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(54) **Device and method for displaying objects**

(57) The present invention is related to an improved device (10) fixed upon a bracket (20) or a rack and to a method for displaying first objects (61) in a store or a shop. The device comprises a rod (12), a holder (11) for said one or more first objects and securing means (131, 132) wherein the rod is interposed between the holder and the securing means and the securing means are arranged for securing said device to the bracket. The

securement of the device of the invention to the bracket is such that the device is arranged to run parallel to the bracket and to project from the bracket and preferably from the rack. The device is characterised in that the holder is arranged in a plane substantially perpendicular to the rod. The invention provides also a method of displaying one or more first objects in close proximity of one or more second objects.

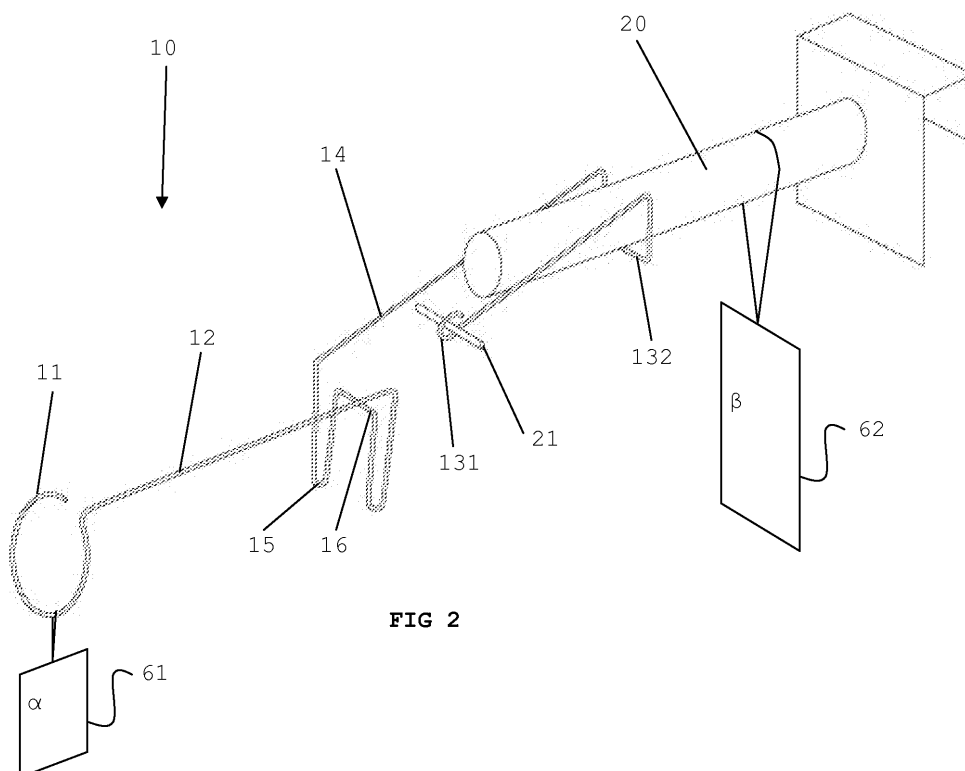


FIG 2

Description

Field of the Invention

[0001] The present invention is related to an improved device to be fixed upon a bracket or a rack and to methods using said device for displaying objects for the consumer in a store, a shop, etc.

State of the Art

[0002] Racks which comprise brackets for displaying objects are known in the art. The brackets are mounted into the rack and project from a distal, back plane of the rack. Known brackets already used for displaying objects in a store are typically fully comprised within the rack and do not project out of the rack. They run along the direction of rack depth (i.e. perpendicular to the front or back plane of the rack). These brackets are used either to support shelves or to hang objects on the brackets.

[0003] In the case that the bracket is used as support for shelves, objects may be displayed on the shelves. These objects are arranged on the shelf, along the plane of the shelf. Objects for display may also be hung directly on the bracket. The hung objects hence are disposed in an orderly fashion one behind the other, parallel to the bracket.

[0004] Such racks and brackets find useful application in stores, shops, etc. for displaying objects for sale. Typically, objects of the same kind are grouped for display, e.g. all types of coffee sold or all types of tooth brushes sold are displayed close to each other. However, sometimes it may be useful to have displayed in the neighbourhood of those objects of one kind, also related objects. By way of example, it may be useful to have displayed close to some food products also dedicated tools for preparing or handling said food products, e.g. oven gloves or spatulas close to frozen meals for preparing in an oven. Such an arrangement would improve a customer's shopping comfort, as he/she would not have to search further to find those related objects, which typically are displayed in a totally different part of the store or shop. Such an arrangement may also help the customer in acquiring tools which would improve the comfort of use of said objects of one kind.

