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

Produktindikator für Regale

Indicateur de produits pour rayonnages

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(73) Proprietor: **Hijos de Francisco Camina, S.L.**
03320 Elche (Alicante) (ES)

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

(74) Representative: **Carpintero Lopez, Francisco**
Herrero & Asociados, S.L.
Alcalá 35
28014 Madrid (ES)

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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] US-A-5 423 425 discloses a store shelf brochure holder obtained from a die cut and scored blank. US-A-5 848 698 discloses a litterature holder for shelving.

[0005] 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.

[0006] A further object of the invention is an indicator for the purpose mentioned which is easily and quickly fitted and removed. This object is achieved by the invention as defined in claim 1.

[0007] 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.

[0008] 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.

[0009] 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.

[0010] 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.

[0011] 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.

[0012] 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.

[0013] The intermediate folding line will coincide preferentially with the median transversal line of the strip or band. The symmetric intermediate folding lines are defined along a section by slots, which facilitate the folding of the strip to form the indicator, as well as its assembly in the retaining elements of the front of the shelving.

[0014] 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.

[0015] 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.

[0016] 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.

[0017] 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.

[0018] The two intermediate areas 3 are identical to each other. Preferentially the outer areas 4 shall also be identical to each other.

[0019] The intermediate strips 2 are constituted, over

the length of a section, by slots 2', which shall facilitate the formation and assembly of the indicator, as shall be explained below.

[0020] 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.

[0021] 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.

[0022] 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.

[0023] 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.

[0024] 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.

[0025] As the strip or band is preferentially formed from a plastic laminate, the folding lines can be produced by means of thermal procedures.

[0026] 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.

Claims

1. Indicator of products for shelving, particularly for shelving holding products in sales areas or shopping outlets, said indicator comprising a semi-rigid strip or band, said strip having three transversal folding lines, one central folding line (1) and two intermediate folding lines (2) that are symmetric with respect to said central folding line (1), these three folding lines (1, 2) defining two identical intermediate areas (3), which are situated back to back in full contact with each other after folding the strip along the transversal central folding line (1), and two outer areas (4), which are situated in a coplanar position after

being folded outwards at a right angle, along the respective intermediate folding lines (2), with respect to the adjacent intermediate area (3), and wherein each intermediate area (3) is separated from the adjacent outer area (4) by said intermediate folding line (2) and by a slot (2'), **said slot expending upwards from a lower edge of said strip until substantially at level with an upper edge of said outer area (4).**

2. Indicator in accordance with claim 1, **characterised in that** all of the two intermediate areas (3) and the two outer areas (4) carry messages.

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

4. Indicator according to any of claims 1-3, wherein each slot (2') is an elongated slot.

5. Indicator in accordance with any of the preceding claims, **characterised in that** the central folding line (1) coincides with the median transversal line of the strip or band.

6. Indicator in accordance with any of the preceding claims, whereby said indicator consists of said outer areas (4) and intermediate areas (3), separated by the respective folding lines (1, 2).

7. Indicator according to any of the preceding claims, wherein said strip is based on a thermoplastic laminate.

8. Shelf for displaying products, wherein said shelf comprises at least one indicator according to any of the preceding claims.

9. Shelf according to claim 8, wherein said shelf comprises said at least one indicator on the front of the shelf, with said outer areas (4) arranged parallel with the shelf for frontal viewing of the corresponding messages, and with said intermediate areas (3) projecting perpendicularly with respect to said outer areas (4), so that the corresponding messages are visible laterally.

10. Shelf according to claim 9, wherein said outer areas (4) are inserted between ribs of the front of the shelf.

11. Shelf according to claim 9, wherein said outer areas (4) are inserted between retaining elements of the front of the shelf.

12. Shelf according to claim 11, wherein said indicator is an indicator according to claim 4 and wherein said slots are used for assembly of the indicator in said

retaining elements.

