually activated. This implies providing communication systems, particularly but not exclusively visual, at the shelves of the racks on which the products subject of the campaigns are displayed. Such systems may typically consist in panels or the like made of cardboard or plastic material simply placed on the shelves of the racks before the displayed products or, more conveniently, adhesives for example in form of labels applied on the front edges of the shelves.

[0003] The panels placed on the shelves are subject to being inadvertently removed from the racks when the consumers pick up the products, hence obviously jeopardizing the function thereof. Adhesive labels avoid such drawbacks, but they require relatively long operations for application thereof and above all for removal at the end of the promotion campaign. Particularly keen and active producers periodically vary the campaigns so as to constantly keep the attention of the consumer alive hence further accentuating the problem related to the removal of the adhesives at the end of the campaign and replacement thereof with the new adhesives bearing the information regarding the subsequent campaign.

[0004] From GB-2297789 a plastic adaptor for mounting a J-hook bracket on the front of a merchandise supply shelf is known corresponding to the pre-characterising part of claim 1, which comprises a linear body having a plate-like base for stable but removable support and adhesion on a shelf, and a front projecting element. The plate-like base is made of a plastic extrusion having a forwardly directed lip structure formed with a groove within which a snap-in label holder is secured.

Summary of the invention

[0005] The object of the present invention is that of overcoming the previously described drawbacks and providing a communication device for racks for displaying products on sale which, though preventing the risk of inadvertent removal, can be modified in a simple and quick manner so as to vary the information intended for the consumers.

[0006] This object is attained due to the features set forth in the characterising part of claim 1. Preferred em-

bodiments are defined in dependent claims.

[0007] This idea solution allows - on one hand - guaranteeing that the information intended for the consumers is kept stably unaltered over the entire duration of a given campaign to which such information refers and ensures - on the other hand - the possibility of modifying the information according to the subsequent campaigns. Actually, given that such campaigns are usually programmed in succession long in advance, the relative information may be applied to the underlying adhesive strips which shall then be displayed from time to time each after simply peeling off the immediately overlying one.

Brief description of the drawings

[0008] The invention will now be described in detail with reference to the attached drawings, provided purely by way of non-limiting example, wherein:

- figure 1 is a schematic perspective view representing a rack with shelves provided with communication devices according to a preferred embodiment of the invention,
- figure 2 is a view analogous to figure 1 showing the methods of application of the devices according to the invention to the shelves of the rack,
- figure 3 is an enlarged scale perspective view of one of the devices of figures 1 and 2,
- figure 4 is a partly exploded view of figure 3,
- figure 5 is a perspective view exemplifying the methods of subsequent modifications of the device, and
- figure 6 is an enlarged cross-sectional view according to line VI-VI of figure 3.

Detailed description of the invention

[0009] With reference to the drawings, S is used to schematically indicate a rack for supermarkets and the like, provided with shelves R for displaying packaged products P on sale, such as for example beverage containers or spreadable confectionery paste jars.

[0010] On each shelf R of the rack S there is applied a respective communication device according to the invention, generally indicated with reference number 1.

[0011] As illustrated in detail in figures 3 and 6 the communication device consists in a linear body 1 formed by a flexible plate 2, usually a relatively thin sheet made of plastic, having a length substantially corresponding to the width of the shelf R and a width equivalent to at least one substantial portion of the depth of the shelf R. The upper face 2a of the plate 2 may have decorations, for example made up of representations indicating the product displayed on the shelf, while the lower face 2b thereof is coated with a thin layer of polyurethane adapted to confer permanent but easily removable adhesion capacities, without entailing the use of an actual adhesive or glue. Before using the device, a peelable protection film

3 is applied on the face 2b of the plate 2.

[0012] A front projection 4, constituted for example by an element made of plastic material, for example a prismatic longitudinal shape with triangular section (like in the case of the illustrated example) or quadrangular-shaped or any other geometric shape, fixed to the plate 2 for example by gluing, extends along the front side of the plate 2.