[0005] One solution might be to display those related objects in the same rack, next to or in close proximity of the objects to which they relate. However, in some cases this leads to quite clumsy display arrangements, as some of those related objects may have to be hung, while other may have to be arranged on a shelf, or when the objects are of disparate size.

[0006] Documents US 5690238 and US 2007/163971 disclose systems for displaying first and second objects for that purpose. A display member is secured to a display shelf and protrudes away therefrom. A disadvantage of these systems is that the objects displayed from the display member can hide or make less visible the objects

displayed on a lower shelf.

Aims of the Invention

[0007] The present invention aims to provide a solution to the problem present in the prior art. The present invention aims to provide a device that does not present the drawbacks of the device of the state of the art and for orderly displaying in close proximity objects and related objects.

[0008] The present invention also aims to provide a method of orderly arrangement of objects and related objects in close proximity of each other. The method of the invention provides an alternative for and improves on methods of displaying objects of the prior art.

Summary of the Invention

[0009] Aims of the invention are met by providing a device for displaying objects in front of a rack as set out in the appended claims. Aims of the invention are equally met by providing a method for displaying objects in front of a rack as set out in the appended claims.

[0010] In order to put the method of the invention into practice, there is provided a device, for displaying one or more objects in front of a rack, this rack comprising a bracket. The device of the invention comprises a rod, a holder for said one or more objects and (first) securing means. The rod is interposed between the holder and the securing means and the securing means are arranged for securing said device to the bracket. The securing means of the device of the invention to the bracket is preferably such that the device is arranged to run in a plane (or in a direction) that is essentially parallel to the plane (or to the direction) of the bracket and to project from the bracket and preferably from the rack.

[0011] Devices of the invention are characterised in that the holder is arranged cross to the rod, i.e. the plane of the holder lies cross to the rod. Preferably, the holder is arranged in a plane (substantially) perpendicular to the rod. The holder has preferably the form of a hook and more preferably has the form of an open loop.

[0012] Preferably, the holder is so arranged as to display the one or more first objects in a first plane cross to and preferably (substantially) perpendicular to the plane of display of (second) objects in the rack. Preferably, the holder is so arranged as to display the one or more first objects in a plane parallel to the rod and more preferably to the bracket.

[0013] The display of the first and second objects is considered from the side in which those objects are (generally) exposed to the public, hence from their front side.

[0014] Preferably, the (first) securing means comprise a crook, which is arranged for engaging with an underside of the bracket. More preferably, the crook is U-shaped. The crook is advantageously arranged to counterbalance a force applied at the holder.

[0015] Preferably, the (first) securing means comprise

a hook. The hook is preferably connected to one side of the crook. More preferably, the hook is arranged for engaging with a pin provided at a proximal end of and transverse to said bracket.

[0016] Preferably, the device of the invention comprises second securing means. The second securing means are preferably formed of one or more pins or protrusions interposed between the rod and the first securing means. The pins or protrusions are preferably oriented cross to and more preferably perpendicular to the rod. The second securing means are preferably arranged for securing the device to the rack. More preferably, said one or more pins are arranged for engaging with one or more apertures (perforations) in a bar of the rack, this bar being preferably positioned in front of said bracket. Even more preferably, said one or more pins are arranged for fitting snugly into said one or more apertures (perforations).

[0017] Preferably, the device of the invention is formed of one light but resistant unitary (integral) rod, preferably made of metal (steel), plastic or composite material (such as glass fiber).

[0018] Preferably, the holder of said device is arranged for securing a belt for displaying said one or more first objects. More preferably, said one or more first objects are arranged on said belt in a direction essentially perpendicular to the direction of arrangement of one or more second objects present in the rack.

[0019] According to another aspect of the invention, there is provided a method of displaying one or more first objects in close proximity of one or more second objects, the method comprising the steps of: arranging said one or more second objects in a rack and arranging said one or more first objects in front of said rack and wherein said one or more first objects are arranged in a direction essentially perpendicular to the main direction of arrangement of said one or more second objects, preferably by an arrangement of these first objects upon the surface of a belt, by securing this belt upon the holder of device of the invention which is fixed upon a bracket fixed to a rack or directly upon the rack.

[0020] The plane of display of the first objects is advantageously cross to and more advantageously (substantially) perpendicular to the plane of display of the second objects.

