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(54) **Packaging display holder**

(57) A packaging display holder (10) for displaying an article such as a shower head (9) comprises a unitary, generally planar element of material which defines a first portion (11) adapted to be wrapped around the article or a part of the article to be displayed and fastening means (14,15) to secure the first portion in the wrapped around condition such that the article or part of the article is received within the first portion. The element further defines mounting means (12,20) by which the holder can be mounted to a display device and at least one opening (18) in the first portion, through which at least a part (19) of the article can be seen when the first portion is wrapped around the article.

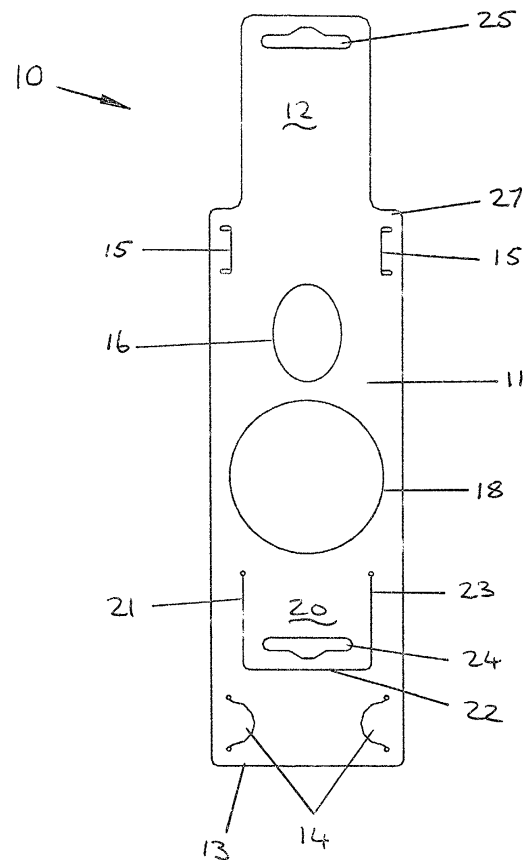


Fig. 1

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## Description

**[0001]** The invention relates to a packaging display holder for displaying articles. For example such packaging display holders can be used to display articles for sale. The invention is particularly, though not exclusively, applicable to a packaging display holder for displaying shower handsets.

**[0002]** It is known to package articles in packages which can be mounted to a display device, such as a hook, so that they can be viewed by potential customers. In particular it is known to package articles in packaging that can be hung on so called "euro-hooks". Such display devices are used extensively in self-service shopping outlets such as do-it-yourself stores, where a number of similar articles are hung on a hook so that the customer can select the appropriate article and remove it for purchase.

**[0003]** Such known packaging often comprises a box in which the article is mounted. If the article needs to be displayed so that it can be seen, or so that at least a part of it can be seen, the box may have an opening in the front in which case the opening may be closed by a transparent film or the article may be encased in transparent plastics container within the box. Other known packaging comprises a sealed plastics container which is formed to the shape of the article. These types of packaging usually have a mounting hole, which may be formed on a tab, through which the hook of the display means is inserted.

**[0004]** Such known forms of packaging are complicated and expensive to produce. They also use a lot of material which ends up as waste. Due to environmental pressure, there is a need to produce packaging that can effectively hold and display articles for sale which uses less material than known packaging display holders and so produces less waste. There is also a need to provide a packaging display holder which is simpler and easier to manufacture.

**[0005]** It is an objective of the present invention to provide an improved packaging display holder for displaying articles.

**[0006]** In accordance with a first aspect of the invention there is provided a packaging display holder for displaying an article, the holder comprising a unitary, generally planar element of material, characterised in that the element defines a first portion adapted to be wrapped around the article or a part of the article to be displayed and fastening means to secure the first portion in the wrapped around condition such that the article or part of the article is received within the first portion, the element further defining mounting means by which the holder can be mounted to a display device and at least one opening in the first portion, through which at least a part of the article can be seen when the first portion is wrapped around the article.

**[0007]** In accordance with a second aspect of the invention, there is provided a packaging display holder for

a shower handset comprising a unitary, generally planar element of material, characterised in that the element of material has a first portion which is adapted to be folded about itself so as to form a receptacle for receiving a shower head of the handset and fastening means to secure the first portion in its folded condition, the element also having a first opening through which a portion of the shower head can be seen when the shower head is received in the receptacle, the element further having means for mounting the holder to an associated display means.

**[0008]** The invention will now be described, by way of example only, with reference to the accompanying drawings in which:

Figure 1 is a plan view of a packaging display holder according to the invention showing the holder prior to assembly;

Figure 2 is a perspective view of the holder of Figure 1 when assembled to a shower handset;

Figure 3 is a side view of the holder of Figure 1 when assembled to a shower head taken in the direction of arrow A in Figure 2;

Figure 4 is a view similar to that of Figure 1 showing a second embodiment of a packaging display holder in accordance with the invention;

Figure 5 is a perspective view of the holder of Figure 4 when assembled to a shower handset;

Figure 6 is a side view of holder of Figure 4 when assembled to a shower head taken in the direction of arrow B in Figure 5; and

Figure 7 is a fragmentary view of an end of the holder of Figure 4, showing a modified form of attachment means.

