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VEHICLE FOR TRANSPORTATION AND DISPLAY OF ARTICLES OF MERCHANDISE
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- (71) Applicant(s)
PETER HOLMAN
- (72) Inventor(s)
PETER HOLMAN
- (74) Attorney or Agent
GRIFFITH HACK & CO , GPO Box 1285K, MELBOURNE VIC 3001
- (56) Prior Art Documents
US 5108122
US 4824133
US 3822798
- (57) Claim

1. A vehicle for the transportation and display of articles of merchandise comprising:

a trailer provided with an undercarriage for facilitating mobility and a rectangular platform secured to the undercarriage,

a vertically adjustable caster secured to the underside of each corner of the platform, the casters, when adjusted downward, with respect to the platform, being capable of lifting the undercarriage free of a vehicle supporting surface,

a rectangular box-type housing mounted on the platform, the housing being provided with a swing-out cover on a longitudinal side of the housing,

the cover being connected by hinge to a vertical corner of one end of the housing such that the cover is capable of opening outwardly 180 degrees to extend a length of the vehicle and the display area for articles of merchandise,

the cover being in the form of an open sided box,

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having an open side, the open side facing inward when the cover is in a closed position,

the top of the housing being provided with a longitudinal closure flap having at a longitudinal outside edge a turned down flange which extends downward over an outside top edge of the cover when the cover is in the closed position,

the flap being provided with a longitudinal hinge connection at an inner longitudinal edge of the flap the hinge connection connecting the flap to the top of the housing whereby the outer edge of the flap is capable of being raised, with respect to the top of the housing, to lift the flange clear of the cover and allow opening of the cover.

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AUSTRALIA

Patents Act 1990

COMPLETE SPECIFICATION

STANDARD PATENT

Applicant(s):

Peter HOLMAN

Invention Title:

VEHICLE FOR TRANSPORTATION AND DISPLAY
OF ARTICLES OF MERCHANDISE

The following statement is a full description of this
invention, including the best method of performing it known
to me/us:

VEHICLES FOR TRANSPORTATION AND DISPLAY
OF ARTICLES OF MERCHANDISE

The present invention relates to vehicles and a article supporting structure used to display articles of merchandise, for instance at an exhibition. The vehicle, according to the invention, is particularly suited for pre-set up and easy transportation to other locations where spaces, allotted for article display, are of a fixed size and configuration and immediately adjacent to other similar spaces. Such an arrangement of spaces is to be found at, so called, trade shows.

In order to participate in such trade shows, the normal procedure is to build display counters, shelves and cabinets etc., away from the trade show site and then assemble and set up the article display in the allotted space at the site. This is a very inconvenient procedure in that wiring for electrical power, piping for water and other needed supplies must be incorporated during the assembly. After the assembly, the articles must be set up for display and packaging, crates and the like placed out of sight or removed from the premises of the show. After the termination of the show the reverse procedure must be followed.

It will be obvious that such procedures are time consuming, labour intensive and there is always a possibility that the articles will be damaged. A more convenient way of proceeding is desirable. However, although article display vehicles are presently available they are not suitable for this usage since the spaces, being limited in size, do not allow maneuvering of known vehicles into them unless the vehicles are of such dimensions as to result in poor economy of space usage. Furthermore, it is desirable that any vehicle for this usage provide for the maximum utilization of the space when the vehicle

is in position.

PRIOR ART

An example of known display apparatus is shown in United States patent 4,019,773 - Vehling, F. W. - issued April 26, 1977
 5 and directed to a MOBILE CARPET DISPLAY CENTRE. Although the display apparatus is suitable for the use specified, in the patent, it could not readily be maneuvered into a trade show space since there is no provision for close quarter maneuvering.

Other examples of equally unsuitable display apparatus are
 10 shown in United States patents 3,692,350 - Radtke, C. W. - issued September 19, 1972, for a MOBILE OUTDOOR DISPLAY UNIT and 4,489,866 - Komatsu, S. - issued November 6, 1984 and 2,069,852 - Ruthenburg, L. - issued February 9, 1937 for a VEHICLE FOR DISPLAYING GOODS. The apparatus shown in these patents also do
 15 not meet the requirement for maneuvering.

