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(72) Inventor: **Martin Presa, Raul Santiago**
28500, Arganda del Rey (ES)

(74) Representative: **Esteban Perez-Serrano, Maria Isabel**
UDAPI & ASOCIADOS
Explanada, 8
28040 Madrid (ES)

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(71) Applicant: **SERIGRAFIA MARGI, S.L.**
28500 Arganda del Rey (ES)

(54) **Perfected advertising stand with automatic unfolding**

(57) The present invention refers to a perfected advertising stand which unfolds automatically of the type featuring a folding cardboard panel. The proposed stand belongs to the type of folding cardboard stands consisting of at least one advertising panel superimposed on a cardboard panel which has internal transversal reinforcements having orifices in the ends of which elastic means are inserted which, when in the mounted position, tense the lateral walls. The stand is characterised in that the cardboard panel has fold lines which in conjunction with a series of cuts arrange the advertising panel in mounted position in such a way that its profile describes a curve.

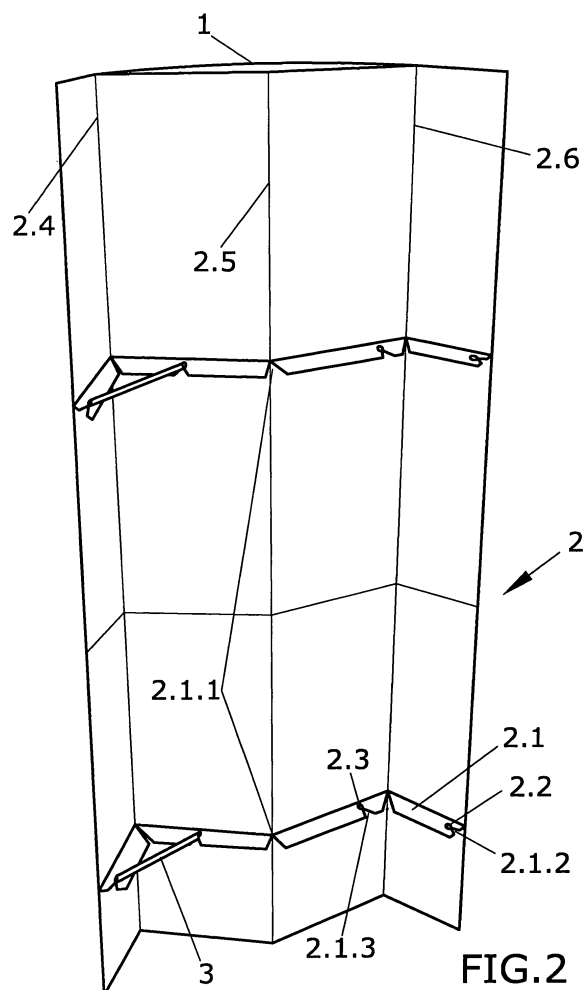


FIG. 2

Description

OBJECT OF THE INVENTION

[0001] The present invention refers to a perfected advertising stand which unfolds automatically of the type featuring a folding cardboard panel.

[0002] The proposed stand belongs to the type of folding cardboard stands consisting of at least one advertising panel superimposed on a cardboard panel with has internal transversal reinforcements having orifices in the ends of which elastic means are inserted which, when in the mounted position, tense the lateral walls. The stand is characterised in that the cardboard panel has fold lines which in conjunction with a series of cuts arrange the advertising panel in mounted position in such a way that its profile describes a curve.

BACKGROUND TO THE INVENTION

[0003] Portable advertising stands are usually made from cardboard and can be folded to facilitate their storage and transport.

[0004] Some of these stands incorporate tensed elastic means in a stacked arrangement and which recover their original condition in the arrangement of their use, tensing the walls to which they are joined.

[0005] The applicant for the present invention has available advertising stands in various geometric configurations of automatic unfolding.

[0006] One such model is utility model application U20050924 entitled "Advertising stand with automatic unfolding" which protects a device possessing a special construction based on a folded cardboard panel with grooved orifices for inserting elastic means for tensing two opposing walls of the stand which in usage position consist of a stand with a profile in the form of a "U".

