



Europäisches Patentamt  
European Patent Office  
Office européen des brevets



(11)

**EP 1 256 297 A2**

(12)

**EUROPEAN PATENT APPLICATION**

(43) Date of publication:

**13.11.2002 Bulletin 2002/46**

(51) Int Cl.7: **A47F 5/00, G09F 3/20**

(21) Application number: **02380058.4**

(22) Date of filing: **14.03.2002**

(84) Designated Contracting States:

**AT BE CH CY DE DK ES FI FR GB GR IE IT LI LU  
MC NL PT SE TR**

Designated Extension States:

**AL LT LV MK RO SI**

(72) Inventor: **Camina Maestro, Alberto E.**  
**03291 Elche (Alicante) (ES)**

(74) Representative: **Davila Baz, Angel**  
**c/o Clarke, Modet & Co.,**  
**Goya, 11**  
**28001 Madrid (ES)**

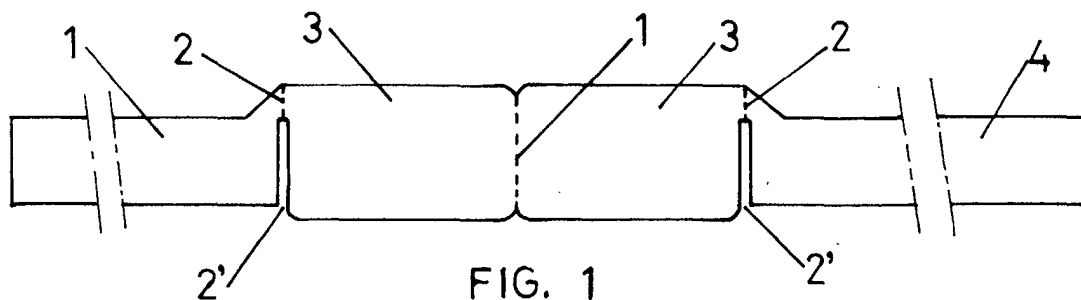
(30) Priority: **11.05.2001 ES 200101212**

(71) Applicant: **Hijos de Francisco Camina, S.L.**  
**03291 Elche (Alicante) (ES)**

(54) **Product indicator for shelving.**

(57) Indicator of products for shelving, particularly for shelving holding products in sales areas or shopping outlets. It comprises a semi-rigid strip or band, preferably based on a thermoplastic laminate, which has three transversal folding lines, one central (1) and two intermediate (2) symmetric with respect to said central line,

these three lines defining two identical intermediate areas (3), capable of being situated back to back on folding the strip along the transversal central line (1), and two outer areas (4), which are situated in a coplanar position, when folded outwards at a right angle, along the intermediate folding lines, with respect to the adjacent intermediate area.



**EP 1 256 297 A2**

## Description

**[0001]** The present invention is related to a product indicator for shelving, intended to be mounted on the shelving holding products in shopping areas, to serve as an element of attraction and indication.

**[0002]** In the large shopping areas where the products are displayed on shelving or stands of different types, it is frequent that special offers are included of determined products. These offers can consists in reduced or discounted prices, in the offer of new products, etc. In any case, the offers must be presented with means that are capable of attracting the attention of the consumers. To this end it is usual to include on the shelves where the product or products on offer are situated signs which are visible both frontally and laterally. The device which permits frontal visibility generally consists of a strip which is inserted over the length of the shelf which holds the product, for example through the frontal ribs thereof. For its part, the label that permits lateral viewing, usually consists of a flat sign that projects perpendicularly from the shelf and remains in an upright position, so that its surfaces are visible from both sides. The securing of this sign is achieved with a peg, generally metallic in nature.

**[0003]** The system described therefore requires the availability of three different elements, the strip which is inserted on the front of the stand or shelf, the flat sign that projects from the shelf, and the peg for the securing of said sign. All this requires the separate fabrication and assembly of these three elements.

**[0004]** The object of the present invention is a product indicator for shelving which is of a simpler constitution than the traditional means of indication and less costly, so that it is entirely disposable.

**[0005]** A further object of the invention is an indicator for the purpose mentioned which is easily and quickly fitted and removed.

**[0006]** The indicator of the invention comprises a semi-rigid strip or band, preferably based on a thermoplastic laminate, said strip having three transversal folding lines, one centrally located and two others symmetric and intermediate with respect to said central line. These three folding lines define two intermediate mutually identical areas and two outer areas, which can also be identical to each other.

**[0007]** On folding the strip or band along the central line, the two intermediate areas are left back to back with each other. For their part, on folding the outer areas outwards at 90° along the intermediate folding lines, the outer portions are situated in extension, in a coplanar position perpendicular to the plane defined by the two intermediate back-to-back areas.

**[0008]** The outer areas of the strip are intended to be inserted between the ribs or retaining elements of the front of the shelf, serving as elements that secure the indicator and also as surfaces that carry messages, for the frontal viewing of the indicator.

