Sept. 12, 1967 G. E. WILSON 3,340,998

BROCHURE DISPLAY APPARATUS

Filed Oct. 22, 1965 2 Sheets-Sheet 1

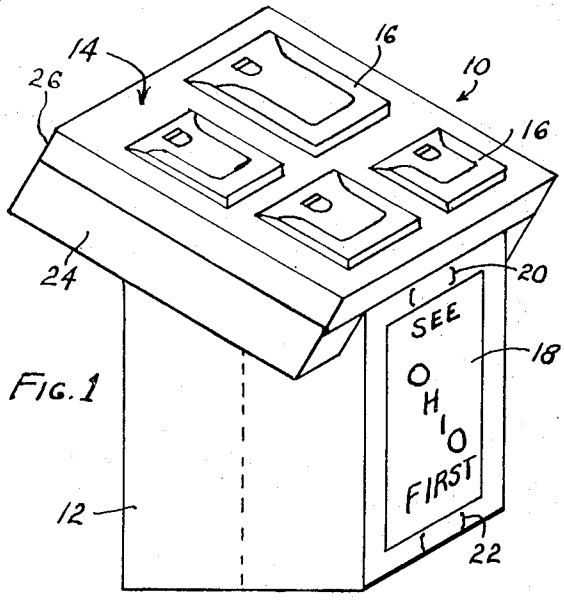


FIG. 1

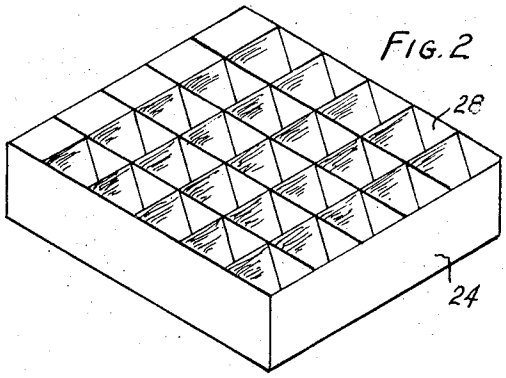


FIG. 2

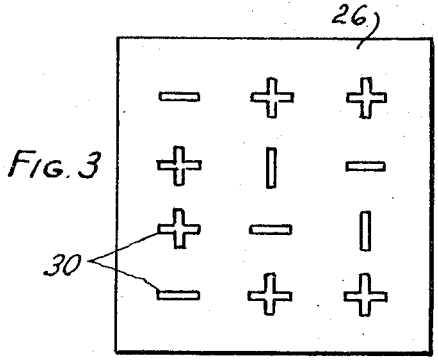


FIG. 3

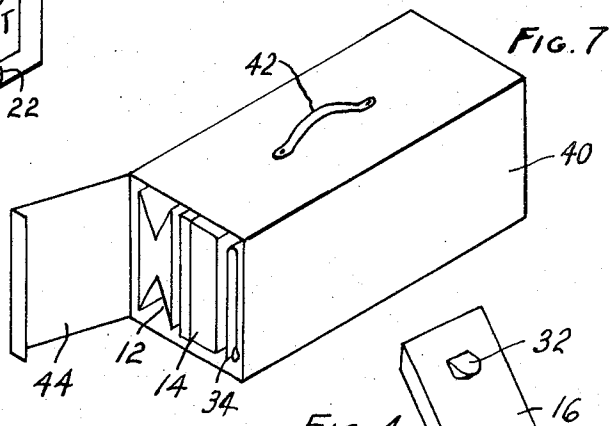


FIG. 7

FIG. 4

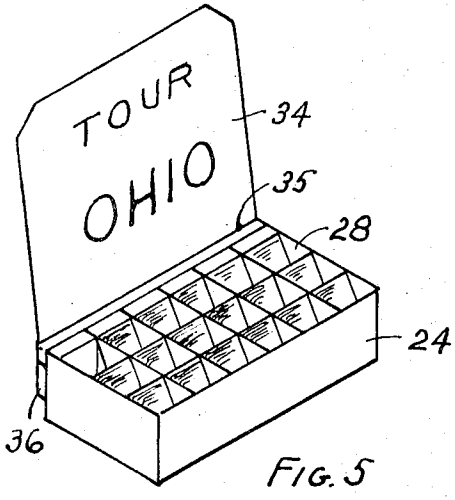


FIG. 5

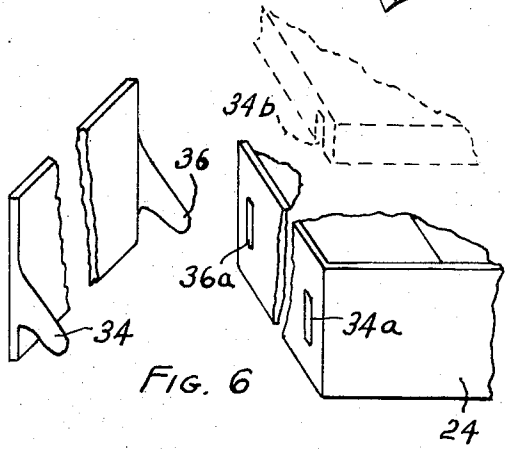


FIG. 6

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BROCHURE DISPLAY APPARATUS

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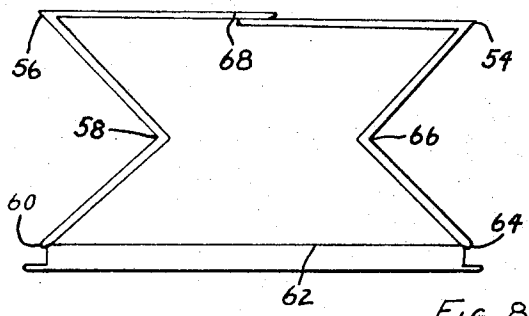