[0021] The arrangement of the second objects, may remain undisturbed in the rack and the first objects, related to the second objects may be displayed in close proximity of and advantageously cross to (or more advantageously perpendicular to) these second objects. Hence, both these first and the second objects are within range of vision of a person.

Brief Description of the Drawings

[0022] Figure 1 represents a first embodiment of the device of the invention. The device is represented in four views. The rightmost view is a front view depicting the holder. The upper central view is a side view of the device.

The lower central view is an upper view of the device. The leftmost view is a back view of the device, depicting the securing means.

[0023] Figure 2 represents the mounting of the device of figure 1 on a bracket (at the extremity of the bracket opposed to the other extremity where the bracket is fixed to the rack).

[0024] Figure 3 represents a profile of a rack comprising apertures and pins of the device of the invention snugly fitting into the apertures.

[0025] Figure 4 represents a second embodiment of the device of the invention. The device is represented in four views. The rightmost view is a front view depicting the holder. The upper central view is a side view of the device. The lower central view is an upper view of the device. The leftmost view is a back view of the device, depicting the securing means.

[0026] Figure 5 represents the mounting of the device of figure 1 on a bracket.

Detailed Description of the Invention

[0027] The invention is now described with reference to particular preferred embodiments presented as non limitary illustration of the invention. A first embodiment is depicted in figure 1. The device 10 according to the invention comprises a holder 11, securing means 13 and a rod 12 connecting the holder and the securing means. The securing means allow to secure the device 10 to a bracket 20, as shown in figure 2. This rod can be made with various light resistant and recyclable elements such as a metal rod, a plastic rod etc.

[0028] Therefore, the securing means 13 comprise a crook 132. Crook 132 has a U-shape. When the device 10 is mounted on the bracket 20, crook 132 fits around the underside of bracket 20. When a (downward) force is applied at the holder 11 (e.g. the weight of the first objects hung on the holder), bracket 20 exerts a (downward) force on crook 132, which to a certain extent may counterbalance the force applied at holder 11.

[0029] Additionally, bracket 20 is usually provided with a pin 21, running transversely to the bracket and provided at a proximal end (the extremity opposed to the extremity where the bracket is fixed to the rack). Pin 21 is usually provided in brackets of the prior art for holding product identification tags, price tags, etc. The present embodiment of device 10 makes suitable use of pin 21 as an additional securing location. A hook 131 fits around pin 21. The hook is mounted around pin 21 at one end, while at the other end of pin 21, a rod 14 passes over the pin and rests on it. Pin 21 may also be seen as a hinge, around which device 10 may be made to pivot. Hence, crook 132 abuts at its one end on hook 131 and at its other end on rod 14, which provides connection with other elements of device 10. A rod 133 connects crook 132 with hook 131.

[0030] The device 10 has been specifically adapted for the case in which a metal profile of the rack 32 passes

in front of the bracket 20. Typically, the racks 32 used in stores are formed by metal profiles 30 provided with apertures 31, such as shown in figure 3. The apertures 31 are used as anchoring points of other bars, tags, etc. For the case of device 10, it is assumed that a profile 30 also runs horizontally, in front of the bracket 20. In that case, the apertures 31 may be used as additional anchoring points for securing device 10. Therefore, device 10 comprises two pins 15, which are arranged to fit into apertures 31. Rod 14 provides a connection between crook 132 and a pin 15. The two pins 15 are arranged sideways to each other. Pins 15 provide an additional means for securing the device 10, in this case to the rack onto which bracket 20 is mounted.

[0031] These Pins 15 are so formed such as to fit snugly into the apertures 31, providing an additional fixation of device 10. Link 16 between the two pins 15 is arranged to rest on the metal profile 30 and therefore supports, additionally to crook 132, a force applied at holder 11. Pins 15 are so formed as to fix the device 10 to the rack, such that relative movement with reference to the rack is minimized. While the securing by hook 131 and crook 132 still allows some kind of relative motion between device 10 and bracket 20, the snug fitting of pins 15 into apertures 31 removes that possibility to a large extent.

[0032] A Rod 12 connects one of the pins 15 with the holder 11. The holder 11 has preferably the shape of a hook onto which one or more objects may be hung. Alternatively, holder 11 may hold a belt and objects may be hung on said belt. By so doing the objects may be displayed vertically, one below the other, along the belt.

[0033] The mounting and securing of the device 10 onto bracket 20 is such that the rod 12 is arranged parallel to the bracket 20, and projects beyond the bracket 20, in a longitudinal direction. As the rod 12 is arranged at the other side of the pins 15 than the securing means 13, the rod 12 with the holder 11 are arranged to project out of the rack. Hence, objects held by the holder 11 will be positioned at an outer side of the rack 32 (in front of the rack, from the viewpoint of a person).

