

Title (en)
TRANSPORTABLE PUBLICITY CARRIER

Title (de)
TRANSPORTABLER WERBETRÄGER

Title (fr)
SUPPORT PUBLICITAIRE TRANSPORTABLE

Publication
EP 2274738 B1 20160921 (DE)

Application
EP 09735428 A 20090422

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• AT 2009000163 W 20090422
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Abstract (en)
[origin: WO2009129556A1] The present invention relates to a transportable publicity carrier which is formed from at least one standardized large-store or transport container (1), wherein each container (1) has a supporting-structure frame (2) which is constructed from a plurality of lower (201, 203) and upper (204, 205) horizontal and vertical (202) frame rails which are connected to one another, define the edges of the container (1) and/or the supporting-structure frame (2) and which surround or enclose the usually present four side walls (401, 402, 403, 404) and the ceiling wall (405) of the container (1), wherein at least one publicity-surface element (5) is provided which is arranged on the supporting-structure frame (2). There is provision according to the invention for it to be possible to convert the publicity carrier reversibly from a compact transport configuration into a presentation configuration which is differently structurally from the transport configuration, - wherein, in the transport configuration, at least one of the side walls (401, 402, 403, 404) and/or the ceiling wall (405) of the container (1) is removed and replaced at least partially by at least one first publicity-surface element (5), and - wherein, in the presentation configuration, the height of the container (1) is increased by extension of the vertical frame rails (202), as a result of which additional available upper surface regions (401a', 402a', 403a, 404a') are exposed in the upper region, wherein at least one second publicity-surface element (5a) is inserted at least partially into at least one of said upper surface regions (401a', 402a', 403a', 404a').

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Citation (examination)
• EP 0881112 A1 19981202 - AGHITO SISTEMI S R L [IT]
• US 2821428 A 19580128 - WEBSTER ROBERT S
• EP 0178692 A2 19860423 - HESELMANS ARTHUR
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