In addition, none of the known vehicles are specially adapted for maximizing the usage of allotted space.

OBJECTS OF THE INVENTION

It is a prime object of the present invention to provide
 20 mobile article display vehicles which are maneuverable into closely defined spaces while maintaining an excellent economy of space use.

A further object is to provide a self contained mobile display vehicle which can be substantially completely set up off
 25 the show location and readily moved and set up for article display with a minimum of time and labour cost.

A still further object of the invention is to provide a vehicle especially adapted to utilize the allotted space at an exhibition site.

SUMMARY OF THE INVENTION

In accordance with the present invention there is provided a vehicle for the transportation and display of articles of merchandise comprises:

5 a trailer provided with an undercarriage for facilitating mobility and a rectangular platform secured to the undercarriage,

10 a vertically adjustable caster secured to the underside of each corner of the platform, the casters, when adjusted downward, with respect to the platform, being capable of lifting the undercarriage free of a vehicle supporting surface,

15 a rectangular box-type housing mounted on the platform, the housing being provided with a swing-out cover on a longitudinal side of the housing,

the cover being connected, by a hinge, to a vertical corner of one end of the housing whereby the cover can be opened outwardly 180 degrees to extend the length of the vehicle and the display area for articles of merchandise,

20 the cover being in the form of an open sided box, which open side faces inward when the cover is in closed position,

25 the top of the housing being provided with a longitudinal closure flap having, at the longitudinal outside edge thereof, a turned down flange which extends downward over the outside top edge of the closed cover,



the flap being provided with a longitudinal hinge connection, at the inner, longitudinal, edge of the flap, to the top of the housing whereby the outer edge of the flap can be raised, with respect to the top of the housing, to lift the flange clear of the cover and allow opening of the cover. It may be desirable to divide the cover into, for instance, two equal parts, one part hinged at each end of the main structure. Furthermore, covers may be provided on both sides of the main body resulting in increased display area with a walk through possibility and maximum usage of space.

The fixed structure and the cover can each be provided with counters and shelves, as required to display the articles, with the necessary accessory piping and wiring incorporated. In order to improve the usefulness and facilitate fast and efficient set-up of a display slotted structural elements are secured in the inside corners and on the inside peripheries of the box-like structure and the covers. These slotted elements are available commercially and are eminently suited for this purpose and come in cross-sectional configurations suitable for corner and flat surface mounting with the slotted side facing outward so that hangers, shelf brackets and the like can be inserted in and locked in the slots at the appropriate locations for hangers and shelf supports. The vehicle then requires only one or two connections to be made on the site for power, water etc., the articles to be displayed being previously



placed in position, off site, so that they are immediately on display when the covers are opened.

When the vehicle is properly positioned the casters may be adjusted to allow part or all of the weight of the vehicle to rest on the undercarriage.

Alternatively the casters may be fixed in position and the undercarriage raised to leave the fixed casters to support the weight of the vehicle. It is, however, desirable to provide casters which are, individually, vertically adjustable in order that on site levelling may be achieved.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 shows a perspective view of the vehicle in partly open condition illustrating the versatility of article display configuration,

Figure 2 shows a plan view of the mobile article display vehicle in the configuration shown in Figure 1,

Figure 3 shows a side view of the vehicle of Figure 1 in a closed configuration,

Figure 4 shows an end view of the vehicle, and

Figure 5 shows an end view of the vehicle of Figure 1, in a parked position, with the vehicle weight resting on the casters.

Figures 6 and 7 illustrate cross-sectional configurations of slotted elements adapted to hold hangers, shelf brackets and the _____

like.

DETAILED DESCRIPTION OF THE INVENTION

Referring to the drawings, Figures 1 and 2 show the article display vehicle, according to the invention, as comprising a flat bed 1 having an undercarriage 2 provided with wheels 3 and a trailer hitch 4, preferably removable, for attaching the apparatus to a motor vehicle for movement between locations.

The vehicle is shown as being provided with casters 11 supported by telescopic pipe or hydraulic cylinder means 10, 12 which provide, additional to the normal caster support, means to adjust the caster downward to lift the undercarriage wheels 3 clear of a road or floor surface, see Figure 1, so that the vehicle, as a whole, can be minutely maneuvered, on its caster supports, into a confined space, i.e. an exhibition space.

