Nov. 18, 1958 A. E. JOHNSON 2,860,439

FOLDABLE DISPLAY PIECE

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Fig. 1.

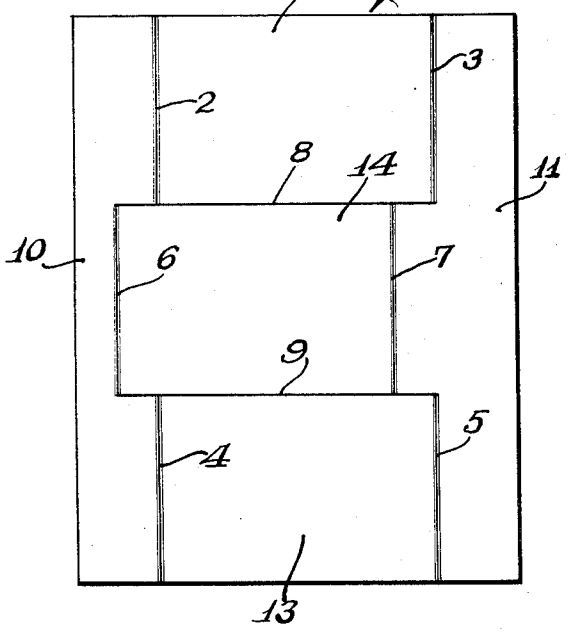


Fig. 2.

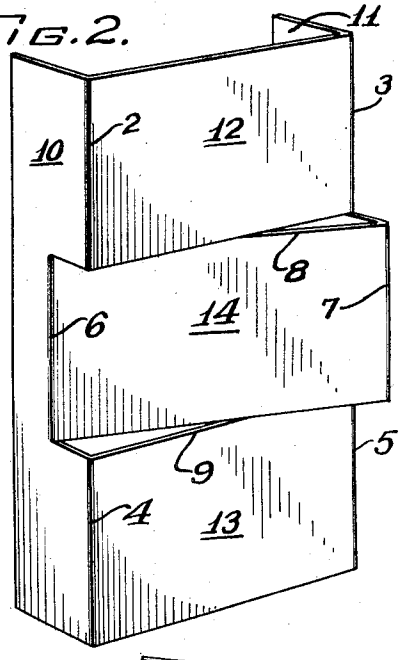


Fig. 4.

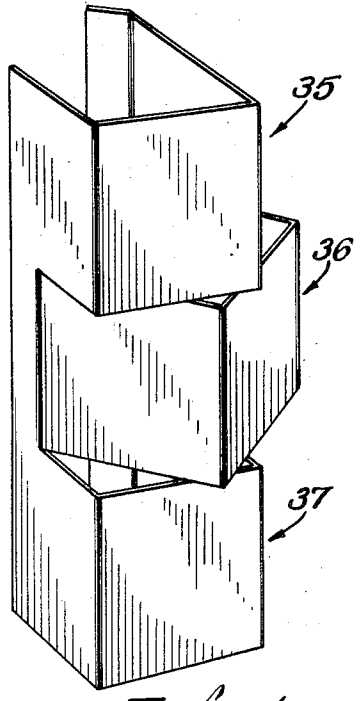
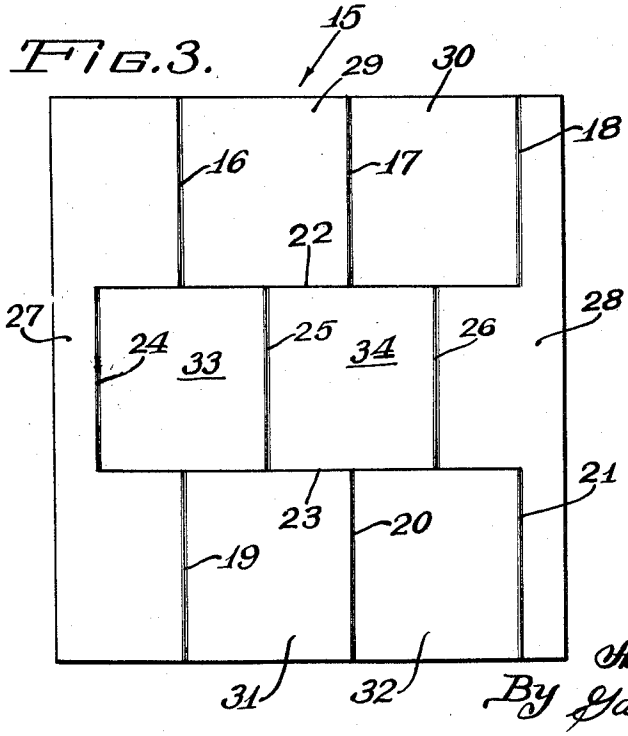


Fig. 3.



