Support element for signs and the like

The support element for signs (10) and the like of the present invention constitutes a fastening system which is simple, effective and easy to place and change its position in display stands (9) with form of rods (8) whereon the products are hung without needing to have to use any type of tool, permitting a great versatility in the size and shape of the signs (10) to be fastened and which basically comprises a body (2) which has an open lateral slot (3) at one of its ends to introduce in the sign (10) and at its opposite end a housing (4) whereto is solidly attached another body (5) with a central orifice (7) of suitable dimensions to surround the rods (8) of the display stand (9).
DESCRIPTION OF THE INVENTION

OBJECT OF THE INVENTION

[0001] The invention, as expressed in the statement of the present specification, relates to a support element for signs and the like, which contributes the function which has several advantages and innovative characteristics, which will be described below in greater detail, which result in an advantageous alternative to what is currently known on the market in this field.

BACKGROUND OF THE INVENTION

[0002] Currently, and in relation to the state of the art, it must be pointed out that, although multiple types of elements, devices and support systems intended for the purpose being dealt with herein are known, the existence of any which features similar technical, structural or configurative characteristics to those which are proposed herein are unknown by the applicant.

EXPLANATION OF THE INVENTION

[0003] Specifically, the element proposed by the present invention consists of a support piece particularly applicable for the placement of signs or notices on shelves for the display of packaged products in blister type containers, of cardboard or similar systems, of the type which feature a plurality of rods which arise horizontally therefrom, and wherein the aforementioned packages are hung via an orifice or hook which are provided for this purpose, the element of the invention being especially designed to be able to be hung on the upper part of said rods and to fasten a sign or notice in the form of a laminar body to them, with the lettering, information or message relating to the displayed product.

[0004] To do this, and more specifically, the element in question consists of a piece of rigid material, whose upper part has a transversal slot wherein the lower part of the sign will be inserted, which must be of laminar type. On its lower part, said piece has an area of flexible material, such as rubber or the like, with a central orifice which is suitable for the rods of the display stand to be inserted, having a slot which facilitates said operation. As this area is of flexible material, it adapts to the rod with the piece being fixed and sustained in vertical position on the rod.

[0005] It should be pointed out that each support element hung on a rod can hold at least one sign, it being equally possible for the fastening of larger signs between two or more supports situated on adjoining rods.

[0006] Thus, the support element proposed is configured as a fastening system for signs which is advantageously simple and effective, which is extremely easy to hang, and its positioning on the shelf or display stand can also be changed, without needed to have to use any type of tool to do so, but which is also extraordinarily easy to use to fasten the sign or signs for which it is intended, permitting a great deal of versatility in the size and shape thereof, with the sole limitation that, at least on its lower part, the sign has a suitable thickness to tightly fit into the slot provided in the support piece.

[0007] The new support element for signs and the like therefore represents an innovative structure of structural and constitutive elements unknown to date for such purpose, reasons which, together with their practical utility, equip them with sufficient foundation to obtain the privilege of exclusivity which it requests.

DESCRIPTION OF THE DRAWINGS

[0008] In order to complement the description being carried out and with the aim of helping towards a better understanding of the characteristics of the invention, a set of drawings accompanies said specification, as an integral part thereof, wherein the following has been represented in an illustrative and non-limitative character:

fig. 1 shows a perspective view of an example of embodiment of the support element for signs and the like object of the invention, wherein the parts which make up the element are observed such as the specific configuration and arrangement thereof;

fig. 2 shows a perspective view of the element in position of use, disposed on the rod of a display stand and attaching a sign;

fig. 3 shows the manner in which a larger sign is fastened to two support elements according to the invention;

PREFERRED EMBODIMENT OF THE INVENTION

[0009] In view of the aforementioned figures, and in accordance with the numeration adopted, an example of preferred embodiment of the invention can be observed therein, which comprises the parts and elements which are indicated and described in detail below.

