

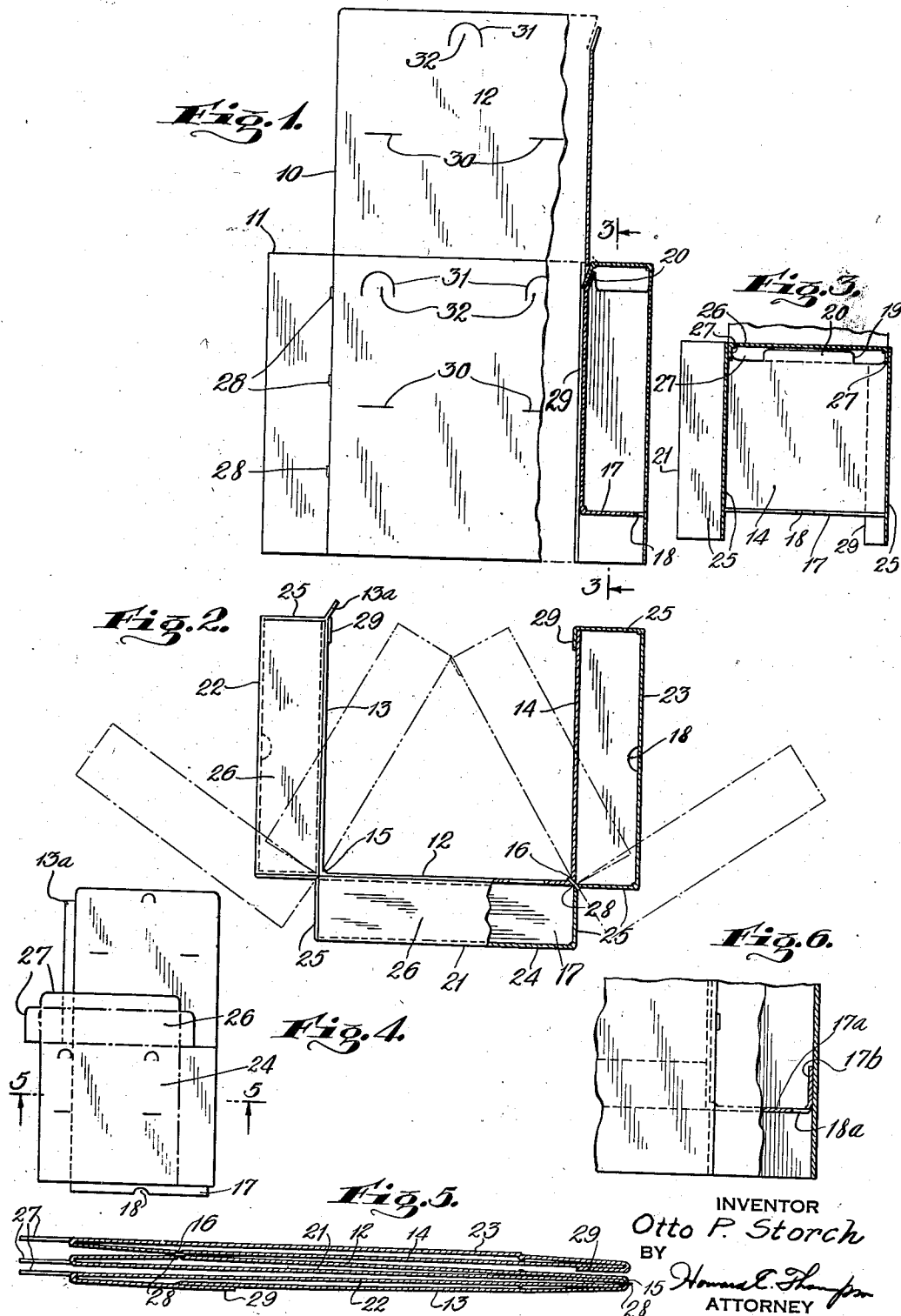
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COLLAPSIBLE DISPLAY DEVICE

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COLLAPSIBLE DISPLAY DEVICE

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This invention relates to devices for displaying merchandise of various kinds and classes, and particularly to the construction of a device of this class to adapt the same for use around a corner, column or post, or in providing a display which is visible from two or more sides; and the object of the invention is to provide a device of the class described which is constructed from strips or sheets of cardboard or similar material folded to form two or more display sections, and in characterizing said sections by printing or lithographing so as to give a third dimension effect and to represent actual packages or containers for products of various kinds and classes on the display sections; a further object being to provide a device of the character described wherein one of the strips or sheets employed consists of parts projecting forwardly from the other strip or sheet to give the effect of a stacked or stepped piling of the represented merchandise as well as to provide means for supporting articles of merchandise in a stepped or offset relation one with respect to the other; a further object being to provide a device of the class described wherein three display sections are employed and adapted to be arranged with the two side sections in different angular positions with respect to the intermediate central section in different uses or mountings of the display; a still further object being to provide means for compactly folding the several sections one upon the other to form a relatively thin package facilitating the shipment and transportation thereof; and with these and other objects in view, the invention consists in a device of the class and for the purpose specified, which is simple in construction, efficient in use, and which is constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawing forms a part, in which the separate parts of my improvement are designated by suitable reference characters in each of the views, and in which:

Fig. 1 is a front and sectional view of a display made according to my invention and indicating one use thereof.

