



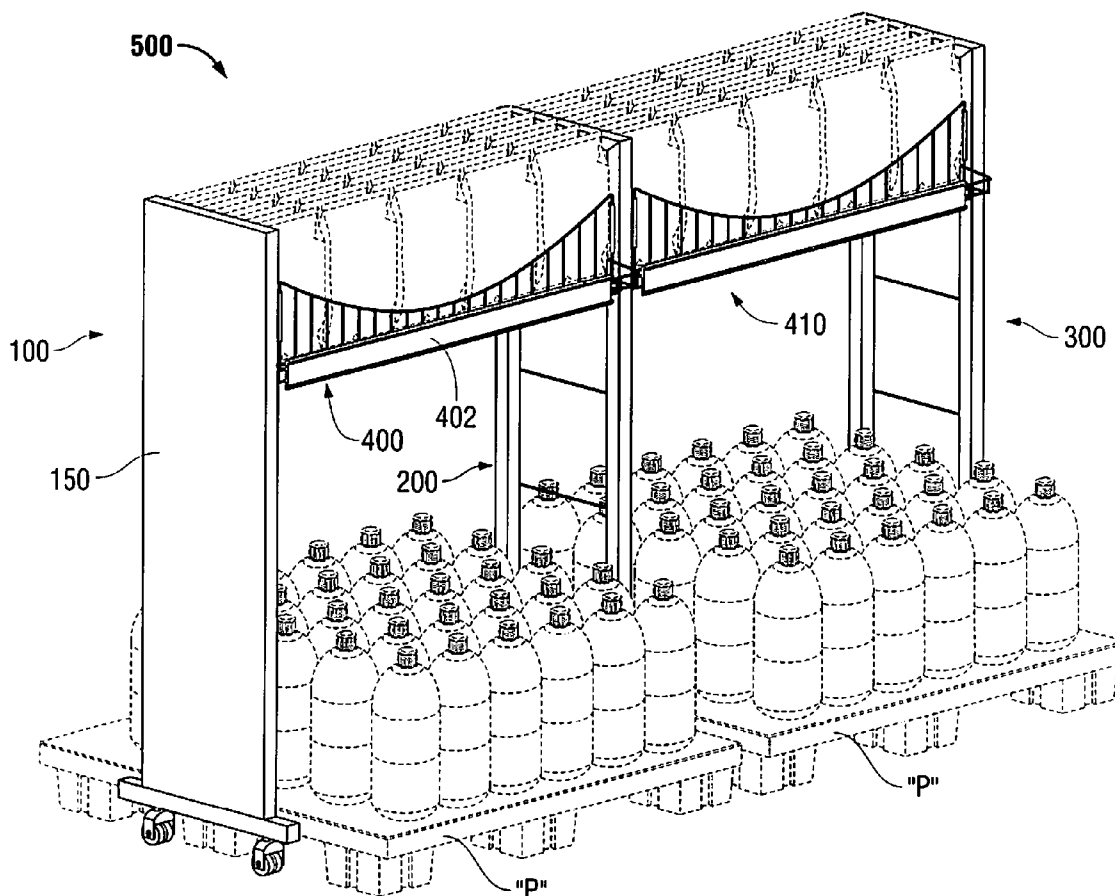
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(19) **United States**(12) **Patent Application Publication**
Cummings et al.(10) **Pub. No.: US 2014/0223721 A1**(43) **Pub. Date: Aug. 14, 2014**(54) **PRODUCT DISPLAY RACK AND SYSTEM**(71) Applicant: **DISPLAY TECHNOLOGIES**, Lake Success, NY (US)(72) Inventors: **Stephen Cummings**, Rockaway Park, NY (US); **Jeffrey G. Berger**, Bayside, NY (US)(21) Appl. No.: **14/176,514**(22) Filed: **Feb. 10, 2014****Related U.S. Application Data**

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A47F 5/00 (2006.01)(52) **U.S. Cl.**CPC **A47F 5/0018** (2013.01)USPC **29/428; 211/153**(57) **ABSTRACT**

A product display system is disclosed. The system comprises a first product display rack. The product display rack includes a first support, a second support, and a first bridge. The first bridge is disposed in mechanical cooperation with a portion of the first support and is disposed in mechanical cooperation with a portion of the second support. The product display system also includes a third support disposed a spaced distance from the second support, and a second bridge disposed in mechanical cooperation with a portion of the second support and disposed in mechanical cooperation with a portion of the third support. The first support and the second support are configured and dimensioned to straddle a first pallet, and the second support and the third support are configured and dimensioned to straddle a second pallet.



