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(54) Improved support for advertising posters

(57) This support includes a supporting base (1) composed of two sides (2) attached to each other by means of detachable crosspieces (3); each one of the sides (2) has: tensioners (4) to act upon the lower ends of one or two posters (5), intermediate seats (6, 6') for mounting flexible structures (7), which are independent and finished at the top in two pieces (8) for hanging the posters (5), means (10 and 10') for fitting one or more tensioning cables (9, 9') which act upon the pieces (8), keeping the structures (7) flexed and ensuring that the pieces (8) are held at the desired height, in function of the height of the posters to be displayed. The structures (7) are composed of a variable number of sections (71), of equal length, which are joined by intermediate connecting pieces (72), while the height of said structures (7) can be adjusted by attachment of a greater or lesser number of sections (71).

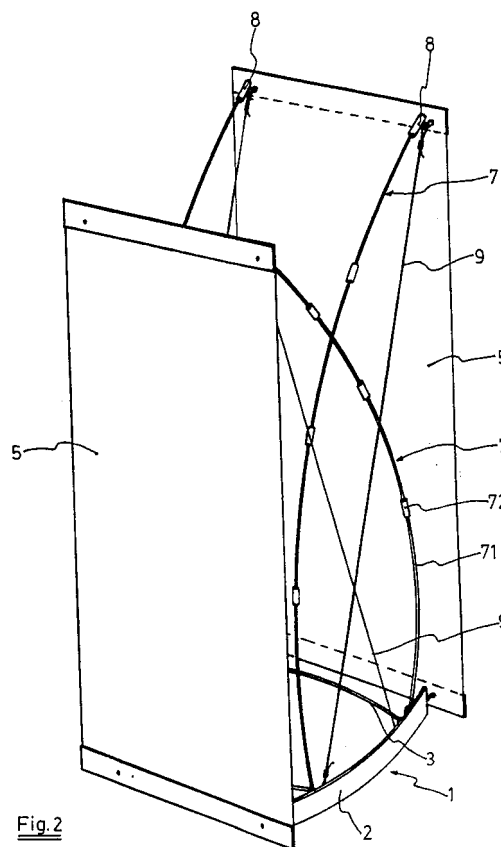


Fig. 2

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Description

OBJECT OF THE INVENTION

[0001] As its title indicates, this invention relates to a support which comprises a number of pieces which can be attached to each other and is designed for holding one or two advertising posters by the upper and lower ends, keeping them in substantially vertical position.

BACKGROUND OF THE INVENTION

[0002] Within this field, the existence of European Patent 96402142 should be stressed, relating to a dismantlable device for presenting a poster, and including a base onto which is attached a raising structure made up of a number of flexible rods attached by means of attaching pieces, said structure adopting a substantially "X" configuration, the poster to be presented being fitted between the base and the upper end of the structure, which tensions the poster due to the flexible nature of the structure.

[0003] The "X" configuration of the flexible structure nevertheless has some disadvantages, such as the impossibility of fitting posters of different heights onto the device, it being necessary to have several sets of rods, fitting same in function of the height of the poster.

[0004] Also of note is the existence of Utility Model 9700989 relating to a modular display device for advertising or information posters, which fully coincides with the device of the Patent mentioned above and therefore presents the same disadvantages.

DESCRIPTION OF THE INVENTION

[0005] The improved device of the invention for advertising posters has a number of constructional features basically oriented, by means of a number of elements and attachment of a greater or lesser number of same, towards fitting one or two advertising posters, which posters may be of differing heights.

[0006] In accordance with the invention, the support of the invention has a base made up of two sides which are joined to each other by means of detachable cross-pieces, each of the sides having two tensioners corresponding with their front and rear ends, in order to act upon the lower ends of the posters.

[0007] In accordance with the invention, the tensioners formed on the opposite ends of each one of the sides of the base are made up of a lever rotating about a pin and a spring which acts upon that lever and tends to cause lowering of its front end and therefore application of tension on the lower end of the corresponding poster.

[0008] According to the invention, each one of the sides of the base has on its intermediate zone seats for the attachment of one or two independent flexible structures, substantially parallel to each other and adjustable in height, which end at the top in pieces for hanging the

posters.

