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(71) Applicant: **Ashthore Limited**
2 Dublin (IE)

(72) Inventor: **Devine, Alan**
Kildare (IE)

(74) Representative: **Gates, Marie Christina Esther et al**
Tomkins & Co.
5 Dartmouth Road
Dublin 6 (IE)

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(54) **Adjustable display stand**

(57) The present invention relates to an adjustable display stand (1) comprising a first frame element (2) and a second frame element (3). The first frame element comprises a first side rail (4) and a cross member (5) arranged substantially perpendicular thereto. The second frame element (3) comprises a second side rail (6) and a cross member (7) arranged substantially perpendicular thereto. One cross member (7) is slidably engageable with the other cross member (5) such that the first and second frame elements form a frame. The width of the display stand (1) may be adjusted by sliding the cross members (5, 7) relative to one another.

Locking means (8, 9, 10) are provided on the cross members (5, 7), such that the frame elements (2, 3) may be locked in place relative to one another.

The display stand further comprises a display element (9) arranged to support a unit of merchandise for display.

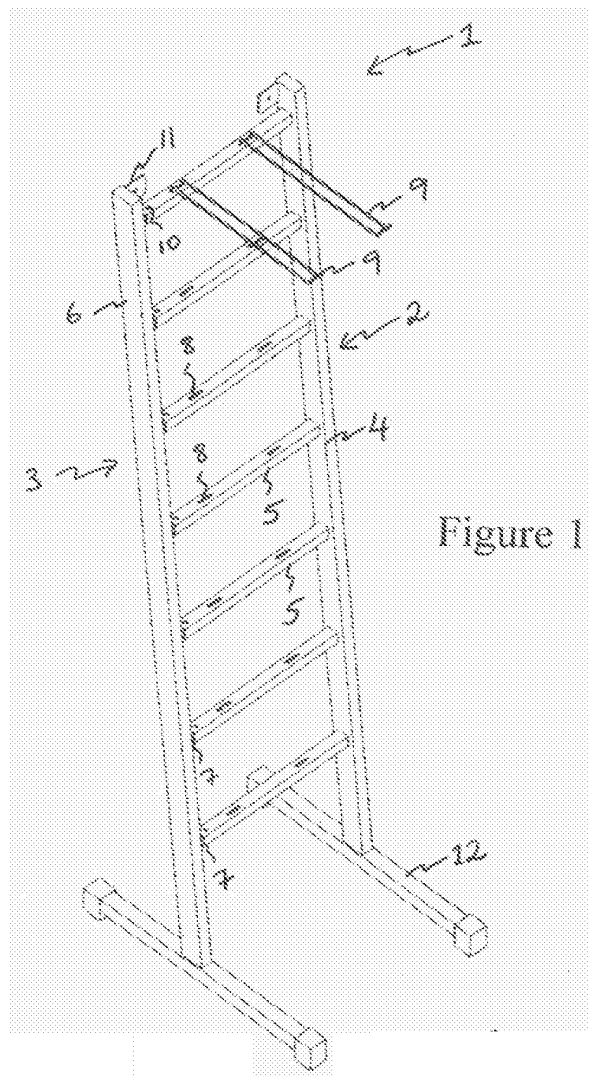


Figure 1

Description

Field of the Invention

[0001] The present invention relates to stands or racks for display of goods, in particular for display of merchandise in a retail environment.

Background to the Invention

[0002] It is well known in the retail trade to present merchandise for sale on a display stand or rack. Small items such as confectionery, cosmetics and haberdashery items are often displayed on a stand or rack on which several similar items are hung, one in front of the other, on display hooks or prongs.

[0003] Such display stands are generally of a fixed width. This means that when stocks of certain items are depleted, the rack begins to look empty and the overall appearance of the display to the customer deteriorates. This is undesirable, since the purpose of the display stand is to present the merchandise to the customer in a pleasing manner, thereby encouraging the customer to make a purchase.

[0004] Furthermore, if a retailer wishes to rearrange his shop floor layout, fixed width display stands do not allow him to adapt his retail furniture to the space available.

[0005] It is therefore desirable to provide an adjustable display stand, which may be easily adjusted to different widths, depending on stocks levels or available space.

Object of the Invention

[0006] An object of the invention is to provide an adjustable display stand that overcomes problems associated with fixed width display stands.

