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(54) BRACKET FOR MOUNTING BANNER TO A TRUCK WALL

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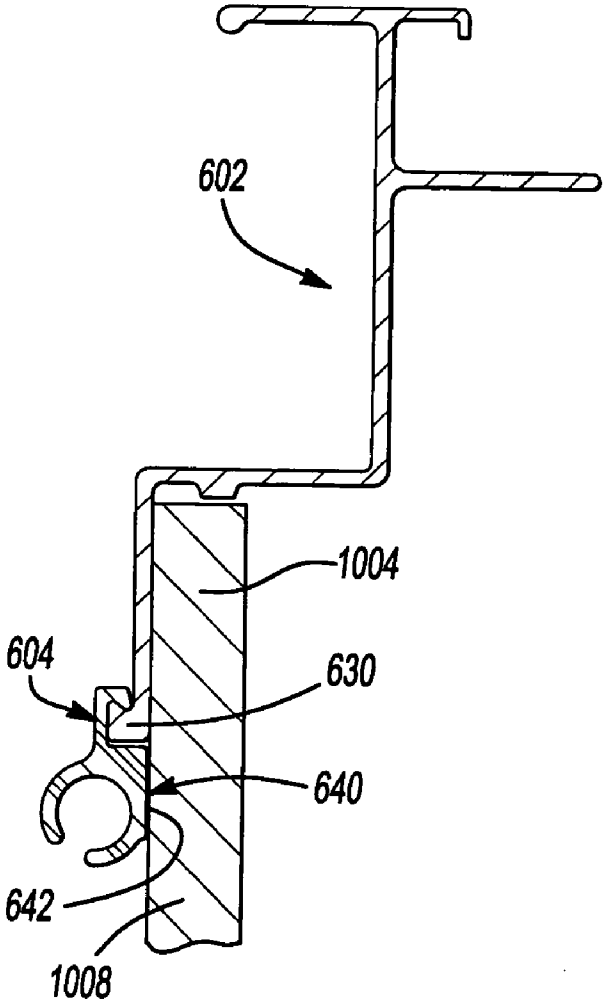
(57) **ABSTRACT**

A mounting bracket for affixing a banner to a side panel of a truck body, the truck body having a top panel, a side panel, and a top rail extending along a side of the top panel and a top of the side panel and joining the top and side panels. The mounting bracket includes the top rail having a first attachment member projecting outwardly therefrom and a mounting channel having a second attachment member projecting therefrom. The mounting channel has a channel for receiving a keder bead affixed to a top edge of the banner. The second attachment member of the mounting channel mates with the first attachment member of the top rail. The first and second attachment members are illustratively opposed dovetails that mate together.



