(19) Europäisches Patentamt
European Patent Office
Office européen des brevets

(11) Publication number: **0 244 512 B1**

(12) # EUROPEAN PATENT SPECIFICATION

(45) Date of publication of patent specification: **04.12.91**

(51) Int. Cl.[5]: **G09F 3/20**, G07F 7/00, A47F 10/02

(21) Application number: **86200751.5**

(22) Date of filing: **01.05.86**

(54) **Merchandise information system.**

(43) Date of publication of application:
11.11.87 Bulletin 87/46

(45) Publication of the grant of the patent:
04.12.91 Bulletin 91/49

(84) Designated Contracting States:
DE FR GB

(56) References cited:
EP-A- 0 120 099
FR-A- 1 457 348
GB-A- 1 417 468
US-A- 1 844 444
US-A- 4 531 311

(73) Proprietor: **Abramson, Patrick Brian**
304-365 Kennedy Road
Brampton Ontario, L6W 3H3(CA)

Proprietor: **Bake, Willem Jan Herman**
67, Forsyth Street
Oakville Ontario, L4W 9E9(CA)

(72) Inventor: **Abramson, Patrick Brian**
304-365 Kennedy Road
Brampton Ontario, L6W 3H3(CA)
Inventor: **Bake, Willem Jan Herman**
67, Forsyth Street
Oakville Ontario, L4W 9E9(CA)

(74) Representative: **Hoijtink, Reinoud et al**
OCTROOIBUREAU ARNOLD & SIEDSMA
Sweelinckplein 1
NL-2517 GK Den Haag(NL)

EP 0 244 512 B1

Description

BACKGROUND OF THE INVENTION

Attractive, open display of an abundance of merchandise, conducive of favorable purchasing decisions whether or not a patron is assisted by a salesperson, is potentially at odds with limiting inventory costs, reducing the amount of warehousing and other handling, controlling pilferage, and limiting losses attributable to shop worn or out-of-date merchandise. A variety of responses have occurred in response to these problems.

One direction taken has been to install an increasing number of security systems at the retail location including means of surveillance and alarm systems. This, however, addresses only the problem of shrinkage attributable to pilferage and tends to create an atmosphere of distrust not conducive to selling.

Another direction taken has been toward limiting the merchandise displayed, as for example in the number of catalog showrooms that have arisen in recent years. This tackles the problems of inventory size, handling, and losses due to out-of-date merchandise, while usually exposing only a single item to wear-and-tear or possible theft while on showroom display.

From US-A-4,531,311 a display system is known having a bracket rotatably carrying a data-carrying member having a front and a rear surface each carrying information.

From GB-A-1,417,468 a method of vending is known according to which tokens are carrying information about the price and the articles for sale.

BRIEF SUMMARY OF THE INVENTION

The present invention eliminates the need for exhibition of the merchandise to the public at the retail location, but instead affords information via display of product information modules -- cards, packets, or similar tactile elements of durable design and material that attractively advertise availability of the product at that outlet and inform the clientele with respect to the product. It substitutes mass display of each item carried with mass display of such information modules, in an array providing high density but individually visible display. And, as will be evident in the particular embodiment described and in the detailed description of the invention, it substitutes physical examination of a particular sample with physical manipulation of the product information module, but without requiring a comparable level of handling by store personnel and without requiring dedication of a comparable amount of floor space.

In short, the invention contemplates the provision of support means for holding information display means in the form of items or modules having information on front and back sides thereof in high density but individually visible concentration while allowing each and any module to be manipulated by a prospective customer for ready visual access to all the information provided thereon.

The support means provided by the invention comprises an extrusion with which the information display means is so associated that the information is readily accessible. In a preferred embodiment, the support means includes flexible attachment means for permitting the manipulation of the information display means. The support means can be an elongate extrusion mountable on a wall or other surface in a position to allow viewing of the information display means or product information modules. The support means comprises a relatively rigid support having the flexible attachment means connected thereto. The flexible attachment means preferably comprises a plurality of flexible strips extending from the support and having free ends that terminate in attaching means adapted to grip the information display means.

One class of merchandise for which the invention is particularly adapted is that of prerecorded video tapes. Presently tapes of concerts, motion pictures, or the like are distributed with a casette housing provided with pictures and other labelling that identify the contents, artists, producers, and such other possible aids to selection as plot synopsis, criical acclaims, and awards. A retailer may store the cassette packages on shelves accessible to the public or maintain them behind a counter, in which case the sales impact of the labelling is substantially reduced. If offering the tapes for rent, the cassette is often removed and the housing only displayed on shelving, requiring that the housing be brought to the checkout counter and tape and housing matched. The alternative practice of openly displaying cassette and housing together, or perhaps cassette with specialized housing, requires a good deal of confidence in the store's other security measures. All of the above practices have drawbacks that are overcome by such application of time, space, or restrictive practices that purveying of such tapes has been primarily limited to specialty stores.