[0034] According to a preferred embodiment the belt is made of at least two or three parts, linked together by attaching means such as a series of rings. This configuration of the belt allows its easy handling before its fixation upon the bracket.

[0035] Furthermore, the objects present on the belt are fixed to its surface by their means which are for instance, adapted to be integrated into holes provided in the surface of the belt.

[0036] The device 10 is so formed as to be easily mountable on bracket 20, but nevertheless it is arranged to be removable from bracket 20. In the present embodiment, the device 10 is advantageously formed by one single light and resistant rod, of metal or of plastic, which is bent in the shape shown in figure 1. Manufacturing of such a device is hence made easy. Moreover, the shape of the device 10 may easily be adapted to the particular geometry and dimensions of different bracket/rack com-

binations.

[0037] Figure 4 shows a second embodiment 40 of the device of the invention. Similarly to the described device 10, the device 40 comprises a holder 41, securing means 43 and a rod 42 between the holder and the securing means. These securing means 43 comprise a hook 431 and a crook 432 with similar functionalities as the hook 131 and the crook 132 of the device 10. Compared to the device 10, however, the rod 133 is absent in the device 40 and the hook 431 is shifted towards the crook 432. In this embodiment the hook 431 and the crook 432 are merged.

[0038] The device 40 may be used in conjunction with the bracket 50 illustrated in the figure 5. The bracket 50 comprises an upper arm 51, a pin 52 at the proximal abutment of the arm 51 and a lower arm 53. Typically, the lower arm 53 is used to hang objects on, while the arm 51 supports the pin 52 onto which a product or price tag is provided. The securing means 43 additionally comprise a loop 434 for engaging with the pin 52. Both hook 431 and loop 434 are arranged to engage with the pin 52, each at a different side of the upper arm 51. The crook 432 links the hook 431 with the loop 434. The loop 434 abuts on the rod 44, which connects the securing means 43 with the pins 45. Pins 45 have the same functionality as the pins 15 of the previous embodiment.

[0039] Similar to the device 10, the device 40 may be formed out of a unitary rod by different bending operations. The devices 10 and 40 are preferably made of metal, such as steel. The positioning of the device 40 with reference to the bracket 50 and the rack is similar to that of the device 10.

[0040] The pins 15 and 45 provide a snug fitting into apertures 31 of the profiles of the rack 32, but that kind of fitting is not a necessary feature. Likewise, only one pin instead of two may be provided, without taking away the functionality of the device 10 or 40. The pins 15 and 45 increase the comfort of use (multiple uses) of the device of the invention.

[0041] As is clear from figures 1 and 4, the holder is arranged in a plane transverse to the (longitudinal direction of the) rod 12 or 42, which connects the holder with the securing means 13 or 43. Referring to figure 2, the objects for display 61 which are attached to the holder 11, are typically arranged in a plane transverse to the plane of the holder. As a result, devices of the invention allow to display first objects 61 attached thereto in a plane parallel to (or aligned with) the rod, and consequently preferably parallel to (or aligned with) the bracket 20 or 50 to which devices of the invention are secured.

[0042] As represented in figure 2, the latter configuration allows to display objects 61 hung from the holder in a plane α which is cross to the plane β of display of the rack, displaying second objects 62.

[0043] The plane β of display of the rack refers to a vertical plane, arranged in front of the person which is looking at the rack. The latter plane of display is meant to comprise those objects in the rack, arranged in first

order of appearance as seen by a person standing in front of the rack. The plane β of display of the rack hence primarily refers to a plane of display (displaying the front view of those objects), rather than a plane of arrangement of objects, which can be arranged along another direction (e.g. one behind the other, on the bracket 20).

[0044] The first objects 61 can be arranged on the holder of devices of the invention one behind the other in the direction of the hook 11 forming the holder and consequently along a (horizontal) direction cross to the direction of the rod 12. The first objects 61 can alternatively be arranged on the holder of devices of the invention one below the other (i.e. vertically). The plane α of display however is in both cases the same. Combinations of the arrangements as indicated are possible as well.

[0045] The present invention equally provides a method of displaying different kind of objects close to each other, e.g. related objects. Objects 62 of one kind (second objects) are displayed in a rack, such as arranged on a shelf or hung on a bracket. Those objects 62 of one kind (second objects) are arranged essentially in a plane of the rack, i.e. a horizontal plane, parallel to the shelf or along the bracket. Objects 61 of another kind (first objects) are displayed in front of said rack, in close proximity of said objects 62 of one kind. Those objects 61 of another kind (first objects) may be arranged vertically, i.e. along a direction perpendicular to the direction or plane in which objects within the rack (second objects) are arranged.