FIG. 8a

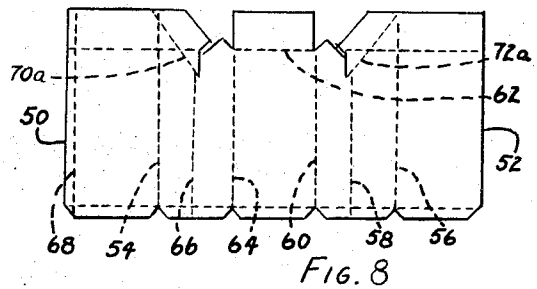


FIG. 8

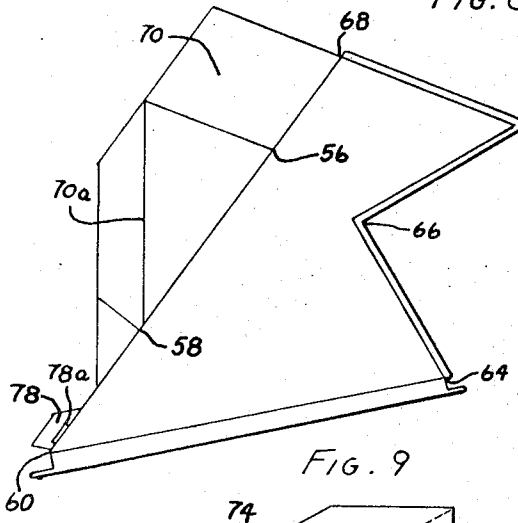


FIG. 9

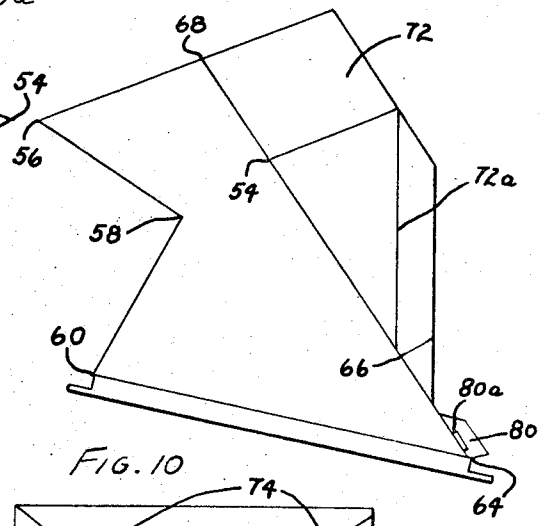


FIG. 10

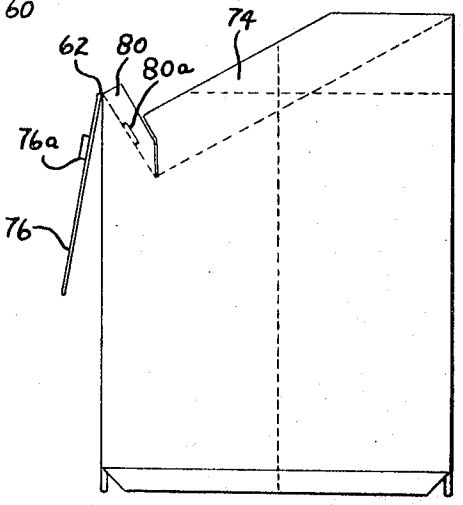


FIG. 11

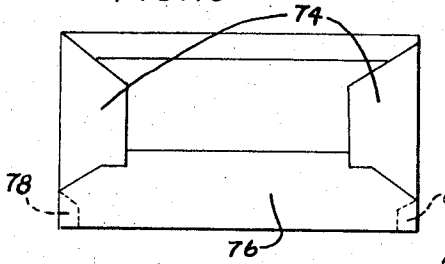


FIG. 12

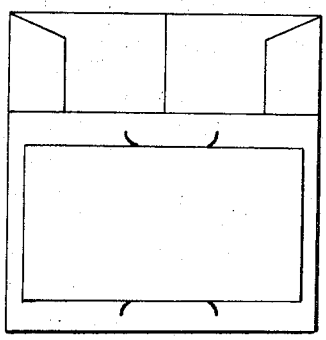


FIG. 13

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3,340,998

BROCHURE DISPLAY APPARATUS

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10 Claims. (Cl. 206—44)

This invention relates to a brochure display apparatus, and more particularly to a collapsible brochure display rack which can readily be assembled for attractive brochure display in many locations.

The general object of the invention is to provide an attractive brochure display apparatus which is portable and collapsible so as to be very easy to assemble and disassemble, and which is made from folded cardboard so as to be sturdy, yet relatively inexpensive.

The object of the invention and other objects which will become apparent as the description proceeds are achieved by providing in a brochure display apparatus the combination of a collapsible base defining at the top end thereof a display support plane at an angle of between about 30° to about 60° to the horizontal with a flange portion of the base extending above the lower end of the support plane to act as a limiting stop, a substantially rectangularly shaped box removably positioned on the support plane of the base, and limited in sliding movement by the flange portion of the base, and brochure display pockets removably received in aligned position on top of the box.