**[0009]** With reference to Figures 1 to 3, a first embodiment of packaging display holder 10 in accordance with the invention is provided for use in displaying a shower handset 9.

**[0010]** The holder 10 comprises unitary, generally planar element or sheet of material having a first generally rectangular portion 11 and a first display mounting tab 12 which extends from one end of the first portion and which is narrower than the first portion 11.

**[0011]** Formed towards the free end 13 of the first portion 11 are a pair of fixing tabs 14. Towards the other end of the first portion are pair of fixing slots 15. The fixing tabs 14 and the fixing slots 15 are arranged so that when the holder is assembled, the fixing tabs 14 can be inserted into the slots 15 as will be described in more detail later. Also formed in the first portion 11 is a first opening or cutout 18, which is arranged so as to

align with a spray plate 19 of the handset 9 when the holder is assembled, and a second opening 16 which is sized so as to receive a handle 17 of a shower handset 9.

**[0012]** Between the cutout 18 and the fixing tabs 14 is formed a second display mounting tab 20. The second display mounting tab 20 is generally rectangular in shape and is substantially the same width as the first display mounting tab 12. The second display mounting tab 20 is produced by cutting the sheet to form three edges 21, 22, 23 such that the tab 20 can be bent out of the plane of the sheet in which condition an opening is formed through which the first mounting tab 12 can be inserted when assembling the holder, as will be described in more detail later. The tab 20 is provided with a mounting hole 24 towards its free edge. The arrangement is such that when the display holder is assembled, the mounting hole 24 in the second display mounting tab 20 aligns with a similar mounting hole 25 provided in the first display mounting tab 12.

**[0013]** To assemble the display holder, the handle 17 of a shower handset 9 is inserted through the opening 16 with the spray plate 19 of the handset facing in the direction of the cutout 18. The free end 13 of the first portion 11 is then folded up and around the head 26 of the shower handset and the first mounting tab 12 inserted through the opening formed as the second mounting tab 20 moves out of the plane of the sheet. The free end 13 is then bent down and around the outside of the other end 27 of the first portion until the fixing tabs 14 are brought into alignment with the slots 15. The tabs 14 are then inserted into the slots 15 to hold the first portion 11 in the wrapped around condition.

**[0014]** With the display holder assembled as described, the cutout 18 is in alignment with the spray plate 19 of the handset and the second display mounting tab 20 projects upwardly from a position close to the top of the shower handset and is substantially in alignment with the first display mounting tab 12 as shown in Figures 2 and 3. The shower handset can then be mounted to the display by simply aligning the mounting holes 24, 25 on the first and second display mounting tabs and inserting a display support, such as a euro-hook, through the mounting holes. The provision of two display mounting tabs 12, 20 as shown ensures that the centre of gravity of the article to be displayed, in this case a shower handset, is correctly positioned such that the article hangs generally vertically on the display hook. However, the use of two display mounting tabs is not essential to the invention and a single mounting tab could be used. For example, either of the tabs 24, 25 could be omitted or a suitable tab could be provided at an alternative position on the holder as may be appropriate to the particular requirement.

**[0015]** The holder can be made from any suitable material which is sufficiently flexible to enable the first portion to be folded or wrapped around the article but also sufficiently resilient and tough to ensure that the fixing

tabs 14 remain inserted in the fixing slots 15 and to provide protection for the article. Preferably the material is a plastics material such as a polypropylene. However, any suitable material may be used such as cardboard.

In a preferred embodiment the material is transparent or translucent. The material may however, be opaque and can be of any suitable colour or may be printed on.

**[0016]** The packaging display holder in accordance with the invention provides a particularly simply construction that is easy to manufacture and uses less material than known display holders. The holder can be produced in a single cutting operation from a sheet of suitable material. Furthermore, the provision of a cutout 18 in the first portion not only allows the customer a substantially unobstructed view of an important feature of the article, in this case the spray plate 19, but also further helps to reduce the amount of material used.

**[0017]** Figures 4 to 6 show a second packaging display holder 110 in accordance with the invention. Features of the holder 110 which perform the same function as those of the holder 10 are given the same reference numeral but increased by 100.

**[0018]** The holder 110 is similar to the holder 10 having a first portion 111 and a first display mounting tab 112. Formed in the first portion are a first opening or cutout 118 for alignment with a spray plate 119 of the handset 109, and a second opening 116 to receive a handle 117 of a shower handset 109. Also formed in the first portion are a pair of fixing tabs 114, a corresponding pair of fixing slots 115, and a second display mounting tab 120.

