

[54] **MARKER DISPLAY DEVICE**

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[52] **U.S. Cl.**..... **40/10 R**

[51] **Int. Cl.**..... **G09f 3/18**

[58] **Field of Search** ..... 40/11, 124.1, 16.2, 10

[56] **References Cited**

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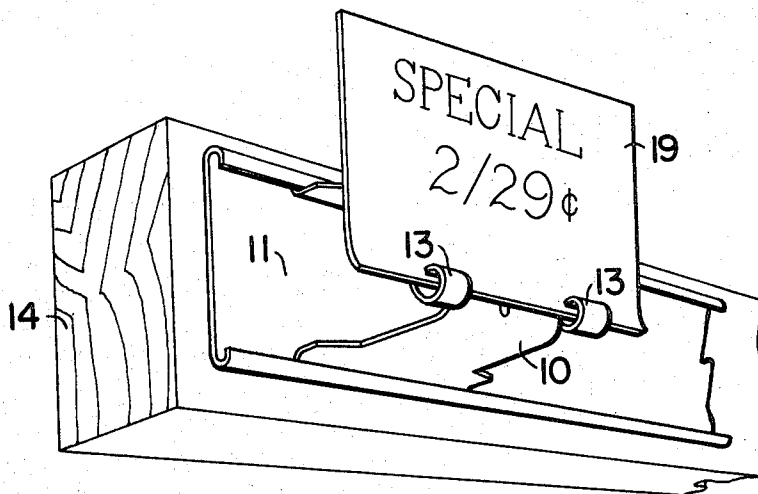
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[57]

**ABSTRACT**

A one-piece clip device for displaying price tags or other markers relating to the sale of merchandise, where the marker is retained by spring tabs which are formed from the panels of the clip and which dig into the surface of the marker with sufficient force to secure the marker. The marker may be inserted with ease but may be pulled out only by exerting considerable effort.

**1 Claim, 8 Drawing Figures**



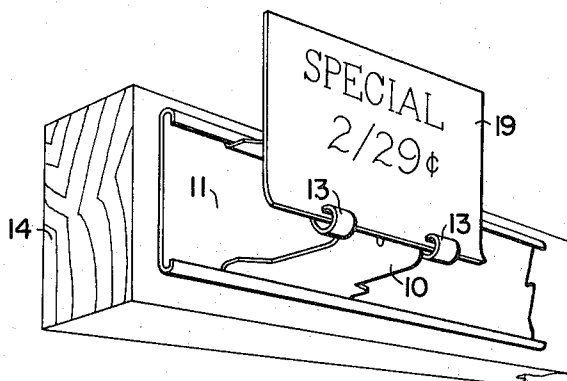


FIG. 1.

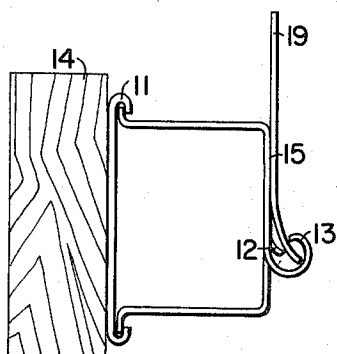


FIG. 2.

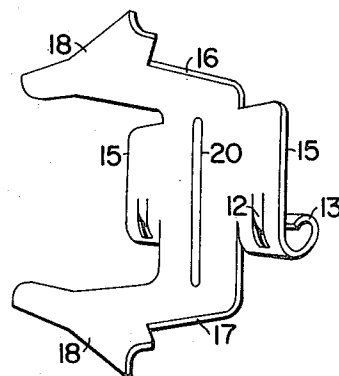


FIG. 3.

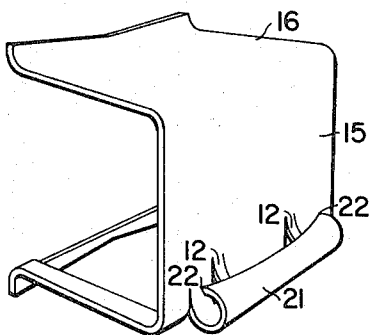


FIG. 4.

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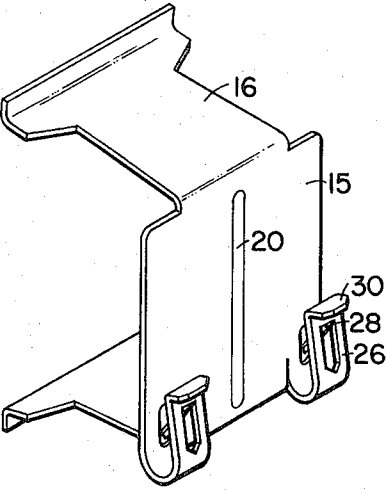


FIG. 5.