13. Method for presenting information, wherein at least one indicator according to any of claims 1-7 is arranged on a shelf.
14. Use of an indicator according to any of claims 1-7 for presenting information by arranging said indicator on a shelf.

Patentansprüche

1. Produktanzeiger für Regale, insbesondere für Produkte enthaltende Regale in Verkaufsbereichen oder Verkaufsläden, wobei der Anzeiger einen halbstarren Streifen oder ein halbstarres Band aufweist, wobei der Streifen drei querverlaufende Faltlinien aufweist, und zwar eine zentrale Faltlinie (1) und zwei Zwischen-Faltlinien (2), die relativ zu der zentralen Faltlinie (1) symmetrisch angeordnet sind, wobei diese drei Faltlinien (1, 2) zwei identische Zwischenbereiche (3) definieren, die nach dem Falten des Streifens entlang der querverlaufenden zentralen Faltlinie (1) Rücken an Rücken in vollständigem Kontakt miteinander angeordnet sind, und zwei Außenbereiche (4), die sich in einer koplanaren Position befinden, nachdem sie entlang der jeweiligen Zwischen-Faltlinien (2) relativ zu dem benachbarten Zwischenbereich (3) rechtwinklig nach außen gefaltet worden sind, und wobei jeder Zwischenbereich (3) durch die Zwischen-Faltlinie (2) und einen Schlitz (2') von dem benachbarten Außenbereich (4) getrennt ist, **wobei sich der Schlitz von einer Unterkante des Streifens nach oben erstreckt, bis er im Wesentlichen auf Höhe mit einer Oberkante des Außenbereichs (4) liegt.**
2. Anzeiger nach Anspruch 1, **dadurch gekennzeichnet, dass** sämtliche der zwei Zwischenbereiche (3) und der zwei Außenbereiche (4) Mitteilungen aufweisen.
3. Anzeiger nach Anspruch 1 oder 2, **dadurch gekennzeichnet, dass** die Zwischenbereiche (3) eine größere Breite aufweisen als die Außenbereiche (4).
4. Anzeiger nach einem der Ansprüche 1 bis 3, wobei jeder Schlitz (2') ein länglicher Schlitz ist.
5. Anzeiger nach einem der vorhergehenden Ansprüche, **dadurch gekennzeichnet, dass** die zentrale Faltlinie (1) mit der querverlaufenden Mittellinie des Streifens oder Bands übereinstimmt.
6. Anzeiger nach einem der vorhergehenden Ansprüche, wobei der Anzeiger aus den Außenbereichen