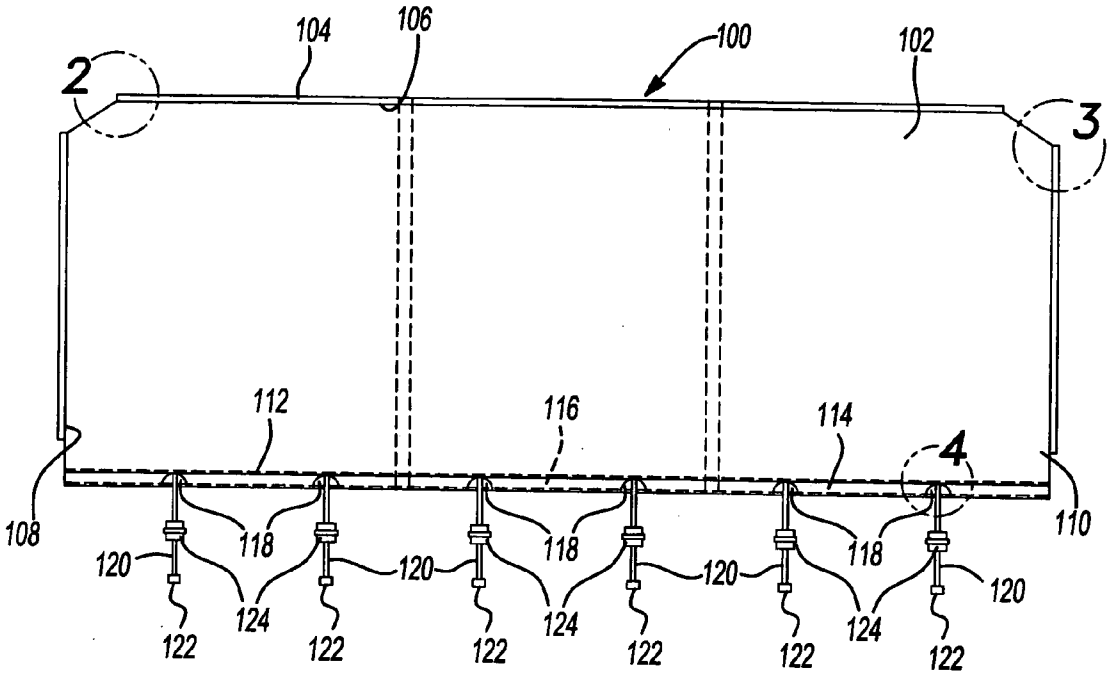


Fig-1
PRIOR ART

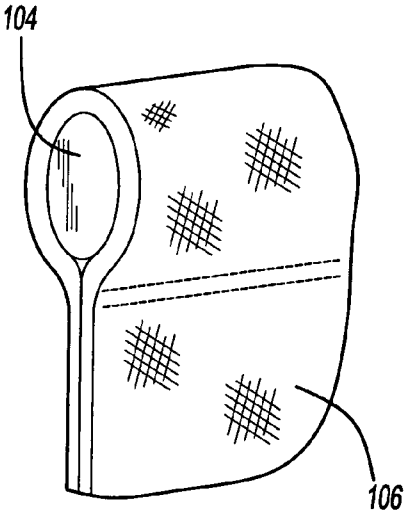


Fig-2
PRIOR ART

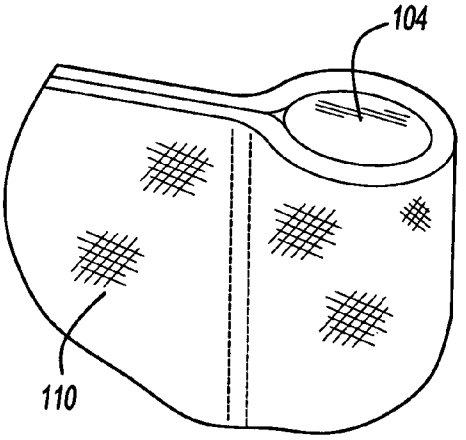


Fig-3
PRIOR ART

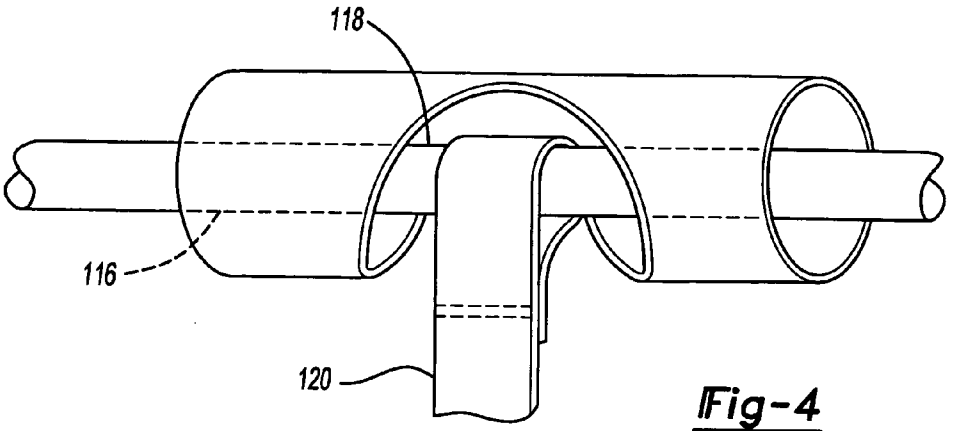


Fig-4
PRIOR ART

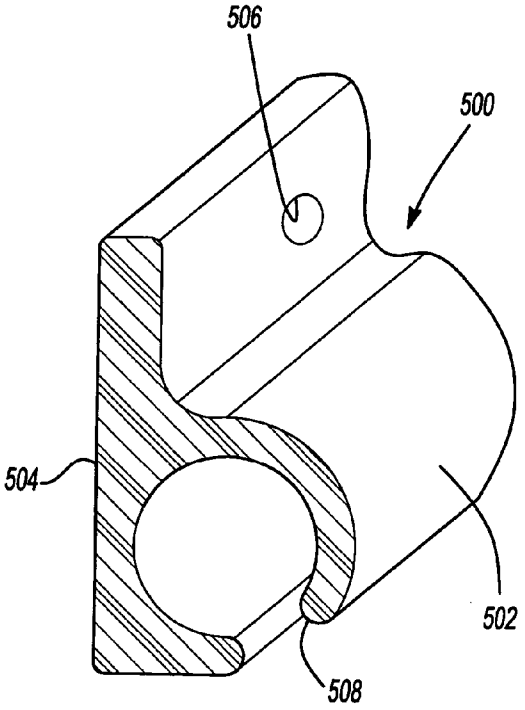


Fig-5
PRIOR ART

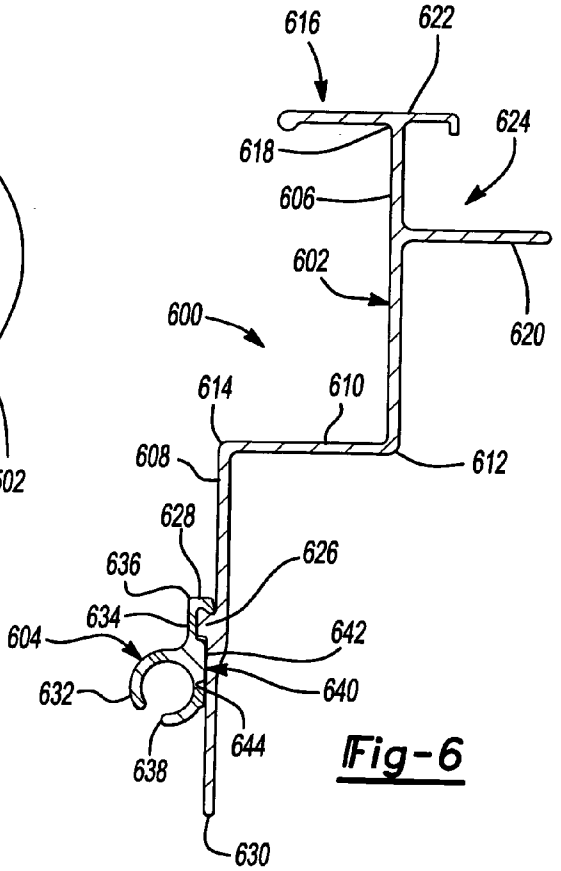


Fig-6

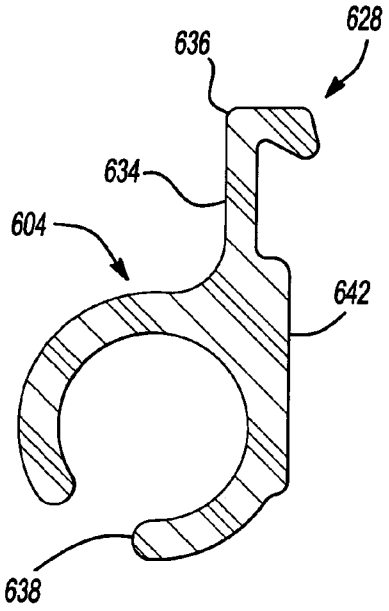


Fig-7

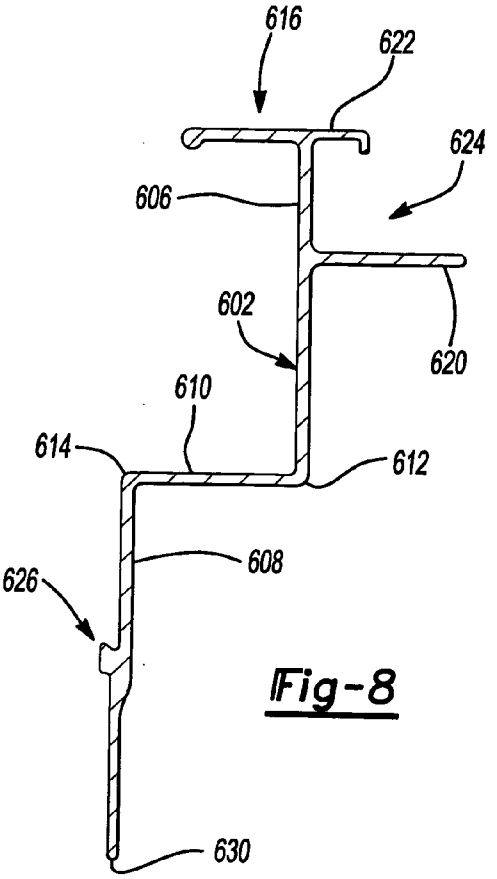


Fig-8

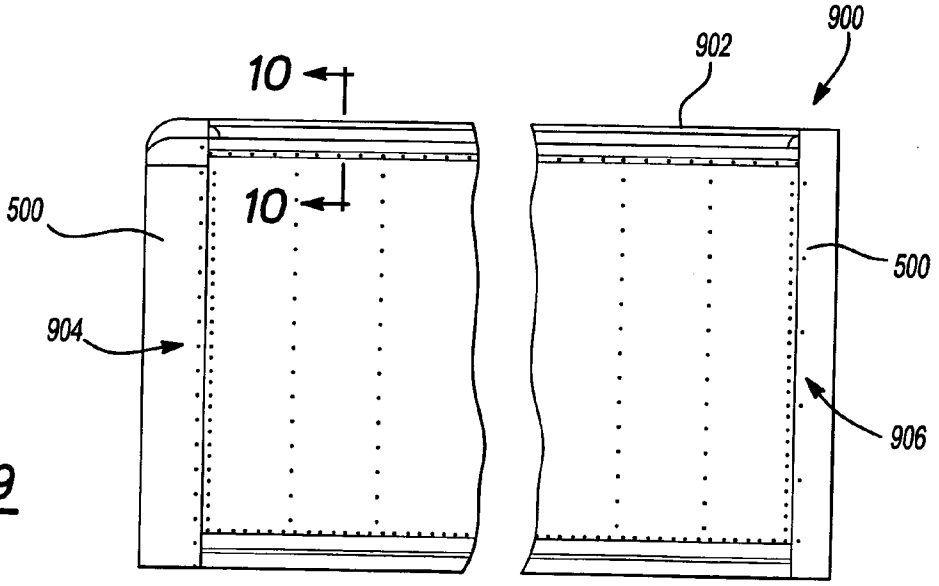


Fig-9

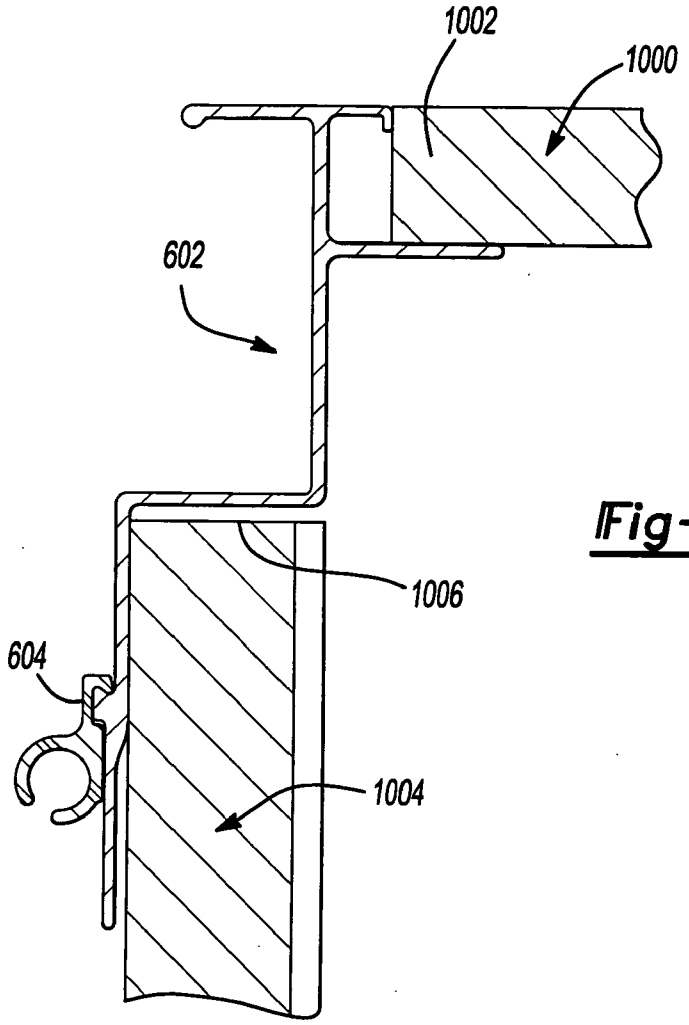