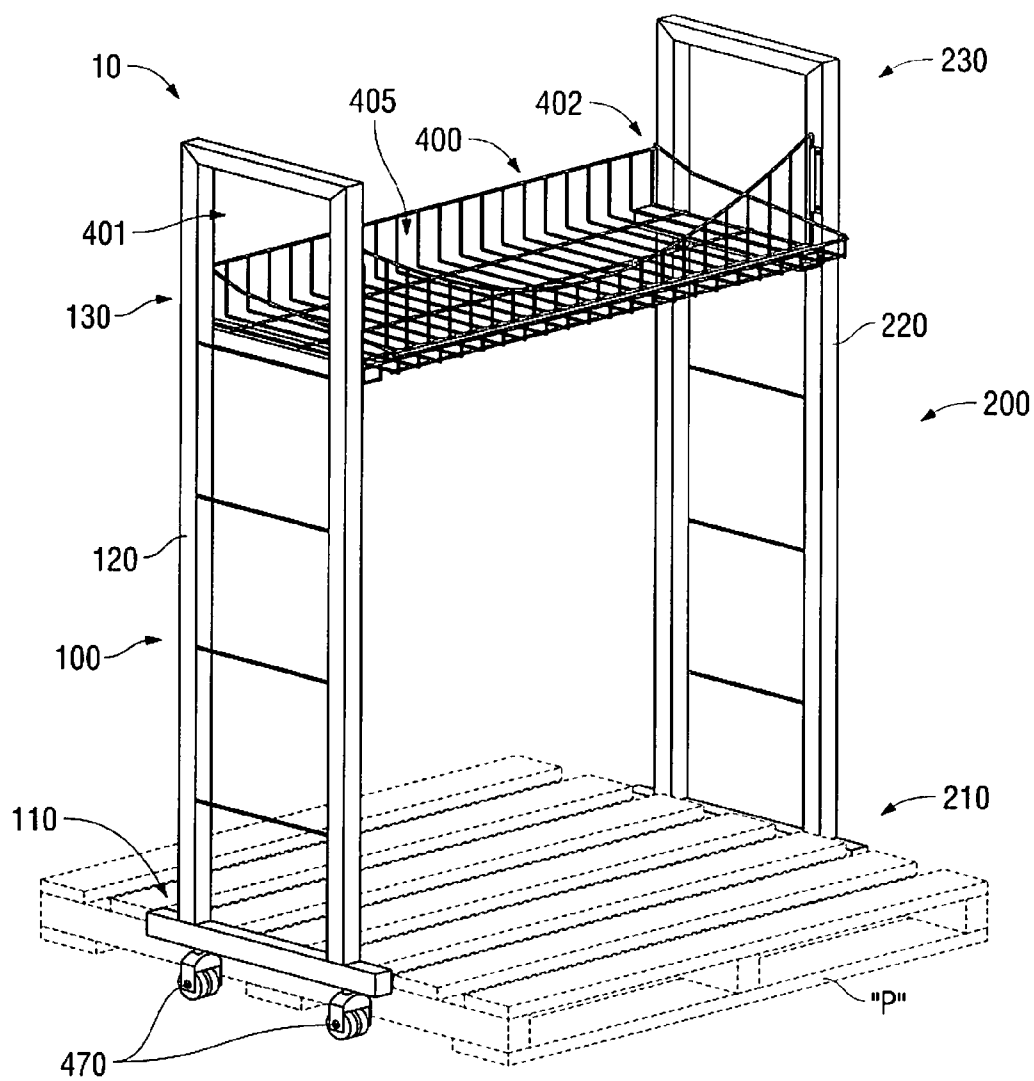


FIG. 1

FIG. 2

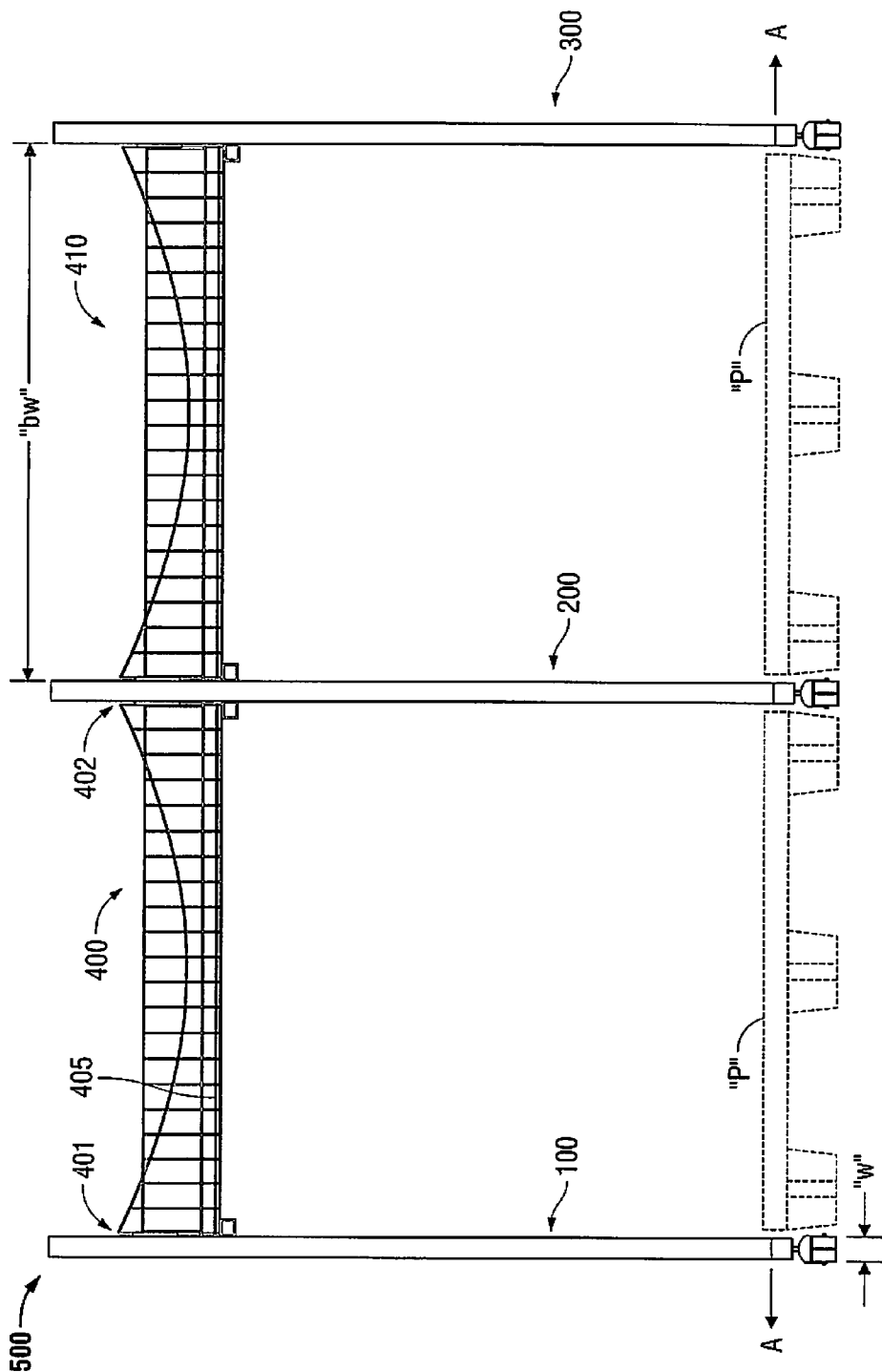


FIG. 3

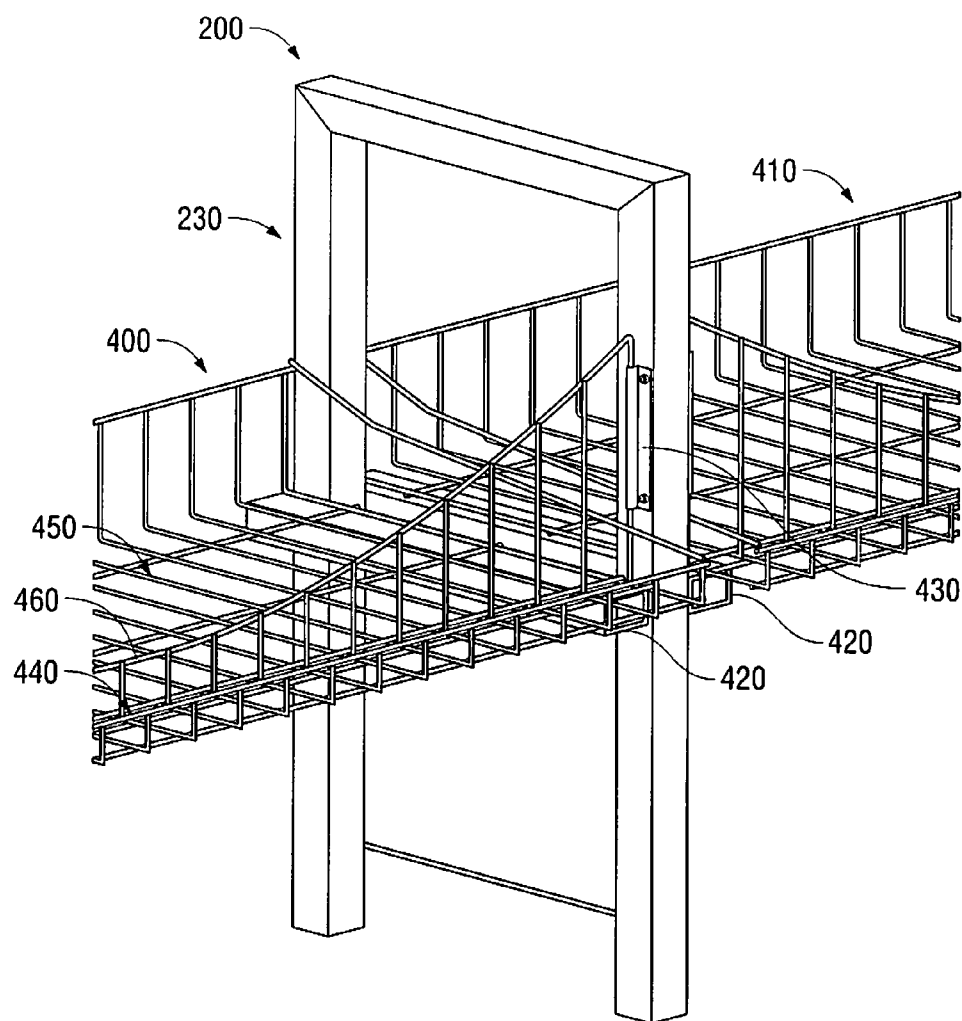


FIG. 4

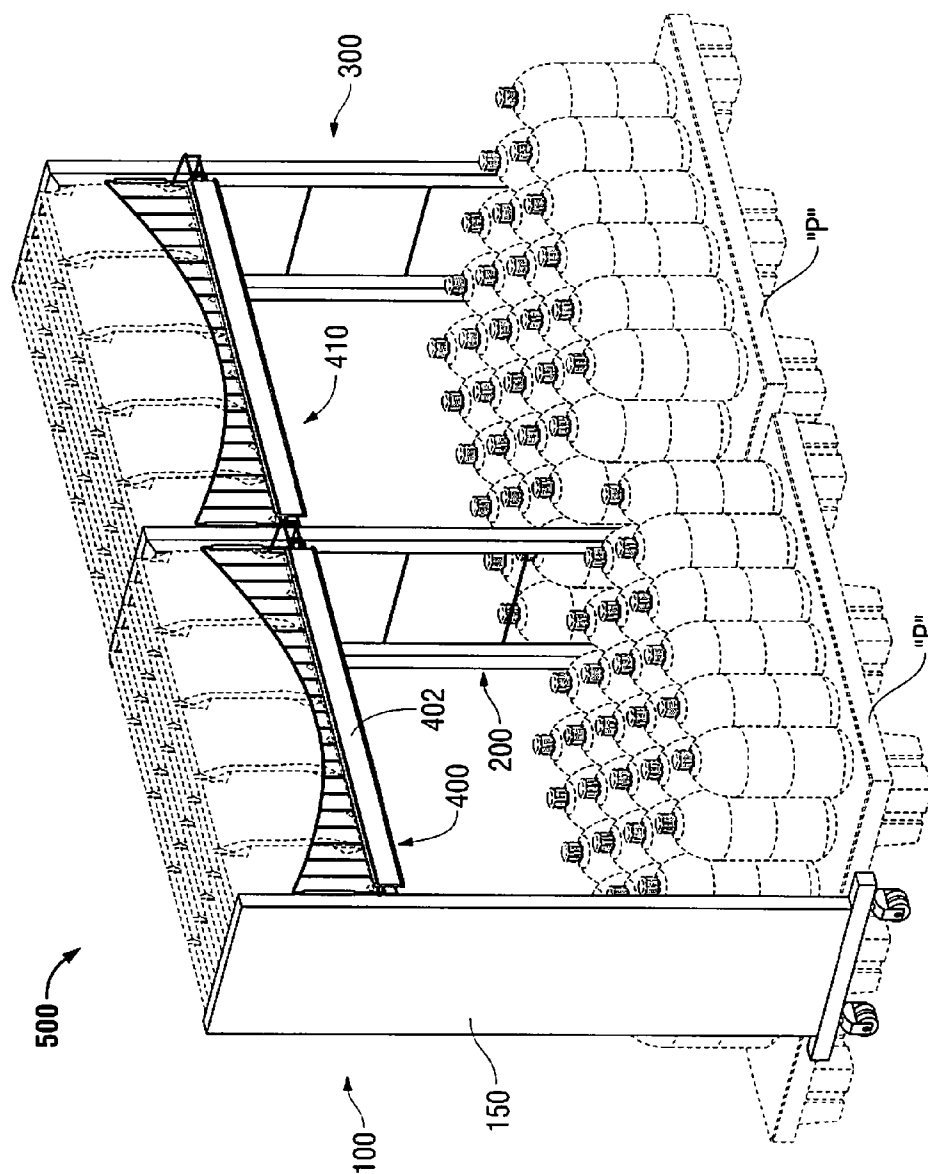


FIG. 5

PRODUCT DISPLAY RACK AND SYSTEM

CROSS-REFERENCE TO RELATED APPLICATION

[0001] The present disclosure claims the benefits of and priority to U.S. Provisional Patent Application Ser. No. 61/764,320 filed on Feb. 13, 2013. The entire contents of which hereby being incorporated by reference herein.

BACKGROUND