[0013] As illustrated in figure 2, when applying each linear body 1 the protection film 3 is removed and the plate 2 is positioned and adhered, in a stable but removable manner, with the face 2a thereof on the respective shelf R, so as to define a base on which the relative products shall then be placed, as represented in figure 1. The front projection 4 is positioned so as to extend along the front edge of the shelf R, immediately protruding thereabove.

[0014] The flat wall of the projecting element 4 facing the side opposite to the plate 2, indicated with 4a, has a relatively low height but sufficient to allow application along the extension thereof of a plurality of mutually superimposed adhesive strips 5 each of which bears - at the front part - respective promotional and/or advertisement information, usually different.

[0015] As better observable in figure 4 the strips 5, for example made of plasticised paper or analogous material, can have parts projecting upwards and joined to each other in a non-permanent manner through a low tenacity adhesive applied on the back face of each of them, at contact with a partly anti-adhesive front face of the underlying strip. Thus, the progressively outermost strip 5, i.e. the one exposed to view, can be individually peeled off and removed from the others, which can thus in turn be exposed to view. Such operation, exemplified in figure 5, may be performed in a simple and immediate manner whenever required, i.e. upon variation of the promotion or advertisement campaign of the products exposed for sale on the shelves R to which the devices according to the invention are associated.

[0016] Also as better observable in figures 4 and 5, with the aim of facilitating the peeling off operation, the strips 5 have respective non-adhesive end gripping parts 6, conveniently arranged alternating at one end and at the opposite end.

[0017] Besides the visual information displayed by the strips 5, the device according to the invention can also be provided to produce light and/sound information or signals. For such purpose and as illustrated in detail in figure 6 the projecting element 4, which can be entirely or partly tubular i.e. hollow, allows housing possible light sources 7 or sound sources of the conventional type (not illustrated) for example of the electronic type, with the respective electrical power supply batteries and possible actuation sensors. The front wall 4a of the projecting element 4 will be formed - in such case - with openings for the emission of light and/or sounds generated by such sources.

[0018] Obviously, the construction details may widely

vary with respect to what has been described and illustrated, without departing from the scope of protection of the present invention, as defined by the claims that follow.

Claims

1. Communication device for racks (S) for displaying products (P) on sale, comprising a linear body (1) having a plate-like base (2) for stable but removable support and adhesion on a shelf (R) of the rack (S) and a front projecting element (4), **characterized in that** the plate-like base consists in a flexible sheet (2) on whose lower face (2b) there is applied an adherent material which can be repositioned, i.e. has permanent but easily removable adhesion capacities, and **in that** the front projecting element (4), intended to be positioned above the front side of the shelf (R), has a prismatic longitudinal configuration and is at least partly tubular; mutually superimposed and individually peelable adhesive strips (5), each of which bears respective promotional, advertisement visual information and the like, being applied along the extension of said front projecting element (4).
2. Communication device according to claim 1, **characterised in that** said prismatic longitudinal configuration has a triangular or quadrangular cross-section.
3. Communication device according to claim 1, **characterised in that** the front projecting element (4) further houses light and/or sound communication devices (7).
4. Communication device according to claim 1, **characterised in that** each of said mutually superimposed and peelable strips (5) has a non-adhesive end gripping part (6).
5. Communication device according to claim 4, **characterised in that** the end gripping parts (6) are arranged alternating with one end and the opposite end of said strips (5).

Patentansprüche

1. Kommunikationsvorrichtung für Gestelle (S) zur Ausstellung von Produkten (P) zum Verkauf, umfassend: einen linearen Körper (1) mit einem plattenförmigen Boden (2) zur stabilen, aber abnehmbaren Auflage und Haftung auf einem Regal (R) des Gestells (S) und ein vom überstehendes Element (4), **dadurch gekennzeichnet, dass** der plattenförmige Boden aus einer flexiblen Folie (2) besteht, auf deren Unterseite (2b) ein haftendes Material aufgebracht

ist und die neu positioniert werden kann, d. h. dauerhafte, aber leicht entfernbare Haftfähigkeiten aufweist, und dadurch, dass das vom überstehende Element (4), das über der Vorderseite des Regals (R) positioniert werden soll, eine prismatische Längskonfiguration aufweist und zumindest teilweise röhrenförmig ist; übereinanderliegende und einzeln abziehbare Haftstreifen (5), die jeweils entsprechende optische Reklame-, Werbeinformationen und Ähnliches tragen, die entlang der Erstreckung des vom überstehenden Elements (4) angebracht sind.