Fig. 2 is a horizontal section of the device as shown in Fig. 1, indicating other positions of two of the parts in dotted lines.

Fig. 3 is a section on the line 3—3 of Fig. 1, on an enlarged scale.

Fig. 4 is a plan view of the several parts of the device in a collapsed position.

Fig. 5 is a section on the line 5—5 of Fig. 4 on an enlarged scale; and,

Fig. 6 is a sectional detail view showing a slight modification.

In the construction shown, my improved display device is fashioned from two strips or sheets of cardboard of similar material 10 and 11. The sheet 10 is wider than the sheet 11 and consists of a middle panel portion 12 and two side panel portions 13 and 14 which are foldable with respect to the middle portion 12 at the corners 15 and 16. The side edge of the panel portion 13 above the sheet 11 when attached to the sheet 10 has a projecting flange 13a which may be used to secure the panels 13 and 14 together as is indicated in dotted lines in Fig. 2 of the drawing to form a substantially triangular display.

In the construction shown in Figs. 1 to 5 inclusive, the lower edges of the panels 12, 13 and 14 are each provided with foldable bracing flange portions 17 having finger recesses 18 in the edges thereof, and these portions 17 normally project below the strip 11 as may be seen in Fig. 4 of the drawing so as to insure the placement of the flange portions in operative position in setting up the display as later described.

At this time, attention is called to the slight modification in the flange structure 17 shown in Fig. 6 of the drawing, wherein a flange 17a is provided with supplemental narrower outer flanges 17b disposed at opposite sides of the finger recess 18a so as to provide a greater surface engagement of the outer end portion of the flange 17a in the use thereof. The panels 12, 13 and 14 are also die cut as indicated at 19 in Fig. 3 of the drawing to form relatively long tongues 20 which are arranged adjacent the upper edge of the sheet or strip 11 and which function as later described.

The strip or sheet 11 is longer and narrower than the strip or sheet 10 and is folded a number of times to form outwardly projecting display sections arranged on the outer surfaces of the panels 12, 13 and 14, the central section being indicated at 21 and is arranged outwardly of the panel 12 and the side sections 22 and 23 are arranged outwardly of the sections 13 and 14 respectively.

Each section 21, 22, 23 consists of an outer wall 24 and side walls 25 and a top wall 26 foldable with respect to the upper edge of the front wall 24 and having at the three edges thereof foldable flanges or flaps 27 which are adapted to fit within the side walls 25 and the respective panels 12, 13 and 14. The flap or flange adjacent the panels 12, 13 and 14 is adapted to engage the outwardly flexed tongues 20 of said

panels to limit inward or downward movement of the top wall 26 as well as to retain the sections 21, 22 and 23 in extended position.

The side walls 25 of adjacent sections 21, 22 and 21, 23 are folded upon each other to form the corners as at 15 and 16, and staples or other means 28 are provided for securing the sheets 10 and 11 together at the corners 15 and 16, whereas the side walls 25 at the free sides of the sections 22 and 23 are provided with flanges 29 which are folded onto and secured to the inner surfaces of the panels 13 and 14 in securing the sections 22 and 23 in position.

In packing, shipment or transportation of the display device, the various panels and sections are folded one upon the other in the manner illustrated in Figs. 4 and 5 of the drawing to form a relatively thin and compact package, the length of which is governed by the complete width of the sheet 10 and the width of this package will be governed by the arrangement of the folded parts as clearly represented in Fig. 4 of the drawing. From this position, the display device may be set up for use by simply extending the panels 12, 13 and 14 and then folding the flaps or flanges 27 at right angles to the top wall 26 and inserting them within the walls 25 and the panels 12, 13 and 14, in which operation, the tongues 20 are forced outwardly to engage the long flaps 27 as clearly illustrated in Figs. 1 and 3 of the drawing, after which the flanges 17, 17a are folded upwardly into the hollow or box-like sections 21, 22 and 23 to reinforce and support the lower portions of said sections. It is understood at this time, that before folding, the flanges 17, 17a project below the lower surface of the sections 21, 22 and 23 and must therefore be moved upwardly into said sections to provide for the proper supporting of the device on a suitable surface, or in other words, to bring the lower edges of all of the sections 21, 22 and 23 in common alinement. When extended and set up in the manner above described, the display is ready to be placed in position for use, and in utilizing the display upon a counter display or other similar support, the same may be set up with the side sections and panels 13, 22, 14, 23 extending outwardly and laterally as indicated in dotted lines in Fig. 2, or in the other dotted or full line positions also indicated in said figure. In the latter uses, the display may be arranged around a post, column or the like or around a corner.