[0002] The present disclosure relates to product display racks that are configured to be positioned over a pallet, and to store and display products thereon. Additionally, the present disclosure relates to a system including a plurality of such product display racks that are able to be connected to an adjacent product display rack.

[0003] Typically, in retail environments, for example, floor and shelf space is limited and retailers attempt to maximize the amount of products they can store and display in their retail space. Additionally, it is often desired to display related products together. For example, a retailer may wish to display snack crackers or chips near bottles of soda, as these items are often purchased together.

[0004] In certain types of retail environments, items for purchase are displayed on pallets (e.g., shipping pallets). Such pallet displays are often desired as they negate the need for unloading products therefrom and repositioning the products elsewhere. Further, the items that are shipped on pallets are often quite heavy. Thus, vertically stacking pallets makes the products that are below the top-most pallet unattainable by a customer, thus wasting valuable retail space. Further, by not placing any product above a pallet, that valuable space, which is accessible to a consumer, is wasted.

[0005] Further, not only is vertical space at a premium in retail environments, but floor space is also extremely valuable. Therefore, shipping pallets are often lined up as close to one another as possible to enable the retailer to maximize the number of pallets that can be displayed.

[0006] Thus, the product display rack or pallet bridge of the present disclosure helps maximize the valuable vertical space and horizontal space in a retail environment, for example.