[0046] However, the planes of display of the first and the second objects are cross to each other as indicated hereinabove.

[0047] The device and method of the invention may be used for displaying objects or goods in a store or a shop. The objects are preferably objects for sale.

Claims

1. A device (10, 40) for displaying one or more first objects (61) in front of a rack, the said rack comprising a bracket (20, 50), wherein said device comprises a holder (11, 41) for said one or more first objects, first securing means (13, 43) arranged for securing said device to the bracket and a rod (12, 42) interposed between the holder and the first securing means, **characterised in that** the holder is arranged cross to the rod.
2. The device according to claim 1, wherein the holder is formed of a hook.
3. The device according to claim 1 or 2, wherein the holder is so arranged as to display the one or more first objects in a first plane (α) cross to the plane (β) wherein one or more second objects (62) are displayed in the rack.
4. The device according to any one of the preceding claims, wherein the first securing means are so arranged as to project the rod beyond and parallel to the bracket.
5. The device according to any one of the preceding claims, wherein the first securing means comprise a U-shaped crook (132, 432), the crook arranged for engaging with an underside of the bracket for counterbalancing a force applied at the holder.
6. The device according to claim 5, wherein the first securing means further comprise a hook (131, 431) connected to one side of the crook.
7. The device according to claim 6, wherein the hook is arranged for engaging with a pin (21, 52) provided at a proximal end of and transverse to said bracket.
8. The device according to any one of the preceding claims, further comprising second securing means formed of at least one pin (15, 45) interposed between the rod (12, 42) and the first securing means (13, 43).
9. The device according to claim 8, wherein said at least one pin is arranged for engaging with a perforation (31) in a bar of the rack.
10. The device according to claim 9, wherein said at least one pin is arranged for fitting snugly into said perforation.
11. The device according to any one of the preceding claims, which is formed of one integral rod, preferably made of metal.
12. The device according to any one of the preceding claims, wherein the holder is arranged for securing a belt for displaying said one or more first objects.
13. The device of claim 12, wherein the one or more first objects (61) are arranged on the belt in a direction essentially perpendicular to the direction of arrangement of one or more second objects present in the rack.
14. A method of displaying one or more first objects (61) in close proximity of one or more second objects (62), the method comprising the steps of: arranging said one or more second objects in a rack and arranging said one or more first objects in front of said rack and wherein said one or more first objects are displayed in a first plane cross to the plane of display of said one or more second objects.
15. The device according to claim 13, or the method according to claim 14, wherein the first plane and the plane of display of the second objects are vertical

planes.

