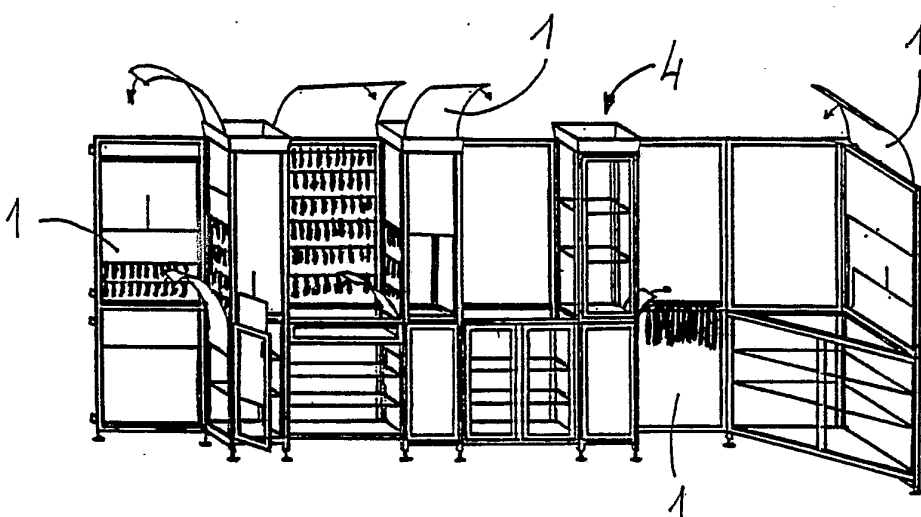


## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<b>(51) International Patent Classification <sup>5</sup> :</b>  <b>A47F 7/02, 11/06, 5/08</b>	<b>A1</b>	<b>(11) International Publication Number:</b> <b>WO 93/19652</b>  <b>(43) International Publication Date:</b> 14 October 1993 (14.10.93)
<p><b>(21) International Application Number:</b> PCT/NO93/00053</p> <p><b>(22) International Filing Date:</b> 2 April 1993 (02.04.93)</p> <p><b>(30) Priority data:</b> 921289 2 April 1992 (02.04.92) NO</p> <p><b>(71) Applicant (for all designated States except US):</b> LØITEGAARD, Birgit [NO/NO]; Holmenavn. 15, N-3400 Lier (NO).</p> <p><b>(71)(72) Applicant and Inventor:</b> TITULAER, Franz [NL/NO]; Holmenavn. 15, N-3400 Lier (NO).</p> <p><b>(72) Inventor; and</b> <b>(75) Inventor/Applicant (for US only) :</b> KOKS, Maarten [NL/NL]; Hertenhoeck 1, NI-4841 SL Prinsenbeek (NL).</p>		<p><b>(74) Agent:</b> TANDBERGS PATENTKONTOR AS; Postboks 7085 H, N-0306 Oslo 3 (NO).</p> <p><b>(81) Designated States:</b> AT, AU, BB, BG, BR, CA, CH, CZ, DE, DK, ES, FI, GB, HU, JP, KP, KR, LK, LU, MG, MN, MW, NL, NO, PL, RO, RU, SD, SE, SK, US, European patent (AT, BE, CH, DE, DK, ES, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).</p> <p><b>Published</b> <i>With international search report.</i></p>
<p><b>(54) Title:</b> DISPLAY FRAME FOR SMALL ARTICLES</p> <div style="text-align: center;">  </div> <p><b>(57) Abstract</b></p> <p>Display frame for a rear wall for the exposure of articles where the articles are arranged in a distance in front of the rear wall, especially for the display of small articles such as jewellery which should be emphasized especially by means of the colour and character of the rear wall and where it is suitable, for the presentation of the articles, in a simple way to change the colour and character of the rear wall, where the rear wall comprising a flexible plate (1), guidings (3, 5) being arranged in a rear edge of the frame in three sides of the internal face of the frame, the guidings (3, 5) in two parallel sides being extended not completely to the frame in the end arranged opposite the third profile, thereby to allow the flexible rear plate (1) to be bent out the frame and pulled out of the guidings (3) whereafter a second rear plate (1), possible with another colour or character, may be pulled into guidings (3) with a corresponding bending and thereafter being maintained the guidings (3, 5), the articles (7) thereby being secured to suspending devices (6) in a distance in front of the rear plate (1).</p>		

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Display Frame for small Articles

The present invention is related to a display frame for the exposure of small articles, according to the preamble of the  
5 claims.

In today's society the consumer is surrounded by thousands of signals of different kinds. A merchant desiring to compete with the his attention, has to direct his message to the human feelings to stimulate the desire to buy. This is a fact for  
10 millions of people around the world being involved with marketing and sale.