[0007] The proposed stand possesses a special configuration of the cardboard panel which provides a greater useful advertising surface, thus saving material and at the same time increasing the range of vision thereof.

DESCRIPTION OF THE INVENTION

[0008] The present invention refers to a perfected advertising stand which unfolds automatically of the type known as totem.

[0009] The advertising stand comprises at least one advertising panel superimposed on a cardboard panel which has internal transversal reinforcements with orifices in the ends of which elastic means are inserted which, when in the mounted position, tense the lateral walls, bending them.

[0010] The advertising panel is arranged when the stand is mounted so that it describes a curve, in such a way that the useful advertising surface and the range of vision thereof are increased. In order to achieve this, the cardboard panel has means which permit the advertising

panel to adopt this curved position.

[0011] In folded position the stand is configured as a multi-layer rectangular part.

DESCRIPTION OF THE DRAWINGS.

[0012] The present descriptive report is supplemented with a set of plans, illustrating the preferred example, but not restrictive of the invention.

Figure 1 shows a view of the cut cardboard panel, perforated, grooved and pierced.

Figure 2 shows a perspective view of the back of the advertising stand in mounted position.

Figure 3 shows a perspective view of the stand in folded position.

Figure 4 shows a transversal view of the stand in mounted position.

PREFERRED EMBODIMENT OF THE INVENTION

[0013] The present invention refers to a perfected advertising stand which unfolds automatically.

[0014] The advertising stand consists of at least one advertising panel (1) superimposed on a cardboard panel (2) which has internal transversal reinforcements (2.1) which have orifices (2.2, 2.3) in the ends of which elastic means are inserted (3) which in mounted position, tense the lateral walls, bending them.

[0015] The orifices (2.2, 2.3) of the transversal reinforcements (2.1) are situated following a series of cuts (2.1.2, 2.1.3) in rhomboid form with which they communicate and through which the elastic elements are introduced.

[0016] The reinforcements (2.1) arise from the union, by means of gluing, stapling or any other technique, of two transversal consecutive sectors (4, 5). In addition, these reinforcements are provided with cuts in rhomboid form (6) which in mounted position constitute the angles of the reinforcements.

[0017] The proposed stand is characterised in that the cardboard panel (2) has fold lines which in conjunction with a series of cuts arrange the advertising panel (1) in the mounted position of the stand in such a way that its profile describes a curve.

[0018] The advertising panel (1) is joined to the cardboard panel (2) in its end zone leaving the central zone free.

[0019] In order to achieve this the cardboard panel (2) of the preferred example has three vertical fold lines (2.4, 2.4, 2.6) which divide the panel into four sectors, which are joined by means of elastic elements two by two. It also has a cut (2.1.1) in the reinforcement (2.1) which enables the panel (2) to be folded in its central line (2.5) in such a way that said central part of the cardboard panel

(2) which would separate from the advertising panel (1) by forming an angle, with the advertising panel (1) caused to describe a curve between the end sectors of the cardboard panel (2).

[0020] The orifices (2.2, 2.12) for inserting the elastic elements (3) of the end walls of the cardboard panel (2) are situated on the free edge of the reinforcement transversal to the cardboard panel (2). 5

[0021] The lateral walls of the cardboard panel (2) may be prolonged thus achieving a greater surface for the stand in which case the orifices (2.2, 2.1.1) of said lateral walls shall be situated on the free edge of the reinforcement (2.1) parallel to the cardboard panel (2), that is, in the same position as the orifices (2.3, 2.1.3) of the central sectors of the stand. 10 15

[0022] In the folded arrangement the stand is configured as a rectangular multi-layered part with the elastic element (3) in tensed position.