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Fig. 5.

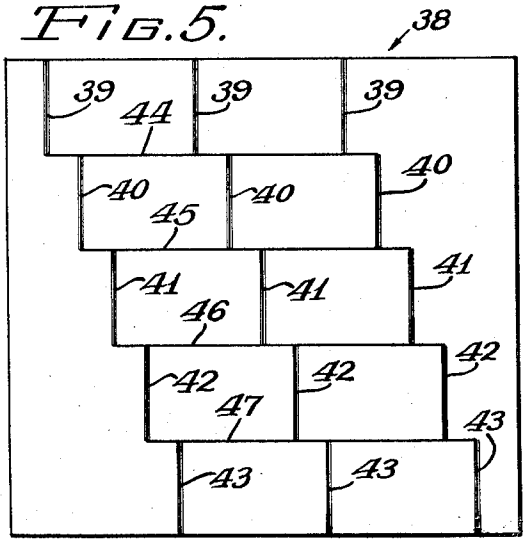


Fig. 6.

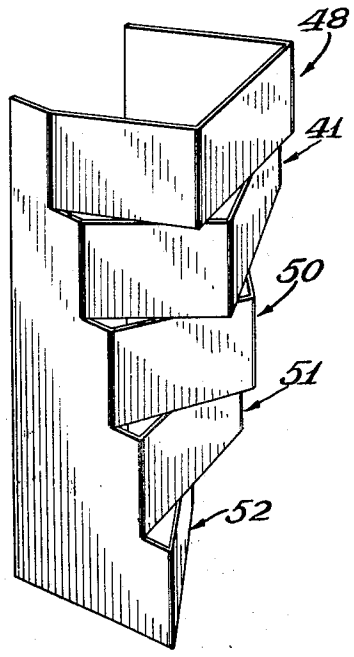


Fig. 7.

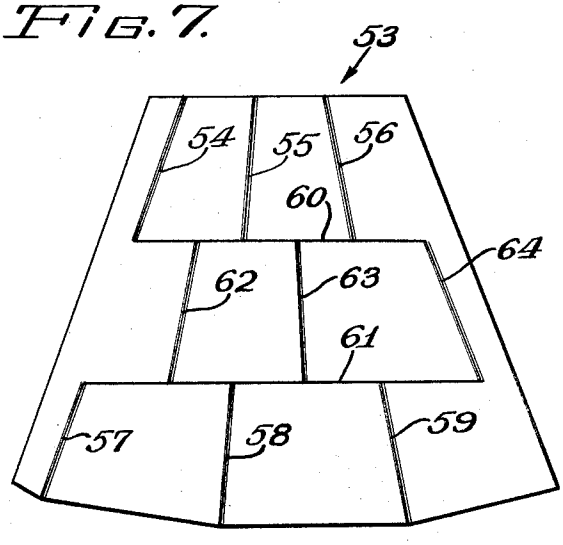
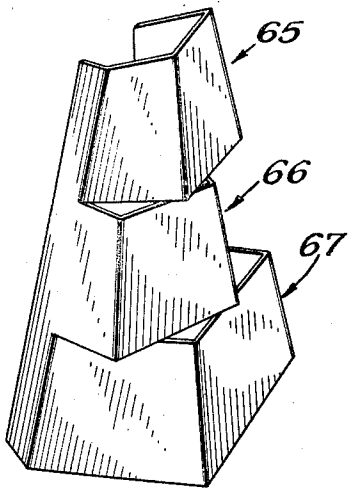


Fig. 8.



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FOLDABLE DISPLAY PIECE

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Application August 10, 1955, Serial No. 527,549

1 Claim. (Cl. 41—11)

This invention relates to improvements in a display device and refers particularly to a display device constructed of cardboard or other foldable board material which may be so assembled and folded as to form attractive geometrical shapes which may be employed as attractive background pieces in a window display, floor display or the like.

In displaying articles of merchandise, it is a well known practice to display the merchandise in an attractive, harmonious setting to best bring out the characteristics of the goods displayed. Such settings, in many instances are difficult to construct and are frequently quite expensive.

The present invention contemplates setting pieces or background pieces which may be constructed in numerous attractive shapes which may be used as such or may be employed as the "skeleton" or frame upon which decorative materials or drapes may be carried, the background pieces being characterized in that they may be economically constructed and are flexible in forming many attractive shapes.

The objects and advantages of the present invention will be apparent from the accompanying drawings and following detailed description.

Fig. 1 is a development of an embodiment of the present invention.

Fig. 2 is a perspective view of the display device contemplated in Fig. 1 in folded and set-up position.

Fig. 3 is a development of a modification of the invention.