How is it possible to transmit to the customer the feelings connected with a product to be sold? The colour is one of the strongest visual signals influencing our association  
15 ability. We connect for example Christmas with red colour, Eastern with yellow and absolutely not the summer with grey.

Many groups of persons need an exposure which is correct according to the season and the time. With small products such as fashion accessories and esthetic small articles, a  
20 background colour corresponding to the colour of the season will be an important mean to emphasize the actuality of the product.

By displaying articles effort is made to present these in a best possible way and to the largest extent possible to adjust to the trends within the specific trade as to presen-  
25 tation, such as following the changes connected with the season for display, also in connection with using of colours generally.

It is one of a salesman's functions to attract the attention of the consumer and by means of the exposure of the articles to stimulate the desire to buy. Colours greatly are used  
30 to attract customers. On the other side many large groups of articles exist which always have to adjust to the fashion connected exposure expression of the specific season or period. This means that for small articles especially, such as fashion accessories and esthetical small articles, the correct background  
35 colour of the season is an important means to expose not only the product but also its actuality.

Small articles in this meaning of the word normally are displaced in large amounts by hanging them from hooks, rails or shelves. Certainly each product in this connection also claims

its own attraction when being displayed. It therefore is desired relatively quickly to be able to adjust to fashion changes, such as changing the colour of the background for the displayed articles or to change the colour because this will establish the  
5 impression that something new continuously is happening at the exhibition. The systems as used today are designed in such a way that one person needs at least one week to take down and hang up again in front of another background, all displayed articles in an average jewellery shop.

10 With the display frame according to the present invention, however, such a change of the background may be a matter of hours at the most. This is achieved with the display frame according to the invention as described by the features stated in the claims.

15 In the drawing Figure 1 discloses schematically a fair stand comprising a number of interconnected display frames according to the present invention, Figure 2 discloses a detail in perspective of an assembly of several display frames according to the present invention, such as for a cupboard or box type  
20 structure or an angled wall section, exposing jewellery in front of a wall the character of which may be selected for the special purpose and even exchanged, if desired.

Figure 1 discloses an example of display show cases and display walls assembled by the display frame according to the  
25 present invention. The show case wall may consist of planes and boxes combined with each other to suit the specific location and assignment. Such display walls provide a possibility of hanging up articles for display, such as jewellers and smaller products, in front of a rear wall or rear plate 1, emphasizing the articles  
30 to be displaced.

The display frame according to the present invention may be used as pure frames such as disclosed in Figure 1, however also being interconnected to a three dimensional figure in the room corresponding to a cupboard or a box 4 as disclosed in  
35 Figure 1. The boxes may comprise three or four display frames for exposure of the articles in front of corresponding faces or plates.

A change of the rear plates or the rear walls in a traditional exhibition stand corresponding to what is disclosed

in Figure 1, would involve a substantial amount of work, taking down the displayed articles, changing the plates in the back walls and thereafter hanging up all articles in correct place.

With the display frame according to the present invention such a change of the background colour or the character of the background generally, may be carried out in a very short time, simply by changing the backplates 1 without moving the exposed articles.

As disclosed especially in Figure 2, the display frame according to the present invention comprises in the rear edge guidings or tracks 3 in parallel vertical sides as well as a guiding or track 5 in one side perpendicular thereto, most convenient the lowermost horizontal side. The guidings may be rails secured to the frame profiles or tracks provided in the frame profiles. In a distance from and in front of the tracks 3 devices 6 for hanging up subjects, are secured to the frame profiles, such as holes, hooks or such, for hanging up articles 7 to be exposed, such as disclosed with the holes 2 and hanging devices 6, the articles or jewellery. The securement for the hanging devices 6 may be slots or holes 2 with a suitable shape.

The rear plate is guided and supported by the guidings, e.g. the tracks 3 and the track 5 which may be vertical tracks or horizontal lower track 5 respectively.

The tracks 3 terminate a distance below the stock divider in such a way that there is room enough to bend the rear plate 1 outwardly or inwardly, thereby to pull the plate out or push it in. The two parallel tracks 3 also may be arranged horizontally in such a way that the rear plate 1 may be pulled horizontally into the tracks, or they may be arranged vertically, depending of the arrangement of the frames in the exhibition.

The rear plate 1 is flexible in the sense that the plate may be bent outwardly to be pulled out of the track 3 and for example replaced by a new rear plate. This feature makes it possible to replace plates 1 in rack comprising several stocks with frames above each other, the plate 1 thereby being bent to go free of the frame above by pulling the plate out and pushing it in again. It also is possible to pull the plates out downwardly from the upper frame and upwardly from the lower frame by arranging the ending of vertical guidings correspondingly.