Fig-10

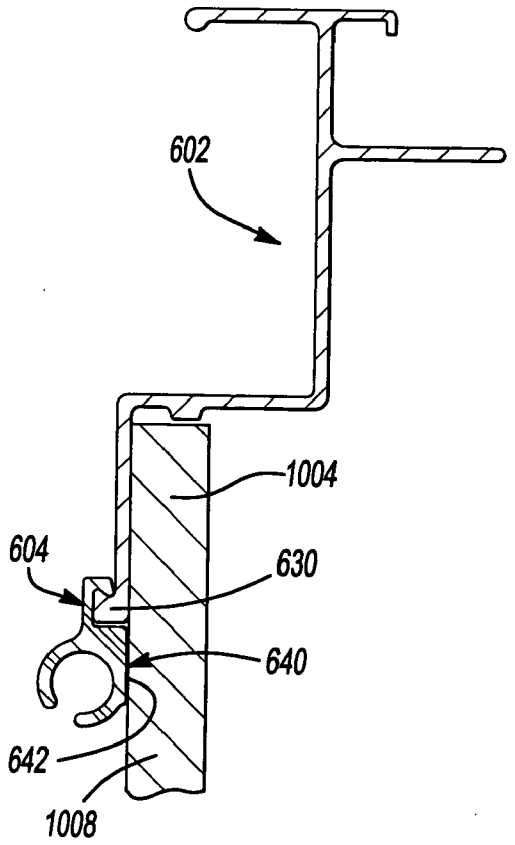


Fig-11

BRACKET FOR MOUNTING BANNER TO A TRUCK WALL

FIELD OF THE INVENTION

[0001] The present invention relates to banners affixed to panels of vehicles, such as to side panels of truck bodies, and more particularly, to a mounting bracket used to affix the banners to the side panels of truck bodies.

BACKGROUND OF THE INVENTION

[0002] The sides of vehicles, commercial trucks in particular, can be used for advertising, in effect, providing a "rolling billboard." Companies often paint the sides of their trucks and truck trailers, such as semi-tractor trailers, with their company names and logos. More recently, banners have been affixed to the sides of trucks with the advertisement printed on the banner. These banners can be removable which allows the advertisement to be changed.

[0003] One type of removable advertising banner is marketed under the trademark TRUCKSKIN by Truckskin of Traverse City, Mich. As shown in **FIG. 1**, the TRUCKSKIN banner **100** is a sheet or substrate **102** in a generally rectangular shape. This banner has a nylon reinforced rubber keder or keder bead **104** attached to a top edge **106** of sheet **102** and to the front and rear vertical edges **108**, **110** of sheet **102**. This keder or keder bead **104** is illustratively welded or sewn into the top, front and rear edges **106**, **108**, **110** of sheet **102** of the banner **100**. Keder **104** attached to top edge **106** is shown expanded in **FIG. 2** and keder **104** attached to rear edge **110** is shown expanded in **FIG. 3**.