Application of the invention would permit attractive displays for video cassettes marketed with or without cassette housings. Information that now goes on the housing package would be placed on the product information module, employing space on the front and back of the module. The modules need not be packaged together with each video tape, but could be supplied to the retailer by an authorized distributor. They would be attached to a series of elongate support elements in an individ-

ually hinged manner as taught by the invention. A customer would make his selection at the array presented, being able to view the modules, read information contained thereon front or back by turning it on its hinge, and obtain his selection at the checkout having access to the actual cassette. Encoded slips may be supplied at the location of the product information module for use at the checkout, or some other means of relating customer selection may be employed.

BRIEF DESCRIPTION OF THE DRAWING FIGURES

Fig. 1 is a perspective view of part of a display system in accordance with a preferred embodiment of the invention;

Fig. 2 is a perspective view similar to Fig. 1 indicating an alternative functionality of the preferred embodiment;

Fig. 3 is an exploded end view, drawn to a larger scale, of elements that may be brought together in the preferred embodiment;

Fig. 4 is a front view of an assembled display system in accordance with the preferred embodiment of the invention;

Fig. 5 is a front view similar to Fig. 4 indicating the alternative functionality also shown in Fig. 2;

Fig. 6 is a front view of a wall mounted information display system in accordance with the preferred embodiment of the invention and employing additionally the alternative functionality of Figs. 2 and 5.

DETAILED DESCRIPTION OF THE INVENTION

Reference is now made to Fig. 1 of the drawings which shows part of an information display system in accordance with a preferred embodiment of the invention. A preferred support of this invention in the form of a rail 10 made of synthetic resin or plastic material is secured to a wall W by horizontally spaced screws 14. With additional reference to Fig. 3, the rail 10 has integral upper and lower ribs 16 and 18 respectively which define spaces or recesses R between such ribs 16, 18 and the wall W into which the lips 26' and 28' of the support means 20 are snapped or slid. The support means 20 is of relatively complex cross-section, being extruded into such form and having different portions 24, 24' and 24" possessing different mechanical properties for reasons which will be explained hereinafter.

The portion 24 includes the upper and lower flanges 26 and 28 having the aforesaid ribs 26' and 28' which are received in the spaces R, R. The flanges are spaced apart so as respectively to snap fit over the ribs 16 and 18 of the plastic rail 10. The portion 24 is made of relatively rigid plastic or synthetic resinous material and is extruded integrally with the portion 24' which is relatively flexible and is in turn extruded integrally with the portion 24". The portion 24" is less flexible than the portion 24' but more flexible than the portion 24. These mechanical properties of the several portions are achieved by introdu-cing the materials having the requisite, corresponding properties side-by-side in the extrusion process.

The portion 24' forms an elongate support for an array of the product information display means 36 so that a prospective customer may view the information on the front side of each item attached to the support 24'. Each display means is capable of being manipulated by swinging it upwardly as indicated by the arrow A to the dotted line position 43, the information on the reverse side of the means 36 then being accessible to the prospective customer. The flexible attachment means provided by the portions 24' and 24" permit this manipulation. The portions 24' and 24" are divided into a plurality of individual attachment means that extend serially the length of the support 24, cumulatively commensurate in length with the support 24 and accordingly of an individual length fractional thereto. The notches 38 separate the individual attachment means, formed of the aforesaid portions 24′ and 24″, each from its neighboring individual attachment means. It will be apparent that the notches 38 are made after extrusion of the continuous support means 20. The free ends of the individual attachment means 24″ are formed into tubular clips 32 of C-shaped cross sections provided by the slots 34 extending the length of each clip 32.

Each product information display means 36 is of generally rectangular configuration and comprises a graphics card 37 or two such graphics cards or sheets which provide all the requisite information about the video tape, which graphics cards are enclosed or encased in the clear plastic envelope 39. The side or face of the display means 36 which is normally exposed to the customer's view will usually be provided with the title and an attractive picture and the reverse side of the display means facing the wall will usually be provided with more detailed information about the corresponding video tape. The plastic envelope 39 is preferably sealed to provide the information display means in packet form. Further, this packet includes the tubular bead 41 which is slightly larger in diameter than the interior of tubular clip 32. When the bead 41 is inserted into the tubular clip 32 either by forcing it through the slot 34 or by sliding it lengthwise into the clip 32, an attachment between the product information packet 36 and support means 20 is effected which permits the packet

to be manipulated so that its reverse side may be viewed by the prospective customer, as permitted by flexure of the flexible portion 24'. The spacing of the notches 38 and lengths of the tubular clips 32 limited by the width of the packets 36, to allow each packet to be manipulated without interfering with the orientation of neighboring packets or information display means.

In Fig. 1, it will be appreciated that, because each information display means 26 is swung upwardly such as indicated by reference character 43, information on the back of the packet will have to lie head to toe so that on the front of the label to permit it to be easily read. Also, it will be noted that when the packet is released, it will simply fall to the original position as shown by the central dispay means 36 in Fig. 1. If for any reason a particular display means 36 must be replaced, same may be done either by snapping it out of its tubular clip 32 with a sharp pull or by sliding it out lengthwise of the clip 32. Another display means 36 may then be slid or snapped into the clip 32, and thus may the product information display means 36 be replaced or rearranged at will. It will also be appreciated that Fig. 1 illustrates in phantom lines the lower portions of display means 36' carried by a further support means as illustrated in Fig. 4.