Summary of the Invention

[0007] The present invention relates to an adjustable display stand comprising a first frame element, comprising a first side rail and a cross member arranged substantially perpendicular thereto, and a second frame element, comprising a second side rail and a cross member arranged substantially perpendicular thereto, wherein the cross member on one frame element is slidably engageable with the cross member on the other frame element such that the first and second frame elements form a frame, and such that the width of the display stand may be adjusted by sliding the cross members relative to one another, and further comprising locking means provided on the cross members, such that the frame elements may be locked in place relative to one another, and at least one display element arranged to support a unit of merchandise for display.

[0008] An advantage of this arrangement is that the width of the display stand may be adjusted to accommo-

date the number of units of merchandise in stock at any given time, or to fit the space available. The adjustability of the display stand also provides flexibility should the retailer wish to reorganise his floor layout. Where space is limited, or when stocks of a particular item are low, the width of the display stand may be reduced accordingly. Where it is desired to display a maximum quantity of merchandise, the width of the display stand may be increased so that a greater number of display elements may be accommodated.

[0009] In one embodiment, the locking means comprises at least two locating holes provided on each of the cross members, and the width of the display stand may be adjusted by sliding the cross members relative to one another to align at least one hole on a cross member with at least one hole on the other cross member.

[0010] Preferably, the display element is insertable into at least one pair of aligned locating holes to lock the frame elements in place relative to one another.

[0011] Suitably, the display stand includes a plurality of display elements, wherein each display element is insertable into a pair of aligned locating holes.

[0012] Ideally, at least one locating hole on each cross member is an elongate slot and the display element is substantially U-shaped, and the spacing between the ends of the display element is substantially the same as the length of the slot, such that the ends of the U-shaped display element are insertable into a pair of aligned slots to lock the frame elements in place relative to one another. An advantage of this arrangement is that the display element is prevented from rotating within the locating holes, and is held securely in place by the co-operation of the respective shapes of the slot and the display element.

[0013] In one embodiment, the display stand comprises a plurality of cross members arranged substantially perpendicular to the first side rail and a corresponding plurality of cross members arranged substantially perpendicular to the second side rail, wherein each cross member on one side rail is slidably engageable with a corresponding cross member on the other side rail such that the first and second frame elements form a frame.

[0014] Display elements may also be inserted into locating holes in either of the cross members, which are not aligned with a corresponding hole. These display elements do not act to lock the frame elements together, but may be used to support units of merchandise for display.

[0015] In one embodiment, each cross member is provided with three locating holes, such that the width of the display stand may be adjusted to accommodate two display elements, three display elements or four display elements.

Brief Description of the Drawings

[0016]

Figure 1 is a perspective view of an adjustable display standing according to the present invention in its narrowest configuration;

Figure 2 is a top plan view of the display stand of Figure 1;

Figure 3 is a perspective view of the display stand of Figure 1 in an alternative configuration;

Figure 4 is a top plan view of the display stand of Figure 3;

Figure 5 is a perspective view of the display stand of Figure 1 in its widest configuration;

Figure 6 is a top plan view of the display stand of Figure 5; and

Figure 7 is a top plan view of the components of the display stand of Figure 1.

Detailed Description of the Drawings

[0017] Referring to Figures 1 to 7 of the drawings, there is illustrated an adjustable display stand 1 comprising a first frame element 2 and a second frame element 3. The first frame element 2 comprises a first upright side rail 4 and a seven outer cross members 5 arranged substantially perpendicular thereto. The second frame element 3, comprises a second upright side rail 6 and seven inner cross members 7 arranged substantially perpendicular thereto. Each of the outer cross members 5 is hollow. Each of the inner cross members 7 is slidably insertable into a corresponding outer cross member 5 such that the first and second frame elements 2, 3 form a frame. The frame is thus telescopically adjustable in a widthways direction.

[0018] The display stand further comprises locking means to allow the frame elements 2, 3 to be locked in place relative to one another. In the embodiment shown, each of the cross members 5, 7 is provided with three locating holes 8. Two of the locating holes 8 provided on each cross member 5, 7 are elongate slots. A third, smaller locating hole 10 is also provided on each cross member. The width of the display stand 1 may be adjusted by sliding the cross members 5, 7 relative to one another to align at least one hole 8, 10 on the inside cross member 7 with at least one hole 8, 10 on the outside cross member 5.