[0004] A lower edge **112** of sheet **102** of banner **100** has a sewn, or permanently welded, lengthwise pocket **114** for receiving a rod **116**. Pocket **114** is illustratively divided into a plurality of sections, each receiving a rod **116**, with spaces between each section that allow the banner **100** to be folded. Each of the plurality of pocket sections have one or more openings **118** with a strap **120** passing through each opening **118** and around the rod **116**. Each strap **120** has at a distal end or clip or other attachment mechanism **122** for attaching the strap **120** to a portion of the body of the truck to which banner **100** is affixed. Each strap **120** has a ratchet **124** or other device for tensioning the strap to tighten the banner **100** when it is affixed to a truck body. It should be understood that straps **120** can also or alternatively be affixed to the front and/or rear edges **108**, **110** of sheet **102** of banner **100** in the same manner.

[0005] The top, front and rear edges of the truck body to which banner **100** is affixed have mounting channels **500** (**FIG. 5**) affixed thereto. Each mounting channel **500** illustratively has a cylindrical channel section **502** and a flange **504** on one side of cylindrical channel section **502**. Flange **504** has a plurality of holes **506** (only one of which is shown in **FIG. 5**) extending therethrough. Cylindrical channel section **502** has a slot **508** therein.

[0006] Mounting channels **500** are affixed to the top, front and rear edges of a side of a truck to which banner **100** is to be affixed by rivets or screws (not shown) which are passed through holes **506** in flange **504** into the side of the truck. Banner **100** is then affixed to the side of the truck by inserting the keder or keder beads **104** on the top, front and side edges **106**, **108**, **110** of sheet **102** of banner **100** into the cylindrical channel sections **502** of the respective mounting channels **500**. Clips **122** of straps **120** are then fastened to the truck body and straps **120** tightened.

[0007] One of the problems with mounting channel **500**, particularly the one affixed to the top edge of the truck body, is that of holes must be drilled along the top edge of the truck body to receive the rivets or screws used to fasten the mounting channel **500** in place and the rivets or screws must be fastened. For large trucks, such as semi-tractors, a considerable number of holes must be drilled and a commensurate number of screws or rivets fastened in them.

SUMMARY OF THE INVENTION

[0008] A mounting bracket for affixing a banner to a side panel of a vehicle body, such as a truck body. The truck body has a top panel, a side panel, and a top rail extending along a side of the top panel and a top of the side panel and joining the top and side panels. The mounting bracket includes the top rail having a first attachment member projecting outwardly therefrom and a mounting channel having a second attachment member projecting therefrom. The mounting channel has a channel for receiving a top edge of the banner. The second attachment member of the mounting channel mates with the first attachment member of the top rail. In an aspect of the invention, the first and second attachment members are opposed dovetails that mate together.

[0009] Further areas of applicability of the present invention will become apparent from the detailed description provided hereinafter. It should be understood that the detailed description and specific examples, while indicating the preferred embodiment of the invention, are intended for purposes of illustration only and are not intended to limit the scope of the invention.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] The present invention will become more fully understood from the detailed description and the accompanying drawings, wherein:

[0011] **FIG. 1** is a side view of a prior art banner affixed to a truck body;

[0012] **FIG. 2** is an exploded view of the section indicated by the circle **2-2** of **FIG. 1**;

[0013] **FIG. 3** is an exploded view of the section indicated by the circle **3-3** of **FIG. 1**;

[0014] **FIG. 4** is an exploded view of the section indicated by the circle **4-4** of **FIG. 1**;

[0015] **FIG. 5** is a perspective view of a prior art mounting channel;

[0016] **FIG. 6** is a side view of a mounting bracket in accordance with an aspect of the invention;

[0017] **FIG. 7** is a side view of a mounting channel of the mounting bracket of **FIG. 6**;

[0018] **FIG. 8** is a side view of a top rail of the mounting bracket of **FIG. 6**;

[0019] **FIG. 9** is a side view of a truck body having the mounting bracket of **FIG. 6**;

[0020] **FIG. 10** is a section taken along the line **10-10** of **FIG. 9**; and

[0021] **FIG. 11** is a side view of a variation of the mounting bracket of **FIG. 6**;

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0022] The following description of the preferred embodiment(s) is merely exemplary in nature and is in no way intended to limit the invention, its application, or uses.