[0010] Thus, as can be observed in figure 1, the support element (1) in question is essentially configured from a body (2), made on any rigid material, the upper part of which has a lateral slot (3) which crosses it transversally, occupying approximately the upper half thereof.

[0011] The lower part of said body (2) features a housing (4) wherein another body (5) of flexible material, such as rubber or the like, is solidly attached, and which features on its lower central part an aperture (6) connected to a central orifice (7). It should be noted that said central orifice (7) provided on the lower body (5) of the piece (1) will have suitable dimensions to tightly surround the rods (8) of the display stand (9) whereeto the support element is destined, i.e., said central orifice (7) will feature a diameter a bit smaller than the diameter of the rods (8), the aperture (6) being of sufficient size to make the insertion of said rods (8) in the central orifice (7) possible.
[0012] It must be pointed out that in the event that the flexible body (5) does not have the aperture (6), it would be equally possible to fasten the support element (1) by means of the insertion of the rods (8) into the orifice (7) through its end, however, the aforementioned aperture (6) makes said insertion from the side easier and more practical. Nevertheless, it is important in such a case for the lateral aperture (6) to connect the edge of the support element (1) with the aforementioned orifice (7), it being preferable for said part of the edge to be wider than in the area of the orifice (7), as observed in figure 1.

[0013] In this manner, as observed in figures 2 and 3, the support element (1) is hung on the rods (8) of the display stand by inserting these through the aperture (6) and fastening them in the central orifice (7), which as it is of flexible material, will adapt to the diameter of the rod (8), holding it in place. Likewise, the sign (10) will be inserted through the upper slot (3). The sign will be held vertical by remaining trapped between the rigid walls of the body (2) determined by said slot (3).

[0014] It is observed in figure 3 how, optionally, placing a support element (1) on adjoining rods (8) makes it possible to fasten signs (10') of greater dimensions.

[0015] Finally, it should be highlighted that, as observed in the aforementioned figures, the rigid body (2) features an approximately flat and rectangular configuration, while the lower rubber body (5) features an approximately circular configuration, this, however, is not a limitation in any way, as said configurations can be changed as long as the upper body (2) is sufficiently rigid to hold the sign and the lower body (5) is of flexible material and has the means described to be fastened and held on the rods (8).

[0016] The nature of the present invention having been sufficiently described, as well as the way of putting it into practice, further explanation is not considered necessary for any person skilled in the art to understand its scope and the advantages that are derived therefrom. It must be noted that, within its essentiality, it can be put into practice in other forms of embodiment which differ from that indicated in detail as an example, and which will also enjoy the protection obtained as long as it does alter, change or modify its basic principle.

Claims

1. SUPPORT ELEMENT FOR SIGNS AND THE LIKE, applicable for the placement of signs (10) or lettering of laminar type on display stands (9), with rod (8) shapes, whereon the products are hung, characterized in that it comprises a body (2), which at one of its ends has an open lateral slot (3), suitable for inserting a sign (10) therein and while at its opposite end features a housing (4) whereto is solidly attached another body (5) of flexible material, which has a central orifice (7) whose dimensions are suitable to tightly surround the rods (8) of the display stand (9) whereto the support element is destined and permits it to be held thereon.

2. SUPPORT ELEMENT FOR SIGNS AND THE LIKE, according to claim 1, characterized in the fact that, in order to facilitate the insertion of the rod (8) into the orifice (7) of the body (5) of flexible material, an aperture (6) is provided which connects the edge of the support element (1) with said central orifice (7), this aperture (6) being of sufficient size to make the penetration possible through the rods (8).

3. SUPPORT ELEMENT FOR SIGNS AND THE LIKE, according to claim 1, characterized in the fact that the body (2) features an approximately flat and rectangular configuration.

4. SUPPORT ELEMENT FOR SIGNS AND THE LIKE, according to claim 1, characterized in the fact that the lower rubber body (5) features an approximately circular configuration.