SUMMARY

[0007] The present disclosure relates to a product display system comprising a first product display rack. The product display rack includes a first support, a second support, and a first bridge. The first bridge is disposed in mechanical cooperation with a portion of the first support and is disposed in mechanical cooperation with a portion of the second support. The product display system also includes a third support disposed a spaced distance from the second support, and a second bridge disposed in mechanical cooperation with a portion of the second support and disposed in mechanical cooperation with a portion of the third support. The first support and the second support are configured and dimensioned to straddle a first pallet, and the second support and the third support are configured and dimensioned to straddle a second pallet.

[0008] In disclosed embodiments, each of the first bridge and the second bridge is configured to support a plurality of products thereon.

[0009] In disclosed embodiments, the first bridge is disposed in mechanical cooperation with an upper portion of the

first support and disposed in mechanical cooperation with an upper portion of the second support.

[0010] In disclosed embodiments, a lower-most portion of each of the first support, the second support and the third support is between about 0.5 inches and about 2.0 inches wide. Here, it is disclosed that the lower-most portion of each of the first support, the second support and the third support is configured to rest on a supporting surface.

[0011] In disclosed embodiments, each of the first support, the second support and the third support is substantially identical to each other.

[0012] In disclosed embodiments, the first bridge and the second bridge are substantially identical to each other.

[0013] In disclosed embodiments, a lateral portion of the first support is configured for displaying product information.

[0014] In disclosed embodiments, a proximal portion of the first bridge includes a surface for displaying product information.

[0015] In disclosed embodiments, each of the first support, second support and third support is configured for attachment to two bridges.

[0016] In disclosed embodiments, each of the first bridge and the second bridge is between about 40 inches and about 48 inches wide.

[0017] In disclosed embodiments, each of the first bridge and the second bridge is about 42 inches wide.

[0018] The present disclosure also relates to a method of displaying products. The method comprises providing a product display system including a first support, a second support, a third support, a first bridge, and a second bridge. The method also comprises mechanically engaging the first bridge with the first support and the second support, mechanically engaging the second bridge with the second support and the third support, positioning the first bridge over a first pallet, and positioning the second bridge over a second pallet.

[0019] In disclosed embodiments, the method further comprises positioning a plurality of products on the first bridge.

[0020] In disclosed embodiments, a lower-most portion of each of the first support, the second support and the third support is between about 0.5 inches and about 2.0 inches wide.

[0021] In disclosed embodiments, each of the first support, the second support and the third support is substantially identical to each other.

[0022] In disclosed embodiments, each of the first bridge and the second bridge is between about 40 inches and about 48 inches wide.

[0023] The present disclosure also relates to a product display system comprising a first support, a second support, a third support, a first bridge and a second bridge. The first bridge is configured to mechanically engage a portion of the first support and a portion of the second support. The second bridge is configured to mechanically engage a portion of the second support and configured to mechanically engage a portion of the third support. The first support and the second support are configured and dimensioned to straddle a first pallet. The second support and the third support are configured and dimensioned to straddle a second pallet.

BRIEF DESCRIPTION OF DRAWINGS

[0024] Embodiments of the present disclosure are described hereinbelow with reference to the drawings wherein:

[0025] FIG. 1 is a perspective view of the product display rack of the present disclosure shown straddling a pallet;

[0026] FIG. 2 is a perspective view of two product display racks of the present disclosure having a common support, with each product display rack straddling a pallet;

[0027] FIG. 3 is a front view of the product display racks of FIG. 2;

[0028] FIG. 4 is a perspective view illustrating the connection between adjacent product display racks and the common support; and

[0029] FIG. 5 is a perspective view of two product display racks having a common support, with each product display rack straddling a pallet, and with each product display rack and each pallet having products thereon.

DETAILED DESCRIPTION

[0030] Embodiments of the presently disclosed product display rack are described in detail with reference to the drawings wherein like numerals designate identical or corresponding elements in each of the several views. In the descriptions that follow, the term “proximal,” as is traditional, will refer to the portion of the product display rack which is closer to the user (e.g., consumer), while the term “distal” will refer to the portion which is farther from the user.