The display frames according to the present invention may be arranged such that they establish boxes, cupboards, show cases or plane walls as disclosed in Figure 1. The frames also may be arranged in several stocks above each other and still  
5 allowing for changing the rear plates if desired.

The holes 2 for hanging the exposed articles up, may be used to arrange rods, shelves, hooks, jacks etc. depending on the desires and the articles to be displayed. Frames comprising holes and rear plates also may be used to establish the entire  
10 installation in shop, wall systems, counters, window exhibitions, fairs, sale kiosks etc.

Because the holes 2 are arranged at a distance in front of the rails 3 and thereby also the rear plate 1, the displayed articles suspending from hooks in the holes give a depth feeling  
15 which may further increased by suitable lightening between the article and the plate. Hereby the article is emphasized whereby the colour and the character of the plate give the desired atmosphere.

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Patent Claims

5           1. Display frame for the exposure of articles where the articles are arranged in a distance in front of a rear wall, especially for the display of small articles such as jewellery, to be specially emphasized by the colour and character of the rear wall, **CHARACTERIZED IN** providing possibility, in a simple  
10 and quick way to change the colour and/or character of the rear wall thereby to provide the expression of a new exhibition, the rear wall thereby comprising a flexible plate (1), guidings (3, 5) being arranged in a rear edge of the frame in three sides of the frame, the guidings (3, 5) in two parallel sides extending  
15 not completely to the frame in the end arranged opposite the third profile, thereby to allow the flexible rear plate (1) to be bent out of the frame and pulled out of the guidings (3) thereby to be pulled behind the frame situated above, whereafter a second rear plate (1), possible with another colour or  
20 character, may be pushed into the guidings (3) with a corresponding bending and being captured in the guidings (3, 5), the displayed articles (7) thereby not being moved during the exchange operation of the rear wall, being secured to suspending devices (6) in a distance in front of the rear plate (1).

25           2. Frame according to claim 1, **CHARACTERIZED IN** the guidings comprising rails which are secured to the profiles of the frame.

          3. Frame according to claim 1, **CHARACTERIZED IN** the guidings comprising tracks in the profiles of the frame.

30           4. Frame according to claims 1-3, **CHARACTERIZED IN** the rear plate (1) being continuously bendable.

          5. Frame according to claims 1-3, **CHARACTERIZED IN** the rear plate (1) being bendable stepwise transversally to the longitudinally direction.

35           6. Frame according to claims 1-5, **CHARACTERIZED IN** the two parallel guidings (3) being arranged vertically and the guiding (5) arranged perpendicularly thereto being arranged horizontally in the lowermost area, the vertical guidings thereby being terminated in a distance from the upper profile of the

frame thereby to allow the rear plate to be bent out of the frame and pass by the frame above or below.

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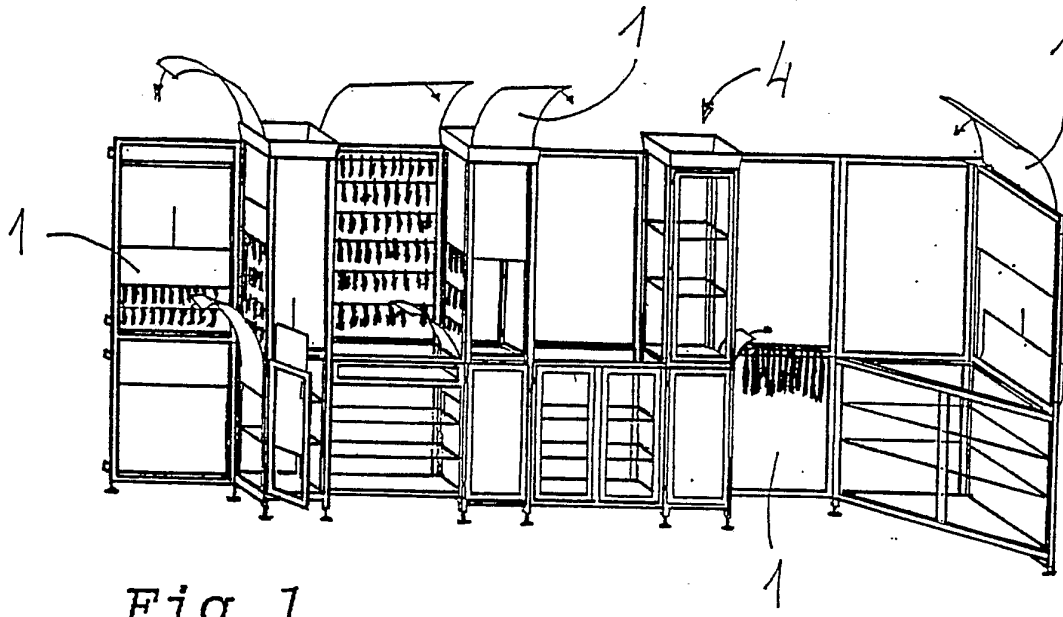


