

Title (en)
Article display device

Title (de)
Displayvorrichtung zur Präsentation von Waren

Title (fr)
Dispositif de présentation d'articles

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Application
EP 98811096 A 19981103

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Abstract (en)
The invention relates to a device for presenting goods in retail shops and exhibitions. Said device comprises a bearing structure (9), e.g. a panel, typically a plurality of shaped bars (1, 2, 3) horizontally fixed to said bearing structure (9) and support arms (8) that can be hung on said shaped bars (1, 2, 3). In order to hang a support arm (8) on a shaped bar (1, 2, 3), the free end of the rod part (80) of a support arm must be lifted horizontally upwards, the folded edge must be drawn closer to the shaped bar (1, 2, 3) by sliding it underneath said bar, and the free end of the rod part (80) is lowered down to final position. Support arms (8) with rod parts (80) having different shapes can be hung along said shaped bar (1, 2, 3) in fully random or predetermined positions. Said support arms (8) are used for directly supporting the goods or for supporting good supports, such as fitted shelves or cross members fixed between said support arms (8). When the rod parts (80) have different lengths and different folding angles, the inventive good supports can be placed at different levels. The invention also relates to other embodiments of shaped bars (1, 2, 3). In an alternative embodiment, several short shaped bar units are disposed by rows and columns on both sides of the bearing structure (9). The inventive device is characterised especially by its ease of operation, its modularity and the various aesthetic design possibilities it offers.

Abstract (de)
Die Displayvorrichtung dient zur Präsentation von Waren in Geschäften und auf Ausstellungen. Wesensbestandteile sind eine Tragstruktur (9), z.B. ein Paneel, in der Regel mehrere an der Tragstruktur (9) horizontal fixierte Profilstangen (1,2,3) und in die Profilstangen (1,2,3) einhängbare Tragarme (8). Das Einhängen eines Tragarms (8) an der Profilstange (1,2,3) ist nur durch Anheben des freien Endes des Stangenteils (80) gegenüber der Horizontalen, Heranführen der Abkantung an die Profilstange (1,2,3) von unterhalb der Profilstange (1,2,3) sowie abschliessendes Absenken des freien Endes des Stangenteils (80) in die Endlage möglich. Die Tragarme (8) kann man entlang der Profilstange (1,2,3) beliebig einhängen. Zu den Profilstangen werden weitere alternative Ausführungsformen vorgeschlagen. Als Gestaltungsvariante lassen sich mehrere kurze Profilstangen-Stücke in Zeilen und Reihen beidseits der Tragstruktur (9) anordnen. Die Vorrichtung zeichnet sich insbesondere durch ihre einfache Handhabung, die Variabilität und die vielfältigen ästhetischen Gestaltungsmöglichkeiten aus. <IMAGE>

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