In order to assemble the display system as shown in Fig. 4, the rails 10 are first spaced apart vertically at a distance D1 such that when the product information means 36 are mounted as shown in Fig. 4 each such means can be freely raised to view its reverse side. In Fig. 4, all display cards hang from the tubular clips 32 and none are inserted into the channel 60. Once the spacing has been set and the rails 10 secured, the support means 20 can be cut to size and slid into place. The product information modules 36 can next be sorted and arranged and then inserted into their appropriate positions by use of the tubular clips 32. Finally, other labelling or indicia 46 may be applied to the surface 45. In addition or alternatively, product identification label carriers 54 may be used. Fig. 3 illustrates the construction of such carriers wherein it will be seen that each carrier comprises a vertical web 57 providing a front surface 57' to which the labelling may be applied, a front overhang 56 for ease of grasping, and a hook portion 58 which allows the carrier to be hung over the top edge of the web 47. The carriers may be taken by a customer and handed in to the sales clerk.

The front side of the elongate support 24 is provided with two forwardly projecting and mutually convergent ribs, 40 and 42, that define, with the front face 45, a wide shallow channel 44 extending the length of the support means 20 and within which labels such as indicated at 46 can be placed to contain further information such as identification of the product advertised by a corresponding display means 36.

Still referring to Figs. 1 and 3, the upstanding portion 48 is joined to the web 47 by the bight 49 to define an upwarddly opening channel 60, said channel being dimensioned so that additional product information means 36 or other ancillary display information may be inserted thereinto. The ramp 52 projects upwardly and rearwardly from the upper edge of the portion 48 to assure easy insertion of such elements into the channel 60.

Figs. 2 and 5 illustrate more clearly the alternative display arrangement described above involving the use of the channel 60 but without the use of the flexible attaching means 24', 24". Instead, a vertically spaced series of support means 20, 20' and 20" are attached to the wall W through the intermediary of the supports 10, 10' and 10". The spacing D2 between the supports is such that the display means 36, 36a and 36b associated with the several support means 20, 20' and 20" receive the display means 36, 36a and 36b with a higher density than is the case where, as in Fig. 4, the means 36 are all associated with the flexible attachment means 24', 24" as was described with relation to Figs. 1 and 3. This higher density is achieved by virtue of the fact that since the portions 24' and 24" are not used, they may be overlapped by the display means as shown.

With reference to Fig. 6, it will be appreciated that the capacity of each support means can be doubled by a spacing D3 and use of both the tubular clips 32b and channel 60 previously described to display both the suspended product information means 36 and the channel-received means 36b. The suspended means will of course have to be equipped with the edge bead 41 to hang from the clips 32b whereas the channel-received means 36b do not require such beads.

Various modifications may be made to the embodiments hereinbefore described. The invention may be practiced in display, information, or exhibit contexts other than a retail outlet. The support means could be secured other than through a cooperative rail element. Orientations other than horizontal may be employed. Surfaces to which the system is attached may have fixed, moveable, or other characteristics. For example, the support elements for modules below a comfortable viewing height could be suspended on vertical strips formed of a flexible material so that they could be lifted to examine modules attached thereto. In addition, attachment means other than tubular clips could be employed. Or the clips could be given smaller, fractional lengths to permit retention of modules in a range of sizes.

The invention is not limited to the particular

embodiment disclosed or suggested variants thereof. Its scope is properly determined and is made apparent by the appended claims.

Claims

1. A merchandise identification system comprising a plurality of display items (36) separate and remote from available merchandise and each item (36) provided on opposite sides thereof with information concerning corresponding merchandise, and a plurality of separate support means (20) for holding said items (36) in rows and columns which are of high density, closely spaced relation in which the information on one side of each of the items (36) is individually visible while allowing each and any item (36) to be manipulated by a prospective purchaser for ready visual access to the information provided by the opposite side of each such item (36), characterized in that each support means (20) comprises a rigid base portion (24) adapted to be attached to a member such as a wall (W) and having first means for supporting a row of items in upstanding relation thereto and second means (24") for swingingly supporting a row of items (36) in suspended relation therefrom.

2. A merchandise identification system as defined in claim 1 wherein said support means (20) comprises an elongate support (24) and a plurality of individual flexible members (24') integral with said support (24) and cumulatively providing a length commensurate with that of said support.

3. A system as defined in claim 2 wherein said support means (24) is formed of material which is stiffer than the material from which said flexible members (24') are formed.

4. A system as defined in claim 3 wherein said flexible members (24') are in the form of webs.

5. A system as defined in claim 4 wherein said support means (24) also includes attaching means (24") at the free edges of said flexible members (24').

6. A system as defined in claim 4 wherein said attaching means (24") is formed of material which is stiffer than the material from which said flexible members (24') are formed.

7. A system as defined in claim 6 wherein said attaching means (24") is of longitudinally separated and tubular form.

8. A system as defined in claim 7 wherein said support means (20) is in the form of an extrusion.

9. A system as defined in claim 1-8 wherein said base portion (24) comprises flange means (26, 28) having parallel flange elements (26', 28') for detachably engaging a rail (10) fixed to a wall (W).

10. A system as defined in any one of claims 1-9 wherein said support means is an extrusion of synthetic resinous material.