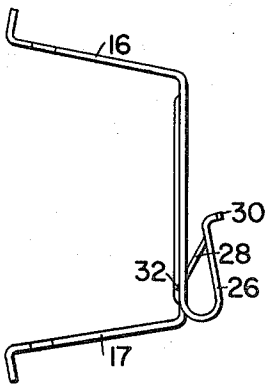


FIG. 6.

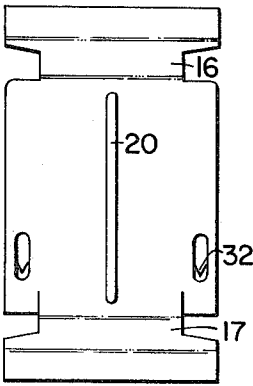


FIG. 7.

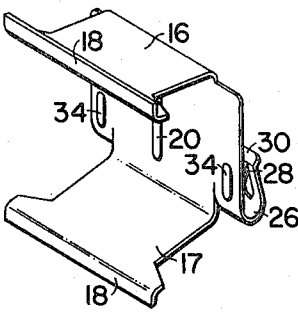


FIG. 8.

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## MARKER DISPLAY DEVICE

### BACKGROUND OF THE INVENTION

It is conventional practice in self-service stores or others dealing in the sale of merchandise on shelves to indicate the price thereof with markers generally consisting of a card held to the shelf by some sort of clip device. The card marker may be positioned in a plane parallel to the shelf to indicate price for example, or in a plane perpendicular to the shelf to call the buyers attention to the goods.

It is desirable that the markers be mounted securely to prevent accidental or mischievous dislodgement. Previously known devices accomplish this through mechanical locking means, for example, a pin-in-slot arrangement or gripping teeth which prevent the removal of the marker except by manually disengaging the locking means. In some cases destruction of the device may result from attempts to remove the marker. Many of the known devices are assembled from several parts so that the removal function is facilitated. Destruction of the device when changing markers is costly to the seller. Devices made from several parts to facilitate the removal of markers are more costly to produce than a one-piece device. Some devices heretofore have used card markers made with special slots, holes, gills or buttons that were needed to work in conjunction with the device itself. Naturally such special-made markers are more costly than plain cardboard or plastic ones.

### SUMMARY OF THE INVENTION

One of the objects of this invention is to provide a simple spring-clip device which will securely hold price tags or other card markers relating to the sale of merchandise on shelves, and where the device is not damaged when the marker is pulled out for replacement.

Another object of this invention is the provision of a spring-clip device which will accept plain cardboard or plastic markers that need no special holes, slots, gills, or buttons in order to be securely held in the device.

A further object is to provide a clip into which a marker can be inserted with ease but from which the marker can be removed only by exerting considerable effort.

Another object of this invention is to provide a device for holding price tags or other markers where the marker is retained by novel spring tabs which are an integral part of a one-piece clip, which tabs are formed from the panels of the clip and dig into the surface of the marker with sufficient force to secure the marker but yet allow the marker to be pulled out without damaging the device.

### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a view in perspective of the marker display device with a card marker in position and showing the device mounted in a conventional price-tag molding;

FIG. 2 is a side elevation view showing the integral spring tabs which retain the markers and the method of retention;

FIG. 3 is a rear-quarter perspective view of the device showing how the spring tabs are formed;

FIG. 4 is a perspective view of an alternative version of the display device;

FIG. 5 is a perspective view of a further modified form of the device;

FIG. 6 is a side view of the clip shown in FIG. 5;

FIG. 7 is a rear elevation view of the clip shown in FIG. 5; and

FIG. 8 is a perspective view of a modified form of the clip shown in FIG. 5.

### DETAILED DESCRIPTION OF THE INVENTION

The device shown in FIGS. 1 through 8 comprises a clip 10 formed in one piece, preferably from light, resilient sheet metal, and is depicted as mounted in a conventional channel molding 11 which is secured to the merchandise shelf 14.

The clip shown in FIGS. 1 through 4 comprises one or more card direction changing points 12 and one or more outer tabs 13 which are conveniently stamped from the material forming card engaging surface 15. Card engaging surface 15 is secured through upper panel 16 and lower panel 17 to mounting feet 18 which engage slots in channel molding 11. The card engaging surface 15 and panels 16 and 17 are shown as being flat but may be curved or rounded. A stiffening bead 20 may be incorporated into desired surfaces such as card engaging surface 15 for added rigidity as shown in FIG. 3. The free end of outer tab 13 is an edge which, in conjunction with card engaging surface 15, defines a card receiving slot. The bight formed by the bending into position of outer tab 13 functions as a card or marker limit stop. The aspect of card 19 when inserted into the clip is shown in FIG. 1.