For a better understanding of the invention reference should be had to the accompanying drawings wherein:

FIG. 1 is a perspective illustration of the display rack comprising a preferred embodiment of the invention;

FIG. 2 is the display box with the lid removed showing how it may be divided into sections for receiving brochures;

FIG. 3 is a plan view of the top of the box showing how the slots are cut therein for receiving the display pockets;

FIG. 4 is a perspective illustration of the back of one of the pockets showing a cut out tab which fits into the slots on the top of the box;

FIG. 5 is a broken away perspective illustration of a top advertising panel removably interlocked with the box;

FIG. 6 is a broken away perspective view illustrating how the top advertising panel is removably interlocked with the box;

FIG. 7 is a reduced size perspective illustration of a carrying case for all the components utilized in the display rack or apparatus;

FIG. 8 is a plan view of the base showing the shape and folds before assembly;

FIG. 8A is a plan view of the base in partially collapsed relationship;

FIG. 9 is a plan view of the base showing how the top edge of one side flap is folded up to create one side of the top support plane;

FIG. 10 illustrates how the other side flap is folded up to create the other side of the top support plane;

FIG. 11 is an elevational view showing the side support planes in their folded up relation before the base has the other flaps associated therewith folded into interlocked relationship;

FIG. 12 is a plan view of the base with all flaps folded into interlocking relationship; and

FIG. 13 is an elevation of the base with all flaps folded into interlocking relationship.

