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(54) **Advertising standard for mounting and stretching of posters**

(57) There is described an advertising standard for mounting and stretching posters, the standard (2) being built up of strong sections with mainly triangular cross-section in the form of two vertical uprights (4), which are fastened in the ground, and a horizontal girder (6), the sections being mutually mitred and assembled around a rectangular support board (8) at opposite sides of which advertising displays, e.g. large posters, are intended to be mounted in stretched condition, where the girder (6) near and along an upper edge area of the support board (8) is provided with a particularly profiled holder strip (28) which, together with the girder (6) form

a holder groove arranged to receive and fix an upper thickened edge section (26) of a poster (24), and where the support board (8) is provided with a bottom strip (10) along a bottom edge in which there is fastened a number of tightening means (13) adapted for interacting with a lower holder section (18), which is provided with a holder groove at least at the top, the groove (18) being arranged to receive and fix and lower thickened edge section (22) of the poster (24). By means of simple measures it hereby becomes easier to mount and stretch large advertising displays or posters, particularly on freely standing advertising standards.

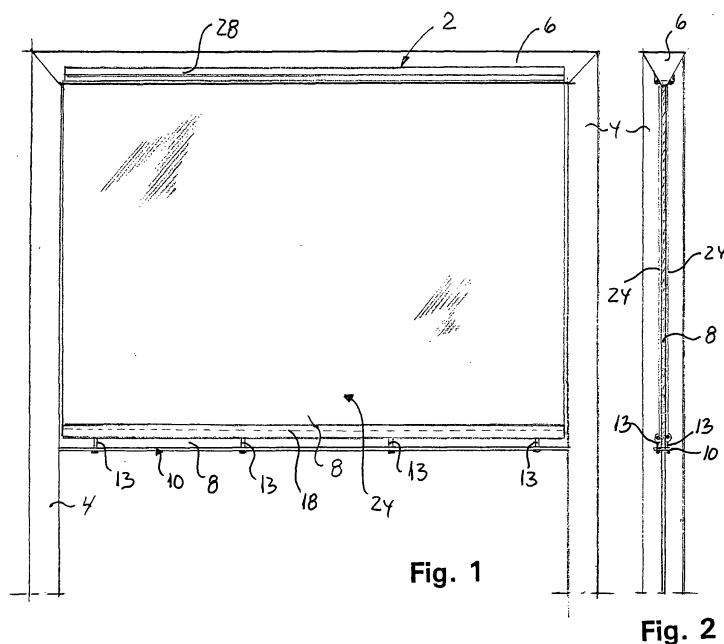


Fig. 1

Fig. 2

Description

[0001] The present invention concerns an advertising standard for mounting and stretching posters and of the kind indicated in the preamble of claim 1.

[0002] Prior art advertising posters for suspending large advertising displays or posters have very complicated structure, why they are expensive and cumbersome to work with, due to i.a. that by prior art advertising standards it is also necessary to use cover sheets of transparent material, e.g. acrylic or glass, which particularly in the case of very large advertising displays, e.g. of the magnitude (1600 x 2200) mm imply large extra costs.

[0003] A prior art advertising standard, where the frame sections consist of metal sections having mainly triangular cross-section, and which at abutting ends are cut to mitre, has appeared to be a substantial improvement as the frame sections together form a strong external holding frame.

[0004] The invention has the purpose of indicating an advertising standard for mounting and stretching large posters and of the kind mentioned in the introduction, and which by means of simple measures facilitate mounting and stretching large advertising displays or posters, particularly on detached advertising standards.

[0005] The advertising standard according to the invention is characterised in that the girder near and along an upper edge area of the support board is provided with a particularly profiled holder strip which, together with the girder form a holder groove arranged to receive and fix an upper thickened edge section of a poster, and that the support board is provided with a bottom strip along a bottom edge, in which there is fastened a number of tightening means adapted for interacting with a lower holder section, which is provided with a holder groove at least at the top, the groove being arranged to receive and fix and lower thickened edge section of the poster.

[0006] By means of simple measures it hereby becomes easier to mount and stretch large advertising displays or posters, particularly on detached advertising standards. It has thus appeared inter alia that large advertising displays printed on woven cloth of textile or synthetic fibre, plastic film or moist-resistant paper with good durability may be mounted without any problems and may continuously be kept stretched by means of a device according to the invention.