[0023] The essential nature of this invention is not altered by variations in materials, form, size and arrangement of the component elements described in a manner which is in no way restrictive, this being sufficient for its reproduction by an expert. 20 25

Claims

1. Perfected advertising stand with automatic unfolding of the type of folding cardboard stands consisting of at least one advertising panel (1) superimposed on a cardboard panel (2) with has internal transversal reinforcements having orifices (2., 2.3) in the ends of which elastic means (3) are inserted which, when in the mounted position, tense the lateral walls, **characterised in that** the cardboard panel (2) possesses fold lines which, in conjunction with a series of cuts, arrange the advertising panel in mounted position in such a way that its profile describes a curve. 30 35
2. Perfected advertising stand with automatic unfolding, according to claim 1, **characterised in that** the advertising panel (1) is joined to the cardboard panel (2) in its end zone, leaving its central zone free. 40
3. Perfected advertising stand with automatic unfolding, according to claim 1, **characterised in that** the cardboard panel (2) has three vertical fold lines (2.4, 2.5, 2.6) which divide the panel into four sectors and a cut (2.1.1) in the reinforcement (2.1) for folding the panel (2) in its central line (2.5). 45 50
4. Perfected advertising stand with automatic unfolding, according to claim 1, **characterised in that** the orifices (2.2, 2.1.2) of the reinforcements corresponding to the lateral walls are situated on the free edge transversal to the cardboard panel (2). 55
5. Perfected advertising stand with automatic unfold-

ing, according to claim 1, **characterised in that** the orifices (2.2, 2.1.2) of the reinforcements corresponding to the lateral walls are situated on the free edge parallel to the cardboard panel (2).