11. A merchandise identification system as defined in claim 1 wherein said first means comprises a channel (60) for receiving lower edge portions of said items (36).

12. A merchandise identification system as defined in claim 11 including guide means (52) for guiding an item (36) inserted into said channel.

13. A merchandise identification system as defined in claim 12 wherein said guide means (52) is a ramp integral with a wall (48) of said channel (60) and extending upwardly and rearwardly therefrom.

14. A merchandise identification system as defined in claim 11 wherein said second means (24") comprises a plurality of flexible webs (32) depending from each said base (38) and each web terminating in a lower edge providing releasable attaching means for carrying an individual item (36).

15. A merchandise identification system as defined in claim 14 wherein each attaching means comprises a longitudinally split tube (32).

16. A merchandise identification system as defined in claim 15 wherein said support means is an extrusion of synthetic resinous material.

17. A merchandise identification system as defined in claim 16 wherein said webs (30) are more flexible than said base and said attaching means.

18. A merchandise identification system as defined in claim 17 wherein said first means supports said items in overlapping relation to said base and said second means suspends said items in spaced relation below said base.

Revendications

1. Système d'identification de marchandises comprenant une pluralité d'éléments d'exposition (36) séparés et éloignés des marchandises disponibles, chaque élément (36) étant pourvu sur ses côtés opposés d'informations concernant la marchandise correspondante, et une pluralité de moyens de support séparés (20) pour contenir lesdits éléments (36) en rangées et en colonnes qui sont disposées de manière faiblement écartée et en grand nombre, dans lequel les informations sur un côté de chacun des éléments (36) sont individuellement visibles tout en permettant à chacun des éléments (36) d'être manipulé par un client potentiel pour un accès visuel rapide aux informations données sur le verso de chacun de ces éléments (36), caractérisé en ce que chaque moyen de support (20) comporte une partie de base rigide (24) conçue pour être fixée à un organe tel qu'un mur (W) et présentant des premiers moyens pour supporter une rangée d'éléments dressés par rapport à elle et des deuxièmes moyens (24") pour supporter une rangée d'éléments (36) qui sont suspendus par rapport à elle et peuvent basculer.

2. Système d'identification de marchandises selon la revendication 1, dans lequel lesdits moyens de support (20) comportent un support allongé (24) et une pluralité de membres flexibles individuels (24') d'un seul tenant avec ledit support (24) et qui présentent, tous ensemble, une longueur égale à celle dudit support.

3. Système selon la revendication 2, dans lequel lesdits moyens de support (24) sont faits d'un matériau plus rigide que le matériau employé pour former lesdits membres flexibles (24').

4. Système selon la revendication 3, dans lequel lesdits membres flexibles (24') ont la forme de nervures.

5. Système selon la revendication 4, dans lequel lesdits moyens de support (24) comportent également des moyens de fixation (24") à l'endroit des bords libres desdits membres flexibles (24').

6. Système selon la revendication 4, dans lequel lesdits moyens de fixation (24") sont faits d'un matériau plus rigide que le matériau servant à faire lesdits membres flexibles (24').

7. Système selon la revendication 6, dans lequel lesdits moyens de fixation (24") ont une forme tubulaire longitudinalement séparée.

8. Système selon la revendication 7, dans lequel lesdits moyens de support (20) ont la forme d'une extrusion.

9. Système selon l'une des revendications 1 à 8, dans lequel ladite partie de base (24) comporte des moyens formant bride (26, 28) ayant des éléments parallèles de bride (26', 28') qui vont s'engager de manière mobile sur un rail (10) fixé à un mur (W).

10. Système selon l'une des revendications 1 à 9, dans lequel lesdits moyens de support sont une extrusion en matériau fait de résine synthétique.

11. Système d'identification de marchandises selon la revendication 1, dans lequel lesdits premiers moyens comportent une gouttière (60) pour recevoir des parties de bord inférieur desdits éléments (36).

12. Système d'identification de marchandises selon la revendication 11, comportant un moyen de guidage (52) pour guider un élément (36) inséré dans ladite gouttière.

13. Système d'identification de marchandises selon la revendication 12, dans lequel ledit moyen de guidage (52) est une rampe formant partie intégrante avec une paroi (48) de ladite gouttière (60) et s'étendant vers le haut et vers l'arrière de celle-ci.

14. Système d'identification de marchandises selon la revendication 11, dans lequel lesdits deuxièmes moyens (24") comportent une pluralité de nervures flexibles (32) dépendant de ladite base (38) et dans lequel chaque nervure s'achève par un bord inférieur offrant des moyens de fixation mobiles pour porter un élément individuel (36).

15. Système d'identification de marchandises selon la revendication 14, dans lequel chaque moyen de fixation comporte un tube fendu longitudinalement (32).

16. Système d'identification de marchandises selon la revendication 15, dans lequel lesdits moyens de support sont une extrusion faite d'un matériau en résine synthétique.

17. Système d'identification de marchandises selon la revendication 16, dans lequel lesdites nervures (30) sont plus flexibles que ladite base et lesdits moyens de fixation.

18. Système d'identification de marchandises selon la revendication 17, dans lequel lesdits premiers moyens supportent lesdits éléments en recouvrant ladite base et dans lequel lesdits deuxièmes moyens suspendent lesdits éléments en les maintenant écartés de ladite base.