**[0009]** For their part, the two intermediate areas that

are back to back with each other, will project perpendicularly with respect to the outer strips and, therefore, with respect to the front of the shelving or stand, so that their free or external surfaces, which shall bear the messages, shall be perfectly visible from either side.

**[0010]** In this manner an indicator is obtained that is constituted from a single piece, is economical and is easily fitted, which has message-bearing surfaces that are visible both frontally and laterally.

**[0011]** The dimensions of the outer areas of the strip or band shall be dictated by the dimensions of the securing elements of the front of the shelving on which the indicator is to be mounted. The intermediate areas can be of greater width, for the purpose of offering surfaces which, although of less length, permit the inclusion of the necessary messages and that moreover are perfectly visible from the sides of the shelving.

**[0012]** The intermediate folding line will coincide preferentially with the median transversal line of the strip or band. The symmetric intermediate folding lines can be defined along a section by grooves or cutting lines, which facilitate the folding of the strip to form the indicator, as well as its assembly in the elements retaining the front of the shelving.

**[0013]** The characteristics and advantages of the indicator of the invention can be better understood with the help of the following description, made with reference to the drawings attached in which an example of embodiment is shown that is not restrictive in nature.

**[0014]** In the drawings:

Figure 1 shows, in development, the strip or band based on which the indicator of the invention is formed.

Figure 2 is a front elevation of the folded template, for forming the indicator.

Figure 3 is a side view of the indicator of figure 2.

Figure 4 is a top plan view of the indicator of figure 1.

**[0015]** As is illustrated in figure 1, the indicator is constituted from a semi-rigid strip or band, that can be obtained from a thermoplastic laminate. This band or strip has three folding lines, one central, which is referred to with the number 1, and two intermediate ones that are referred to with the number 2 and which are located symmetrically with respect to the central line 1.

**[0016]** These three folding lines can be obtained by thermal procedures and demarcate on the strip or band two intermediate areas, referred to with number 3, and two outer areas that are referred to with the number 4.

**[0017]** The two intermediate areas 3 are identical to each other. Preferentially the outer areas 4 shall also be identical to each other.

**[0018]** The intermediate strips 2 can be constituted, over the length of a section, by grooves or cutting lines 2', which shall facilitate the formation and assembly of the indicator, as shall be explained below.

**[0019]** To form the indicator the strip or band is folded

along the central line 1, so that the areas 3 are back to back. Next the outer portions 4 are folded outwards, along the folding lines, at angles of 90°, so that these portions 4 are in a coplanar position, with respect to which the panel defined by the intermediate portions 3 projects perpendicularly.

**[0020]** The outer portions 4 are employed for insertion through the securing elements of the front of the shelving, running along the length of said front, whilst the panel 5 defined by the back-to-back intermediate areas 3 shall project perpendicularly. With this arrangement, the surface of the outer areas 4 shall be visible from the front of the shelving, whilst the surfaces of the panel 5 shall be visible from either of the sides.

**[0021]** In this manner an indicator is obtained of simple and economical constitution, easily assembled, comprising a single piece, which offers message-bearing surfaces that are visible from the front and from the sides of the shelving.

**[0022]** Thus the indicator of the invention permits the replacement of the three parts that constitute the traditional indicators with a single piece that is easy to insert in the linear profile of whatever shelving.

**[0023]** As already proposed, the indicator of the invention shall be constituted from whatever thermoplastic laminate, on the surfaces of which can be printed the desired texts, messages and decoration by means of xerographic, tampographic, offset, thermal engraving systems, etc. With regards to the die-stamping or cutting and folding, this can be performed by traditional systems.

**[0024]** As the strip or band is preferentially formed from a plastic laminate, the folding lines can be produced by means of thermal procedures.

**[0025]** Although in the example described, the areas 3 are rectangular in contour, they can adopt whatever other outline - polygonal, circular, oval, etc. In these last mentioned cases, the centrefold line 1 would be tangential to the contours of the areas 3.

2. Indicator in accordance with claim 1, **characterised in that** the intermediate areas (3) are of greater width than the outer areas (4).

5 3. Indicator in accordance with claim 1, **characterised in that** the intermediate folding lines (2) are defined over the length of a section by grooves or cutting lines (2').

10 4. Indicator in accordance with claim 1, **characterised in that** the intermediate folding line coincides with the median transversal line of the strip or band.

## Claims

1. Indicator of products for shelving, particularly for shelving holding products in sales areas or shopping outlets, **characterised in that** it comprises a semi-rigid strip or band, preferably based on a thermoplastic laminate, said strip having three transversal folding lines, one central (1) and two intermediate (2) symmetric with respect to said central line, these three lines defining two identical intermediate areas (3), capable of being situated back to back on folding the strip along the transversal central line (1), and two outer areas (4), which are situated in a coplanar position, when folded outwards at a right angle, along the intermediate folding lines, with respect to the adjacent intermediate area.