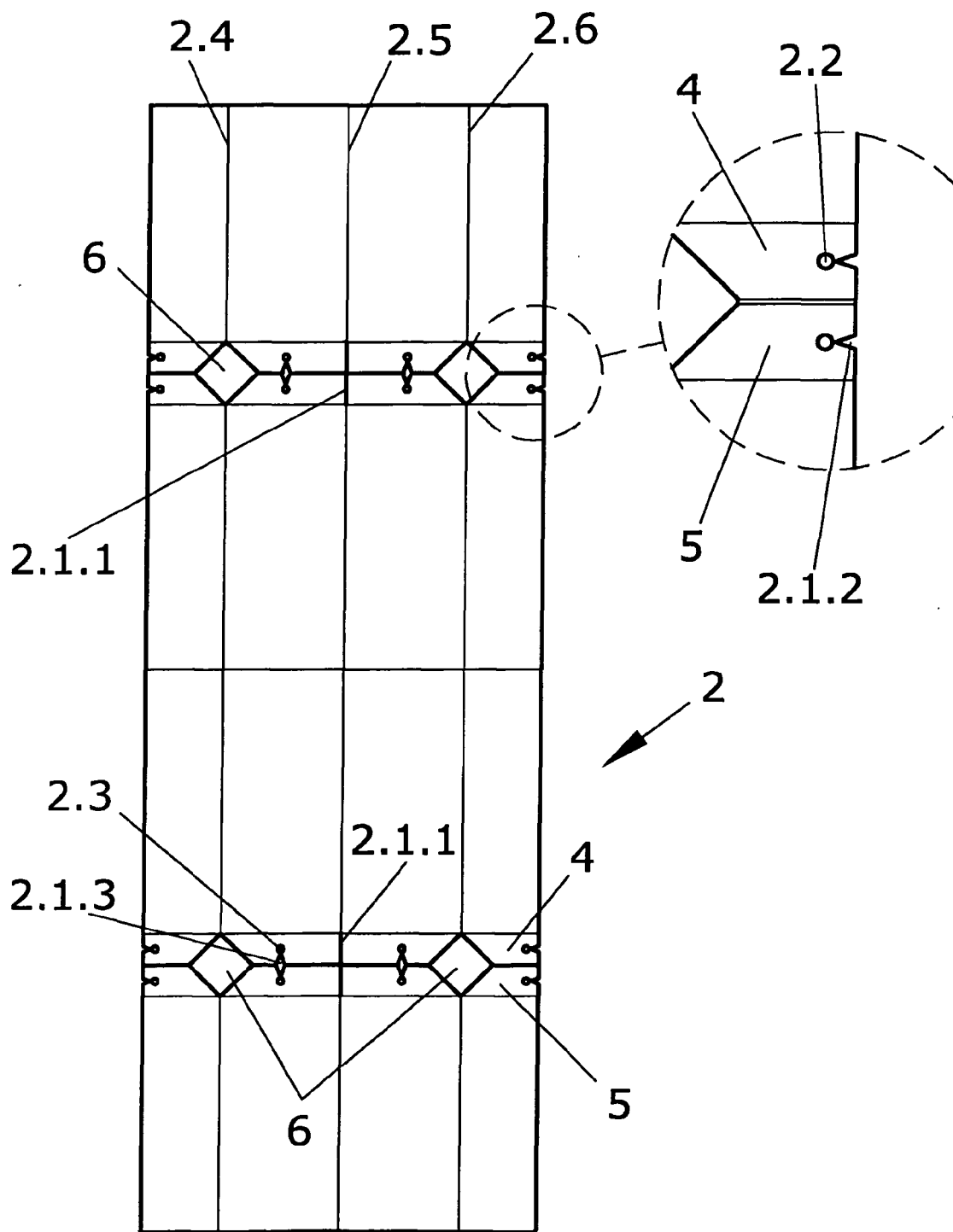