Patentansprüche

1. Wareninformationssystem mit einer Mehrzahl von separat und entfernt von erhältlichen Waren angeordneten Ausstellungsbauteilen (36), wobei jedes Ausstellungsbauteil (36) auf seinen gegenüberliegenden Seiten mit Informationen versehen ist, die sich auf die entsprechenden Waren beziehen, und mit einer Mehrzahl von separaten Halteeinrichtungen (20) zum Halten der Ausstellungsbauteile (36) in hoher Dichte mit kleinen Abständen zueinander in Reihen und Spalten, wobei die Informationen auf der einen Seite der Ausstellungsbauteile (36) jeweils einzeln sichtbar sind, wobei jedes oder alle Ausstellungsbauteile (36) von dem potentiellen Kunden derart gehandhabt werden können, daß dieser Zugang zu den jeweils auf der gegenüberliegenden Seite des Ausstellungsbauteils (36) befindlichen Informationen hat, dadurch gekennzeichnet, daß jede Halteeinrichtung (20) einen steifen Basisteil (24) hat, welcher zur Fixierung an einem Teil wie der Wand (W) ausgebildet ist und eine erste Halteeinrichtung zum Halten einer Reihe von Ausstellungsbauteilen in aufrechtstehender Lage hierzu aufweist und mit einer zweiten Einrichtung (24") zum schwenkbaren Halten einer Reihe von Ausstellungsbauteilen in hängender Lage hiervon versehen ist.

2. Wareninformationssystem nach Anspruch 1, wobei die Halteeinrichtung eine langgestreckte Halterung (24) aufweist und eine Mehrzahl von einzelnen biegsamen Teilen (24'), die einstükkig mit der Halterung (24) ausgebildet sind und zusammen der Länge der Halterung entsprechen.

3. Wareninformationssystem nach Anspruch 2, wobei die Halteeinrichtung (24) aus einem steiferen Material geformt ist, als aus dem Material, aus welchem die biegsamen Teile (24') geformt sind.

4. Wareninformationssystem nach Anspruch 3, wobei die biegsamen Teile (24') die Form eines Bandes haben.

5. Wareninformationssystem nach Anspruch 4, wobei die Halteeinrichtung (24) Befestigungsmittel (24") an den freien Kanten der biegsamen Teile (24') aufweist.

6. Wareninformationssystem nach Anspruch 4, wobei die Befestigungsmittel (24") aus einem steiferen Material geformt sind, als aus dem Material, aus welchem die biegsamen Teile (24') geformt sind.

7. Wareninformationssystem nach Anspruch 6, wobei die Befestigungsmittel (24") eine in Längsrichtung unterteilte und rohrförmige Gestalt haben.

8. Wareninformationssystem nach Anspruch 7, wobei die Halteeinrichtung (20) die Form eines extrudierten Gegenstands hat.

9. Wareninformationssystem nach einem der Ansprüche 1 bis 8, wobei der Basisteil (24) Flanscheinrichtungen (26, 28) mit parallelen Flanschelementen (26', 28') zum lösbaren Eingreifen in eine an einer Wand (W) befestigten Schiene (10) aufweist.

10. Wareninformationssystem nach einem der Ansprüche 1 bis 9, wobei die Halteeinrichtung aus Kunstharzmaterial extrudiert ist.

11. Wareninformationssystem nach Anspruch 1, wobei die erste Einrichtung einen Kanal (60) zum Aufnehmen von Unterkantenteilen der Ausstellungsbauteile (36) aufweist.

12. Wareninformationssystem nach Anspruch 11, wobei eine Führungeinrichtung (52) zum Führen eine Ausstellungsbauteils (36) beim Einsetzten in den Kanal vorgesehen ist.

13. Wareninformationssystem nach Anspruch 12, wobei die Führungseinrichtung (52) eine an eine Wand (48) des Kanals (60) einstückig angeformte Schräge ist, die sich ausgehend davon nach oben und nach hinten erstreckt.

14. Wareninformationssystem nach Anspruch 11, wobei die zweite Einrichtung (24") eine Mehrzahl biegsamer Bänder (30) aufweist, die jeweils mit dem Basisteil (24) verbunden sind, wobei jedes Band mit seiner Unterkante in den lösbaren Befestigungsmitteln zum Halten der einzelnen Ausstellungsbauteile (36) endet.

15. Wareninformationssystem nach Anspruch 14, wobei jedes Befestigungsmittel (24") ein langgestrecktes aufgeschlitztes Rohr aufweist.

16. Wareninformationssystem nach Anspruch 15, wobei die Halteeinrichtung aus Kunstharzmaterial extrudiert ist.

17. Wareninformationssystem nach Anspruch 16, wobei die Bänder (30) biegsamer als der Basisteil und die Befestigungsmittel sind.

18. Wareninformationssystem nach Anspruch 17, wobei die erste Einrichtung die Auststellungsbauteile auf den Basisteil überlappende Weise hält und die zweite Einrichtung die Ausstellungsbauteile mit Abstand zu dem Basisteil unterhalb desselben hält.

