Nov. 12, 1957 P. HOPP 2,812,600

DISPLAY ASSEMBLY

Filed May 13, 1954

Fig. 1

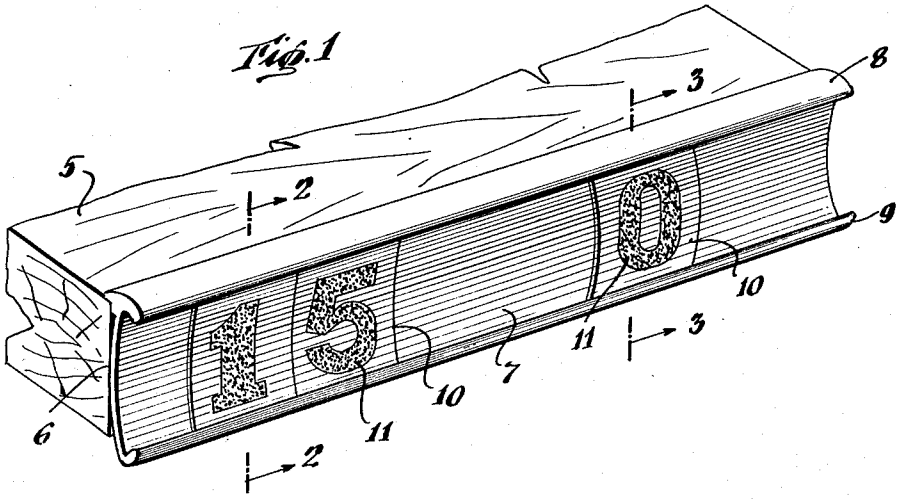


Fig. 2

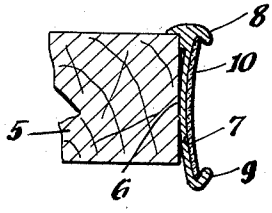


Fig. 3

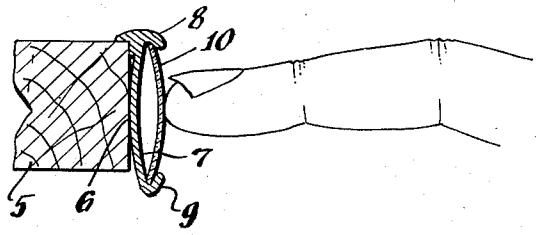
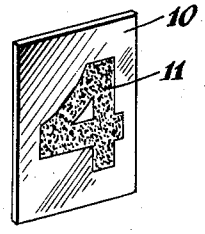


Fig. 4



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United States Patent Office 2,812,600 Patented Nov. 12, 1957

2,812,600

DISPLAY ASSEMBLY

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Application May 13, 1954, Serial No. 429,461

1 Claim. (Cl. 40—10)

This invention relates to a structurally and functionally improved display assembly.

In its more specific aspects, the present invention furnishes a display structure ideally adapted for use in supermarkets and in other installations where price quotations or explanatory data is to be presented to the casual observer. By means of the present teachings, a very effective display is achieved. Moreover this display may readily be changed as desired.

A further object is that of providing a display unit especially in the nature of a price tag which may be readily and economically manufactured and which will form a part of the desired display assembly.

With these and other objects in mind, reference is had to the attached sheet of drawings illustrating one practical embodiment of the invention and in which:

Fig. 1 is a fragmentary perspective view of a portion of shelving showing a section of mounting strip or molding applied thereto;

Figs. 2 and 3 are transverse sectional views taken respectively along the lines 2—2 and 3—3 in the direction of the arrows as indicated in Fig. 1; and

Fig. 4 is a perspective view of a price tag embodying the present teaching.

In the first three figures, the numeral 5 indicates a section of shelving such as is commonly employed in groceries, supermarkets and similar locations; the shelving edge commonly providing a mounting for price tags. The latter indicate, for example, the price of merchandise displayed upon the shelving at adjacent stations.

Such a mounting has been shown as affixed in any desirable manner to the shelving and preferably the outer edge portion thereof. This mounting includes a strip 6 formed of any desirable material although preferably aluminum, stainless steel and similar metals are employed. Of course, plastics and other materials might also be utilized. Regardless of this, however, the mounting strip will provide a display face 7. That face will have its individual characteristics in that it is non-image-reflecting. In the case of metals, a satiny finish may be present. In the case of wood or imitation wood, a grain may be present. Adjacent the upper edge of the strip, a retaining bead or lip 8 is furnished. A similar lip 9 is provided adjacent the lower edge of the strip.

As shown, face 7 is preferably transversely curved throughout substantially its entire height. Lips 8 and 9 extend inwardly toward the center area of that face so as to furnish an undercut or recessed configuration. Thus, a structure having functional characteristics similar to those of a shadow box is provided. In other words, face 7 will be recessed within the space defined by the retaining lips 8 and 9.

The latter serve to mount between them a strip or panel 10 having flexible characteristics and upon which indicia, such as 11 is displayed. These panels or strips, contrary to conventional structure will be formed of a transparent material such as a suitable plastic. The indicia may be provided by employing any suitable ink or

pigment. However, it is in many respects preferred to utilize a translucent ink. The face 7 of the mounting strip will of course be light-reflecting. This will be especially true if that strip be formed of a material such as aluminum or steel or have its face coated with such a material.

The width of the strip or panel 10 should be sufficiently great that it completely fills the space between the base portions of the grooves defined by lips 8 and 9. Under these circumstances, as shown in Fig. 3, a unit may be positioned by, for example, flexing to have its upper and lower edges disposed one within each of the grooves. Thereupon, pressure may be applied against the face of the unit as also indicated in Fig. 3. With sufficient pressure exerted, the body of the panel or strip will distort and snap through to a position at which it lies in intimate contact with the forward face 7 of the strip.

Accordingly, and as shown in Fig. 1, light rays will not serve to delineate the panel or tag 10. Rather, they will pass therethrough and be reflected from surface 7 outwardly through the body of the tag or panel. With the shadow box effect created by the mounting strip, the tags will become virtually invisible. However, the indicia 11 will be boldly defined beyond the face 7 and in fact will appear to be actually applied to that face. Thus, an extremely effective display is achieved. The graining or surface characteristics of face 7 will also be apparent through the transparent tag or panel body thus further heightening the illusion desired. This will be true of plastics, but especially true with other materials of the types aforementioned. If a translucent imprinting ink is employed, then the light rays will not alone pass through the translucent body of the tag or strip (which, in effect, will be invisible) but these rays will be reflected back through the bodies of the indicia. This will still further heighten the effect of the latter actually appearing upon the surface of the mounting member.

Thus, among others, the several objects of the invention as specifically aforenoted are achieved. Obviously numerous changes in construction and re-arrangements of the parts might be resorted to without departing from the spirit of the invention as defined by the claim.

I claim:

A display assembly including in combination a mounting member presenting a recessed and uninterrupted face having a non-image-reflecting surface, said mounting member provided with lips extending inwardly towards the center area of its recessed face to form an undercut structure, a strip of transparent material bearing translucent indicia thereon, said strip operatively underlying said lips and lying in engagement with said face so that the surface characteristics of the latter are clearly visible through said strip but not through said indicia carried by said strip; said strip except for said indicia being substantially invisible and the illusion being created that the indicia is actually present on the surface of said face with the recess furnishing a structure with said strip corresponding in function to a shadow box, the surface of said face being highly light reflective whereby the portion of reflected light rays passing through said indicia further enhance said illustion.

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