Fig. 1

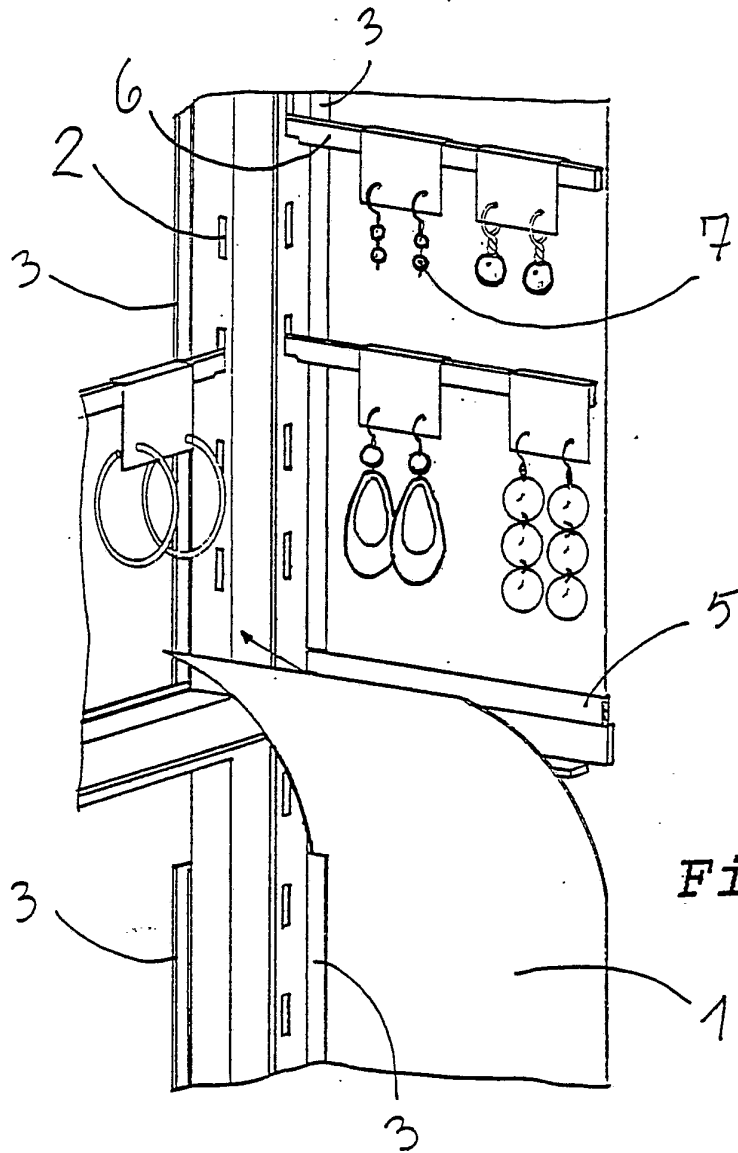


Fig. 2

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/NO 93/00053

<b>A. CLASSIFICATION OF SUBJECT MATTER</b>		
IPC5: A47F 7/02, A47F 11/06, A47F 5/08 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b>		
Minimum documentation searched (classification system followed by classification symbols)		
IPC5: A47F		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
SE,DK,FI,NO classes as above		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO, A1, 9005354 (OMAVALE LIMITED), 17 May 1990 (17.05.90), page 7, line 21 - page 8, line 8, detail 7	1-5
A	--	6
A	US, A, 4128955 (MARRA ET AL), 12 December 1978 (12.12.78)	1-6
A	US, A, 4106229 (SCHMID), 15 August 1978 (15.08.78)	1-6
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Date of the actual completion of the international search		Date of mailing of the international search report
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International application No.  
PCT/NO 93/00053

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO, A1, 9300846 (SAMUELSSONS INREDNINGAR AB), 21 January 1993 (21.01.93)  -----  -----	1-6

**INTERNATIONAL SEARCH REPORT**  
Information on patent family members

28/05/93

International application No.  
PCT/NO 93/00053

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO-A1- 9005354	17/05/90	AU-A- 4518089 GB-A- 2226173	28/05/90 20/06/90
US-A- 4128955	12/12/78	NONE	
US-A- 4106229	15/08/78	NONE	
WO-A1- 9300846	21/01/93	AU-A- 2290992 SE-A- 9102033	11/02/93 02/01/93