

Title (en)

DEVICE FOR PRESENTING A SIGN, PARTICULARLY A COMMERCIAL LEAFLET, ON THE SHELF OF A SALES AREA

Title (de)

EINRICHTUNG ZUM ZEIGEN EINES SCHILDES, INSBESONDERE EINES WERBEBLATTS AUF DEM REGAL EINES VERKAUFSBEREICHES

Title (fr)

DISPOSITIF POUR LA PRESENTATION D'UNE SIGNALÉTIQUE, TELLE QUE NOTAMMENT UN FEUILLET PUBLICITAIRE, SUR UNE ÉTAGÈRE D'UNE SURFACE DE VENTE

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Application

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Priority

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Abstract (en)

[origin: WO2008052721A1] The invention relates to a device (1) for presenting a signing (2) on the shelf (3) of a sales area, the device (1) being provided for vertically presenting the signing, the signing essentially protruding outward at right angles from the front of the shelf (3), the device (1) comprising at least one bearing wing (4) including at the lower end thereof mounting means (5) for securing the device to said shelf, said bearing wing (4) comprising means for holding the signing. According to the invention, the mounting means may co-operate with a perforated shelf having a front edge defining a C-shaped rail (7), said shelf further including a plurality of lower openings (30) at the lower end of said C-shaped rail in the shape of a fixation rider (8) for attachment to the rail with terminal ends (9, 10) capable of co-operating with the edges of the C-shaped rail and further comprising a locking lug (13) protruding from the rider (8) through an elastic link, said link being connected to the rider in the vicinity of its lower terminal end (10), the locking lug (13) engaging one of the corresponding lower openings (30) of the shelf.

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