[0009] At the intermediate zone of each one of the sides of the base are lugs for fitting tensioning cables which act independently upon the respective poster hanging pieces, keeping the flexible structures in flexed position and said upper pieces at the desired height. Optionally, the sides of the base can also include rings for fitting a tensioning cable whose ends will act upon the end pieces of the flexible structures designed to hold up a single poster.

[0010] Each one of the flexible structures, destined to be fitted onto the base, is made up of a number of flexible sections of equal length which are attached to each other by means of intermediate connecting pieces, the total height of the structures being adjustable by means of attachment of a variable number of sections. This feature permits the height of the structures to be adapted to the posters to be used, by combining optionally the number of pieces in the structure and their greater or lesser degree of flexing, which can be adjusted by means of the corresponding tensioning cables.

[0011] Depending on the number of sections included in the flexible structures, the latter will be mounted on a seat closest to the end of the base or on a seat closer to the central zone of the base, in such a way that said structures can withstand the bending necessary for the end pieces to reach the desired height.

[0012] With this arrangement of elements, therefore, the support of the invention permits exhibition of a poster which will be oriented towards the front zone of the support or of two posters which will be oriented towards the front zone and towards the rear zone of the support, respectively.

[0013] The possibility of exhibiting one or two posters on a single support and of adjusting the height of the support to that of the posters provides major advantages compared with the supports currently used.

[0014] The possibility of adjusting the height of the upper pieces for hanging the posters, by including a greater or lesser number of pieces in each of the flexible structures, combined with the tension provided by the cables, means that the force applied by the tensioners on the lower end of the poster is sufficient to permit a certain tension to be transmitted to the poster.

DESCRIPTION OF THE DRAWINGS

[0015] In order to supplement the description and assist better understanding of the characteristics of the invention, this specification is accompanied by a set of drawings which form an integral part of same and show by way of non-restrictive illustration the following:

- Figure 1 is a perspective view of the support of the invention securing a poster;
- Figure 2 is a perspective view of the support securing two posters, one front poster and another rear

poster;

- Figure 3 is a profile view of the support shown in the previous figure;
- Figure 4 is a profile view of the support showing, with solid line, one of the flexible structures attached onto the base and, with broken line, the same structure with one section less, in which the upper piece can be seen at different heights;
- Figure 5 is a perspective view of two flexible structures mounted on the base, kept flexed by a single tensioning cable which acts upon the upper pieces of the structures;
- Figure 6 is an elevation view at larger scale of one of the sides of the base seen from its inner side;
- Figure 7 shows a perspective view of one of the connecting pieces;
- Figure 8 shows a perspective view of one of the upper pieces from which the poster hangs;
- Figure 9 shows a perspective view of an upper portion of the sheet, onto which there adheres a reinforcing plate.

PREFERRED EMBODIMENT OF THE INVENTION

[0016] As can be seen from the figures referred to, the support of the invention includes a base (1) made up of two sides (2) which are attached to each other by means of detachable crosspieces (3).

[0017] Each one of the sides (2) has to the interior on the front and rear ends two tensioners (4), made up of a lever (41) mounted with capacity for rotation on a pin (42), and a spring (43) which acts upon the rear end of the lever (42) and tends to cause lowering of its front end, which projects slightly from the corresponding end of the side (2) in order to act upon the lower end of a poster (5), to which will have been fixed previously, preferably by adhesion, a reinforcing plate (51) provided with orifices (52) for insertion of the free end of the lever (41).

[0018] On the intermediate end of each one of the sides (2) are defined seats (6 and 6'), formed by tubular portions welded to the side, the purpose of which is to permit attachment to each side of one or two flexible structures (7) which end at the top in a piece (8) provided with an appendage (81) for hanging the upper end of the sheet (5), on which will previously have been fixed a reinforcing plate (51) similar to the one positioned on the lower end of the side.

[0019] Each one of the flexible structures (7) is independent of the others, with those pertaining to the same side of the support, front or rear, being arranged sub-

stantially parallel to each other.

[0020] Each one of the flexible structures (7) is made of several sections (71) attached to each other by means of intermediate pieces (72) which permit attachment and removal of the sections.