[0019] The display stand 1 further comprises a plurality of display elements 9. Each display element 9 is insertable into at least one pair of aligned slots 8 to lock the frame elements 2,3 in place relative to one another. Each display element 9 is also arranged to support a unit of merchandise for display. As shown in Figures 3 and 5, display elements may also be inserted into locating holes 8 in either the inside or outside cross members, which are not aligned with a corresponding hole. These display elements do not act to lock the frame elements 2, 3 together, but may be used to support units of merchandise for display.

[0020] Support members 12 are provided at a lower end of the display stand 1 to increase the stability of the

stand. Wall attachment flanges 11 are provided at an upper end of the display stand 1 to allow the stand to be bolted or otherwise attached to a wall to prevent toppling.

[0021] In the embodiment shown in Figures 1 to 6, each display element 9 is substantially U-shaped. The curved end of each U-shaped display element 9 is bent up slightly to prevent merchandise from sliding off. The pronged ends of each U-shaped display element are bent down, substantially at right angles to a main portion of the display element. The spacing between the ends of each display element 9 is substantially the same as the length of the locating slots 8, such that the ends of the display element 9 are insertable into the slot 8. Units of merchandise for display on the stand 1 may be slid onto the display elements so that several similar items hang, one in front of the other, on the display stand. Packaging of goods intended for display in this manner is generally provided with a loop which may be slid over the display element 9.

[0022] In the configuration shown in Figures 1 and 2, the inner cross members 7 have been inserted almost entirely into the outer cross members 5, such that each locating slot 8 on each inner cross member 7 is aligned with a corresponding locating slot 8 on the corresponding outer cross member 5. In this configuration, the display stand can accommodate a maximum of fourteen display elements 9, that is, two display elements per row. Figure 1 shows two display elements 9 inserted into the aligned pairs of locating holes in the top cross members to lock the frame elements 2,3 in place relative to one another.

[0023] In the configuration shown in Figures 3 and 4, the inner cross members 7 have been inserted partway into the outer cross members 5, such that one locating slot 8 on each inner cross member 7 is aligned with a corresponding locating slot 8 on the corresponding outer cross member 5. The outer locating slots 8 on each cross member are not aligned. In this configuration, the display stand can accommodate a maximum of twenty-one display elements 9, that is, three display elements per row. Figure 3 shows three display elements 9 inserted into the locating slots 8 in the top cross members 5, 7. The central display member 9 is inserted into the aligned locating slots 8 to lock the frame elements 2,3 in place relative to one another.

[0024] In the configuration shown in Figures 5 and 6, the inner cross members 7 have been inserted only a short distance into the outer cross members 5. None of the locating slots 8 on the inner cross members 7 is aligned with a locating hole 8 on the corresponding outer cross member 5. However, the smaller locating holes 10 provided on the inner and outer cross members are aligned with one another. To lock the frame elements 2,3 in place relative to one another in this configuration, an additional locking element is required for insertion into locating holes 10. A suitable fastener such as a bolt or screw may be used. In this configuration, the display stand can accommodate a maximum of twenty-eight display elements 9, that is, four display elements per row. Figure 5 shows four display elements 9 inserted into the

locating slots 8 in the top cross members 5, 7.

[0025] In the embodiment shown in Figures 1 to 7, the side rails 4, 6 are arranged vertically, with the cross members extending therebetween horizontally. In an alternative embodiment, the side rails may be arranged horizontally so that the cross members are substantially vertical. In this arrangement, the height of the display stand is adjustable by sliding the cross members relative to one another.

[0026] In the illustrated embodiment, all of the inner cross members 7 are provided on one side rail 6 and all of the outer cross members 5 are provided on the other cross member 5. In an alternative embodiment, a mixture of inner and outer cross members may be provided on each side rail, provided that one of each opposing pair of cross members is slidably insertable into its corresponding cross member on the other side rail.

[0027] The words "comprises/comprising" and the words "having/including" when used herein with reference to the present invention are used to specify the presence of stated features, integers, steps or components but does not preclude the presence or addition of one or more other features, integers, steps, components or groups thereof.

[0028] It is appreciated that certain features of the invention, which are, for clarity, described in the context of separate embodiments, may also be provided in combination in a single embodiment. Conversely, various features of the invention which are, for brevity, described in the context of a single embodiment, may also be provided separately or in any suitable sub-combination.

