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54 Advertising medium for mounting on scaffolding structures.

57 An advertising medium for mounting on scaffolding structures, applicable to said structures, for fixing thereon by means of tensors secured in holes or eyelets made for these purposes close to the edges of a piece of canvas which is the basis for the medium as a whole; said canvas also has a transparent strip secured on one or both sides and in its centre so that, between it and the transparent strip, an area or pocket is formed for the introduction and placement of another strip carrying the advertising message or messages. The said transparent strip is secured along one of its edges, preferably the upper edge, to the canvas, by a weld, while the remaining three edges may have holes or eyes aligned with similar openings in both the canvas and in the strip bearing the advertising, through which the appropriate pins or tensors are used for closing. Likewise, said pins may be placed in alignment with the welded edge.

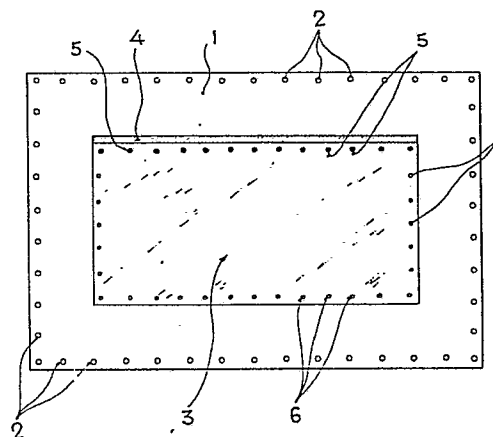


Fig. 1

Description

Advertising medium for mounting on scaffolding structures

The invention refers to an advertising medium for mounting on scaffolding structures, having been designed to provide the market and general public with a new system for offering advertising of any type, in effective form and with impact on the public itself.

Advertising media intended for mounting on scaffolding and similar structures are already familiar, offering a perfect view of the subject of the advertising; such media are based on a large rectangular or other shaped canvas, or even a mesh or similar medium which has, on its edges, the means to secure the assembly on the scaffolding structure. Such means usually consist of eyelets through which cords can be threaded, or tensing elements are linked which are secured to the bars of the structure by their other ends, thus completely securing and tightening the canvas or mesh concerned.

On the other hand, said canvas or mesh also has a type of transparent strip which is fixed by the appropriate means to one or both sides of the canvas, forming a pocket which contains a basically rigid panel or strip, such as cardboard, which is the medium on which the advertising message is written.

Although such medium has been shown to be effective, and much more advantageous than the classical fixed media, it is also true that it continues to have disadvantages such as the means of closing the pocket containing the strip bearing the advertising message, which allows damp and dirt to enter, rapidly deteriorating said strip and, of course, the advertising message or messages.

It has also been verified that in the type of medium described, the way in which the transparent strip is fixed to the canvas is not the most efficient, causing the strip to sit unevenly making it difficult to see and read the advertising messages.

In the light of these and other disadvantages, the invention proposes a medium of the type referred to, but with a series of innovations and improvements which make it much more advantageous, ensuring that the transparent strip is completely stretched at all times, and providing ease of assembly and dismantling, since it must also be remembered that the familiar type of medium referred to above is assembled on the site as far as the unit is concerned; in other words, the canvas is first put in place and then the strip which is to carry the advertising message is added, so that, finally, the pocket containing said strip can be closed.

The medium in the invention is designed to be mounted on the job, without requiring any more than fixing the assembly in place; in other words, to secure the canvas to the structure. The strip bearing the advertising message and the closure of the pocket containing said strip are prepared in the workshop.

For these purposes, and in more specific terms, the strip bearing the advertising message is to be

made of a lightweight flexible material of any suitable type, making it possible for the whole unit to be rolled up, like a rug, with said strip included, and in this way taken to the work site where all that is required is to secure or tie the canvas to the scaffolding. This features permits a saving in transport, greater ease because of the reduced volume, minimum time-wasting in the assembly or securing to the scaffolding, etc.

Another feature of the novelty of the invention is that the transparent strip is welded to the canvas along its longer top or side edge, while the remaining three sides are fixed to the canvas with pins, adhesives, such as "velcro" strips, etc., all of which enable the said transparent strip to be kept tightly stretched.

The pins may be separate elements passed through the canvas, transparent strip and the strip bearing the advertising message, or they may be fixed or incorporated into one of the said elements, with eyelets in one or both of the remaining elements for inserting and securing said pins.