**[0019]** The holder 110 differs from the display holder 10 in that the first portion has a region 128 which extends beyond the fixing tabs 114. Preferably, the extended region is the same width as the first portion. The extended region is provided with a further opening 129 to receive a threaded spigot 130 on the end of the handle 117 of the shower handset 109. A series of slots 131 are formed circumferentially about the edge of the opening 129 to produce a number of flaps or tabs 132. The opening 129 is sized such that when the spigot 130 is inserted, the flaps 132 are deflected and engage in the threads 133 of the spigot 130. Since the flaps 132 are relatively stiff, this arrangement helps to ensure that the extended region 128 remains firmly attached to the handle 117 when the holder is assembled. In an alternative arrangement shown in Figure 7, the hole 129' could be provided with a number of smaller but stiffer radially projecting tabs 132' for engagement with the threads 133 of spigot 130.

**[0020]** Assembly of the holder 110 is similar to that of holder 10. With the handle 117 of the handset inserted through the opening 116, the first portion 111 is wrapped up and around the head of the shower handset and the first mounting tab 112 inserted through the opening formed by the second mounting tab 120 as shown in Figures 5 and 6. The extended region 128 is then brought down and around the outside of the first portion

111 until the fixing tabs 114 are aligned with the fixing slots 115. The fixing tabs 114 are then inserted into the fixing slots 115 to hold the first portion in position around the head of the shower hand set 109. Finally the extended region 128 is brought around the back of the handle 117 of the handset and the spigot inserted into the opening 129.

**[0021]** When the holder 110 is fully assembled, the display mounting openings 124, 125 on the first and second mounting tabs 112, 120 can be brought into alignment and the holder mounted to a display support hook. The extended region 128 provides added support for the article helping to ensure that the centre of gravity is correctly positioned such that the article hangs generally vertically when mounted for display. A further advantage of the extended portion 128 is that the shower handset 109 and holder 110 assembly can be easily stacked on its side since the edges 134 of the extended region 128 provide support along substantially the whole length of the handset. A further advantage of the extended region 128 is that it provides additional surface area which can be used to display information for the customer or trade marks and the like.

**[0022]** As with the previous embodiment, the holder 110 could be provided with only a single mounting tab 112, 120.

**[0023]** It can be seen that in the holders 10; 110 described above, the first portion 11; 111 is folded about itself to form a generally cylindrical receptacle for receiving the shower head of the handset.

**[0024]** In a modification to the holders 10, 110 (not shown), the second mounting tab 20, 120 can omitted and the first opening 18; 118 can be sized such that at least a portion of the shower head can project through the opening when the head is received in the receptacle. This arrangement allows unobstructed access by a potential customer to the spray plate 19; 119 of the shower head. In a particularly preferred embodiment, the first opening 18; 118 is sized such that the shower handset can be inserted into and removed from the receptacle through the first opening when the first portion is in the folded condition. In order to assemble a holder as modified in accordance with this preferred arrangement, the first portion is folded about itself to form the cylindrical receptacle and is secured in the folded condition using the tabs 14; 114 and slots 15; 115. The handset can then be placed in the holder by inserting the handle 17; 117 through the first opening 18; 118 and into the second opening 16; 116, which is located in a lower region of the cylindrical receptacle. The handle of the handset is pushed through the second opening 16; 116 until the shower head itself passes through the first opening 18; 118 and is supported within the receptacle formed by the first portion. If the modified holder has an extended region 128, this can then be attached to the spigot 133 on the end of the handle 117 of the handset.

**[0025]** Although the invention has been described with reference to display holder for use with shower

handsets, it will be understood that the invention is not limited to such display holders and can be applied generally to display holders for any suitable articles. For example, the display packaging holder in accordance with the invention can be used to display shower sets including a shower riser rail.

## Claims

1. A packaging display holder (10;110) for displaying an article (9;109), the holder comprising a unitary, generally planar element of material, **characterised in that** the element defines a first portion (11; 110) adapted to be wrapped around the article or a part of the article to be displayed and fastening means (14,15;114,115) to secure the first portion in the wrapped around condition such that the article or part of the article is received within the first portion, the element further defining mounting means (12,20;112,120) by which the holder can be mounted to a display device and at least one opening (18; 118) in the first portion, through which at least a part (19;119) of the article can be seen when the first portion is wrapped around the article.
2. A packaging display holder (110) as claimed in claim 1, in which the first portion is adapted to be wrapped around a first part (126) of an article to be displayed and the element of material further defines a second portion (128) extending from the first portion, the extending portion having attachment means (129) adapted to be attached to another part (130) of the article remote from the first part.
3. A packaging display holder as claimed in claim 1 or claim 2, in which the material is a plastics material, preferably a polypropylene material.
4. A packaging display holder as claimed in any previous claim, in which the holder is adapted to be produced as a blank by means of a single cutting operation from a sheet of suitable material.
5. A packaging display holder as claimed in any previous claim, in which the fastening means comprises at least one tab (14;114) which is adapted to be received in a corresponding slot (15;115) when the first portion is wrapped around the article or part of the article.
6. A packaging display holder as claimed in any previous claim in which the mounting means comprises a tab (12,20;112,120) having a slot or opening (24,25;124,125) adapted to receive hook means of the associated display device.
7. A packaging display holder as claimed 2 or any one

of claim 3 to 6 when dependent on claim 2, in which the attachment means comprises an opening (129) adapted to receive a part (130) of the article.