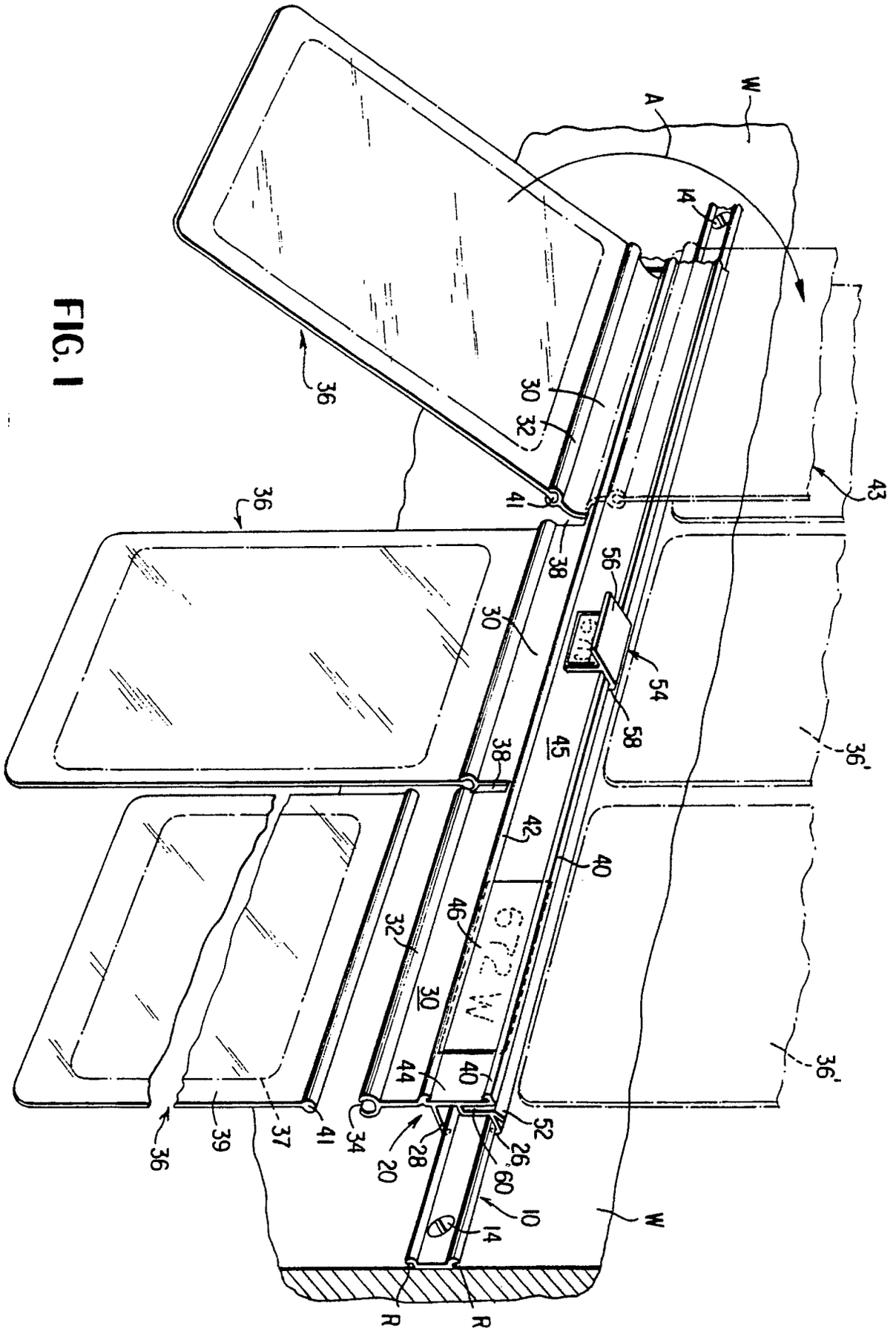

W
A
14
36
30
32
41
43
38
56
54
58
45
36'
42
40
46
44
39
37
34
28
20
26