[0021] By varying the number of sections making up each of the structures (7), the degree of flexing of the structure and fitting thereof onto one of the seats (6 or 6'), the upper piece (8) can be set to correspond to different heights in order to permit the hanging of posters (5) of different heights.

[0022] Once the number of sections (71) to be used and the seats (6 or 6') on which the structures will be positioned have been determined, the height of the pieces (8) is adjusted by means of tensioning cables (9) which link them with the lugs (10) defined on the sides (2) of the base.

[0023] As Figure 4 shows, the choice of seat (6 or 6') for mounting of the flexible structure (7) will depend upon the number of sections making up that structure, with mounting on the support (6') when it has a lower number of sections, in such a way that the structure does not have to be subjected to excessive flexing and the end piece (8) is approximately on the vertical defined by the front or rear ends of the sides of the base.

[0024] Optionally, as shown in Figure 5, the two flexible structures (7) which hold a single poster can be kept flexed by a single tensioning cable (9') fitted so as to run over the passages (10') made in the sides of the base.

[0025] The function of the tensioning cables (9 or 9') is therefore to keep the structures (7) flexed and to ensure that the position of the pieces (8) is suitable to permit hanging of the poster (5) and to ensure that same is subjected to a certain amount of tension by the action of the tensioners (4) situated on the base of the support.

[0026] It is not considered necessary to make this description any longer so that an expert in the field can understand the scope of the invention and the advantages deriving from same.

[0027] The terms in which this specification has been drafted should always be taken in a broad and non-restrictive sense.

[0028] The materials, shape, size and arrangement of the elements lend themselves to variation, as long as same does not involve alteration of the essential characteristics of the invention, set out in the claims which follow.

Claims

1. Improved support for advertising posters, which being of the type made up of a number of pieces which can be attached to each other in order to secure the poster, is characterized in that it includes a supporting base (1) composed of two sides (2) which are attached to each other by means of detachable crosspieces (3); each of the sides (2) has two ten-

sioners (4) corresponding with their ends, in order to act upon the lower ends of two posters (5) facing each other; each one of the sides (2) has on its intermediate zone seats (6, 6') for the optional attachment of one or two independent flexible structures (7), substantially parallel to each other and variable in height, oriented respectively towards the front and rear zones of the support and end at the top in pieces (8) for hanging the posters (5); the intermediate zones of each one of the sides (2) also have means (10 and 10') for fitting one or more tensioning cables (9, 9') which act upon the pieces (8), keeping the structures (7) in flexed position and the pieces (8) at the desired height, in function of the height of the posters to be exhibited.

2. Support, as claimed in Claim 1, characterized in that the tensioners (4) include a lever (41) rotating about a pin (42) and a spring (43) which acts upon that lever (41) and tends to cause lowering of its front end, which is housed in one of the orifices (52) made in a supporting plate (51) fixed to the lower end of the corresponding poster (5).
3. Support, as claimed in Claims 1 and 2, characterized in that one of the structures (7) is independent of the others.
4. Support, as claimed in the previous claims, characterized in that each one of the structures (7) is made up of a variable number of sections (71) of equal length which are attached to each other by means of intermediate connecting pieces (72), the height of the structures (7) being adjustable by means of attachment of a greater or lesser number of sections (71).
5. Support, as claimed in the previous claims, characterized in that the upper pieces (8) have a side appendage (81) destined to be inserted through one of the orifices (52) made in a reinforcing plate (51) fixed, preferably by adhesion, to the upper end of the poster (5).
6. Support, as claimed in Claim 1, characterized in that the means defined on the sides (2) for fitting of the tensioning cables (9) for acting independently upon the respective pieces (8) are made up of lugs (10).
7. Support, as claimed in the previous claims, characterized in that the means defined on the sides (2) for fitting of a tensioning cable (9') which acts simultaneously on the pieces (8) for holding a single poster (5) are made up of passages (10').