8. A packaging display holder as claimed in claim 7, in which one or more flaps (132) or tabs (132') are provided around the edge the opening and which project generally towards the centre of the opening for engagement with the part (130) of the article to be received in the opening.
9. A packaging display holder as claimed in any previous claim, in which the holder is adapted to package and display a shower handset (9;109).
10. A packaging display holder as claimed in claim 9, in which the first portion is adapted to be wrapped around a head (26;126) of the shower handset.
11. A packaging display holder as claimed in claim 10, in which the at least one opening is adapted to substantially align with a spray plate (19;119) of the shower handset when the first portion is wrapped around the shower head.
12. A packaging display holder as claimed in any one of claims 9 to 11 when dependant on claim 2, in which the attachment means (129) is adapted to be attached to a threaded spigot (130) on the end of a handle of the shower handset.
13. A packaging display holder (10;110) for a shower handset (9;109) comprising a unitary, generally planar element of material, **characterised in that** the element of material has a first portion (11; 111) which is adapted to be folded about itself so as to form a receptacle for receiving a shower head (26; 126) of the handset and fastening means (14,15; 114,115) to secure the first portion in its folded condition, the element also having a first opening (18; 118) through which a portion (19;119) of the shower head can be seen when the shower head is received in the receptacle, the element further having means (12,20;112,120) for mounting the holder to an associated display means.
14. A packaging a display holder in accordance with claim 13, in which the first portion is designed so as to form a generally cylindrical receptacle when in its folded condition.
15. A packaging display holder as claimed in claim 13 or claim 14, in which the fastening means comprises at least one tab (14;114) and a corresponding slot (15;115), the or each tab being inserted into its corresponding slot in order to secure the first portion in its folded condition.
16. A packaging display holder in accordance with claim 14 or claim 15 when dependent on claim 14, in which the first portion has a second opening (16; 116) through which a handle (17;117) of the shower handset can be inserted when the shower head is received in the receptacle, the second opening being arranged in such that, in use, it is located in a lower region of the cylindrical receptacle when the first portion is in its folded condition.
17. A packaging display holder as claimed in any one of claims 13 to 16, in which the first opening is sized such that at least a portion of the shower head (26; 126) can project through the opening when it is received in the receptacle.
18. A packaging display holder (110) as claimed in any one of claims 13 to 17, in which the element of material defines a second portion (128) which extends beyond the receptacle when the first portion is in its folded condition, the second portion having a further opening (129) for receiving a spigot (130) on the end of a handle (117) of the handset when the handset is located in the holder.
19. A packaging display holder as claimed in any one of claims 13 to 18, in which the mounting means comprises a tab (12,20;112;120) having a slot (24,25;124,125) for receiving hook means of the associated display means, the tab being arranged such that, in use, it projects generally upwardly from the receptacle.
20. A packaging display holder as claimed in claim 17 or in any one of claims 18 and 19 when dependent on claim 17, in which the shower handset can be placed in or removed from the holder with the first portion secured in its folded condition.