52
60
10
R

FIG. 1

FIG. 2

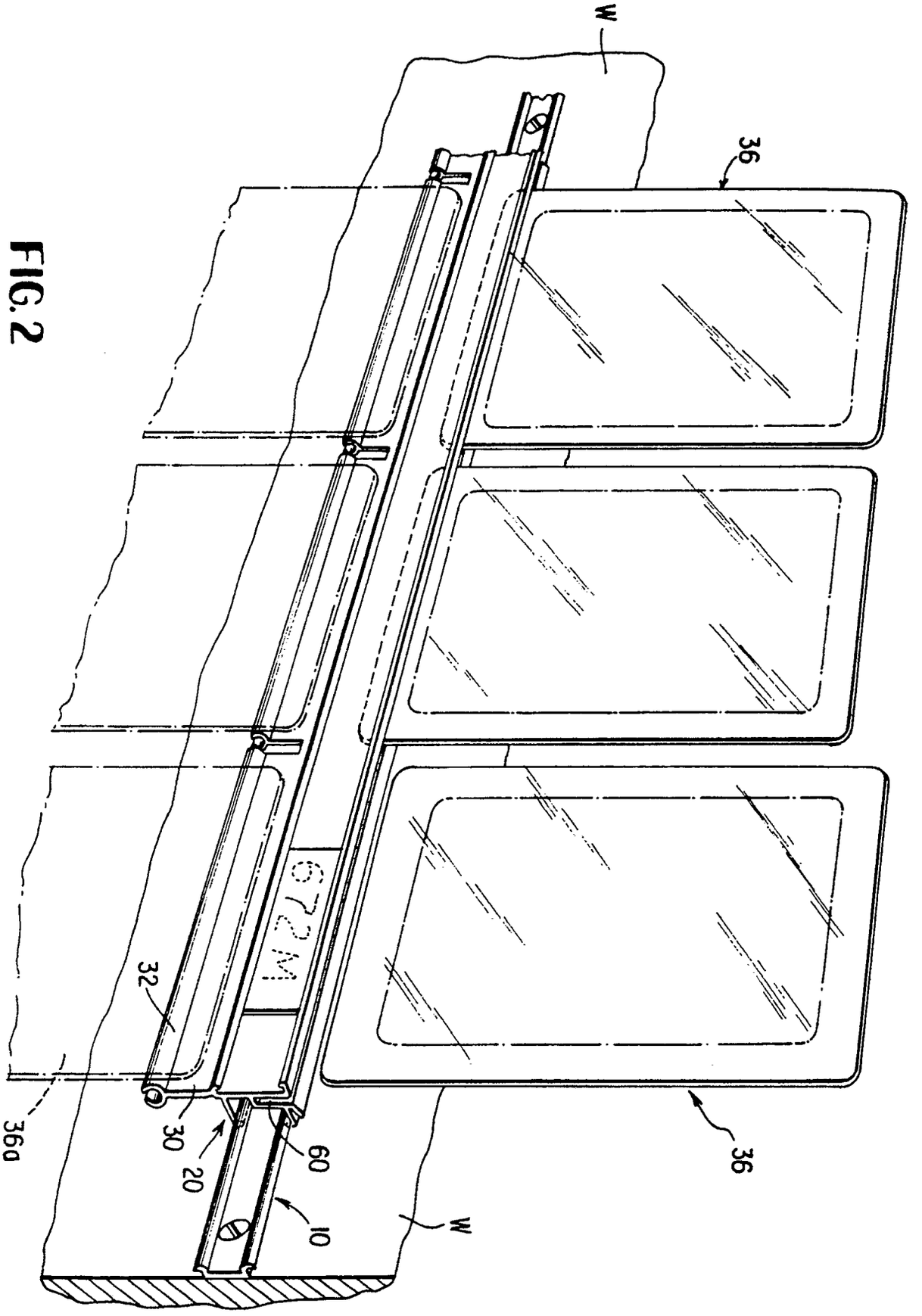
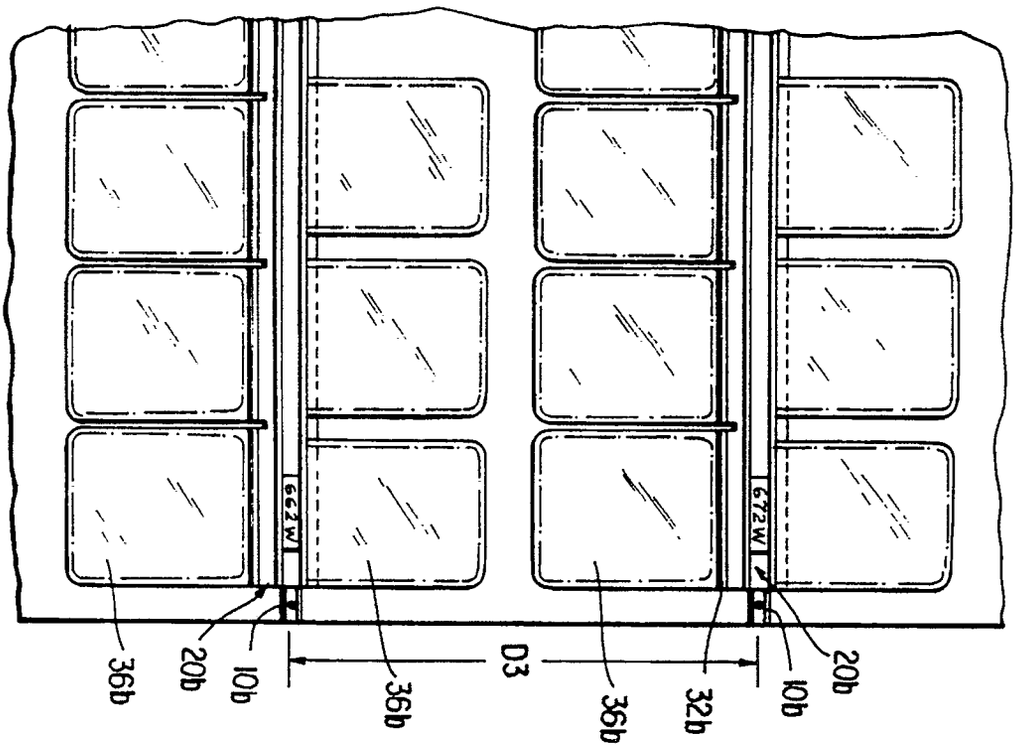