Claims

1. An adjustable display stand comprising:

a first frame element, comprising a first side rail and a cross member arranged substantially perpendicular thereto; and
a second frame element, comprising a second side rail and a cross member arranged substantially perpendicular thereto;
wherein the cross member on one frame element is slidably engageable with the cross member on the other frame element such that the first and second frame elements form a frame, and such that the width of the display stand may be adjusted by sliding the cross members relative to one another; and

further comprising:

locking means provided on the cross members, such that the frame elements may be locked in place relative to one another; and
at least one display element arranged to support a unit of merchandise for display.

2. An adjustable display stand as claimed in claim 1, wherein:

the locking means comprises at least two locating holes provided on each of the cross members, and the width of the display stand may be adjusted by sliding the cross members relative to one another to align at least one hole on a cross member with at least one hole on the other cross member.

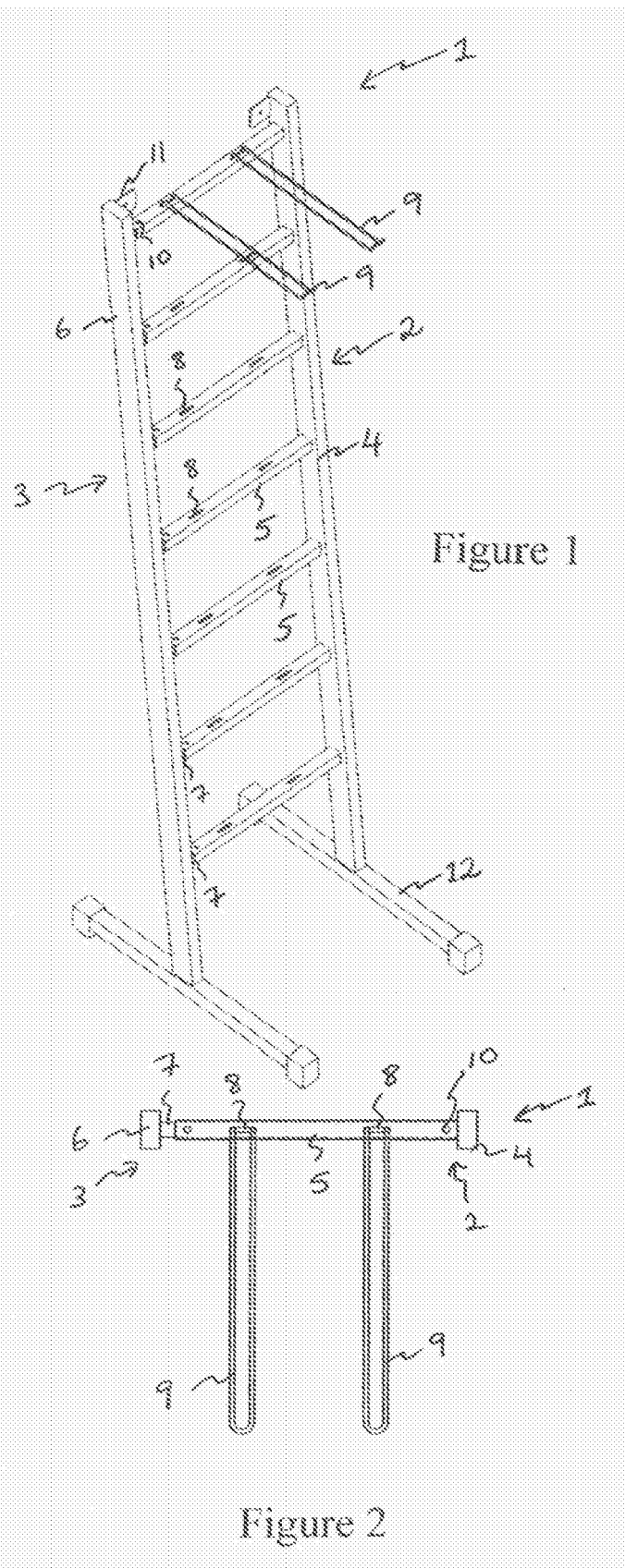
3. An adjustable display stand as claimed in claim 2, wherein the display element is insertable into at least one pair of aligned locating holes to lock the frame elements in place relative to one another.

