

Title (en)
Advertisement hoarding

Title (de)
Werbeflächenvorrichtung

Title (fr)
Dispositif d'affichage

Publication
EP 1553546 A2 20050713 (EN)

Application
EP 05250083 A 20050110

Priority
GB 0400494 A 20040110

Abstract (en)
A method for installing a display sheet (18) such as an advertisement on a hoarding (10) comprises the steps of providing a reel (16) on which is rolled a display sheet (18), the display sheet having an elongate fastener (20) provided on the top longitudinal edge; mounting the reel (16) vertically next to the hoarding (10); engaging one end (60) of the elongate fastener with a corresponding track (12) provided on the hoarding; and sliding the elongate fastener (20) along the track (12) while unrolling the display sheet until the display sheet (18) substantially covers the hoarding. The bottom longitudinal edge (68) and transverse edges (66) of the display sheet may then be secured to the hoarding using a hinged clamping strip (14). The invention allows an advertisement to be installed by one person working from the ground without the need for ladders, since the elongate fastener may be engaged in the track by means of a suitable tool operated from the ground, and the display sheet (18) then pulled across the hoarding like a curtain.

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G09F 15/00

IPC 8 full level
G09F 15/00 (2006.01); **G09F 21/04** (2006.01)

CPC (source: EP US)
G09F 15/0018 (2013.01 - EP US); **G09F 15/0025** (2013.01 - EP); **G09F 21/04** (2013.01 - EP US)

Cited by
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