Likewise, the transparent strip may have eyelets on its side edges, as in the strip bearing the advertising message, for the insertion and tightening of the said transparent strip.

In order to facilitate greater understanding of the features of the invention, a detailed description follows, based on the set of drawings attached to these specifications and forming an integral part hereof where, by way of illustration only, and without limitation, the following has been shown:

Figure 1 shows a frontal view of the medium of this invention as a whole, where the transparent strip can be seen, welded by means of its upper edge, and with eyelets on all the edges for the closing pins.

Figure 2 shows the same mount, with another type of closure for the pocket formed by the transparent strip as secured on the canvas, as well as the fixing of the trip bearing the advertisement.

Figure 3 shows the same medium, with another method for fixing the transparent strip and that for the advertising.

As can be seen in said figures, and according to the foregoing, the advertising medium proposed comprises a large piece of canvas (1) or similar material suitable for resisting inclemencies of weather; close to its edges, it has a series of holes or eyelets (2) suitably reinforced for the attachment of the stretching elements used, which are secured on to the bars of the scaffolding structure where the piece of canvas (1) is to be mounted which, as is clear, is fully stretched thanks to the traction of the securing tensors over the entire perimeter.

A transparent strip (3) is secured over an area, preferably centred, of one or both surfaces of the canvas (1); this is done with a weld seam (4) which, for preference, corresponds to the upper edge of the said transparent strip (3). The remaining three sides of the said transparent strip (3) are left free so as to permit the insertion or placement of the

component which is to carry the advertising message or messages. Said component is constituted by a light flexible strip which is fixed in place by means of pins or tensors (5) which are inserted in holes (6) for this purpose, and which are aligned on the canvas (1) in the transparent strip (3) and on the strip which is to carry the advertising message.

In this way, it is possible, on the one hand, to prevent the entry of humidity to the pocket formed between the canvas (1) and the transparent strip (3), thus preventing the deterioration of the strip carrying the advertising message. This is made possible because the upper edge of the transparent strip (3) is welded (4) to the canvas, while the pins or tensors (5) are placed very close together so as to provide a virtually complete seal.

The pins (5) can be incorporated into one of the elements, e.g. the canvas (1), in which case the holes or eyes (6) must be included in one or both of the remaining elements (transparent strip and the strip for advertising message).

Likewise, there is provision for the pins (5) to be incorporated into the upper and lower edges while the sides of the transparent strip and, optionally, that for the advertisement, would have the holes or eyelets (6) for the tensors which allow the tightening of the transparent strip (3). This is another of the advantages of this invention, i.e. that the said transparent strip is fully stretched so that the strip with the advertising message is not rumpled and can be kept completely visible, clear or sharp, at all times.

Figure 2 shows a further alternative, within the same conception or purpose of the invention; here, the strip (7) carrying the advertising is smaller than the transparent strip (3) so that the latter can be secured or closed along its three free sides with, for example, velcro strips (8) on the transparent strip (3) and the canvas. For its part, the strip (7) bearing the advertising is fixed in place by the same means (9) on this strip and on the canvas (1).

Figure 3 shows another alternative, similar to that in figure 2, but with some features of that shown in figure 1, i.e. in figure 3 the transparent strip (3) has eyelets for pins or tensors and the advertising strip (7) is fixed in place with velcro strips (9) on the canvas (1).

Claims

1.- An advertising medium for mounting on scaffolding structures which, as applicable thereto, is fixed on to the said structures with tensors secured in holes or eyelets for these purposes close to the edges of a piece of canvas which is the basis for the medium as a whole, the said canvas also having a transparent strip fixed on one or both sides and in the centre, so that between said canvas and transparent strip there is an area or pocket for the introduction and the placement of another strip, which bears the advertising message or

messages, wherein, fundamentally, the transparent strip is secured along one of its edges, for preference the upper edge, to the canvas, by a weld, while the other three edges can be provided with holes or eyelets aligned with similar openings in both the canvas and the strip carrying the advertising, and through which the closure is provided, with the appropriate pins or tensors, with provision for said pins likewise to be provided in alignment with the edge along which the weld is located.

2.- An advertising medium for mounting on scaffolding structures, in accordance with claim 1, wherein the strip bearing the advertising message is light and flexible, made of any suitable material.