2. Kommunikationsvorrichtung nach Anspruch 1, **dadurch gekennzeichnet, dass** die prismatische Längskonfiguration einen dreieckigen oder viereckigen Querschnitt aufweist.
3. Kommunikationsvorrichtung nach Anspruch 1, **dadurch gekennzeichnet, dass** das vom überstehende Element (4) ferner Licht- und/oder Tonkommunikationsvorrichtungen (7) aufnimmt.
4. Kommunikationsvorrichtung nach Anspruch 1, **dadurch gekennzeichnet, dass** jeder der übereinanderliegenden und abziehbaren Streifen (5) einen nichthaftenden Endgreifteil (6) aufweist.
5. Kommunikationsvorrichtung nach Anspruch 4, **dadurch gekennzeichnet, dass** die Endgreifteile (6) abwechselnd an einem Ende und dem gegenüberliegenden Ende der Streifen (5) angeordnet sind.

Revendications

1. Dispositif de communication pour rayonnages (S) pour exposer des produits (P) à vendre, comprenant un corps linéaire (1) comportant une base de forme plate (2) pour être posée et adhérer de manière amovible sur une étagère (R) du rayonnage (S) et un élément faisant saillie vers l'avant (4), **caractérisé en ce que** la base de forme plate consiste en une feuille flexible (2) sur la face inférieure de laquelle (2b) est appliqué un matériau adhérent qui peut être repositionné, c'est à dire qui a des capacités d'adhésion permanentes mais facilement amovibles, et **en ce que** l'élément faisant saillie vers l'avant (4), prévu pour être positionné au-dessus du côté avant de l'étagère (R), a une configuration longitudinale prismatique et est au moins en partie tubulaire ; des bandes adhésives pelables individuellement et mutuellement superposées (5), chacune d'elles portant une information visuelle publicitaire ou promotionnelle et autre, étant appliquées le long de l'extension dudit élément faisant saillie vers l'avant (4).
2. Dispositif de communication selon la revendication

1, **caractérisé en ce que** ladite configuration longitudinale prismatique a une section transversale triangulaire ou quadrangulaire.

3. Dispositif de communication selon la revendication 1, **caractérisé en ce que** l'élément faisant saillie vers l'avant (4) loge en outre des dispositifs de communication lumineux et/ou sonores (7).
4. Dispositif de communication selon la revendication 1, **caractérisé en ce que** chacune desdites bandes mutuellement superposées et pelables (5) comporte une partie de saisie d'extrémité non adhésive (6).
5. Dispositif de communication selon la revendication 4, **caractérisé en ce que** les parties de saisie d'extrémité (6) sont agencées de manière alternée avec une extrémité et l'extrémité opposée desdites bandes (5).