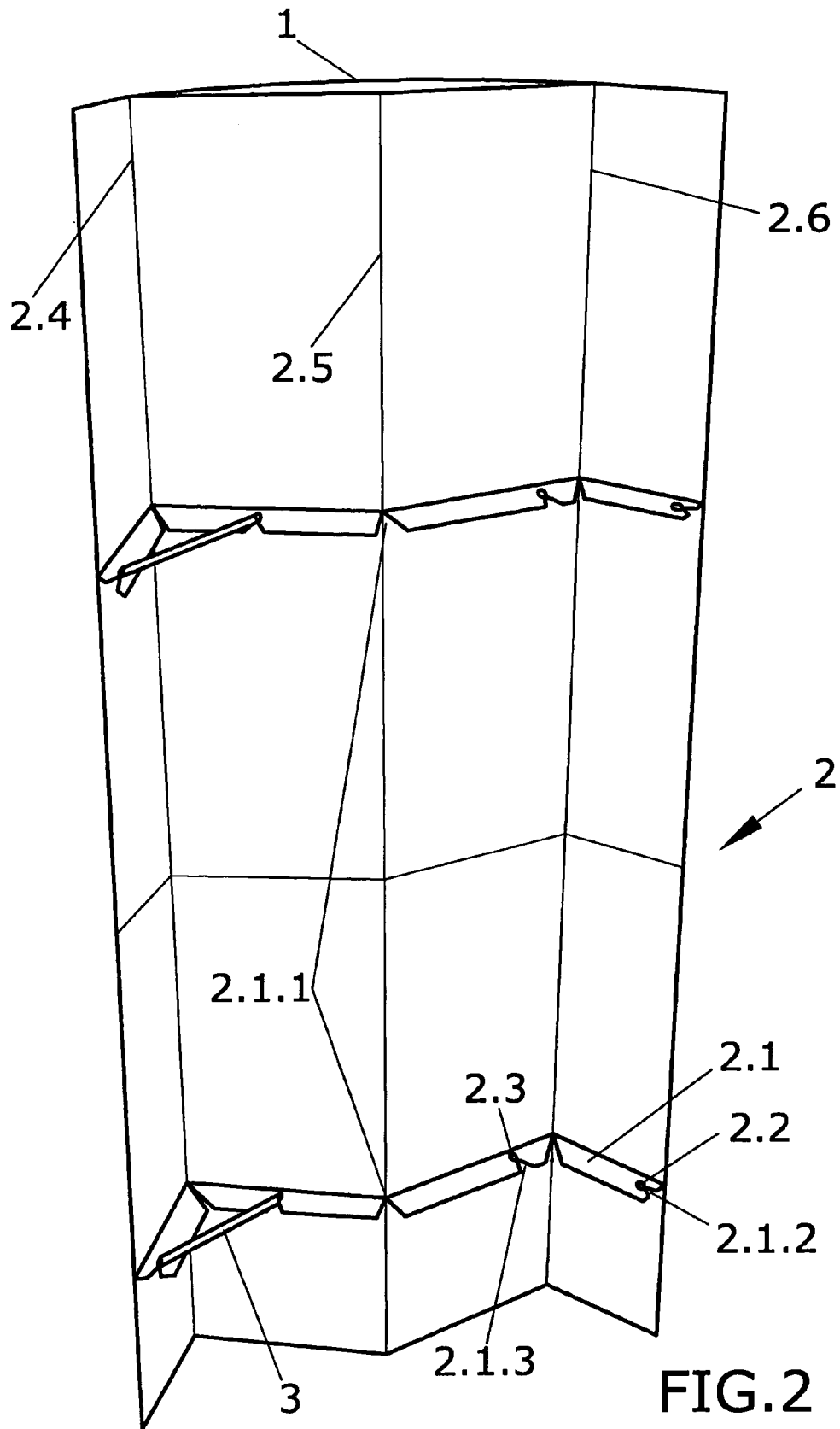