3.- An advertising medium for mounting on scaffolding structures, in accordance with claims 1 and 2, wherein the pins for the closure and tightening of the transparent strip can be incorporated into the canvas, in which case the holes or eyes are made in the transparent strip and in that bearing the advertising message, or in one of these elements.

4.- An advertising medium for mounting on scaffolding structures, in accordance with the above claims, wherein the strip bearing the advertising message is smaller than the transparent strip and both are fixed on the canvas with adhesive strips, with one of the edges of the transparent strip welded on to the canvas.

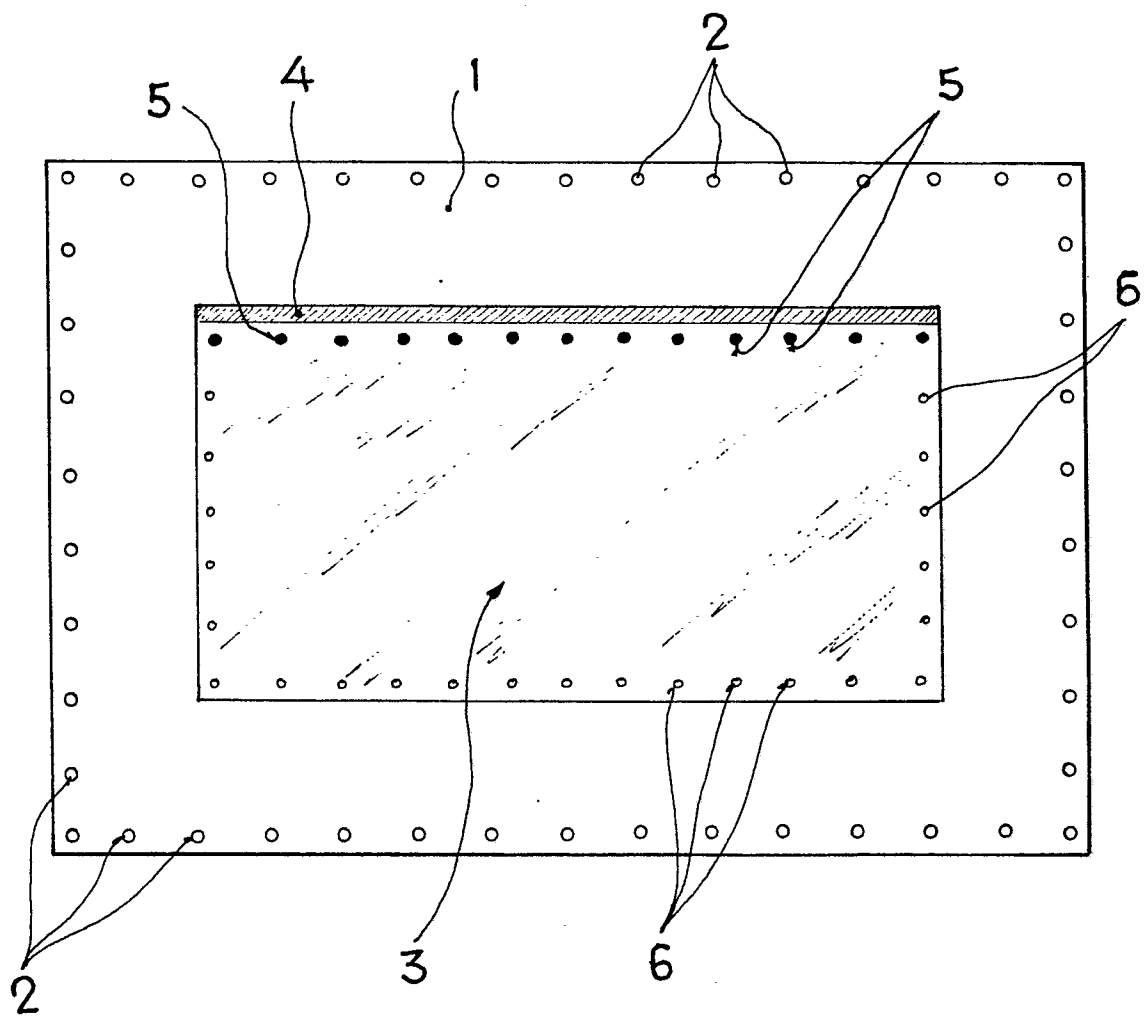


Fig. 1