Means, not shown, are provided to lock the caster wheels and their supports in fixed positions vertically and against rolling or swiveling. The casters may be retracted slightly to allow part of the weight of the unit to rest on the undercarriage. Furthermore, the casters may be used to level the flat bed area of the vehicle if this is desirable and/or necessary.

Mounted on the flat bed is a box-like main body 8 having side covers 5 which are preferably box-like in structure although it is conceivable and perhaps useful, in some instances, to omit either the top or bottom side, or both, of the cover for easier access to the inner side of the main vertical panel of the cover.

The covers are hinged to the vertical end corners of the main body part 8 by hinges 9 as best shown in Figures 4 and 5. Preferably two equally dimensioned covers 5 are provided on each side of the main body 8 as shown in Figure 3.

As best shown in Figures 1, 4 and 5, the body is provided

with a roof or top side 7. Running lengthwise, on each top side of the main body part and under the outer sides of the roof are auxiliary closure flaps 6 each having a turned down outer flange 6a which overlaps the top edge of the cover. These flaps serve two purposes, they act as rain shields for the covers and the structure as a whole and, furthermore, when the structure is closed the flaps prevent inadvertent opening of the covers.

Referring now to Figures 1, 3 and 5, caster supports 12, preferably in the form of hydraulic cylinders, are shown located at the corners of the vehicle. The supports 12 are provided with telescoped parts 10, for instance secured to a piston movable in a cylinder 12, which parts are provided, at their lower extremities with caster wheels 11 which are shown in Figures 1 and 5 as supporting the weight of the vehicle, the undercarriage wheels 3 being raised clear of the floor or road surface 13 thus allowing for the maneuvering of the vehicle on the caster wheels 11. Individual adjustment of the casters can be used for levelling of the trailer as required for the display.

In order to facilitate easy set-up of a display and provide a wide choice of arrangements, the box 8 and the covers 5 are provided with slotted structural elements 14, shown in heavy line in Figure 1, on the inside perimeter edges of the box-like structure and the covers as well as in the inside corners of the box-like structure and the covers. The slotted elements have cross-sectional configurations suitable for corner (quarter round), Figure 6, and flat surface (partial sphere), Figure 7, mounting where the slots 15 face inward to provide a longitudinal lock-in slots for hangers and shelf brackets arrangeable in a great variety of configurations. With this facility provided integral with the box-like structure an exhibiter is free to

exhibit in an individualistic manner. The box-like structure, complete with structural elements may in itself constitute a separate unit conveniently removable from the trailer part to constitute a portable display container and be transported
5 separately to an exhibition site.

The vehicle, according to the invention, is the basic display vehicle. Shelving, lighting, power and water supplies etc. can be incorporated in the box-like structure as needed to facilitate the display of particular articles of merchandise and
10 in a manner which requires only one connection for each particular supply. The apparatus can be completely outfitted, for instance, at the products-to-be-displayed source so that it is only necessary to connect supply sources after the apparatus is maneuvered into the allotted space at the exhibition site,
15 thus saving time and labour. In addition, problems that may arise in the setting up of the display can be solved at the source location. Since exhibition spaces are standardized the vehicle can be dimensioned to make the most efficient use of the space available.

20 Although a simple embodiment of the invention is disclosed it will be obvious that variations of the embodiment described may be made which do not depart from the spirit and scope of the .. invention as defined in the appended claims. For instance, there . . . may be one or more covers per side of the box-like structure, one
25 side of the box may be closed and fill panels and the like may be used to enhance the display. Adjustment of the caster supports may be manually or electrical powered. In addition, there may be three or more casters provided for maneuvering and the hitch and supporting tongue made retractable into the bed of the vehicle.