FIG. 1

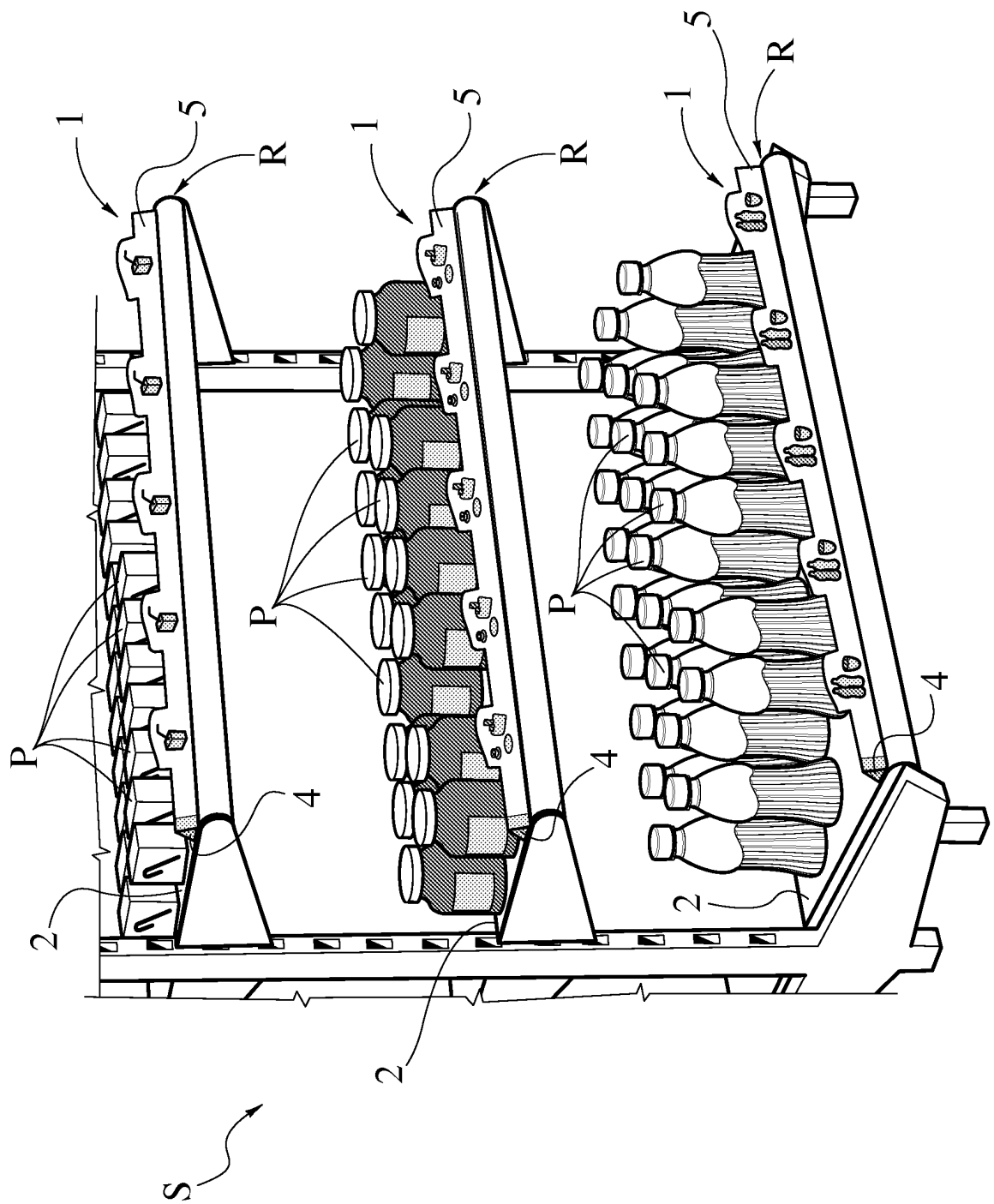


FIG. 2