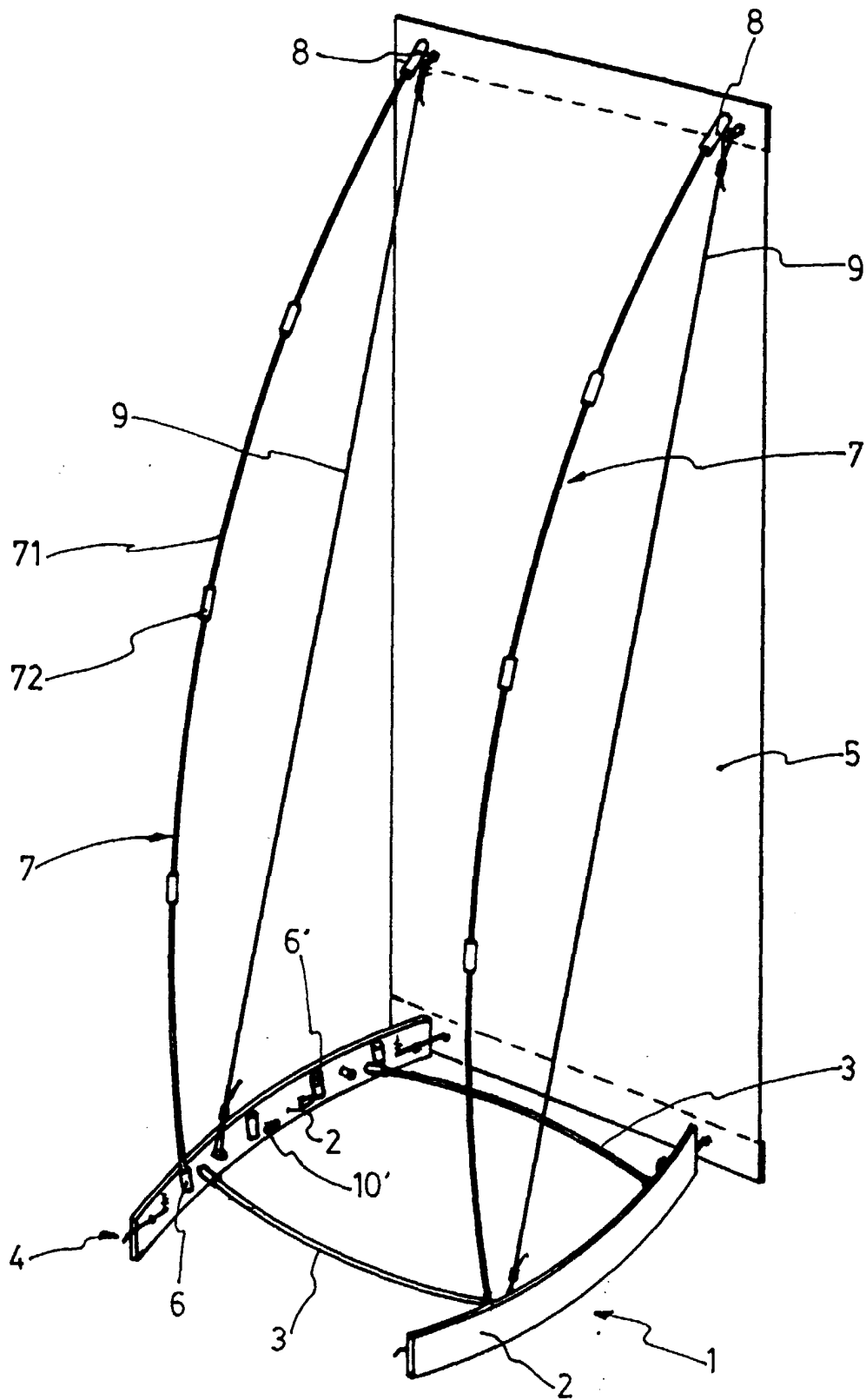


Fig. 1

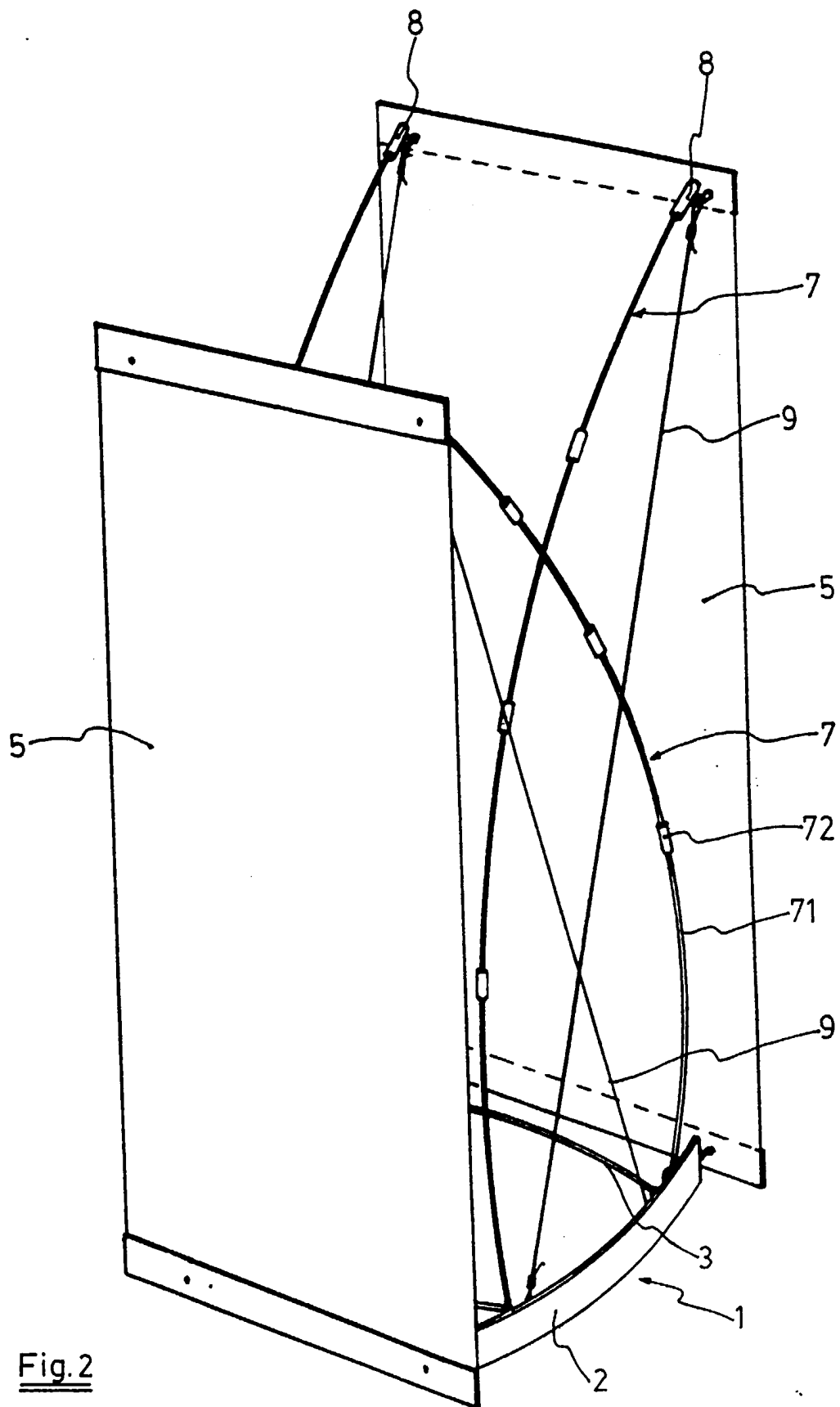


Fig. 2

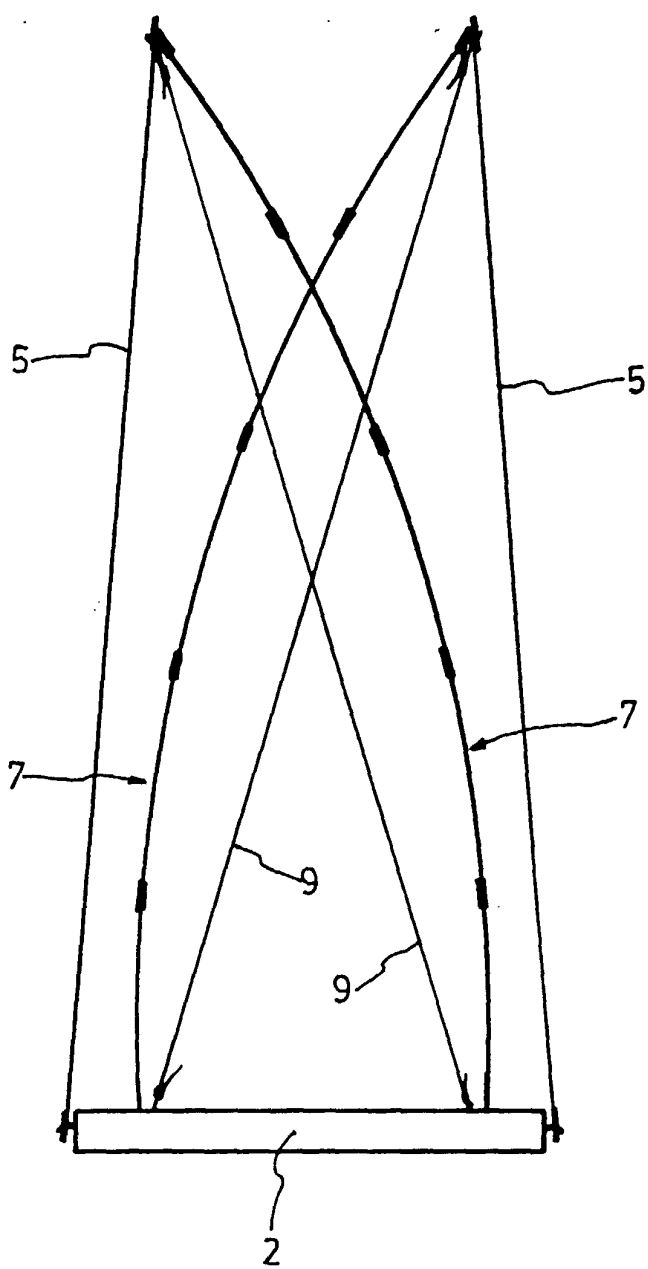


Fig. 3

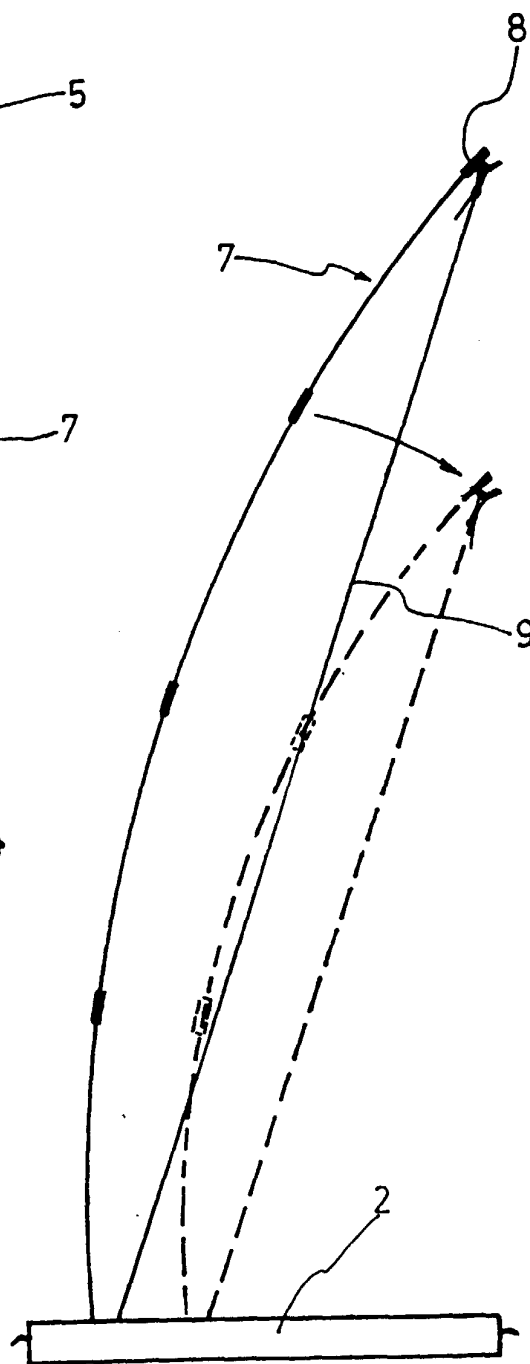


Fig. 4

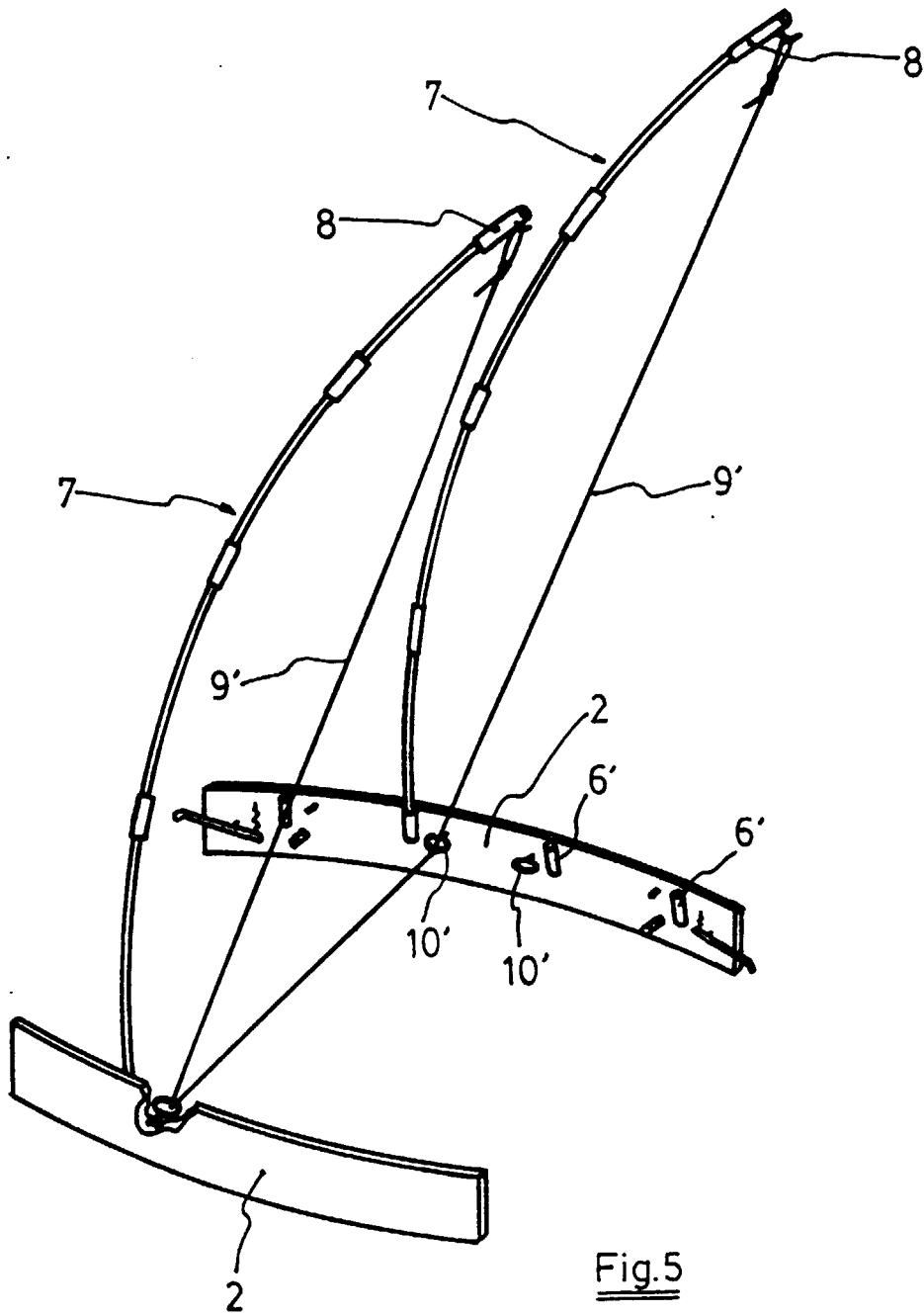