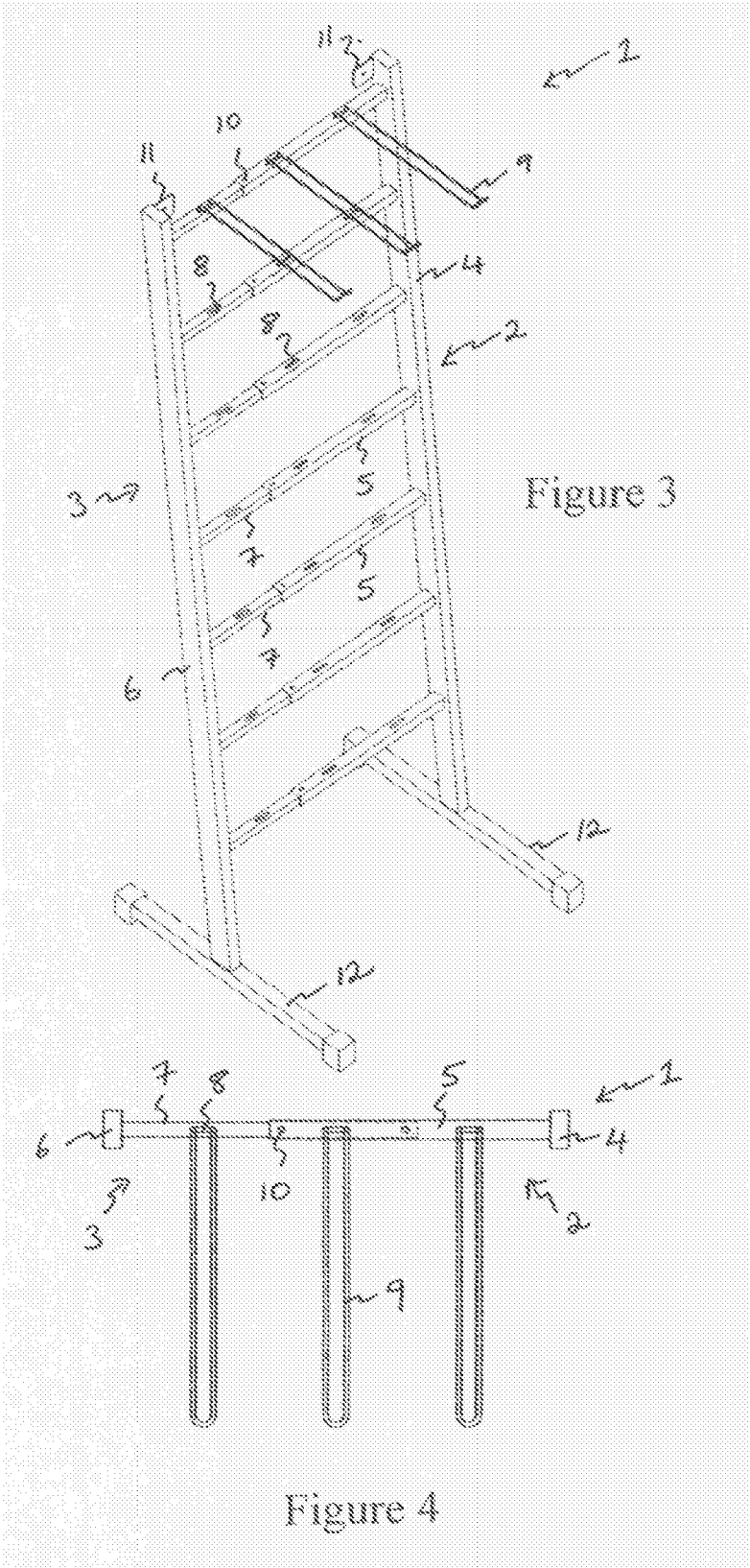
4. An adjustable display stand as claimed in claim 2 or claim 3, wherein at least one locating hole on each cross member is an elongate slot and the display element is substantially U-shaped, and the spacing between the ends of the display element is substantially the same as the length of the slot, such that the ends of the U-shaped display element are insertable into a pair of aligned slots to lock the frame elements in place relative to one another.