THE CLAIMS DEFINING THE INVENTION ARE AS FOLLOWS:

1. A vehicle for the transportation and display of articles of merchandise comprising:

5 a trailer provided with an undercarriage for facilitating mobility and a rectangular platform secured to the undercarriage,

10 a vertically adjustable caster secured to the underside of each corner of the platform, the casters, when adjusted downward, with respect to the platform, being capable of lifting the undercarriage free of a vehicle supporting surface,

a rectangular box-type housing mounted on the platform, the housing being provided with a swing-out cover on a longitudinal side of the housing,

15 the cover being connected by hinge to a vertical corner of one end of the housing such that the cover is capable of opening outwardly 180 degrees to extend a length of the vehicle and the display area for articles of merchandise,

20 the cover being in the form of an open sided box, having an open side, the open side facing inward when the cover is in a closed position,

25 the top of the housing being provided with a longitudinal closure flap having at a longitudinal outside edge a turned down flange which extends downward over an outside top edge of the cover when the cover is in the closed position,

30 the flap being provided with a longitudinal hinge connection at an inner longitudinal edge of the flap the hinge connection connecting the flap to the top of the housing whereby the outer edge of the flap is capable of being raised, with respect to the top of the housing, to lift the flange clear of the cover and allow opening of the cover.

35 2. The vehicle as claimed in claim 1, wherein the



housing is provided with two equal length covers on at least one side of the housing.

3. The vehicle as claimed in claim 1 or claim 2, wherein the casters are individually vertically adjustable with respect to each other.

4. The vehicle as claimed in any one of the preceding claims, wherein the cover is provided with shelving for supporting articles of merchandise.

5. The vehicle as claimed in any one of the preceding claims wherein the housing is provided with two swing-out covers on each longitudinal side of the housing, each cover being connected by a hinge to a vertical corner of one end of the housing such that each cover is capable of opening outwardly 180 degrees to extend the length of the vehicle and the display area for articles of merchandise,

each cover being in the form of an open sided box, the open side facing inward when the cover is in a closed position,

the top of the housing on each longitudinal side thereof being provided with a longitudinal closure flap, each flap having at the longitudinal outside edge thereof, a turned down flange which extends downward over the outside top edge of the covers on one side of the housing when the cover is in the closed position each flap being provided with a longitudinal hinge connection at the inner longitudinal edge of the flap, the hinge connection connecting the flap to the top of the housing whereby the outer edge of the flap is capable of being raised, with respect to the top of the housing, to lift the flange clear of the covers on one side of the housing and allow opening of the covers.

6. The vehicle as claimed in claim 5, wherein the casters are vertically adjustable with respect to each other to provide for levelling of the trailer.



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7. A vehicle substantially as described herein with reference to the accompanying drawings.

DATED THIS 16th DAY OF November 1995.

PETER HOLMAN

5 By its Patent Attorneys:

GRIFFITH HACK & CO
Fellows Institute of Patent
Attorneys of Australia

staff/as/keep/speci/39821.93_2 16.11



ABSTRACT

Apparatus for transportation and display of demonstrations and articles of merchandise utilizes a trailer part with undercarriage for facilitating movement from one location to another and is also provided with vertically adjustable castors which can be utilized to lift the carriage clear of a floor or road surface so that the vehicle can be maneuvered on the castors alone. In order to increase the area available for product display while maintaining dimensions more suitable for transport and, at the same time, providing protection for articles being transported, a box like body is provided on or integral with the trailer, the box having open sides covered by box-like covers each provided with, when closed, an inward facing open side, the covers each being connected by vertical hinge arrangements to a vertical corner of the body to allow horizontal swing-out opening, the covers including, within themselves, display spaces visible when opened.

