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(54) **Advertisement hoarding**

(57) A method for installing a display sheet (18) such as an advertisement on a hoarding (10) comprises the steps of providing a reel (16) on which is rolled a display sheet (18), the display sheet having an elongate fastener (20) provided on the top longitudinal edge; mounting the reel (16) vertically next to the hoarding (10); engaging one end (60) of the elongate fastener with a corresponding track (12) provided on the hoarding; and sliding the elongate fastener (20) along the track (12) while unrolling

the display sheet until the display sheet (18) substantially covers the hoarding. The bottom longitudinal edge (68) and transverse edges (66) of the display sheet may then be secured to the hoarding using a hinged clamping strip (14). The invention allows an advertisement to be installed by one person working from the ground without the need for ladders, since the elongate fastener may be engaged in the track by means of a suitable tool operated from the ground, and the display sheet (18) then pulled across the hoarding like a curtain.

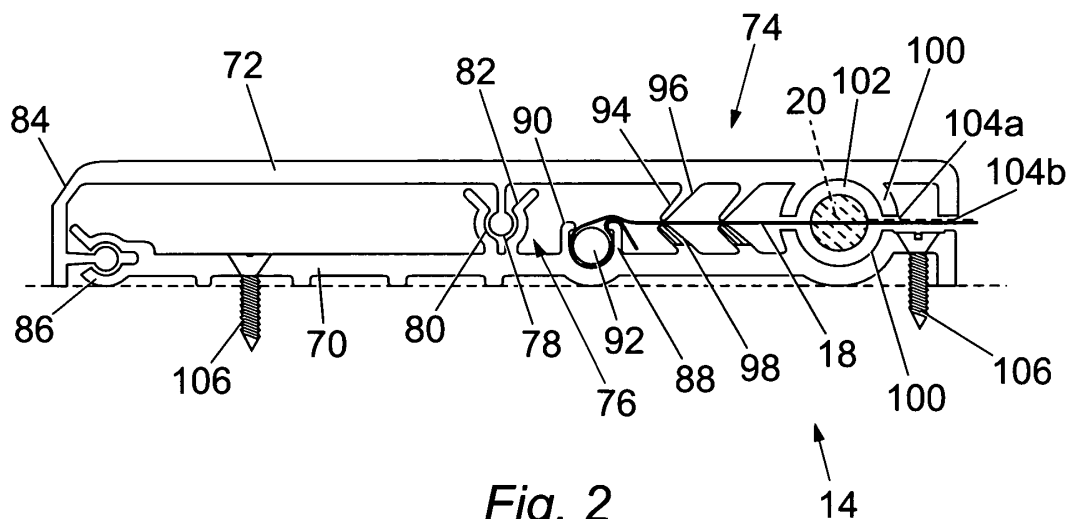


Fig. 2



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EUROPEAN SEARCH REPORT

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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 1 December 2006	Examiner Gallo, Giancesare
<p>CATEGORY OF CITED DOCUMENTS</p> <p>X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document</p> <p>T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document</p>			

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**ANNEX TO THE EUROPEAN SEARCH REPORT
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This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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