5. An adjustable display stand as claimed in any preceding claim, comprising a plurality of cross members arranged substantially perpendicular to the first side rail and a corresponding plurality of cross members arranged substantially perpendicular to the second side rail, wherein each cross member on one side rail is slidably engageable with a corresponding cross member on the other side rail such that the first and second frame elements form a frame.

6. An adjustable display stand as claimed in any preceding claim, comprising a plurality of display elements, wherein each display element is insertable into a pair of aligned locating holes.

7. An adjustable display stand, substantially as hereinbefore described with reference to and/or as illustrated in the accompanying drawings.





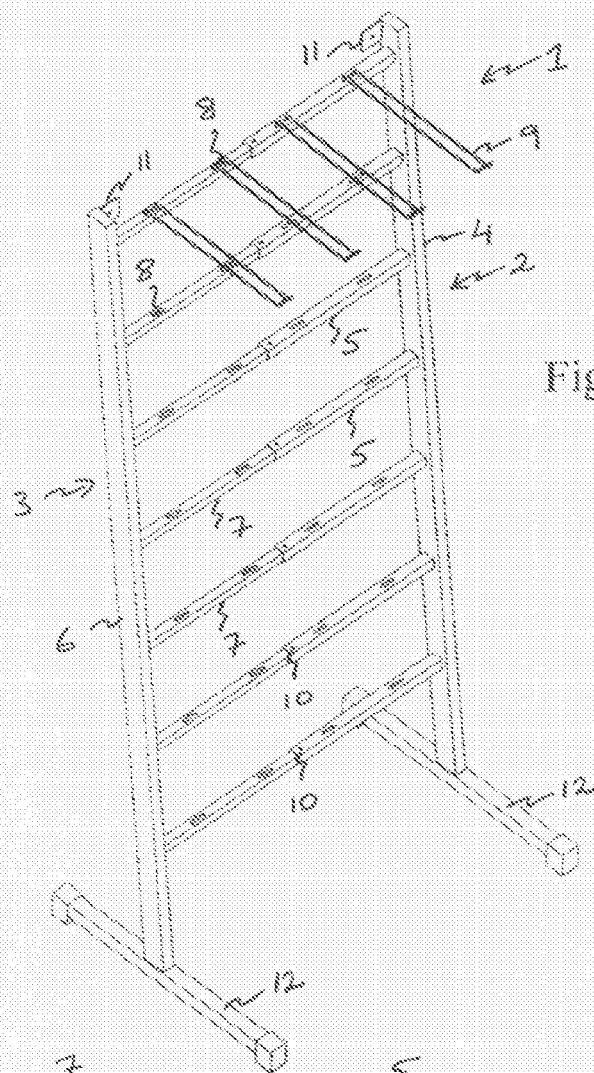


Figure 5

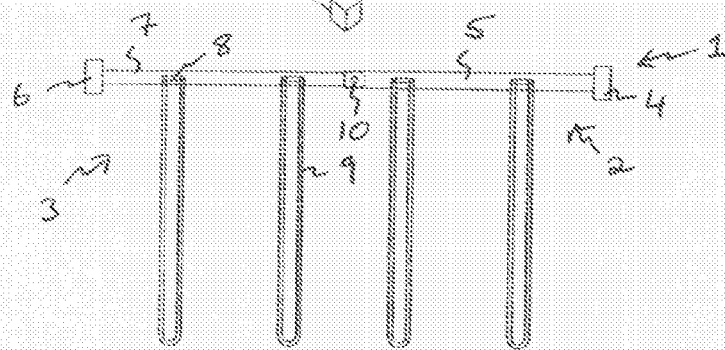


Figure 6

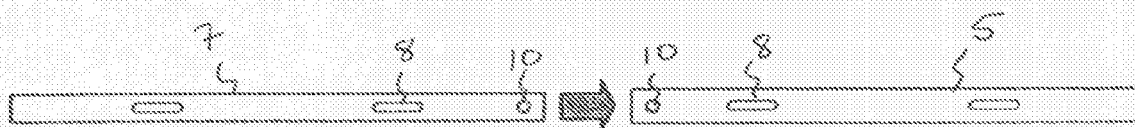


Figure 7



European Patent
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EUROPEAN SEARCH REPORT

Application Number
EP 07 10 6509

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
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The present search report has been drawn up for all claims			
Place of search Munich		Date of completion of the search 30 July 2007	Examiner Cardan, Cosmin
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**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 07 10 6509

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30-07-2007

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