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

Werbeanzeigevorrichtung zum Befestigen und Spannen von Plakaten

Système d'affichage publicitaire pour attacher et tendre des affiches

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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 that is that by prior art advertising standards it is also necessary to use cover sheets of transparent material, by way of example acrylic or glass, which particularly in the case of very large advertising displays, by way of example of the magnitude (1600 x 2200) mm imply large extra costs.

[0003] EP-A2-1 020 837 discloses a prior art advertising standard system comprising a construction consisting of two vertical uprights, one horizontal girder and fastened there between a plate element for posters or advertising displays, where the uprights and the girder are constituted by hollow, uniform metal profiles having substantial triangular cross section with an opening in connection with a vertex. Said uprights and said girder are mutually connected in such a manner with mitre joints, that said opening forms an internal, continuous slot in which edge parts of said plate element may be accommodated and fixed.

[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 defined by the features of claim 1. It 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 profile 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 profile, which is provided with a holder groove at least at the top, the groove being arranged to receive and fix and lower thickened edge profile 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 that is 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 said lower holder profile is made symmetrical with an upper and a lower holder groove.

[0008] The advertising standard according to the invention is preferably designed so that said 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 according 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 profile.

[0010] Or, the advertising standard according to the invention is thus made so that a lower holder profile 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 profile.

[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 profiles, by way of example 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 profile 18 which at least upward is provided with a recessed holder groove 20 arranged to receive and fix a lower thickened edge profile 22 of a poster 24. Downwards, the holder profile 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 profile 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 profile 18.

[0016] Upwards, as shown more clearly in Fig. 5, the poster 24 has also a thickened upper edge profile 26 which is arranged for being inserted and fixed between a lower side edge profile of the girder 6 and a specially profiled holder strip 28, which is fastened to the said side edge profile 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, that is so that there will be enough space to insert the thickened upper edge profile 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 profile 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 profile 18, by way of example 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 profile 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 profile 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 profile 18, the lower cylinder part 43 will automatically slide in place and be fixed in the fastening holes 34. Correspondingly, it will be 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 profiles 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 in such a manner that a rectangular 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), at opposite sides of said support board (8) advertising displays in the form of 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

along a bottom edge said support board (8) is provided with a bottom strip (10), in which there is fastened a number of tightening means (13) adapted for interacting with a lower holder profile (18), which is provided with a holder groove (20) at least at the top, said holder groove (20) 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** said lower holder profile (18) is made symmetrical with an upper and a lower holder groove (20, 21).
3. An advertising standard according to claim 1, **characterised in that** said 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), tightening springs (16) or simple threaded screws (15).
4. An advertising standard according to claims 1 - 3, **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 profile (18).
5. An advertising standard according to claim 1, **characterised in that** a lower holder profile 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).
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 profile (18).

Patentansprüche

1. Werbeständer zum Anbringen und Spannen von Plakaten, wobei der Ständer (2) aus starken Profilen mit hauptsächlich dreieckigem Querschnitt in Form zweier im Boden befestigter vertikaler Pfosten (4) und eines horizontalen Trägers (6) aufgebaut ist, wobei die Abschnitte gegenseitig auf Gehrung sind, derart, dass längs dreier Außenkanten in einem nach innen weisenden Schlitz zwischen den seitlichen Flanschen der Stützen (4) und des Trägers (6) eine rechtwinklige Tragplatte (8) befestigt ist, wobei auf gegenüberliegenden Seiten der Tragplatte (8) Wer-

beanzeigen in Form großer Plakate in einem gespannten Zustand angebracht werden sollen, **dadurch gekennzeichnet, dass** der Träger (6) in der Nähe und längs eines oberen Kantenbereichs der Tragplatte (8) mit einem besonders profilierten Halterstreifen (28) versehen ist, der zusammen mit dem Träger (6) eine Halternut bildet, die so beschaffen ist, dass sie einen oberen verdickten Kantenabschnitt (26) eines Plakats (26) aufnimmt und befestigt; und dass längs einer Unterkante der Tragplatte (8) ein unterer Streifen (10) vorgesehen ist, in dem zahlreiche Einspannmittel (13) befestigt sind, die mit einem unteren Halterprofil (18) in Wechselwirkung stehen können, das wenigstens an der Oberseite mit einer Halternut (20) versehen ist, die so beschaffen ist, dass sie einen unteren verdickten Kantenabschnitt (22) des Plakats (24) aufnimmt und befestigt.