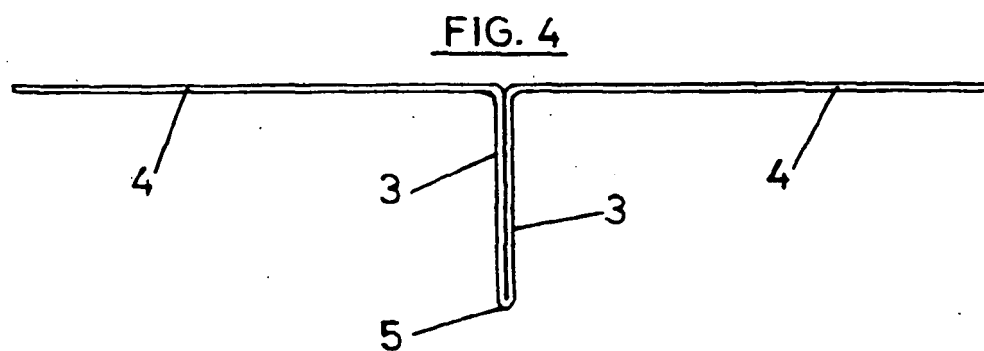
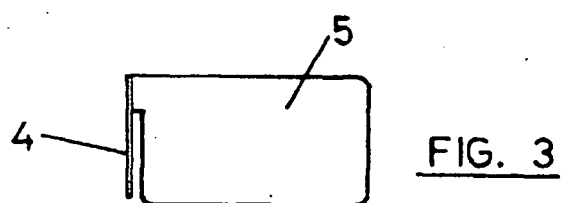
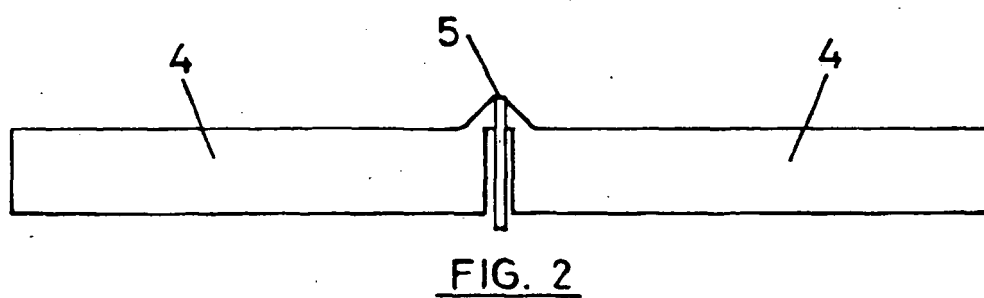
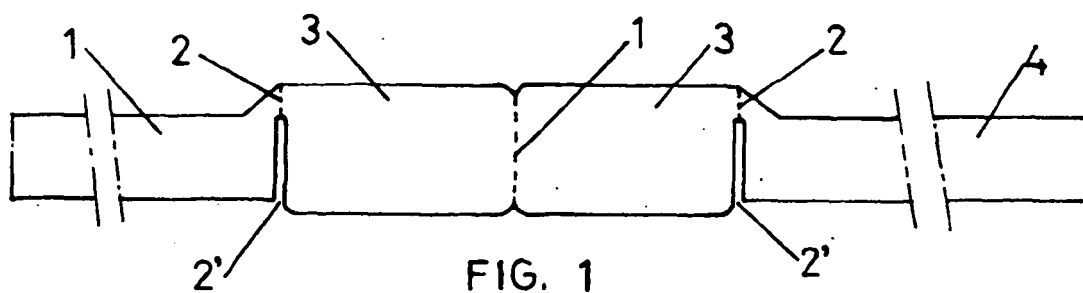
(4) und Zwischenbereichen (3), die durch die jeweiligen Faltlinien (1, 2) voneinander getrennt sind, gebildet ist.

7. Anzeiger nach einem der vorhergehenden Ansprüche, wobei der Streifen auf einem thermoplastischen Laminat basiert.
8. Regal zum Ausstellen von Produkten, wobei das Regal mindestens einen Anzeiger nach einem der vorhergehenden Ansprüche aufweist.
9. Regal nach Anspruch 8, wobei das Regal den mindestens einen Anzeiger am vorderen Teil des Regals aufweist, wobei die Außenbereiche (4) parallel zu dem Regal angeordnet sind, damit die entsprechenden Mitteilungen von vorn zu sehen sind, und die Zwischenbereiche (3) relativ zu den Außenbereichen (4) orthogonal vorstehen, so dass die entsprechenden Mitteilungen von der Seite zu sehen sind.
10. Regal nach Anspruch 9, wobei die Außenbereiche (4) zwischen Rippen am vorderen Teil des Regals eingesetzt sind.
11. Regal nach Anspruch 9, wobei die Außenbereiche (4) zwischen Halteelementen am vorderen Teil des Regals eingesetzt sind.
12. Regal nach Anspruch 11, wobei der Anzeiger ein Anzeiger nach Anspruch 4 ist und wobei die Schlitze zum Einbauen des Anzeigers in die Halteelemente verwendet werden.
13. Verfahren zum Präsentieren von Informationen, wobei mindestens ein Anzeiger nach einem der Ansprüche 1 bis 7 an einem Regal angeordnet ist.
14. Verwendung eines Anzeigers nach einem der Ansprüche 1 bis 7 zum Präsentieren von Informationen durch Anordnen des Anzeigers an einem Regal.