In the operation of the device thus far described, the clip 10 is mounted in molding 11 by pressing on panels 16 and 17 to force the ends bearing mounting feet 18 toward each other. The free ends of mounting feet 18 may then be inserted into slots in molding 11 and the pressure released. The spring force of the clip holds the device securely in the molding. An edge of marker or display card 29 is then inserted into the clip by placing it in the slot formed by card engaging surface 15 and the free end of outer tab 13. As the card edge is inserted farther, it encounters direction changing point 12 which causes the card to curl forward. This curling action is opposed by the natural resiliency of the card which acts to urge the card against card engaging surface 15 and also against the free end of direction changing point 12. The ingress of the card requires but little force because the card need undergo only a gentle bend and the movement along the ramp shaped direction changing point also offers little resistance. As card movement continues, the edge bottoms in the bight formed by outer tab 13 which thus functions as a limit stop to define card attitude.

The removal or egress of the card from the clip is not a simple reversal of the action of inserting the card. The tip of the direction changing point or biasing member permits easy card movement in one direction only so that a one-way passage is created. The design of the direction changing point determines the relative difficulty of card removal since a stiff biasing member with a sharp point increases card removal difficulty to the point where it will result in the card being torn apart during its removal from the clip. A clip may be formed with rounded or dulled tips which will reduce card removal force so that the card or the clip is not damaged appreciably by the removal operation.

The unitary clip shown in FIG. 4 comprises direction changing points 12 and a single large outer tab 21 formed from the lower panel and defining sharpened tips 22. In operation, the card is inserted as previously

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described in connection with the clips shown in FIGS. 1 through 3. The sharpened tips 22 serve as an additional obstacle to withdrawal of the card over that provided by direction changing point 12. Alternatively, the free edge of large outer tab 21 can be smooth and straight. Also, the sharpened tips on the outer tab may be incorporated into the structures shown in FIGS. 1 through 3 if desired.

The clip need not be made in one piece although it is preferable to do so for reasons of economy and simplicity. A display card is held so securely in the clip that it can safely be held from the top in addition to display by holding it at the bottom as shown in FIG. 1. The display card may be mounted in the clip before the clip is inserted into the channel molding.

The clip shown in FIGS. 5 through 8 is generally similar to that of FIG. 1, but differs in that the card engaging point is secured to and formed from tab 26. The outwardly directed free end 30 of tab 26 provides a convenient means for applying pressure to release the clip holding structure. In order to have positive engagement of the display card by the sharpened tip 32 of point 28, tip 32 extends through openings cut in card engaging surface 15 as shown in FIG. 7. The openings may be replaced by dimples 34 as shown in FIG. 8. The dimples provide a recess for tip 30 so that a display card however thin cannot fail to be contacted by a card engaging point 28 as the card is inserted. The dimple has an advantage over the cut through opening in that there are no sharp edges to cut into the card and cause it to hang up.

The operation of the clip shown in FIGS. 5 through 8 is similar to that of the clip shown in FIGS. 1 through 4. The display card may be inserted either before or after the clip is mounted in the supporting molding.

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The card is inserted into the clip in the slot between card engaging surface 15 and tab 26. The card passes readily downward by displacing the free end of point 28 and bottoms in the bight formed by the connection of tab 26 to card engaging surface 15. The biasing action of point 28 in urging the card material into the opening or recess in card engaging surface 15 ensures that the tip 32 will contact the card firmly and will thus bring about the desired one way passage configuration. The removal of the card is considerably more difficult than the insertion. The clip shown in FIGS. 5 and 6 may conveniently have panel 16 identical to panel 17 so that the panels bend equal amounts when the mounting feet are compressed for insertion into the molding.

It is to be understood that modifications may be made in the form, details, arrangement, and proportion of the parts of this invention without departing from the scope of the invention as set forth in the following claims.

I claim:

1. A one-piece card clip for a price tag molding comprising:

- a. a card engaging surface,
- b. at least one tab bent to define in conjunction with said card engaging surface a card receiving slot and a card limit stop,
- c. at least one pointed integral card biasing member defining in conjunction with said card receiving slot a one-way passage, and
- d. mounting means securing said card engaging surface to said price tag molding whereby said card engaging surface is held parallel to said molding and spaced therefrom.

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