2. Werbeständer nach Anspruch 1, **dadurch gekennzeichnet, dass** das untere Halterprofil (18) symmetrisch mit einer oberen und einer unteren Halternut (20, 21) hergestellt ist.
3. Werbeständer nach Anspruch 1, **dadurch gekennzeichnet, dass** der untere Streifen (10) mit vorstehenden Flanschen (12) ausgebildet ist, die so beschaffen sind, dass sie untere Befestigungseinrichtungen für zahlreiche Einspannvorrichtungen (13) in Form spezieller Einspannbolzen (14), Einspannfedern (16) oder einfacher Gewindeschrauben (15) zu bilden.
4. Werbeständer nach den Ansprüchen 1-3, **dadurch gekennzeichnet, dass** die Einspannbolzen (14) einen Endabschnitt mit einem quer verlaufenden, zylindrischen Halterteil (23) umfassen, der so beschaffen ist, dass er in einer unteren Halternut (21) des Halterprofils (18) aufgenommen werden kann.
5. Werbeständer nach Anspruch 1, **dadurch gekennzeichnet, dass** ein unteres Halterprofil in Aufwärtsrichtung mit einer oberen Halternut (20) ausgebildet ist und in einer Abwärtsrichtung mit zahlreichen Gewindebohrungen ausgebildet ist, die so beschaffen sind, dass sie Gewindeenden für Ansätze oder Einspannschrauben in Form einfacher Gewindeschrauben (15) aufnehmen können.
6. Werbeständer nach Anspruch 1, **dadurch gekennzeichnet, dass** die Einspannmittel (13) Einspannfedern (16) umfassen, deren untere Enden mit einem vorstehenden Flansch (12) des unteren Streifens (10) verbunden sind und deren oberes Ende mit Verbindungsteilen (25) verbunden ist, die Halterteile (23) umfassen, die so beschaffen sind, dass sie in einer unteren Halternut (21) des Halterprofils (18) aufgenommen werden können.

Revendications

1. Dispositif d'affichage publicitaire pour attacher et étendre des affiches, le dispositif d'affichage (2) étant constitué de profilés forts essentiellement d'une section transversale triangulaire dans la forme de deux montants verticaux (4), qui sont fixés dans le sol et d'une poutrelle horizontale (6), les sections étant mutuellement à joint d'angle de telle manière qu'une planche de support rectangulaire (8) est fixée le long de trois bords extérieurs dans une fente orientée vers l'intérieur entre les brides latérales des montants (4) et de la poutrelle (6), aux côtés opposés de ladite planche de support (8) présentant des affichages sous la forme de grandes affiches, sont destinés à être montés à l'état tendu, **caractérisé en ce que** la poutrelle (6) près et le long d'une zone de bord supérieure du panneau de support (8) présente une bande de retenue particulièrement profilée (28) qui, ensemble avec la poutrelle (6) forme une rainure de retenue agencée pour recevoir et fixer une section de bord supérieur épaissie (26) d'une affiche (24), et que le long d'un bord inférieur, ladite planche de support (8) présente une bande inférieure (10) dans laquelle sont fixés un nombre de moyens de serrage (13) aptes à interagir avec un profilé de retenue inférieur (18) qui présente une rainure de retenue (20) au moins sur le dessus, ladite rainure de retenue (20) étant agencée pour recevoir et fixer une section de bord inférieur épaissie (22) de l'affiche (24).
2. Dispositif d'affichage publicitaire selon la revendication 1, **caractérisé en ce que** ledit profilé de support inférieur (18) est réalisé symétriquement avec une rainure de retenue supérieure et inférieure (20,21).
3. Dispositif d'affichage publicitaire selon la revendication 1, **caractérisé en ce que** ladite bande inférieure (10) présente des brides saillantes (12) agencées pour constituer des fixations inférieures pour un nombre de dispositifs de serrage (13) sous la forme de boulons de serrage spéciaux (14), de ressorts de serrage (16) ou de vis à filetage simple (15).
4. Dispositif d'affichage publicitaire selon les revendications 1 à 3, **caractérisé en ce que** les boulons de serrage (14) comprennent une partie d'extrémité avec la partie de retenue cylindrique transversale (23) qui est agencée pour être reçue dans une rainure de retenue inférieure (21) du profilé de retenue (18).
5. Dispositif d'affichage publicitaire selon la revendication 1, **caractérisé en ce qu'un** profilé de retenue inférieur est formé vers le haut avec une rainure de retenue supérieure (20) et formé vers le bas avec un nombre de trous taraudés agencés pour recevoir des extrémités filetées pour des pattes ou vis de serrage sous la forme de vis filetées simples (15).
6. Dispositif d'affichage publicitaire selon la revendication 1, **caractérisé en ce que** les moyens de serrage (13) comprennent des ressorts de serrage (16) dont les extrémités inférieures sont reliées à une bride saillante (12) de la bande inférieure (10), et dont l'extrémité supérieure est reliée à des parties de connexion (25) comprenant des parties de retenue (23) agencées pour être reçues dans la rainure de retenue inférieure (21) du profilé de retenue (18).