[0007] Suitably, the advertising display according to the invention is thus designed that the lower holder section is made symmetrical with an upper and a lower holder groove.

[0008] The advertising standard according to the invention is preferably designed so that the bottom strip is formed with protruding flanges arranged to constitute lower fastenings for a number of tightening devices in the form of special tightening bolts, tightening springs or simple threaded screws.

[0009] Alternatively, the advertising standard accord-

ing to the invention is designed so that the tightening bolts comprise an end part with a transverse, cylindrical holder part which is arranged for being received in a lower holder groove of the holder section.

[0010] Or, the advertising standard according to the invention is thus made so that a lower holder section is formed upwards with an upper holder groove and formed downwards with a number of threaded holes arranged for receiving threaded ends for lugs or tightening screws in the shape of simple threaded screws.

[0011] According to a further alternative embodiment, the advertising standard according to the invention is shaped so that the tightening means comprise tightening springs the lower ends of which are connected with a projecting flange of the bottom strip, and the upper end of which is connected with connecting parts comprising holder parts arranged to be received in lower holder groove of the holder section.

[0012] The invention is explained in more detail in the following in connection with the drawing on which:

- Fig. 1 shows a plane front view of an embodiment of an advertising standard according to the invention for mounting and stretching posters,
- Fig. 2 shows a side view, partly in section, of the advertising standard in Fig. 1 according to the invention,
- Fig. 3 shows an enlarged side view of the advertising standard in Figs. 1 and 2 according to the invention,
- Fig. 4 shows an enlarged part section of a bottom strip of a lower edge part of a support board of an advertising standard, cf. Fig. 1,
- Fig. 5 shows an enlarged part section of an upper holder strip of an advertising standard for fixing an upper thickened edge part of a poster,
- Fig. 6 shows an embodiment of a lower holder strip for fixing a lower, thickened edge part of a poster and a number of tightening devices between the holder strip and a lower bottom strip of an advertising standard,
- Fig. 7 shows a second embodiment of tightening devices between the holder strip and the bottom strip of an advertising standard,
- Fig. 8 shows a perspective part view of a preferred embodiment of a bottom strip by an advertising standard according to the invention, and
- Fig. 9 shows a plan view of a preferred embodiment of a tightening means for fastening the bottom strip in Fig. 8 according to the invention.

[0013] The advertising standard 2 shown in Figs. 1 - 3 is built up of strong sections, e.g. of stainless steel with mainly triangular cross-section, in the shape of two vertical uprights 4, which are fastened in the ground, and a horizontal girder 6, which are mutually mitred and assembled around a rectangular support board 8 of plywood, MDF-board, or corresponding material with a

smooth surface so that the support board 8 is fixed along three outer edges in an inward facing slit between the lateral flanges of the uprights 4 and the girder 6.

[0014] Along the bottom edge of the support board 8, as shown in Figs. 4, 6 and 7, there is fastened a bottom strip 10 with protruding flanges 12 in which a number of tightening devices 13 in the form of special tightening bolts 14 or springs 16 are attached at the bottom. The tightening devices 13 upwardly engage a lower holder section 18 which at least upward is provided with a recessed holder groove 20 arranged to receive and fix a lower thickened edge section 22 of a poster 24. Downwards, the holder section 18 has either a corresponding recessed holder groove 21 for receiving cylindrical, transverse holder parts 23 of the tightening bolts 14 (Fig. 6). Alternatively, the holder section 18 is provided with a number of threaded holes arranged for receiving either threaded ends of lugs in connection with the tightening springs 16 (Fig. 7) or for receiving simple threaded screws 15 (Fig. 4).

[0015] Besides, in Fig. 7 is shown that the tightening springs 16 may be connected upwards with connecting parts 25 with cylindrical transverse holder parts 27 which are arranged for being received in a lower recessed holder groove 21 of the holder section 18.