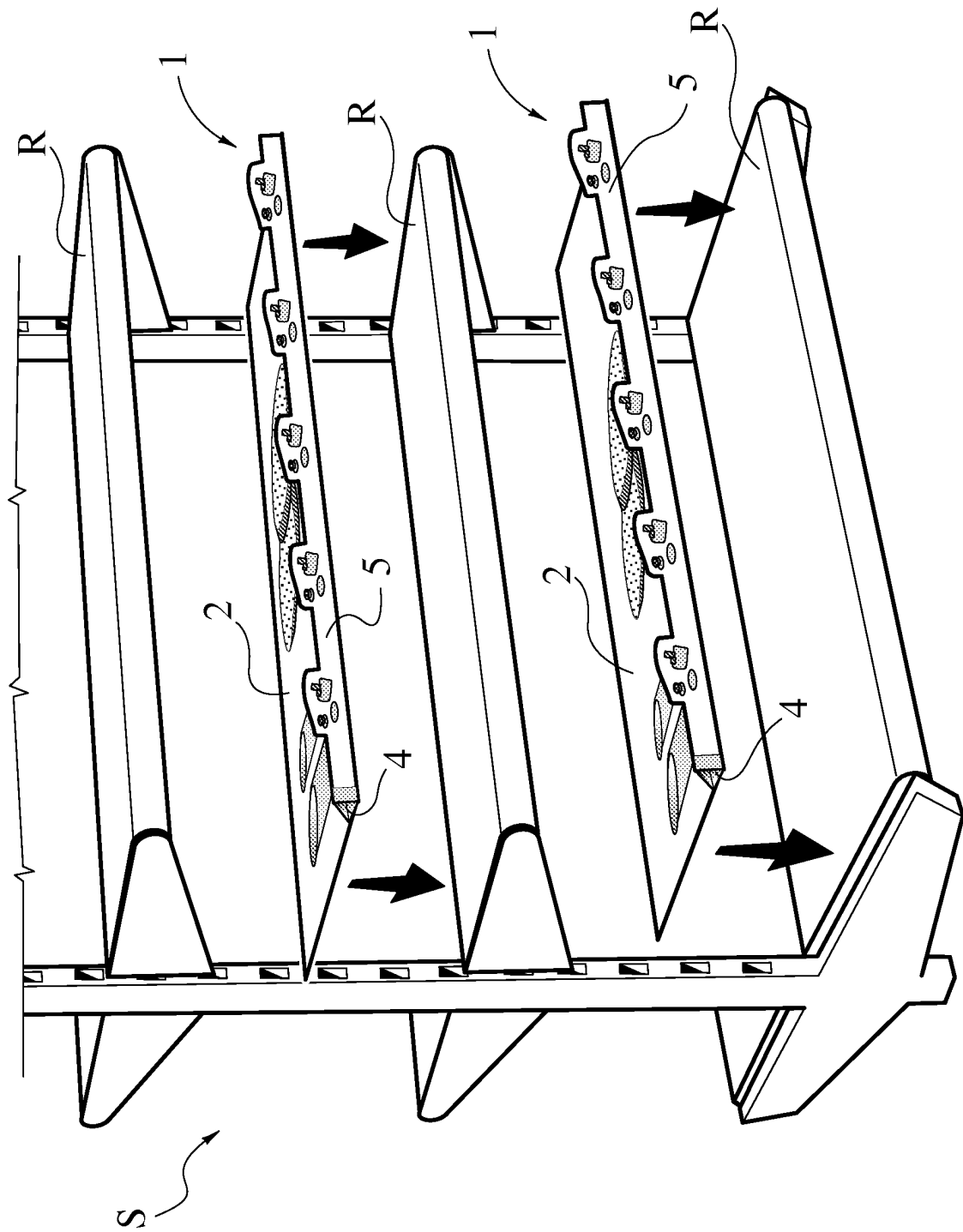


FIG. 3

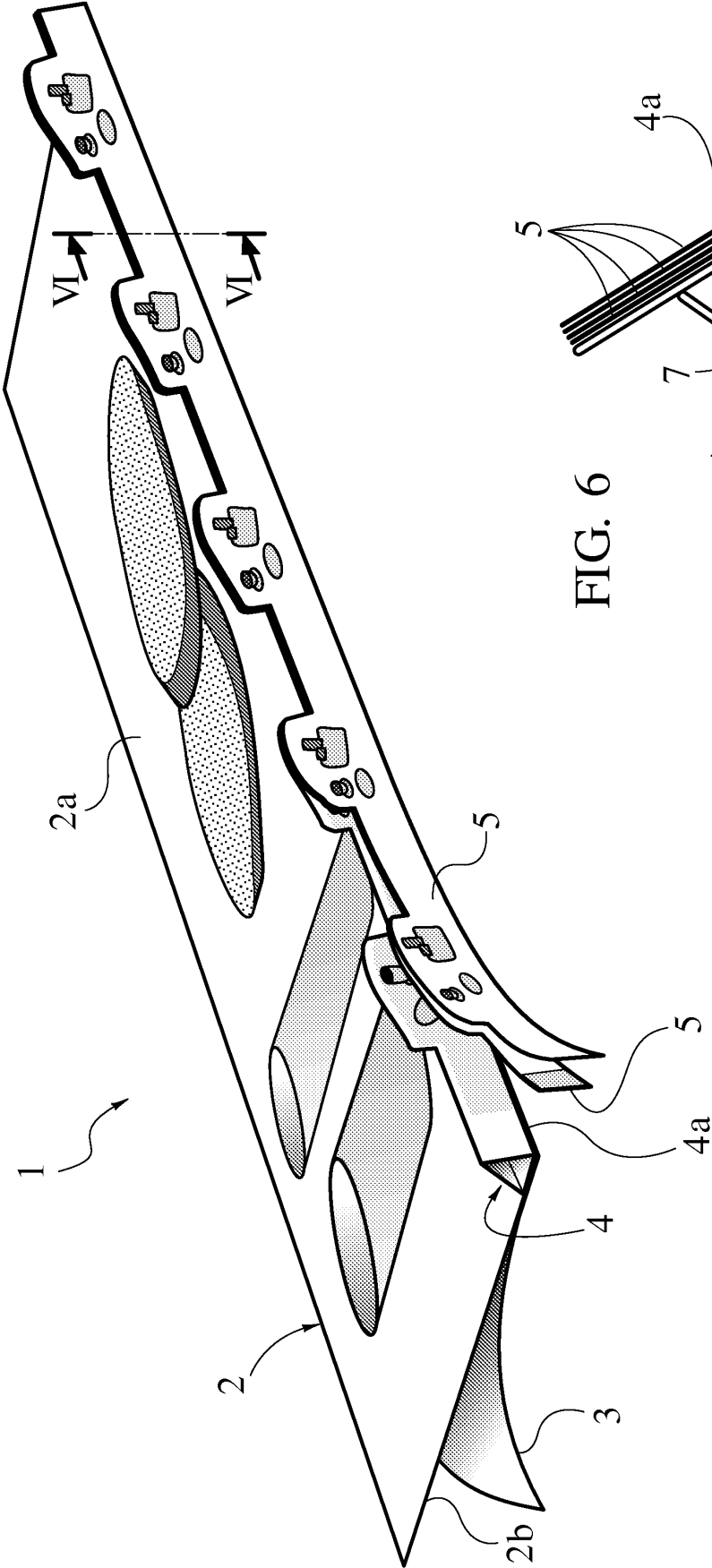


FIG. 6