[0031] With reference to the accompanying figures, product display rack 10 is illustrated in FIGS. 1-5. Rack 10 includes a first support 100, a second support 200, and a product-supporting portion or bridge 400. First support 100 includes a lower portion 110, an intermediate portion 120, and an upper portion 130. Likewise, second support 200 includes a lower portion 210, an intermediate portion 220, and an upper portion 230. Lower portions 110, 210 of first support 100 and second support 200, respectively, are shown including casters or wheels 470 to help facilitate movement of rack 10, however, it is also envisioned that lower portions 110, 210 lack casters or wheels 470. As can be appreciated, lower portions 110 and 210 (whether including casters or not) rest on a supporting surface (e.g., the floor of the retail space) and are relatively narrow (in the direction arrow A-A in FIG. 3), which helps minimize the distance between adjacent pallets “P” thus helping to maximize available display space. In disclosed embodiments, the width “w” of lower portions 110 and 210 and/or casters 470 is between about 0.5 inches and about 2.0 inches (e.g., equal to about 1.0 inches) (see FIG. 3).

[0032] Bridge 400 interconnects first support 100 and second support 200. More particularly, a first lateral side 401 of bridge 400 is attached to (or is configured to attach to) upper portion 130 of first support 100, and a second lateral side 402 of bridge 400 is attached to (or is configured to attach to) upper portion 230 of second support 200. Additionally, bridge 400 includes a surface 405 for storing and/or displaying products thereon. As can be appreciated, surface 405 may be flat, inclined, declined, stepped, etc. (or any combination thereof) to suit a particular purpose.

[0033] With particular reference to FIGS. 2-5, a product display system 500 is shown and includes a plurality of bridges and a plurality of supports. While three supports (i.e., first support 100, second support 200, and a third support 300) and two bridges (i.e., bridge 400 and second bridge 410 are shown), system 500 may include any number of supports and bridges (e.g., where the number of supports is one more than the number of bridges). In the illustrated embodiment, system 500 utilizes a single support (i.e., second support 200), to help

support two different bridges (i.e., bridge 400 and second bridge 410), thus minimizing the amount of floor space required.

[0034] With particular reference to FIG. 4, bridges 400, 410 include at least one bracket 420 on each lateral side. A horizontal portion of bracket 420 is secured to the bridge 400, 410 by conventional means, and a vertical portion of bracket 420 is securable to a lateral surface of a support 100, 200, or 300. Further, it is envisioned that the vertical portion of bracket 420 and/or the support is pre-drilled to allow conventional fastening means (e.g., nuts and bolts) to simplify attachment therebetween. With continued reference to FIG. 4, bridges 400, 410 may also include at least one attachment feature 430 thereon to help facilitate attachment between the bridge 400, 410 and the support 100, 200 and/or 300.

[0035] The embodiment illustrated in the Figures (see FIG. 4) also includes bridges 400, 410 including a proximal product-supporting portion 440, a distal product-supporting portion 450, and a separator 460 disposed therebetween. It is envisioned that proximal product-supporting portion 440 can display a first type of product (e.g., salsa), and that distal product-supporting portion 450 can display a second type of product (e.g., chips). As can be appreciated, having such related products displayed nearby each other (and nearby the products (e.g., soda) displayed on pallets “P”) may benefit the retailer and/or the consumer.

[0036] In the illustrated embodiments, each of first support 100, second support 200 and third support 300 is substantially identical to each other, and bridge 400 and second bridge 410 are substantially identical to each other. These features can help with the manufacture, shipment and/or assembly of system 500.

[0037] With particular reference to FIG. 5, in use, system 500 can be positioned over a plurality of pallets “P” (two pallets are shown), with each pallet “P” including various products (e.g., 2-liter soda bottles). More particularly, each support 100, 200, 300 of system can be positioned next to a pallet “P” (or two pallets “P”), such that adjacent supports (e.g., 100 and 200) are straddling one pallet “P.” Additionally, bridge(s) 400, 410 are usable to store other products (e.g., bags of chips) thereon.

[0038] With additional reference to FIG. 5, a lateral portion of a support (e.g., a lateral portion 150 of first support 100 can be configured for displaying product information, including advertising information. That is, lateral portion 150 of support 100 is shown having a surface (e.g., a flat surface), which facilitates the placement of product information thereon. Additionally, as shown in FIG. 5, a portion, e.g., a proximal portion 402, of bridge 400 may be configured for displaying product information (e.g., proximal portion 402 is solid and/or includes a slot for receiving a placard).