FIG. 6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662W
36b
20b
10b
D3
36b
32b
10b
20b

FIG. 3

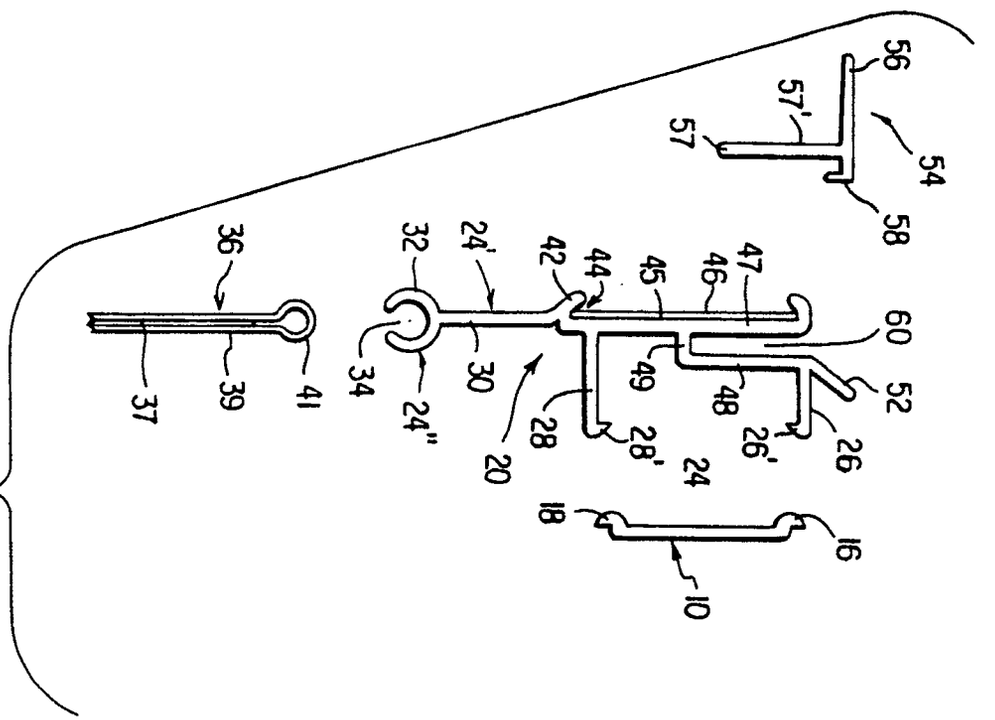
56
57'
57
54
58
36
32
24'
42
44
45
46
47
60
52
37
39
41
34
24"
30
49
48
26'
26
28
28'
24
20
18
16
10

FIG. 4

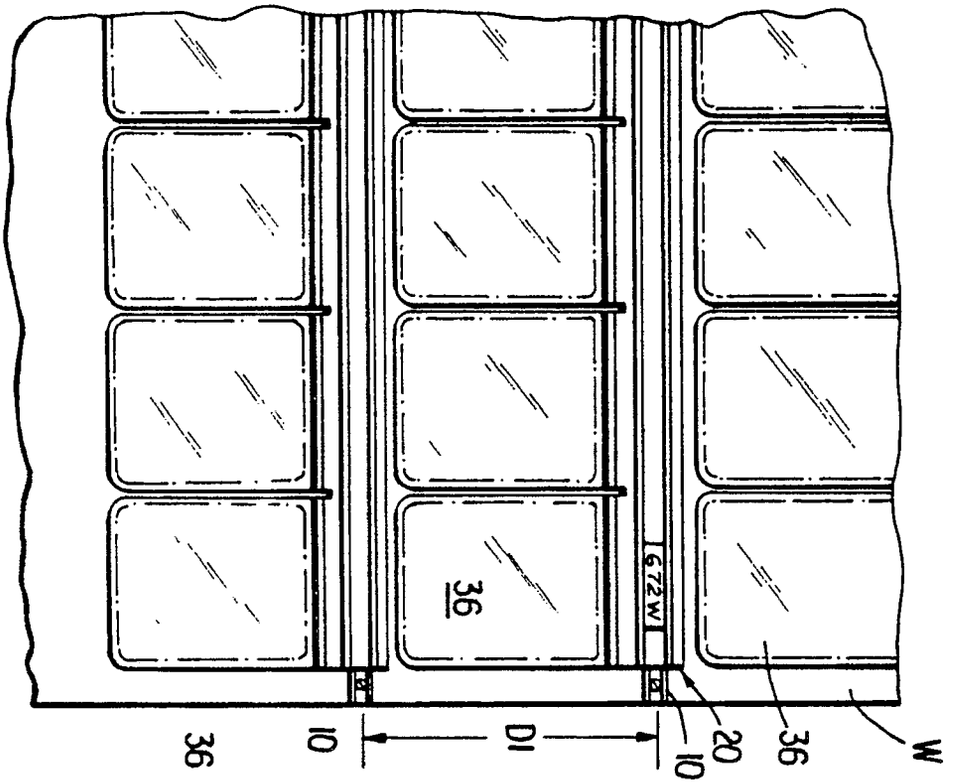

FIG. 5