Fig. 4 is a perspective view of a display device contemplated in Fig. 3 in folded and set-up position.

Fig. 5 is a development of another modification of the invention.

Fig. 6 is a perspective view of a display device contemplated in Fig. 5 in folded and set-up position.

Fig. 7 is a development of a further modification of the invention.

Fig. 8 is a perspective view of a display piece contemplated in Fig. 7 in folded and set-up position.

Referring in detail to the drawings, 1 indicates generally a substantially rectangular panel which may be constructed of substantially any type of foldable board, preferably cardboard. The face of the panel 1 is scored along parallel lines 2 and 3, and 4 and 5, line 4 being a vertical continuation of line 3 and being in alignment with score line 3. The panel 1 is also provided with score lines 6 and 7 which are parallel to each other, line 6 being parallel to lines 2 and 4 and being laterally offset from said lines, and line 7 being parallel to lines 3 and 5 and being laterally offset from said lines.

The panel 1 is severed along lines of severance 8 and 9 which are in spaced parallel relationship to each other and are at substantially right-angles to the lines 2, 3, 4, 5, 6 and 7. The lower ends of score lines 2 and 3 terminate at the line of severance 8 and the upper ends of score lines 4 and 5 terminate at the line of severance 9. The upper ends of score lines 6 and 7 terminate at the line of severance 8 and the lower ends of said score lines terminate at the line of severance 9.

Thus, the panel 1 may be folded about the various score lines to form a side panel 10, a side panel 11, an upper front panel 12, a lower front panel 13 and an intermediate front panel 14. When side panels 10 and 11 are folded to a position at substantially right-angles to front panels 12 and 13, by virtue of the offset relationship of score lines 6 and 7 with respect to score lines 2 and 4, and 3 and 5, the central front panel 14 will be disposed at a plane which is inclined to the planes of the front panels 12 and 13. Thus, a background piece, such as illustrated in Fig. 2 may be formed which presents a pleasing and attractive geometrical backdrop or setting for the display of merchandise.

If desired, the background piece, illustrated in Fig. 2, may be used singly, or a plurality of such units may be used together, standing side-by-side with, for instance, the side 10 of one piece disposed adjacent side 10 or side 11 of an adjacent piece or with the sides 11 disposed adjacent a side 11 of an adjacent piece. In addition, the pieces may be disposed adjacent each other with the panels 12 and 13 of one piece coplanar with the panels 12 and 13 of an adjacent piece or said respective panels may be inclined to each other. Hence, numerous pleasing and attractive background shapes may be formed.

Further, if desired, the unit pieces may be so disposed as to present their rear faces forwardly and another large number of combinations of shapes may be formed in this manner.

Referring particularly to Figs. 3 and 4, a modification of the invention is illustrated wherein the reference numeral 15 indicates a panel which may be constructed of the same materials comprising the panel 1 heretofore described. The panel 15 may be provided with a plurality of spaced parallel score lines 16, 17 and 18 and a similar plurality of score lines 19, 20 and 21 which are respectively in alignment with the score lines 16, 17 and 18. The panel 15 is severed along spaced lines of severance 22 and 23, said lines of severance being disposed at substantially right-angles to the score lines hereinbefore described. Between the lines of severance 22 and 23 the panel 15 is provided with spaced parallel score lines 24, 25 and 26, said score lines being disposed substantially parallel to the score lines 16, 17 and 18 and 19, 20 and 21. Score line 24 is laterally offset from score lines 16 and 19 and score line 25 is laterally offset from score lines 17 and 20. Score line 26 is similarly laterally offset from the score lines 18 and 21.

The lower ends of score lines 16, 17 and 18 terminate at the line of severance 22 and the upper ends of score lines 19, 20 and 21 terminate at the line of severance 23. The opposite respective ends of the score lines 24, 25 and 26 terminate at the lines of severance 22 and 23.

Thus, the panel or blank 18 is divided into opposite side panels 27 and 28, upper panels 29 and 30, lower panels 31 and 32 and intermediate panels 33 and 34. When the blank or panel 15 is folded about the respective score lines a background piece such as illustrated in Fig. 4 is formed, the panels 29 and 30 taken in conjunction with the side panels 27 and 28 forming a substantially cubicle shape or structure 35 at the upper portion of the display piece, the panels 33 and 34 taken in conjunction with the sides 27 and 28 forming a substantially cubicle structure 36 intermediate the display piece and the panels 31 and 32 taken in conjunction with the side pieces 27 and 28 forming a lower cubicle structure 37, the sides of the cubicle structure 35 being substantially parallel to the sides of the cubicle structure 37 and the sides of the intermediate cubicle structure

36 being disposed at an angle to the respective sides of the cubicle structures 35 and 37.