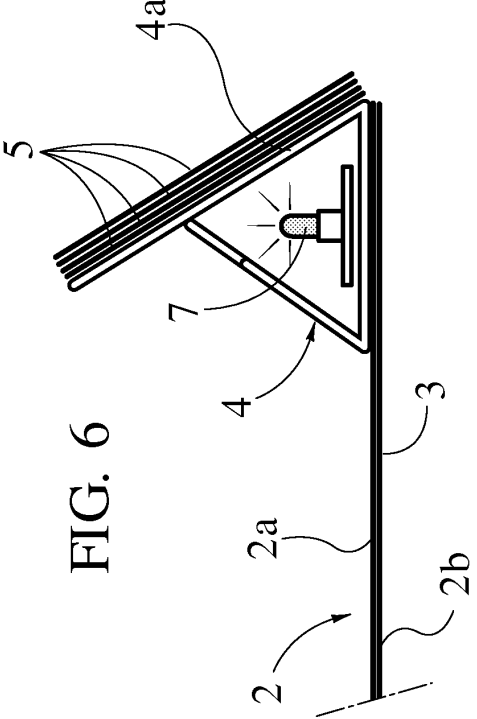


FIG. 4

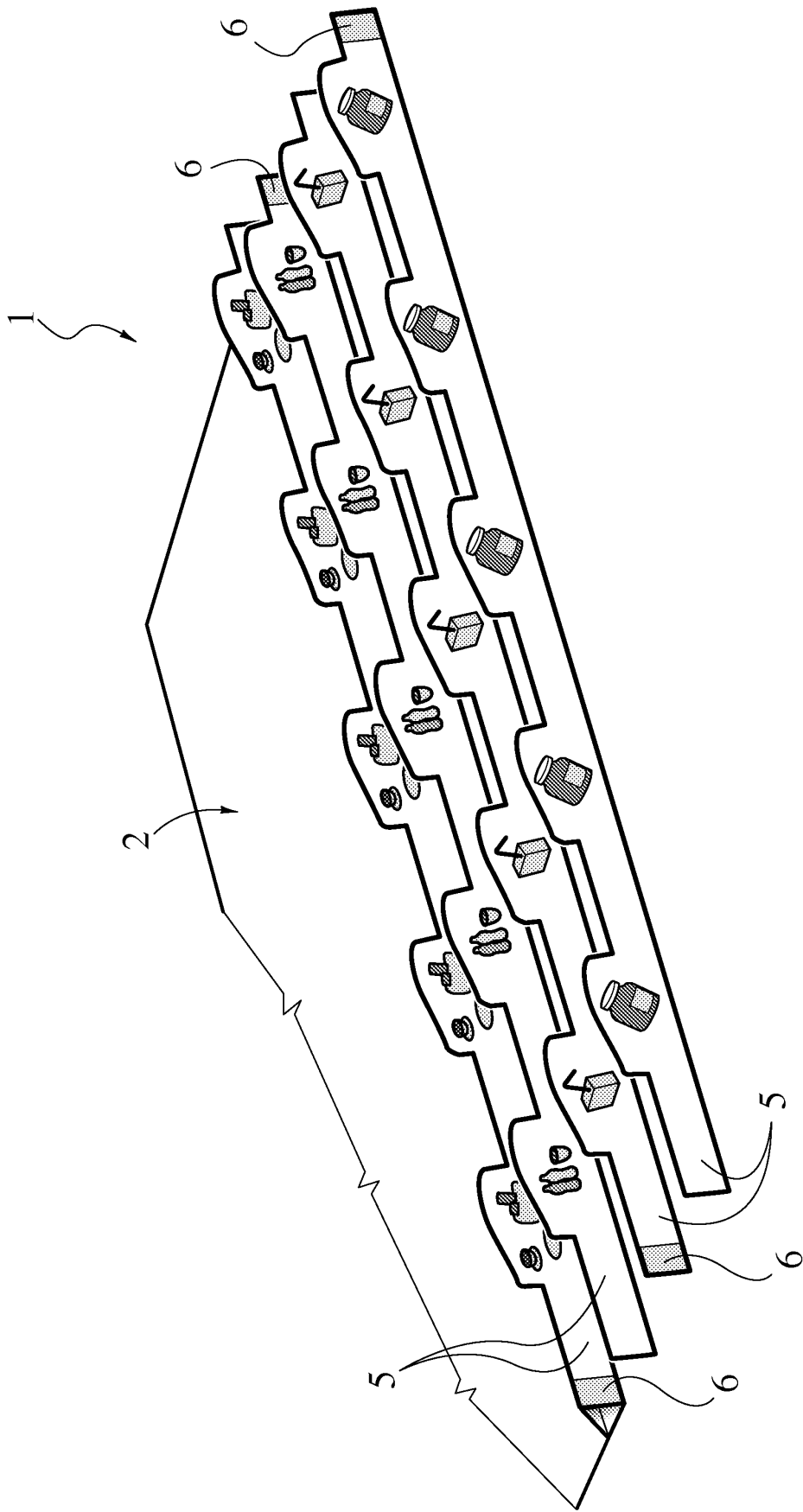