[0039] In disclosed embodiments, each bridge 400, 410 includes a width “bw” of between about 40 inches and about 48 inches (see FIG. 3). For example, the width “bw” may be approximately equal to 40 inches, 42 inches and/or 48 inches for positioning over pallets “P” of substantially the same dimension. Additionally, it is envisioned that bridges 400, 410 are adjustable (e.g., telescopically) between about 40 inches and about 48 inches.

[0040] The present disclosure also relates to a method of displaying products utilizing the system 500 described herein.

[0041] The present disclosure also envisions the height of supports being adjustable (e.g., telescopically), and the width

of bridges being adjustable (e.g., telescopically). The present disclosure also envisions more than one bridge disposed between adjacent supports (e.g., a proximal bridge and a distal bridge).

[0042] While embodiments of the disclosure have been shown in the figures, it is not intended that the disclosure be limited thereto, as it is intended that the disclosure be as broad in scope as the art will allow and that the specification be read likewise. Therefore, the above description should not be construed as limiting, but merely as exemplifications of various embodiments. Those skilled in the art will envision other modifications within the scope and spirit of the claims appended hereto.

1. A product display system, comprising:
 - a first product display rack including a first support, a second support, and a first bridge disposed in mechanical cooperation with a portion of the first support and disposed in mechanical cooperation with a portion of the second support;
 - a third support disposed a spaced distance from the second support; and
 - a second bridge disposed in mechanical cooperation with a portion of the second support and disposed in mechanical cooperation with a portion of the third support;
 wherein the first support and the second support are configured and dimensioned to straddle a first pallet, and wherein the second support and the third support are configured and dimensioned to straddle a second pallet.
2. The product display system of claim 1, wherein each of the first bridge and the second bridge is configured to support a plurality of products thereon.
3. The product display system of claim 1, wherein the first bridge is disposed in mechanical cooperation with an upper portion of the first support and disposed in mechanical cooperation with an upper portion of the second support.
4. The product display system of claim 1, wherein a lower-most portion of each of the first support, the second support and the third support is between about 0.5 inches and about 2.0 inches wide.
5. The product display system of claim 4, wherein the lower-most portion of each of the first support, the second support and the third support is configured to rest on a supporting surface.
6. The product display system of claim 1, wherein each of the first support, the second support and the third support is substantially identical to each other.
7. The product display system of claim 1, wherein the first bridge and the second bridge are substantially identical to each other.
8. The product display system of claim 1, wherein a lateral portion of the first support is configured for displaying product information.

9. The product display system of claim 1, wherein a proximal portion of the first bridge includes a surface for displaying product information.

10. The product display system of claim 1, wherein each of the first support, second support and third support is configured for attachment to two bridges.

11. The product display system of claim 1, wherein each of the first bridge and the second bridge is between about 40 inches and about 48 inches wide.

12. The product display system of claim 1, wherein each of the first bridge and the second bridge is about 42 inches wide.

13. A method of displaying products, the method comprising:

providing a product display system including a first support, a second support, a third support, a first bridge, and a second bridge;

mechanically engaging the first bridge with the first support and the second support;

mechanically engaging the second bridge with the second support and the third support;

positioning the first bridge over a first pallet; and
positioning the second bridge over a second pallet.

14. The method of claim 13, further comprising positioning a plurality of products on the first bridge.

15. The method of claim 13, wherein a lower-most portion of each of the first support, the second support and the third support is between about 0.5 inches and about 2.0 inches wide.

16. The method of claim 13, wherein each of the first support, the second support and the third support is substantially identical to each other.

17. The method of claim 13, wherein each of the first bridge and the second bridge is between about 40 inches and about 48 inches wide.

18. A product display system, comprising:

a first support;

a second support;

a third support;

a first bridge configured to mechanically engage a portion of the first support and a portion of the second support; and

a second bridge configured to mechanically engage a portion of the second support and configured to mechanically engage a portion of the third support;

wherein the first support and the second support are configured and dimensioned to straddle a first pallet, and wherein the second support and the third support are configured and dimensioned to straddle a second pallet.

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