In some cases, the display may be supported upon an internal column or post arranged within the panels of the device, in which latter case, the flange 13a of the panel 13 may be secured to the panel 14 in any desired manner. In this last arrangement of the display, a triangular display device will be produced. However, my invention is not limited to the use of any particular number of sections or panels, nor to any particular arrangement thereof one with respect to the other.

In certain uses of the invention, it is desirable to print, lithograph or otherwise characterize the outer surfaces of the panels 12, 13 and 14, especially above the sections 21, 22 and 23 as well as the outer, upper and side walls of the sections 21, 22 and 23 so as to represent the actual display of a number of packages or boxes arranged side by side and one upon the other, reproducing the appearance of the box or container, not only in the sections 21, 22 and 23 but on the surface of the panels 12, 13 and 14

above said sections, the printing, lithographing or other characterization being so done as to represent three dimensions. For example, each of the sections 21, 22 and 23 when characterized, might represent six boxes or containers of a product or article of manufacture, three in the lower row and three directly above those in the lower row, whereas, a representation of three of said boxes would appear on the surface of each panel directly above each section but set inwardly from the front surface of the sections to give a stepped arrangement of package or box display. In other words, the display device would give the appearance of the actual display of the boxes themselves, whereas in fact, all that prevails, is simply a cardboard display device of the structure herein described.

Aside from the use of the device as above pointed out, the same may be utilized as a means for displaying merchandise or containers of merchandise which is simply placed around and upon the upper surface of the sections 21, 22 and 23, or if desired, the front surface of the sections 21, 22 and 23.

The panels 12, 13 and 14 above said sections may have spaced slits 30 and arc-shaped or semi-circular die cuts 31 to form supporting tongues or clips 32 providing means for supporting the different kinds of merchandise directly in connection with said surfaces. It will be understood that other means of supporting articles may be employed. However, either or both methods of utilizing the display device may be employed or a combination of such methods.

By constructing a display device from two strips or sheets of cardboard in the manner herein described, a display device of the kind under consideration may be produced at a nominal cost and without any waste of material. In constructing the device for different types and kinds of merchandise, the lengths and widths of the respective panels and sections will be modified to proportions consistent with the packaged goods or merchandise placed on display as well as to be consistent with the contour thereof.

Having fully described my invention, what I claim as new and desire to secure by Letters Patent, is:

1. A display device of the class described consisting of foldable panel portions and display sections on the panel portions and projecting from one surface thereof and adapted to be collapsed upon said panel portions, said sections having means for supporting the same in extended position with respect to the panel portions, said means involving a top wall on said sections, and means in the top walls of said sections and on said panel portions for supporting said top walls in predetermined position.

2. A display device of the class described consisting of foldable panel portions and display sections on the panel portions and projecting from one surface thereof and adapted to be collapsed upon said panel portions, said sections having means for supporting the same in extended position with respect to the panel portions, said means involving a top wall on said sections, means on the top walls of said sections and on said panel portions for supporting said top walls in predetermined position, and means at the lower end of the panels and sections for reinforcing and supporting the lower portions of said sections.

3. A display device of the class described consisting of foldable panel portions and display sections on the panel portions and projecting from

one surface thereof and adapted to be collapsed upon said panel portions, said sections having means for supporting the same in extended position with respect to the panel portions, said means involving a top wall on said sections, means on the top walls of said sections and on said panel portions for supporting said top walls in predetermined position, means at the lower end of the panels and sections for reinforcing and supporting the lower portions of said sections, and said panel portions and sections being formed of independent sheets of cardboard secured together intermediate adjacent panels and at the free sides of said panels.

4. A display device of the class described consisting of foldable panel portions and display sections on the panel portions and projecting from one surface thereof and adapted to be collapsed upon said panel portions, said sections having means for supporting the same in extended position with respect to the panel portions, said means involving a top wall on said sections, means on the top walls of said sections and on said panel portions for supporting said top walls in predetermined position, means at the lower end of the panels and sections for reinforcing and supporting the lower portions of said sections, said panel portions and sections being formed of independent sheets of cardboard secured together intermediate adjacent panels and at the free sides of said panels, and means for supporting articles in connection with the front surfaces of said panels and sections.

5. A display device of the class described consisting of two or more hingedly related display wall portions adapted to be arranged in angular relationship one with respect to the other, said wall portions each consisting of an inner panel and an outwardly projecting display section consisting of relatively foldable wall portions adapted to be collapsed upon the panel.