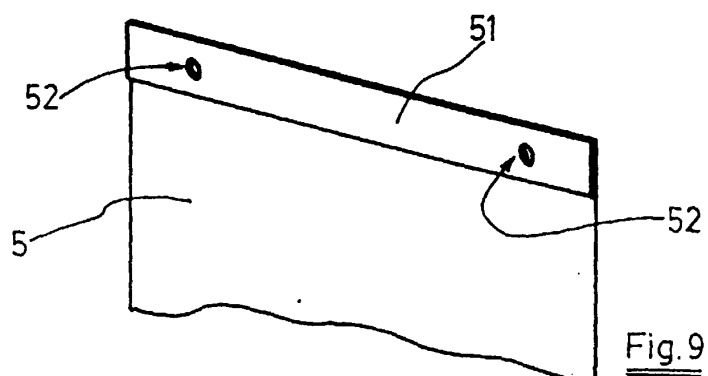
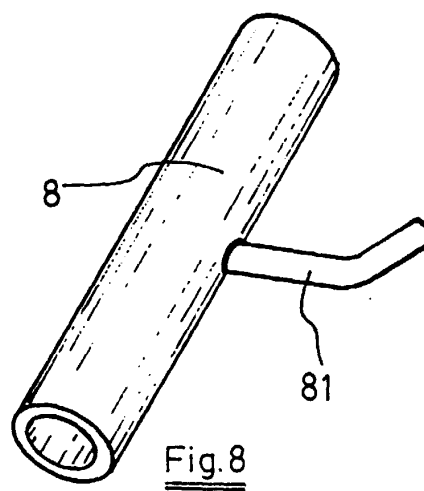
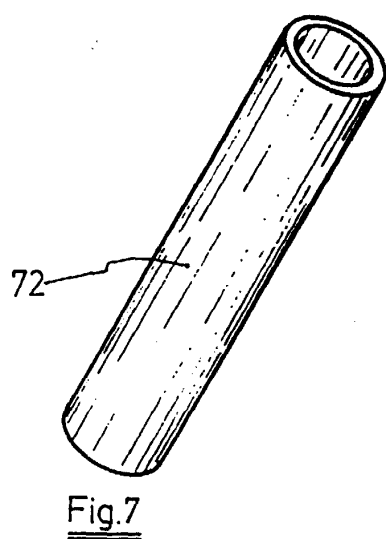
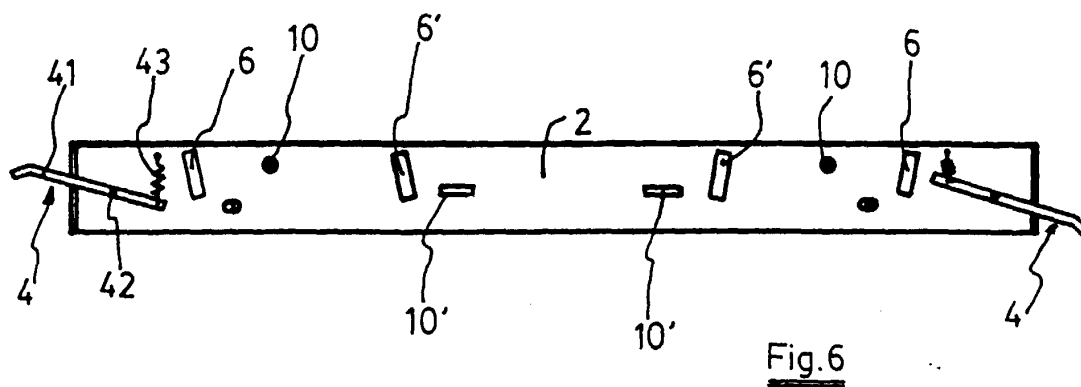


Fig.5





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EUROPEAN SEARCH REPORT

Application Number
EP 99 50 0083

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.7)
A	DE 93 01 769 U (A.KÜNSTLER) 1 April 1993 (1993-04-01) * claims; figures *	1	G09F15/00
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The present search report has been drawn up for all claims			TECHNICAL FIELDS SEARCHED (Int.Cl.7)
			G09F
Place of search		Date of completion of the search	Examiner
THE HAGUE		7 October 1999	Gallo, G
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**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 99 50 0083

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
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