With reference to the form of the invention illustrated in the drawings, the numeral **10** indicates generally a brochure display apparatus which comprises in combination a base indicated by numeral **12**, a box indicated by numeral **14** supported by the base, and a plurality of brochure display pockets **16** mounted on the box **14**. A lower advertising panel **18** might be removably positioned on the

forward face of the base **12** behind a pair of cut out tabs **20** and **22** integrally formed with the front panel of the base **12**. The box **14** is supported by base **12** at an angle to the horizontal, this angle preferably being about 45°, although an angle between about 30 to about 60 degrees might also meet the desired objects of the invention. Basically, the angle support of the box **14** provides a much more attractive display, and makes the brochures which may be stored in pocket **16** much more visible, and readily accessible. The box **14** merely sits on top of the base **12**, and as more fully explained hereinafter, the base **12** is collapsible to an accordian like position for ready storage.

The box **14** is made of a body portion **24** and a top **26**. The bottom, as seen in FIG. 2 may be divided into a plurality of sections defining angled storage spaces **28**. As can be readily understood, a plurality of brochures or pamphlets can easily be stored in the spaces **28**, and because of their angled relationship therein, the top **26** could still fit onto the bottom **24**.

In order to meet the desired objects of the invention, the top **26**, as seen in FIG. 3, preferably has a plurality of slots **30** cut therein and uniformly spaced over the entire surface thereof so as to receive a cut out tab **32** bent back from the body of the pocket **16**. This bent back tab is clearly shown in FIG. 4 of the drawings. The reason for the variation in the slots shown in FIG. 3 is so the tab **32** may position and hold the respective pocket **16** in either a horizontal or vertical position with relation to the top **26**, depending upon the size of the pockets, and their desired location on the top, and whether it is desired to position the box **14** on the base **12** with its length in one direction or the other relative to the base **12**.

Another feature of the invention is the utilization of an upper advertising panel **34**, as seen in FIG. 5 which incorporates a pair of folding downwardly directed flaps **34** and **36** which are inserted in a downward and inward motion into mating slits **34***a* and **36***a*, respectively in the ends of the box **14**, as more clearly seen in FIG. 6. Naturally, the box top **26** may also be slit, as indicated in dotted lines at **34***b* so as to fit over the flaps **34** and **36**. Normally, the upper panel **34** is positioned on the back end of the bottom section **24** of the box **14** and is bent along a line **35** substantially parallel to the top of the box **14** so as to extend substantially vertically upwardly as an advertisement panel behind and on top of the box **14**, as clearly shown in FIG. 5. Naturally, any advertisement pertinent to the brochures carried either in the sections **28**, or the pockets **16** will be appropriate.

FIG. 7 illustrates that a cardboard carrying box **40** with handle **42** and a flap **44** closing the open end thereof may be used to carry the base **12** in its collapsed position, the box **14**, still having its respective pockets **16** thereon, and both advertising panels **18** and **34** all in a convenient, ready, and portable manner. The box **40** does not actually comprise a part of the display apparatus, but merely shows how conveniently each of the parts comprising the apparatus can be stored for transportation purposes.

Another important feature of the invention is in the actual construction of the base **12**, and this is illustrated in the sequential showings of FIGS. 8 through 13. The base is made from one sheet of rather heavy gauge cardboard which preferably is cut to the shape indicated in FIG. 8. All dotted lines in FIG. 8 illustrate score lines or folds, the purpose of which will be described in more detail hereinafter. However, the ends **50** and **52** are connected to, in effect, make an endless box open at each end. Any suitable connection means such as staples, or glue might be utilized for this purpose. Then, with reference to FIG. 8*a*, folds are made along lines **54**, **56**, **58**, **60**, **62**, **64** and **66** in order to provide an accordion type

folding of the piece into a flat position. It is the position of FIG. 8 which allows storage of the base **12** into the paskage **40** indicated in FIG. 7.