Revendications

1. Indicateur de produits pour le rayonnage, notamment pour le rayonnage supportant des produits dans des zones commerciales ou des points de vente, ledit indicateur comprenant une bande ou bandeau semi-rigide, ladite bande ayant trois lignes de pliage transversales, une ligne de pliage centrale (1) et deux lignes de pliage intermédiaires (2) qui sont symétriques par rapport à ladite ligne de pliage centrale (1), ces trois lignes de pliage (1, 2) définissant deux zones intermédiaires identiques (3) qui sont situées dos à dos en contact total l'une avec l'autre après pliage de la bande le long de la ligne de pliage centrale (1) transversale, et deux zones externes (4)

- qui sont situées dans une position coplanaire après avoir été pliées vers l'extérieur à angle droit, le long des lignes de pliage intermédiaires (2) respectives, par rapport à la zone intermédiaire adjacente (3), et dans lequel chaque zone intermédiaire (3) est séparée de la zone externe (4) adjacente par ladite ligne de pliage intermédiaire (2) et par une fente (2'), ladite fente s'étendant vers le haut à partir d'un bord inférieur de ladite bande jusqu'à un niveau correspondant sensiblement à un bord supérieur de ladite zone externe (4).
2. Indicateur selon la revendication 1, **caractérisé en ce que** la totalité des deux zones intermédiaires (3) et des deux zones externes (4) sont porteuses de messages.
 3. Indicateur selon la revendication 1 ou 2, **caractérisé en ce que** les zones intermédiaires (3) sont de largeur plus importante que les zones externes (4).
 4. Indicateur selon l'une quelconque des revendications 1 à 3, dans lequel chaque fente (2') est une fente allongée.
 5. Indicateur selon l'une quelconque des revendications précédentes, **caractérisé en ce que** la ligne de pliage centrale (1) coïncide avec la ligne transversale médiane de la bande.
 6. Indicateur selon l'une quelconque des revendications précédentes, dans lequel ledit indicateur est constitué desdites zones externes (4) et zones intermédiaires (3), séparées par les lignes de pliage (1, 2) respectives.
 7. Indicateur selon l'une quelconque des revendications précédentes, dans lequel ladite bande est basée sur un stratifié thermoplastique.
 8. Rayon pour afficher des produits, dans lequel ledit rayon comprend au moins un indicateur selon l'une quelconque des revendications précédentes.
 9. Rayon selon la revendication 8, dans lequel ledit rayon comprend ledit au moins un indicateur à l'avant du rayon, lesdites zones externes (4) étant agencées parallèlement au rayon pour une visualisation frontale des messages correspondants et lesdites zones intermédiaires (3) faisant saillie de manière perpendiculaire par rapport auxdites zones externes (4), de sorte que les messages correspondants soient visibles latéralement.
 10. Rayon selon la revendication 9, dans lequel lesdites zones externes (4) sont insérées entre des nervures de l'avant du rayon.
 11. Rayon selon la revendication 9, dans lequel lesdites zones externes (4) sont insérées entre des éléments de retenue de l'avant du rayon.
 12. Rayon selon la revendication 11, dans lequel ledit indicateur est un indicateur selon la revendication 4 et dans lequel lesdites fentes sont utilisées pour un assemblage de l'indicateur dans lesdits éléments de retenue.
 13. Procédé de présentation d'informations, dans lequel au moins un indicateur selon l'une quelconque des revendications 1 à 7 est agencé sur un rayon.
 14. Utilisation d'un indicateur selon l'une quelconque des revendications 1 à 7 pour présenter des informations en agencant ledit indicateur sur un rayon.



REFERENCES CITED IN THE DESCRIPTION

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