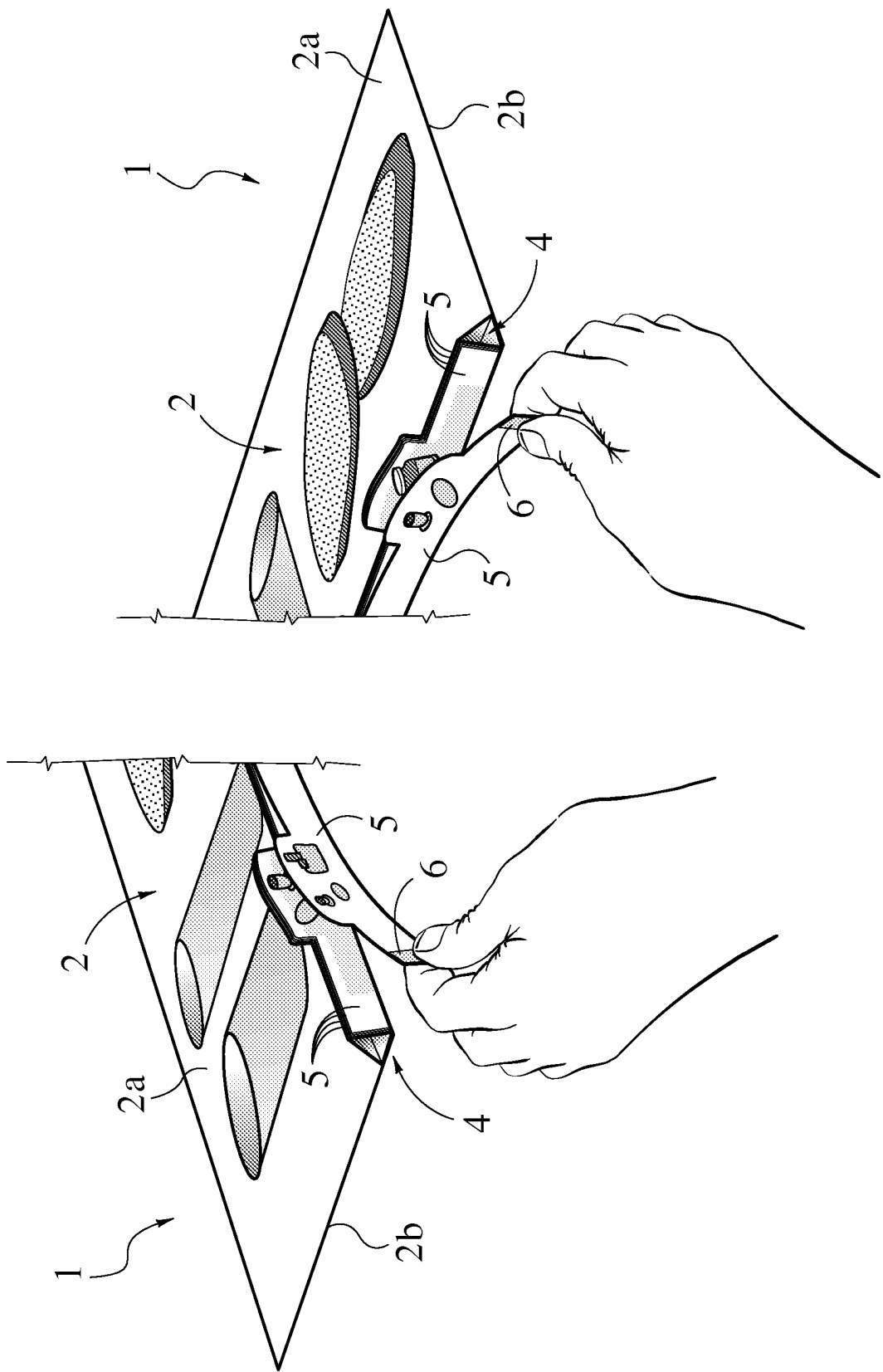


FIG. 5



REFERENCES CITED IN THE DESCRIPTION

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