[0023] Referring to **FIGS. 6-8**, an improved mounting bracket **600** for affixing banner **100** to a top edge **902** of a body **900** (**FIG. 9**) of a vehicle, such as a truck, is described. Mounting bracket **600** includes a top rail **602** and a mounting channel **604**. Top rail **602** is a longitudinal rail extending along the top edge **902** between a top panel **1000** (**FIG. 10**) and a side panel **1004** of body **900** and joins top panel **1000** to side panel **1004**. That part of top rail **602** that joins top panel **1000** to side panel **1004** is generally of conventional construction. In this regard, top rail **602** has first and second vertically extending offset sections **606**, **608** with a first horizontally extending section **610** joining a bottom edge **612** of first vertically extending section **606** to a top edge **614** of second vertically extending section **608**. A top flange **616** extends across a top edge **618** of first vertically extending section **606** and a second flange **620** extends laterally inwardly (with respect to the body of the vehicle) from first vertically extending section **606** in spaced relation to an inner section **622** of top flange **616**. Inner section **622** of top flange **616** and second flange **620** define a channel **624** therebetween for receiving an edge section **1002** of top panel **1000** (**FIG. 10**) of body **900**. A side panel **1004** is received against second vertically extending section **608** with a top edge **1006** of side panel **1004** adjacent to horizontally extending section **610**.

[0024] Top rail **602** deviates from conventionally constructed top rails for joining top and side panels of truck bodies in that it has an attachment member **626** to which a corresponding attachment member **628** of mounting channel **604** mates, as described in more detail below. Attachment member **626** is illustratively an upwardly opening dovetail extending outwardly from second vertically extending section **608** between top edge **614** and a lower edge **630** of second vertically extending section **608**. In a variation, attachment member **626** is located at lower edge **630** of second vertically extending section **608** (**FIG. 11**).

[0025] Top rail **602** including first and second vertically extending sections **606**, **608**, horizontally extending section **610**, top flange **616**, flange **620** and attachment member **626**, is illustratively formed as a single extruded part, such as of aluminum. It should be understood, however, that one or more of these elements of top rail **602** could be formed as separate pieces that are then joined together, such as by welding.

[0026] Mounting channel **604** illustratively has a longitudinally extending cylindrical channel section **632** and a flange **634** extending upwardly therefrom on one side of cylindrical channel section **632**. Flange **634** includes attachment member **628**. Illustratively, an upper edge **636** of flange **634** is formed to provide attachment member **628**, which is illustratively an inwardly projecting, downwardly opening dovetail. Cylindrical channel section **632** has a longitudinally extending slot **638** therein for receiving the keder or keder bead **104** of top edge **106** of banner **100**, in a manner similar to that described above with respect to mounting channel **500**. Mounting channel **604** including cylindrical channel section **632**, flange **634** and attachment member **628**, is illustratively formed as a single extruded part, such as of aluminum. It should be understood, however, that one or more elements of mounting channel **604** could be formed as separate parts which are joined together, such as by welding.

[0027] Top rail **602** is part of body **900** and is installed during construction of body **900**. Mounting channel **604** can be affixed to top rail **602** during construction of body **900** or thereafter. Mounting channel **604** is affixed to top rail **602** by mating attachment member **628** of mounting channel **604** to attachment member **626** of top rail **602**. Mounting channel **604** is preferably further secured to top rail **602** by appropriate fasteners. Illustratively, adhesive **640** is placed between an inner surface **642** of flange **634** of mounting channel **604** and an outer surface **644** of top rail **602** (or outer surface **1008** of side panel **1004** in the variation shown in **FIG. 11**). Adhesive **640** may illustratively be 4611 VHB adhesive tape available from 3M of Minneapolis, Minn. It should be understood that other types of fastenings can be used to further secure mounting channel **604** to top rail **602**, such as rivets, screws, and the like.