In order to facilitate the accordion type storage shown in FIG. 8*a*, it is also necessary that the one piece construction be a minimum length, or height, and hence a first pair of flaps **70** and **72** which provide the upward angular platform relationship for the top end of the base **12**, as will be more fully explained hereinafter, are folded along lines **70***a* and **72***a* back onto their respective sides. Thus, in order to fold these first flaps **70** and **72** back into their aligned relationship with the sides, it is first necessary to fold the base into a position indicated in FIG. 9 so that folds **56** and **58** are substantially straight and fold **68** at about 90° which allows flap **70** to be folded upwardly and into alignment with its respective side. Similarly, in order to fold the flap **72** into position the folds **54** and **66** are folded straight with subsequent consequent 90° bending of fold **68** so that flap **72** may be folded up and into position. Note that in FIG. 9, the flap **72** is visible in its folded down relationship on its respective side, while in FIG. 10 flap **70** is not visible as it is in alignment with the respective side and does not form a second thickness. Thus, it should be understood that the folding up of flaps **70** and **72** as indicated in FIGS. 9 and 10 of the drawings allows the base to assume its fully extended position and be available for further folds to achieve the top supporting plane.

Specifically, in order to achieve the top supporting plane, each of the flaps **70** and **72** has an angular fold **70***a* and **72***a* thereacross, respectively. As seen in FIG. 11, the fold **72***a* extends down further on its respective side and is cut to form a second pair of top supporting flaps **74**. The front side of the base **12** has a limit supporting flap **76** integrally attached thereto and folded at **62**. In order to hold the flap **76** in position, a pair of side flaps or flange portions **78** and **80** are foldable inwardly towards the inside of the base and at about a 90° relationship to second flaps **74** to receive tabs **76***a* in interlocking relation through the respective slots **78***a* and **80***a*. The top supporting flaps **74** are then folded inwardly towards each other until they both lie in the same plane and are substantially wedged into position by contact with top surface of the limiting flap **76**. It should therefore be clearly understood that the flaps **74** when folded down so each lie in a common plane form a support plane for the box **14** which plane is angled preferably at about 45° to the horizontal although the angle of such plane could be between about 30° to about 60°, and still meet the desired display objects of the invention. The front flap **76** acts as a stop or limit to the box **14** as it is interlocked in combination with flaps or flange portions **78** and **80** and as such is in a planar angle substantially perpendicular to the plane of flap **74**. Actually, the particular cut on the sides of the base defining flaps **74**, **78**, and **80** define the planar supporting angle for the box **14**.

FIGS. 12 and 13 clearly show the base **12** in its completely folded configuration, and how it is ready to receive and properly support the box **14** in removable relationship thereon. The final strengthening and supporting feature for the base **12** is provided by a plurality of bottom flaps **82** which fold inwardly and prevent the folding of the sides in any way once the base is in the final desired support position. Naturally, the base **12** may be readily folded back to its accordion like storage position when it is desired to transport the entire brochure display apparatus, simply by reversing the folding procedure described above.

Thus, it is seen that the objects of the invention have been achieved by providing a unique folding base that receives a box and box cover for brochure display which has great flexibility, adaptability to various brochure display features, and which may be readily transportable by breaking down the entire structure and easily storing in a carrying case.