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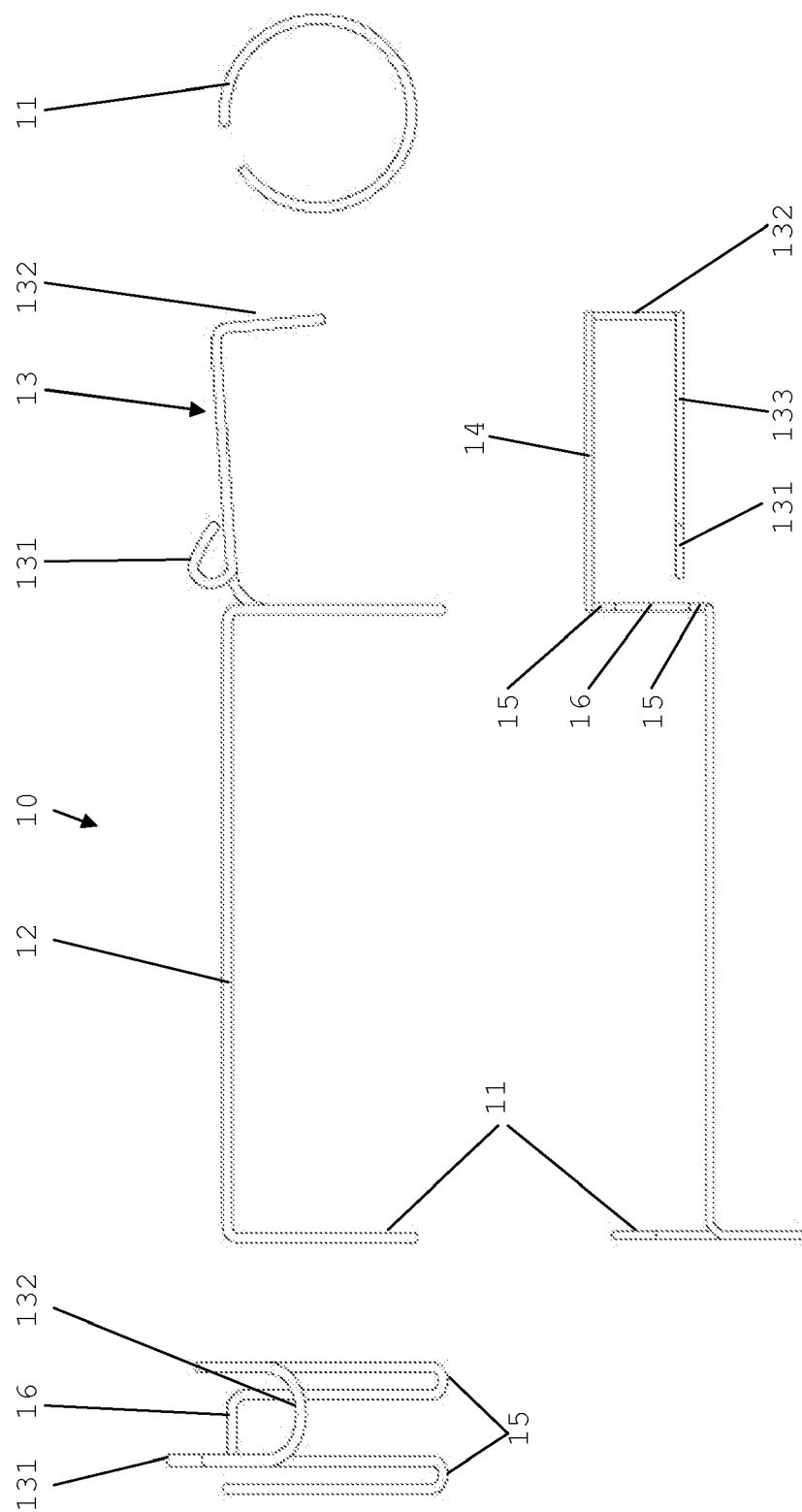
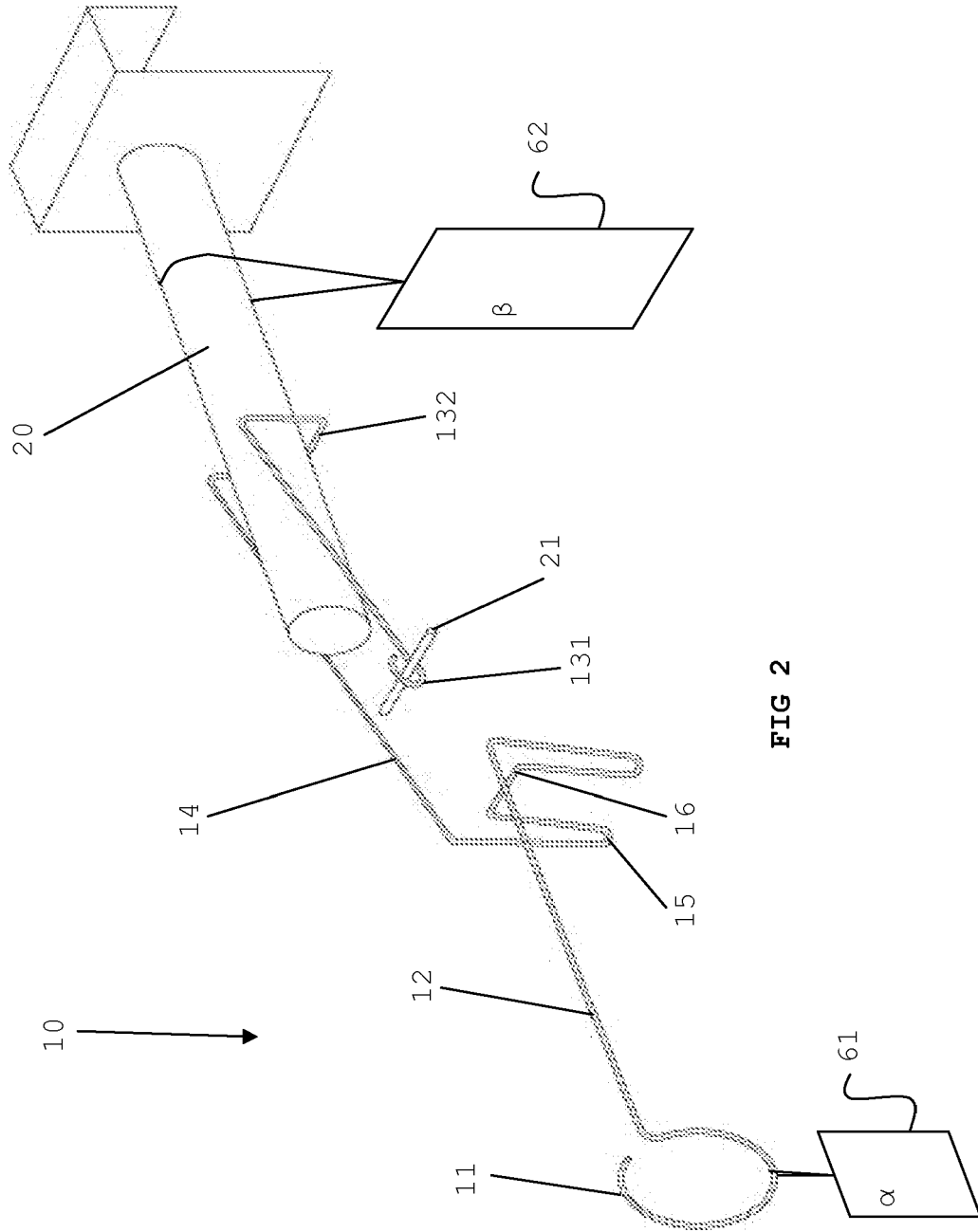