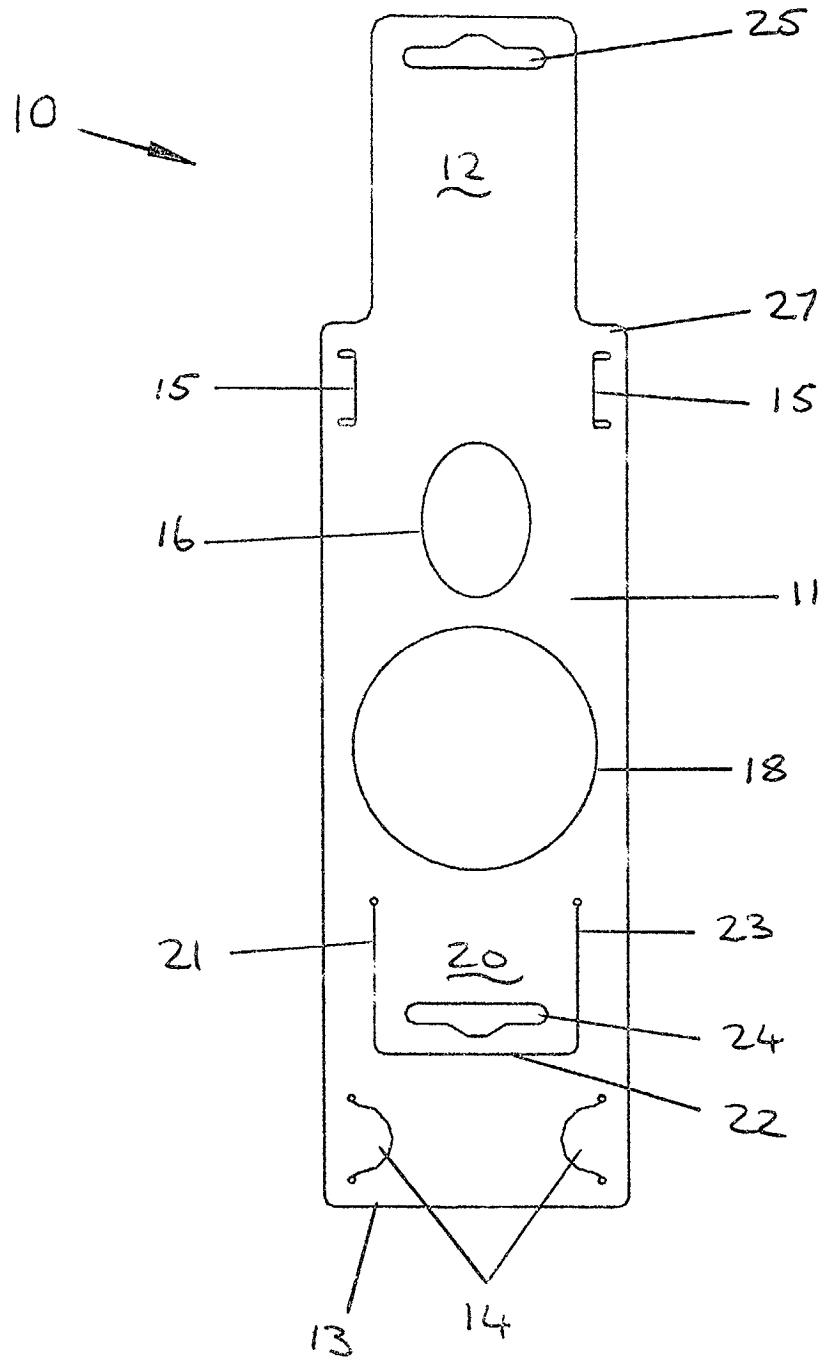


Fig. 1

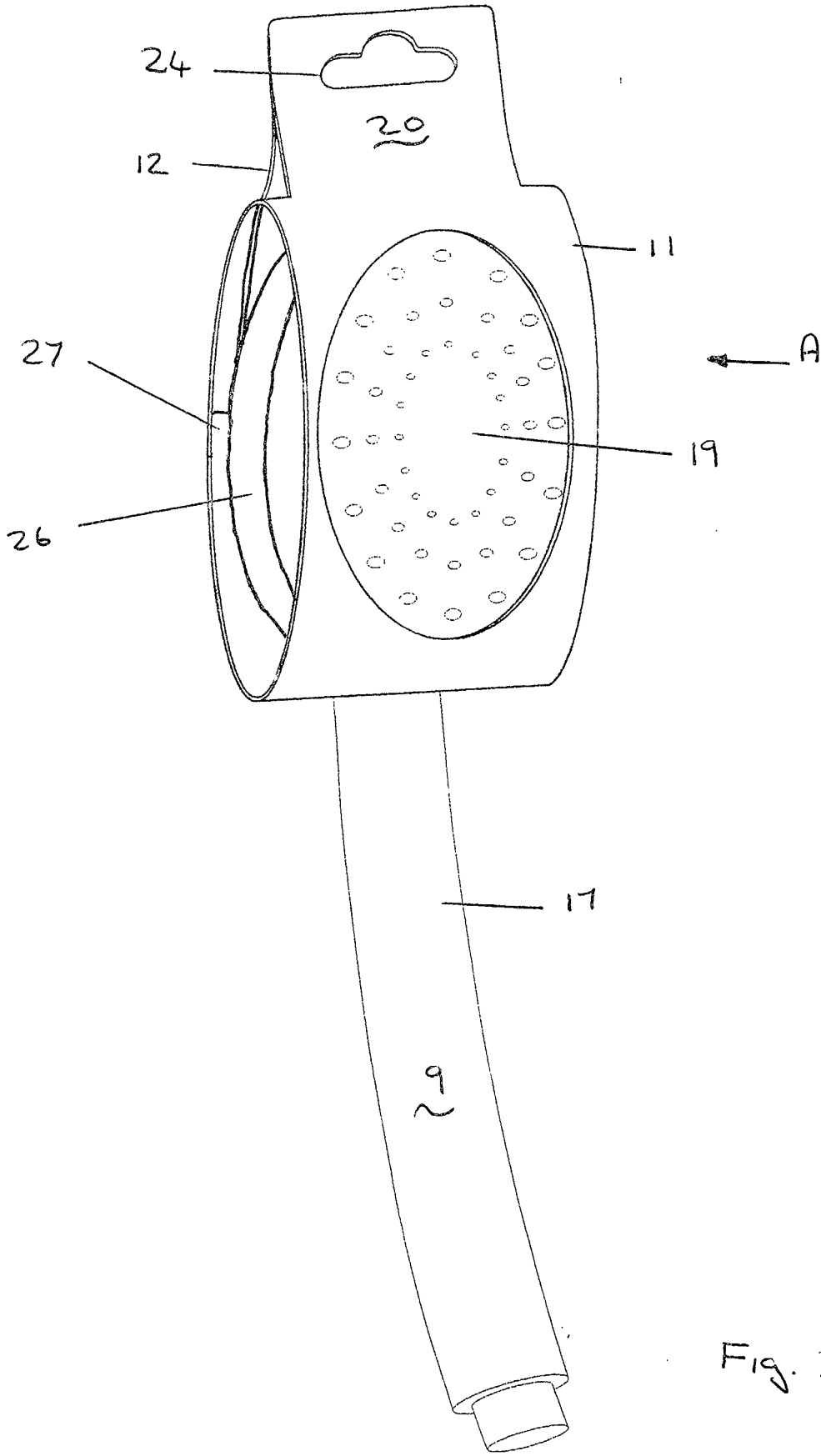


Fig. 2

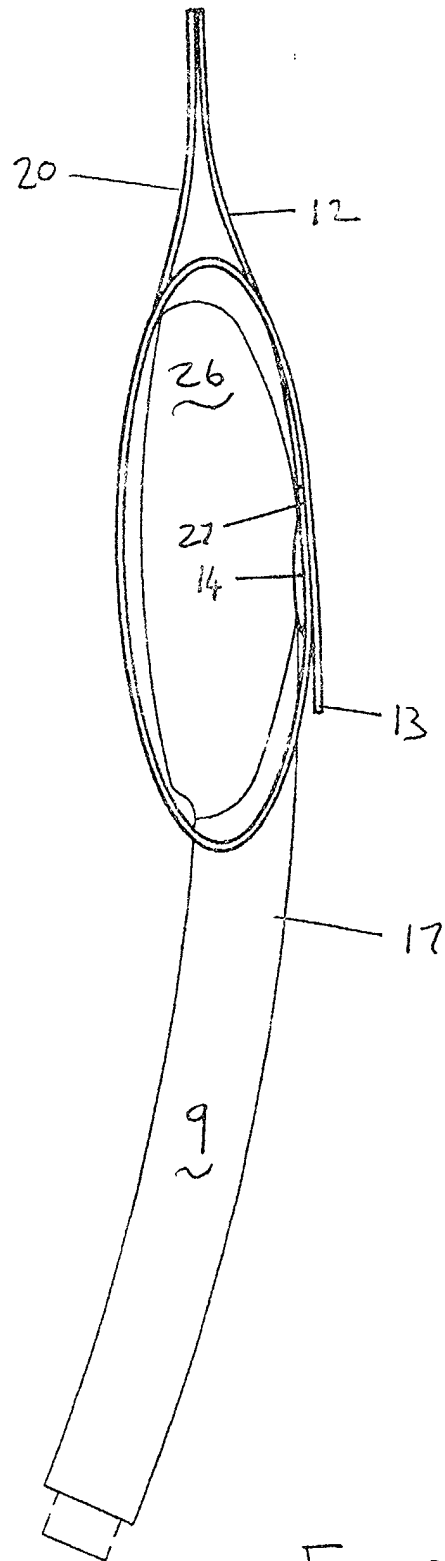


Fig. 3

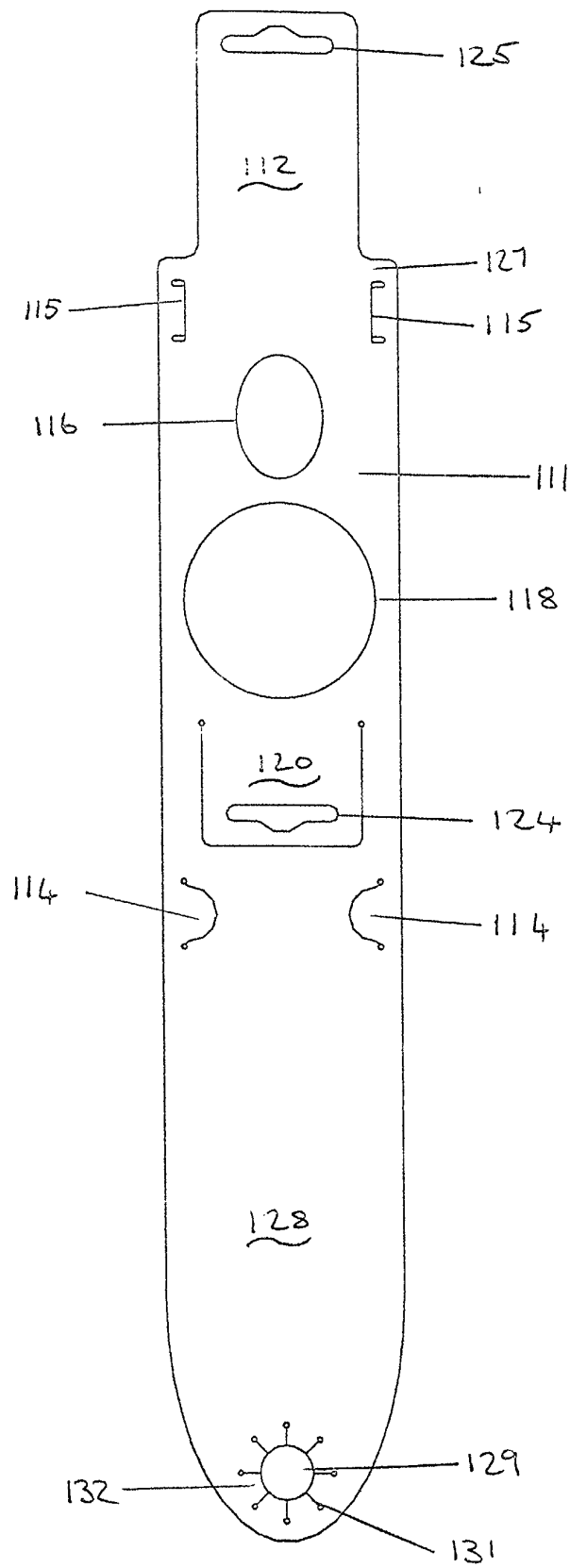


Fig. 4

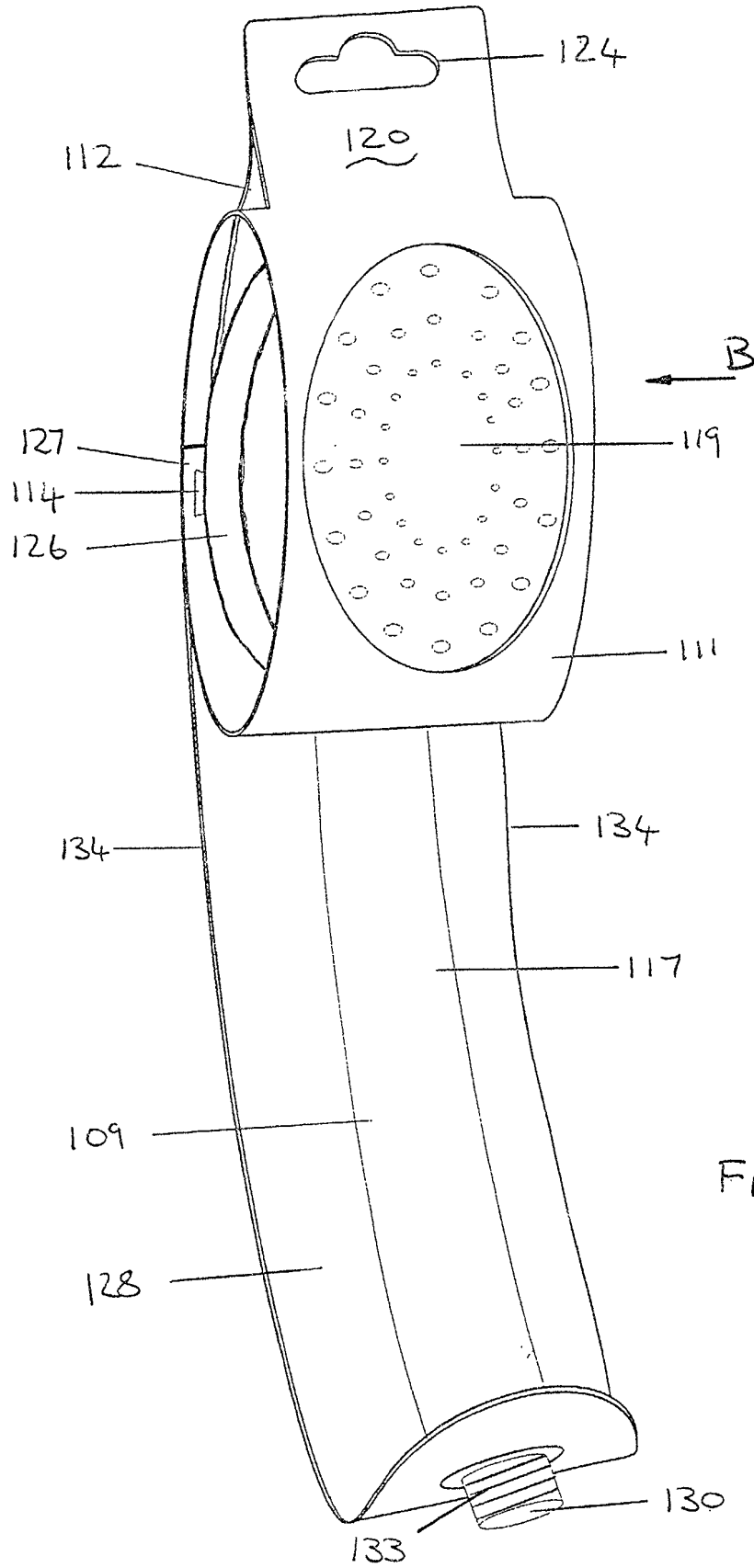


Fig. 5

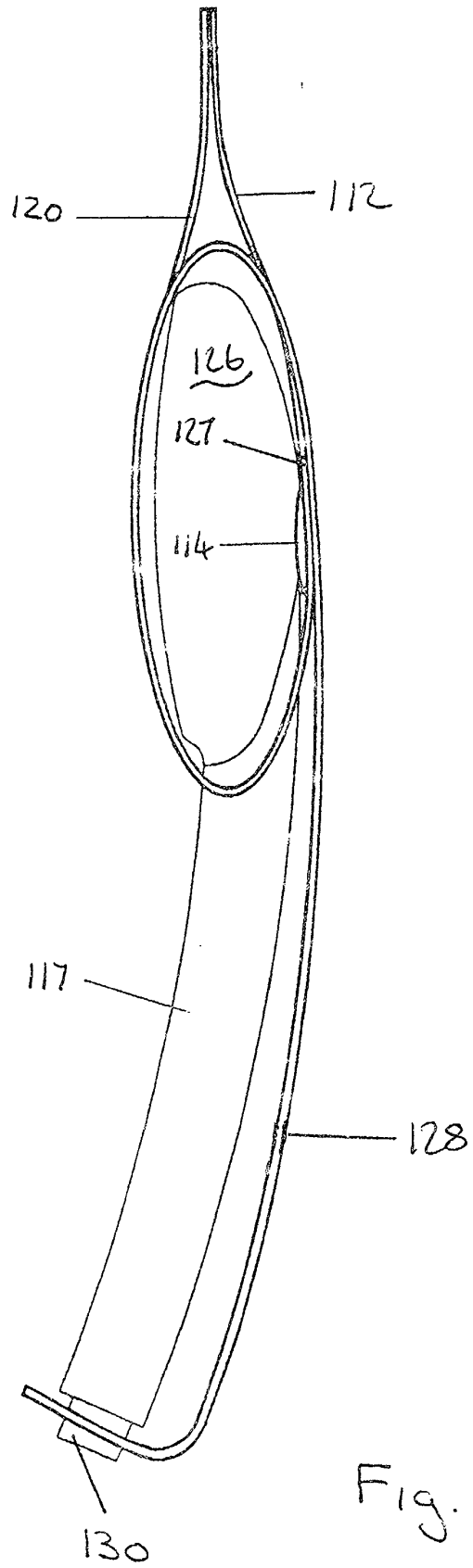


Fig. 6

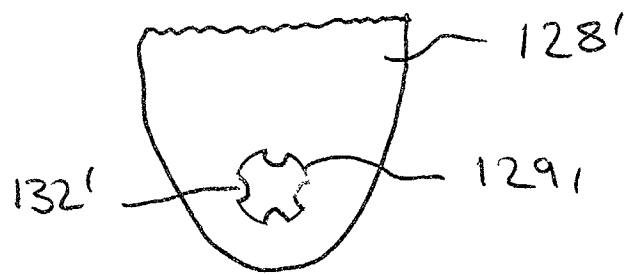


Fig 7.



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EUROPEAN SEARCH REPORT

Application Number  
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Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.7)
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The present search report has been drawn up for all claims			TECHNICAL FIELDS SEARCHED (Int.Cl.7) B65D
Place of search BERLIN		Date of completion of the search 6 March 2002	Examiner Olsson, B
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone                      Y : particularly relevant if combined with another document of the same category                      A : technological background                      O : non-written disclosure                      P : intermediate document</p> <p>T : theory or principle underlying the invention                      E : earlier patent document, but published on, or after the filing date                      D : document cited in the application                      L : document cited for other reasons                      &amp; : member of the same patent family, corresponding document</p>			

EPO FORM 1503 03.82 (P04/C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT  
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