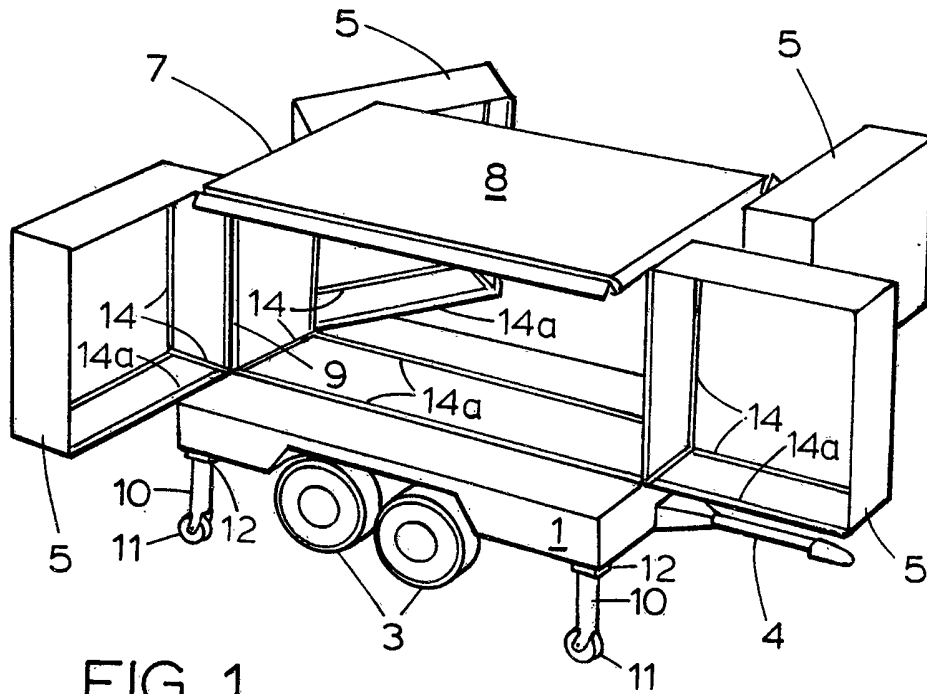


FIG. 1

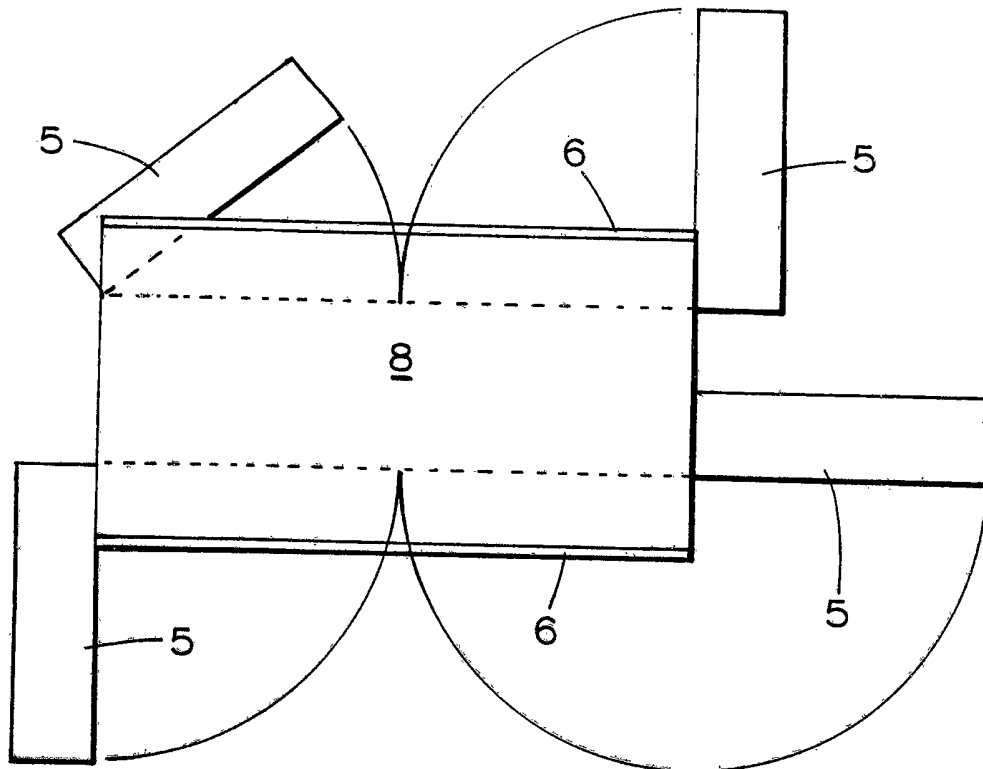


FIG. 2

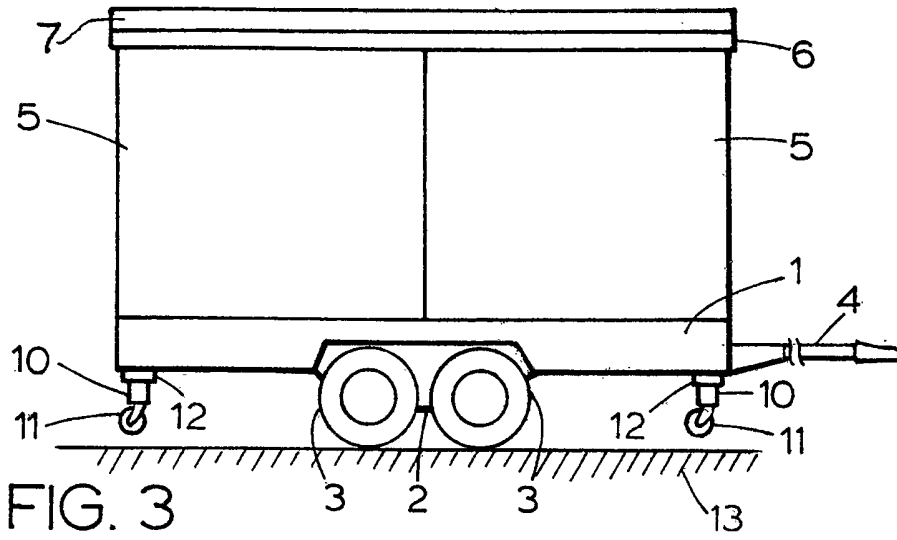


FIG. 3