6. A display device of the class described consisting of two or more hingedly related display wall portions adapted to be arranged in angular relationship one with respect to the other, said wall portions each consisting of an inner panel and an outwardly projecting display section consisting of relatively foldable wall portions adapted to be collapsed upon the panel, and said display sections being fashioned from an independent sheet of material attached to the panels at the hinged sides and free side edges thereof.

7. A display device of the class described, consisting of two or more hingedly related display wall portions adapted to be arranged in angular relationship one with respect to the other, said wall portions each consisting of an inner panel and an outwardly projecting display section consisting of relatively foldable wall portions adapted to be collapsed upon the panel, one of the wall portions of each section constituting a top wall, and means thereon and on the associated panel for supporting said top wall in predetermined position.

8. A display device of the class described, consisting of two or more hingedly related display wall portions adapted to be arranged in angular relationship one with respect to the other, said wall portions each consisting of an inner panel and an outwardly projecting display section consisting of relatively foldable wall portions adapted to be collapsed upon the panel, one of the wall portions of each section constituting a top wall, means thereon and on the associated panel for supporting said top wall in predetermined position, and means at the lower end of each panel for reinforcing the lower portion of each section.

9. A display device of the class described, consisting of two or more hingedly related display wall portions adapted to be arranged in angular relationship one with respect to the other, said wall portions each consisting of an inner panel and an outwardly projecting display section consisting of relatively foldable wall portions adapted to be collapsed upon the panel, one of the wall portions of each section constituting a top wall, means thereon and on the associated panel for supporting said top wall in predetermined position, means at the lower end of each panel for reinforcing the lower portion of each section, and means for supporting articles in connection with the outer surfaces of said panels and sections.

10. A display device of the class described comprising a central wall portion and two side wall portions movable into different angular positions with respect to said central wall portion, and each of said wall portions including an outwardly extending display section consisting of relatively foldable parts adapted to be collapsible upon the companion wall portion.

11. A display device of the class described, comprising a central wall portion and two side wall portions movable into different angular positions with respect to said central wall portion, each of said wall portions including an outwardly extending display section consisting of relatively foldable parts adapted to be collapsible upon the companion wall portion, and means for supporting the display sections in extended position.

12. A display device of the class described comprising a central wall portion and two side wall portions movable into different angular positions with respect to the central wall portion, each of said wall portions including an outwardly extending display section consisting of relatively foldable parts adapted to be collapsed into a plane paralleling the plane of said wall portions, the outer exposed surfaces of the display sections and wall portions being characterized to represent predetermined merchandise, and said wall portions including the display sections being foldable one upon the other to form a thin package.

13. A display device of the class described comprising a central wall portion and two side wall portions movable into different angular positions with respect to the central wall portion, each of said wall portions including an outwardly extending display section consisting of relatively foldable parts adapted to be collapsed into a plane paralleling the plane of said wall portions, the outer exposed surfaces of the display sections and wall portions being characterized to represent predetermined merchandise, said wall portions including the display sections being foldable one upon the other to form a thin package, and means for supporting the display sections in extended position.

14. A display device of the class described comprising a central wall portion and two side wall portions movable into different angular positions with respect to the central wall portion, each of said wall portions including an outwardly extending display section consisting of relatively foldable parts adapted to be collapsed into a plane paralleling the plane of said wall portions, the outer exposed surfaces of the display sections and wall portions being characterized to represent predetermined merchandise, said wall portions being foldable one upon the other to form a thin package, and means for supporting the display sections in extended position.

15. A display device of the class described comprising a central wall portion and two side wall portions movable into different angular positions with respect to the central wall portion, each of said wall portions including an outwardly extending display section consisting of relatively foldable parts adapted to be collapsed into a plane paralleling the plane of said wall portions, the outer exposed surfaces of the display sections and wall portions being characterized to represent predetermined merchandise, said wall portions being foldable one upon the other to form a thin package, and means for supporting the display sections in extended position.

tions including the display sections being foldable one upon the other to form a thin package, means for supporting the display sections in extended position, and said means involving members on the wall portions engaging parts of the display sections adjacent the upper and lower ends thereof.

15 15. A display device of the class described comprising a central wall portion and two side wall portions movable into different angular positions with respect to the central wall portion, each of said wall portions including an outwardly extending display section consisting of relatively foldable parts adapted to be collapsed into a plane paralleling the plane of said wall portions,

the outer exposed surfaces of the display sections and wall portions being characterized to represent predetermined merchandise, said wall portions including the display sections being foldable one upon the other to form a thin package, means for supporting the display sections in extended position, said means involving members on the wall portions engaging parts of the display sections adjacent the upper and lower ends thereof, and said wall portions and display sections being formed from independent sheets of material arranged one upon the other and secured together at the ends thereof and where said wall portions are foldable relatively to each other.

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