FIG. 1



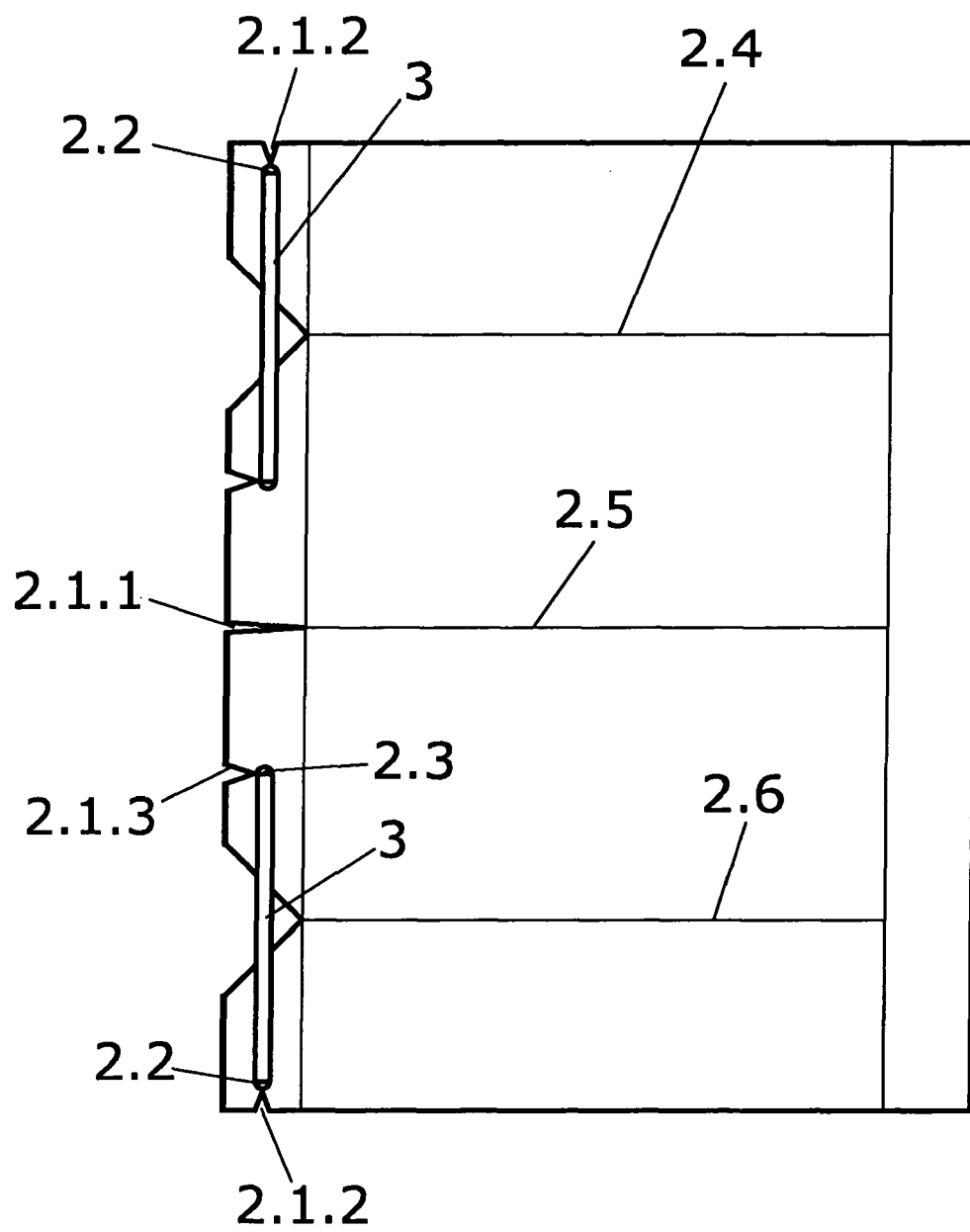


FIG. 3

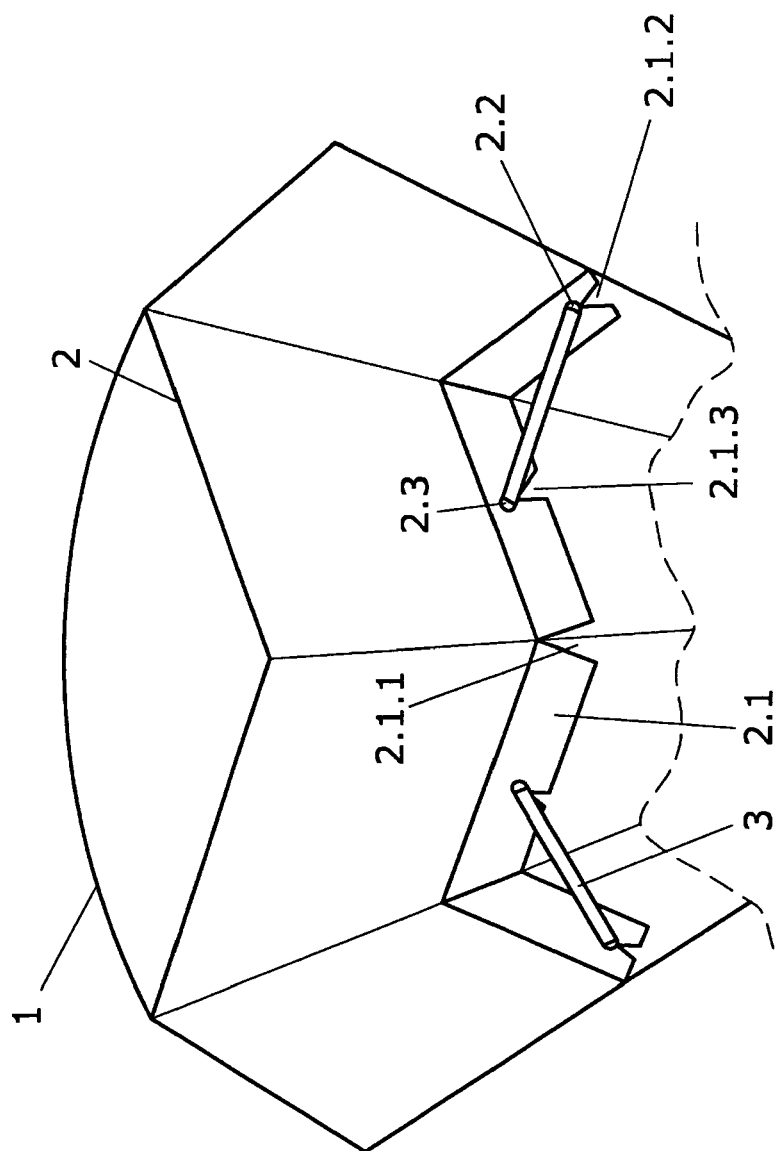


FIG. 4