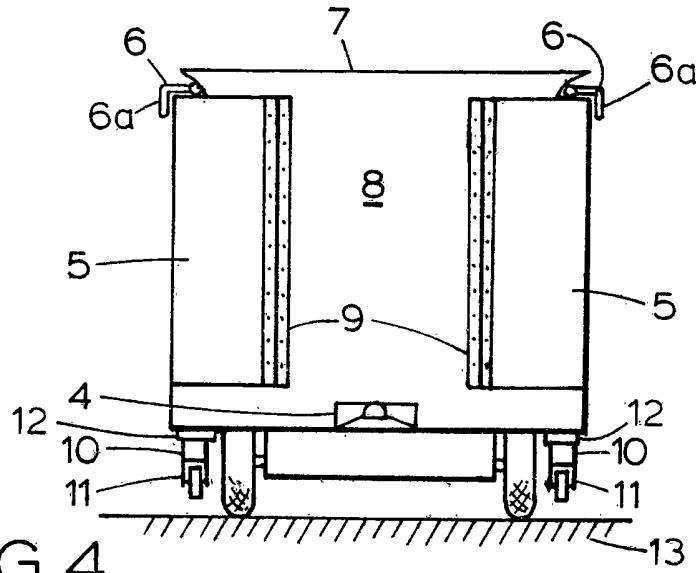


FIG. 4



FIG. 6

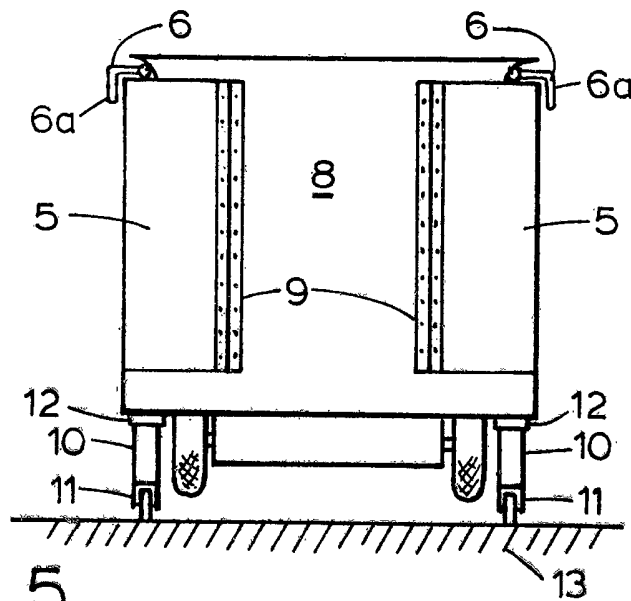


FIG. 5

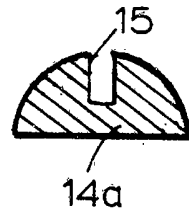


FIG. 7