[0028] While attachment members **626** and **628** are illustratively mating dovetails, it should be understood that other mating attachments can be utilized for attachment members **626**, **628**, such as hooks, flanges, and the like.

[0029] Side panel **1004** of truck body **900** further includes mounting channels **500** (**FIG. 5**) affixed to front and rear vertical edges **904**, **906** of truck body **900** (**FIG. 9**).

[0030] The description of the invention is merely exemplary in nature and, thus, variations that do not depart from the gist of the invention are intended to be within the scope of the invention. Such variations are not to be regarded as a departure from the spirit and scope of the invention.

What is claimed is:

1. A mounting bracket for affixing a banner to a side panel of a track body, the truck body having a top panel, a side panel, and a top rail extending along a side of the top panel and a top of the side panel and joining the top and side panels, the mounting bracket comprising the top rail having a first attachment member projecting outwardly therefrom and a mounting channel having a second attachment member projecting therefrom, the mounting channel having a channel therein for receiving a top edge of the banner, the second attachment member of the mounting channel mating with the first attachment member of the top rail.

2. The mounting bracket of claim 1 wherein the first attachment member of the top rail includes an upwardly opening dovetail and the second attachment member of the mounting channel includes a downwardly opening dovetail that is received in the upwardly opening dovetail of the first attachment member.

3. The mounting bracket of claim 1 wherein the channel of the mounting channel receives a keder bead affixed to the top edge of the banner.

4. The mounting bracket of claim 2 wherein the mounting channel is fastened to at least one of an outwardly facing

side of the top rail and an outwardly facing side of the side panel by at least one fastener.

5. The mounting bracket of claim 4 wherein the at least one fastener comprises adhesive disposed between an inwardly facing side of the mounting channel and the at least one of the outwardly facing side of the top rail and the outwardly facing side of the side panel.

6. A mounting bracket for affixing a banner to a side panel of a track body, the truck body having a top panel and a top rail extending along a side of the top panel and a top of the side panel and joining the top and side panels, the mounting bracket comprising the top rail having a first attachment member projecting outwardly therefrom and a mounting channel having a second attachment member projecting therefrom, the mounting channel having a channel therein for receiving a keder bead affixed to a top edge of the banner, the first attachment member including an upwardly opening dovetail that mates with a downwardly opening dovetail of the second attachment member.

7. A truck body to which a banner can be attached, comprising a top panel joined to a side panel by a top rail extending along a side of the top panel and a top of the side panel, the top rail having a first attachment member projecting outwardly therefrom that mates with a second attachment member projecting from a mounting channel, the mounting channel having a second attachment member projecting therefrom and a channel for receiving a top edge of the banner.

8. The truck body of claim 7 wherein the first attachment member of the top rail includes an upwardly opening dovetail and the second attachment member of the mounting channel includes a downwardly opening dovetail that is received in the upwardly opening dovetail of the first attachment member.

9. The truck body of claim 7 wherein the channel of the mounting channel receives a keder bead affixed to the top edge of the banner.

10. The truck body of claim 8 wherein the mounting channel is fastened to at least one of an outwardly facing side of the top rail and an outwardly facing side of the side panel by at least one fastener.

11. The truck body of claim 10 wherein the at least one fastener comprises adhesive disposed between an inwardly facing side of the mounting channel and the at least one of the outwardly facing side of the top rail and the outwardly facing side of the side panel.

12. The truck body of claim 9 and further including a second mounting channel affixed to at least one of a front and rear edge of the side panel, the second mounting channel having a channel therein for receiving a keder bead affixed to a corresponding one of a front and rear edge of the banner.

13. The truck body of claim 12 and further including a third mounting channel affixed to the other of the front and rear edge of the side panel, the third mounting channel having a channel therein for receiving a keder bead affixed to the other of the front and rear edge of the banner.

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