[0016] Upwards, as shown more clearly in Fig. 5, the poster 24 has also a thickened upper edge section 26 which is arranged for being inserted and fixed between a lower side edge section of the girder 6 and a specially profiled holder strip 28, which is fastened to the said side edge section of the girder 6 close to the support board 8 so that the poster 24 may be stretched along the surface of the support board 8. The length of the holder strip 28 is adapted so that there is a certain distance between the opposite end parts of this and the uprights 4, i.e. so that there will be enough space to insert the thickened upper edge section 26 of the poster 24 behind the holder strip 28. Possibly, at an end part opposite the insertion end, the holder strip 28 may comprise a stop device arranged for interacting with an end part of the thickened edge section 26 so that the poster 24 is automatically centred in relation to the support board 8.

[0017] The bottom strip 30 shown in Fig. 8 has protruding lateral flanges 32 and is fastened along the bottom side edge of a support board 8. In both lateral flanges 32, the bottom strip 30 is provided with special fastening holes 34 having side apertures 36 opening at outer side edges 38 of the lateral flanges 32. The fastening holes 34 are arranged for receiving special, mainly cylindrical locking bolts 40 which are formed with a waist 42 enabling the insertion of the locking bolts 40 through the side apertures 36 so that a lower cylinder part 43 may be fixed in the fastening holes 34, kept in place by a disc-shaped stop plate 45. Below the cylinder part 43, the locking bolts 40 have stop plates 45 with an eye-shaped handle 44. Upwards, the locking bolts 40, above the waist 42, is provided with an connecting eye 46 for a tensile spring 48, the opposite end (not shown) of

which is connected with the lower holder section 18, e.g. by means of connecting parts 25 with cylindrical transverse holder parts 27 which are arranged for being received in the lower recessed holder groove 21 of the holder section 18 (Fig. 7).

[0018] It is very easy to mount and keep tight the lower edge of a poster 24 which beforehand has been fastened in the upper holder groove 20 of a holder section 18, by in turn inserting the locking bolts 40 through the side apertures 36, so that by the upward directed pull in the spring 48, the upper end of which is already connected with the lower holder groove 21 of the holder section 18, the lower cylinder part 43 will automatically slide in place and be fixed in the fastening holes 34. Correspondingly, it will very easy to dismount the locking bolts 40 by a downward pull before the locking bolts can be removed through the side apertures 36.

[0019] The described tightening principle may be used more generally in connection with MegaBoard™ or MegaStander™ for stretching and keeping tight large advertising displays.

Claims

1. An advertising standard for mounting and stretching posters, the standard (2) being built up of strong sections with mainly triangular cross-section in the form of two vertical uprights (4), which are fastened in the ground, and a horizontal girder (6), the sections being mutually mitred and assembled around a rectangular support board (8) at opposite sides of which advertising displays, e.g. large posters, are intended to be mounted in stretched condition, **characterised** in that the girder (6) near and along an upper edge area of the support board (8) is provided with a particularly profiled holder strip (28) which, together with the girder (6) form a holder groove arranged to receive and fix an upper thickened edge section (26) of a poster (24), and that the support board (8) is provided with a bottom strip (10) along a bottom edge, in which there is fastened a number of tightening means (13) adapted for interacting with a lower holder section (18), which is provided with a holder groove at least at the top, the groove (18) being arranged to receive and fix and lower thickened edge section (22) of the poster (24).
2. An advertising standard according to claim 1, **characterised** in that the lower holder section (18) is made symmetrical with an upper and a lower holder groove (20).
3. An advertising standard according to claim 1, **characterised** in that the bottom strip (10) is formed with protruding flanges (12) arranged to constitute lower fastenings for a number of tightening devices (13) in the form of special tightening bolts (14), tighten-

ing springs (16) or simple threaded screws (15).

4. An advertising standard according to claims 1 - 4, **characterised in that** the tightening bolts (14) comprise an end part with transverse, cylindrical holder part (23) which is arranged for being received in a lower holder groove (21) of the holder section (18). 5
5. An advertising standard according to claim 1, **characterised in that** a lower holder section is formed upwards with an upper holder groove (20) and formed downwards with a number of threaded holes arranged for receiving threaded ends for lugs or tightening screws in the shape of simple threaded screws (15). 10 15
6. An advertising standard according to claim 1, **characterised in that** the tightening means (13) comprise tightening springs (16) the lower ends of which are connected with a projecting flange (12) of the bottom strip (10), and the upper end of which is connected with connecting parts (25) comprising holder parts (23) arranged to be received in lower holder groove (21) of the holder section (18). 20 25

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