What is claimed is:

1. In a display rack or the like, the combination of

a collapsible base defining a display support plane at an angle of between about 30° to about 60° to the horizontal with a flange portion of the base extending above the lower end of the support plane to act as a limiting stop, said base being made from one piece of cardboard connected at the ends to make an endless piece, said piece being foldable defining a four-sided open ended box of substantially rectangular shape in cross section having additional folds in opposite sides to allow an accordion type collapse of the front side towards the back side, bottom flap means integral with the bottom of each side foldable inwardly to support the piece in its four sided rectangular shape, a front flap on the top end of the front side foldable into the inside of the base to define the flange portion thereof, and a first flap on the top edge of each side foldable inwardly into the box to allow it to be collapsed, a portion of said first flap having an angular fold line thereacross which extends downwardly on its respective side and intersects with said additional fold on the side, each of said fold lines defining a second top supporting flap foldable inwardly towards the inside of the base at about a 45° angle to said first flap on the top edge of each side to prevent the sides from folding, to form the support plane, and to interlock with the front flap on the top edge of the front side, said second top supporting flaps only being folded inwardly to form the angled support plane of the base after said flaps first on the top edge of each side have been folded upwardly and into alignment with their respective sides.

2. In a brochure display apparatus the the combination of

a collapsible base defining a display support plane at an angle of between about 30° to about 60° to the horizontal with a flange portion of the base extending above the lower end of the support plane to act as a limiting stop,

said base made from one piece of cardboard connected at the ends to make an endless piece, said piece being foldable to define a four sided open ended box of substantially rectangular shape in cross section having additional folds in opposite sides to allow an accordion type collapse of the front side towards the back side, bottom flap means integral with the bottom of each side foldable inwardly to support the piece in its four sided rectangular shape, a front flap on the top end of the front side foldable into the inside of the base to define the flange portion thereof, and first flaps on the top edge of each side foldable inwardly into the box to allow it to be collapsed, a portion of said first flaps having an angular fold line thereacross which extends downwardly on its respective side and intersects with said additional fold on each side, each of said angular fold lines defining a second top supporting flap foldable inwardly towards the inside of the base at about 45° angle to said first flap on the top edge of each side to prevent the sides from folding, to form the support plane, and to interlock with the flps on the top edge of the front side, and a substantially rectangularly shaped box removably positioned on the support plane of the base, and limited in sliding movement by the flange portion of the base.

3. An apparatus according to claim **2** where the box has a top lid with said lid having a plurality of slots therethrough and uniformly positioned over the entire surface thereof, and where each pocket has a least one flap on the back thereof which when stabbed through a desired slot on the lid holds the respective pocket in selected position on the lid.

4. An apparatus according to claim 2 where the box is divided into a plurality of sections to hold and display brochures when the lid is removed.

5. An apparatus according to claim 2 where the box has a substantially vertically directed slit on each side of one end thereof, and which includes a flat top panel with a flap on each side thereof slidably received into the slits to interlock the top panel to the box, and whereby the top panel lies in a substantially vertical plane when the box is positioned and supported on the base.

6. A brochure display apparatus according to claim 2 wherein each of said first flaps on the top edge of each side must be folded upwardly and into alignment with its respective side before the respective second top supporting flaps can be folded inwardly to form the angled support plane of said base.

7. A brochure display apparatus according to claim 6 wherein each of said second top supporting flaps must be folded upwardly and into alignment with its respective side before the first flaps on the top edge of each side can be folded inwardly into the box to allow it to be collapsed.

8. In a display apparatus the combination of:

a base defining a display support plane at an angle of between about 30° to about 60° to the horizontal with a flange portion of the base extending above the lower end of the support plane to act as a limiting stop,

a box removably positioned on the support plane of the base, and limited in sliding movement by the flange portion of the base,

a top lid on the box with said lid having a plurality of short slots therethrough and uniformly positioned over the entire surface thereof, and

a plurality of display pockets having at least one projecting flap on the back thereof which when stabbed through a desired slot on the lid holds the respective pocket in selected position on the lid.

9. An apparatus according to claim 8 where the lid is removable and where the box is divided into a plurality of sections to hold and display material therein when the lid is removed.

10. An apparatus according to claim 8 where the box has a substantially vertically directed slit on each side of one end thereof, and a flat-top panel with a flap on each side thereof slidably received into the slits to interlock the top panel to the box, and whereby the top panel lies in a substantially vertical plane when the box is positioned and supported on the base.

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