The display piece illustrated in Fig. 4 may be used individually or a plurality of such display pieces may be employed to form a background or setting for the display of merchandise. The display piece illustrated in Fig. 4 may be employed as such or may be used as a skeleton structure or frame upon which decorative matter, drapes or the like may be positioned.

Referring particularly to Figs. 5 and 6, another modification of the invention is illustrated wherein the reference numeral 38 indicates a panel constructed of the same materials described with respect to panels 1 and 15. The panel 38 may be provided with a plurality of parallel spaced score lines 39, 40, 41, 42 and 43, all of said score lines being substantially parallel to each other and the score lines 40 being offset with respect to the score lines 39, the score lines 41 being laterally offset with respect to the score lines 40, the score lines 42 being laterally offset with respect to the score lines 41 and the score lines 43 being laterally offset with respect to the score lines 42.

The panel 38 may be provided with spaced parallel lines of severance 44, 45, 46 and 47, the lower ends of the score lines 39 terminating at the line of severance 44, the respective ends of the score lines 40 terminating at the lines of severance 44 and 45, the respective ends of the score lines 41 terminating at the lines of severance 45 and 46, the respective ends of the score lines 42 terminating at the lines of severance 46 and 47 and the upper ends of the score lines 43 terminating at the line of severance 47.

By the provision of the various score lines and lines of severance, a display piece, such as illustrated in Fig. 6, may be formed by appropriately folding the panel about the score lines and a plurality of superimposed geometrical figures 48, 49, 50, 51 and 52 may thus be formed, the respective geometrical figures being substantially cubicle or parallelepiped in shape and having their respective sides angularly offset with respect to each other. As has been hereinbefore described with regard to the display pieces illustrated in Figs. 2 and 4, the display piece illustrated in Fig. 6 may be employed as a background or setting for the display of merchandise. The display piece illustrated in Fig. 6 may be used as a single unit or a plurality of such display pieces may be employed.

Referring particularly to Figs. 7 and 8, another modification of the invention is shown wherein a panel or blank 53 constructed of materials similar to panels 1, 15 and 38 may be provided with a plurality of angularly inclined score lines 54, 55 and 56 and a spaced plurality of angularly inclined score lines 57, 58 and 59. The score lines 54, 55 and 56 are in alignment respectively with the score lines 57, 58 and 59. The panel 53 may be provided with spaced lines of severance 60 and 61 and the central portion of the panel included between the lines of severance 60 and 61 may be provided with angularly inclined score lines 62, 63 and 64. The blank or panel 53 is shaped generally as a truncated triangle or trapezoid and the score lines are generally parallel to the side edges of the panel as has been hereinbefore described, the score lines 54, 55 and 56 are in substantial alignment with the score lines 57, 58 and 59. However, the score lines 62, 63 and 64 are laterally offset with respect to the first-mentioned score lines.

By appropriately folding the panel or blank 53 about the various score lines a plurality of geometrical figures 65, 66 and 67 are formed, the figures being superimposed with respect to each other and having their respective sides angularly disposed with respect to each other. In this fashion a display piece is formed, as illustrated in Fig. 8, wherein the display piece is generally pyramidal or conical in form having superimposed geometrical shapes which diminish in size upwardly from the face piece 67. The display piece illustrated in Fig. 8 may be employed as a background or setting for merchandise and may be employed as an individual unit or a plurality of such units may be used.

It will be noted that in all forms of the invention the display pieces may be so disposed as to present the generally convex side forwardly or may be disposed so as to present the generally concave side forwardly. In addition, it will be noted that all forms of the display comprise superimposed geometrical figures which are angularly offset with respect to each other due to the lateral offsetting of the score lines above and below a line of severance. Hence, employing this basic concept many attractive and pleasing display pieces other than those illustrated and described may be made by any one skilled in the art and, hence, it is not intended that the present invention be limited to the specific forms shown except as necessitated by the appended claim.

I claim as my invention:

A display piece constructed of foldable board material which comprises, a blank having opposite side edges and a top edge, said blank being provided with a line of severance which extends intermediate the side edges of said blank and at an angle to said side edges, said line of severance being substantially parallel to said top edge, said blank being provided with a plurality of spaced score lines upon one side of said line of severance having respective ends which terminate at said line of severance, said blank also being provided with spaced score lines on the opposite side of said line of severance, said last-mentioned score lines also having respective ends which terminate at said line of severance, a score line on one side of said line of severance being closer to a side edge of said blank than to an adjacent score line on the same side of said line of severance, all of said score lines being disposed at an angle to said line of severance, and all of the score lines on one side of said line of severance being respectively laterally offset from all of the score lines on the opposite side of said line of severance whereby said blank when folded about said score lines presents a plurality of panels the planes of which are disposed at different angles to one another.

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