FIG 1



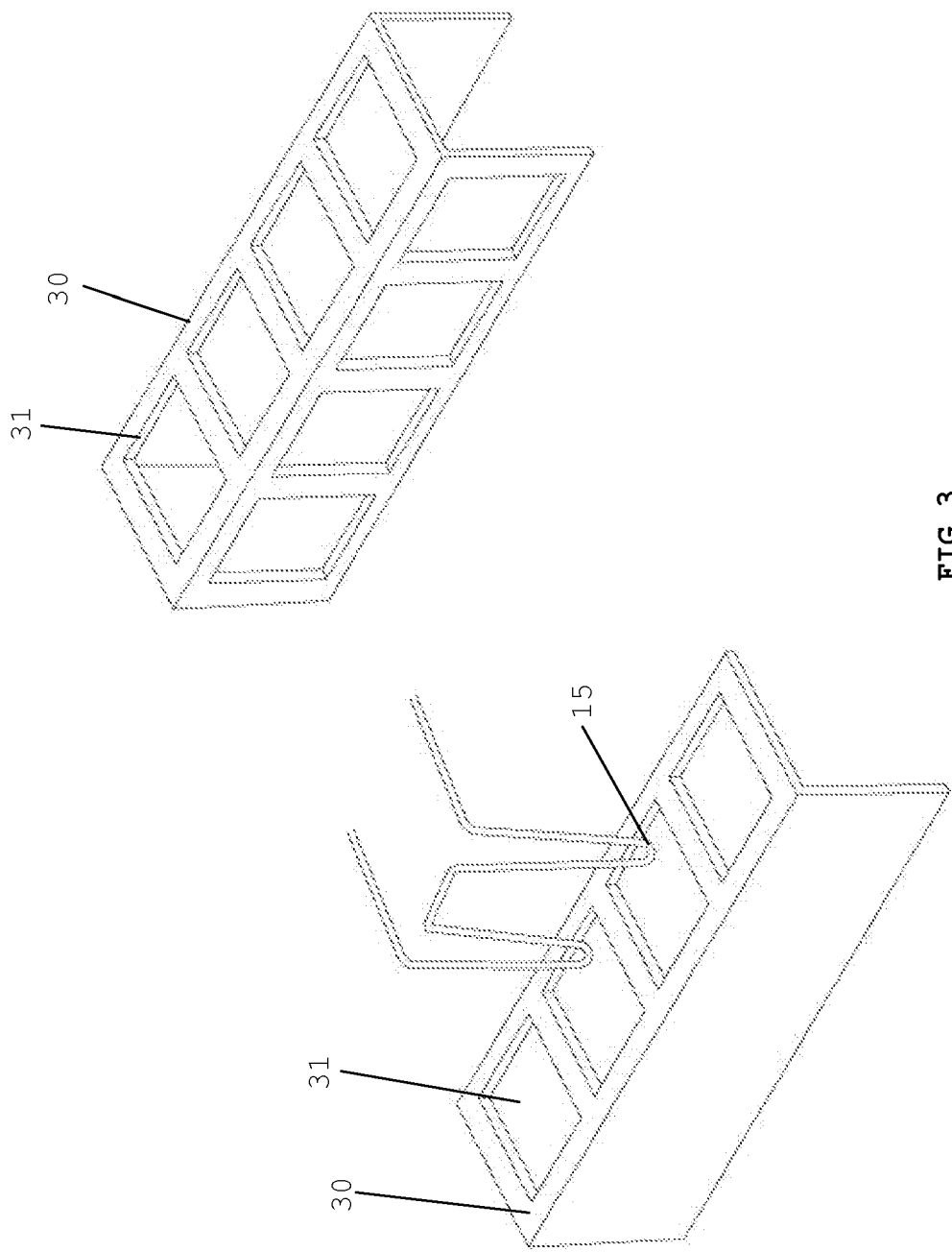


FIG 3

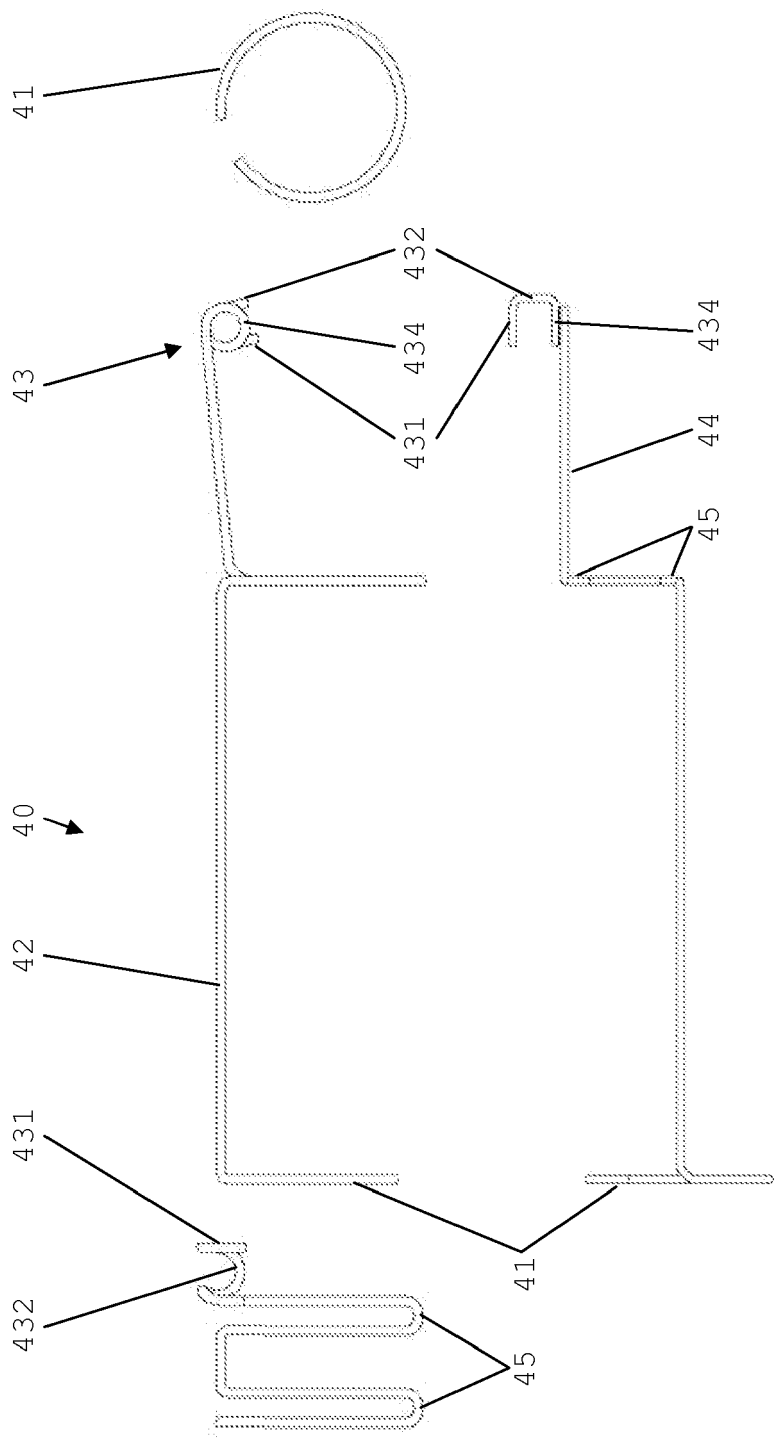


FIG 4

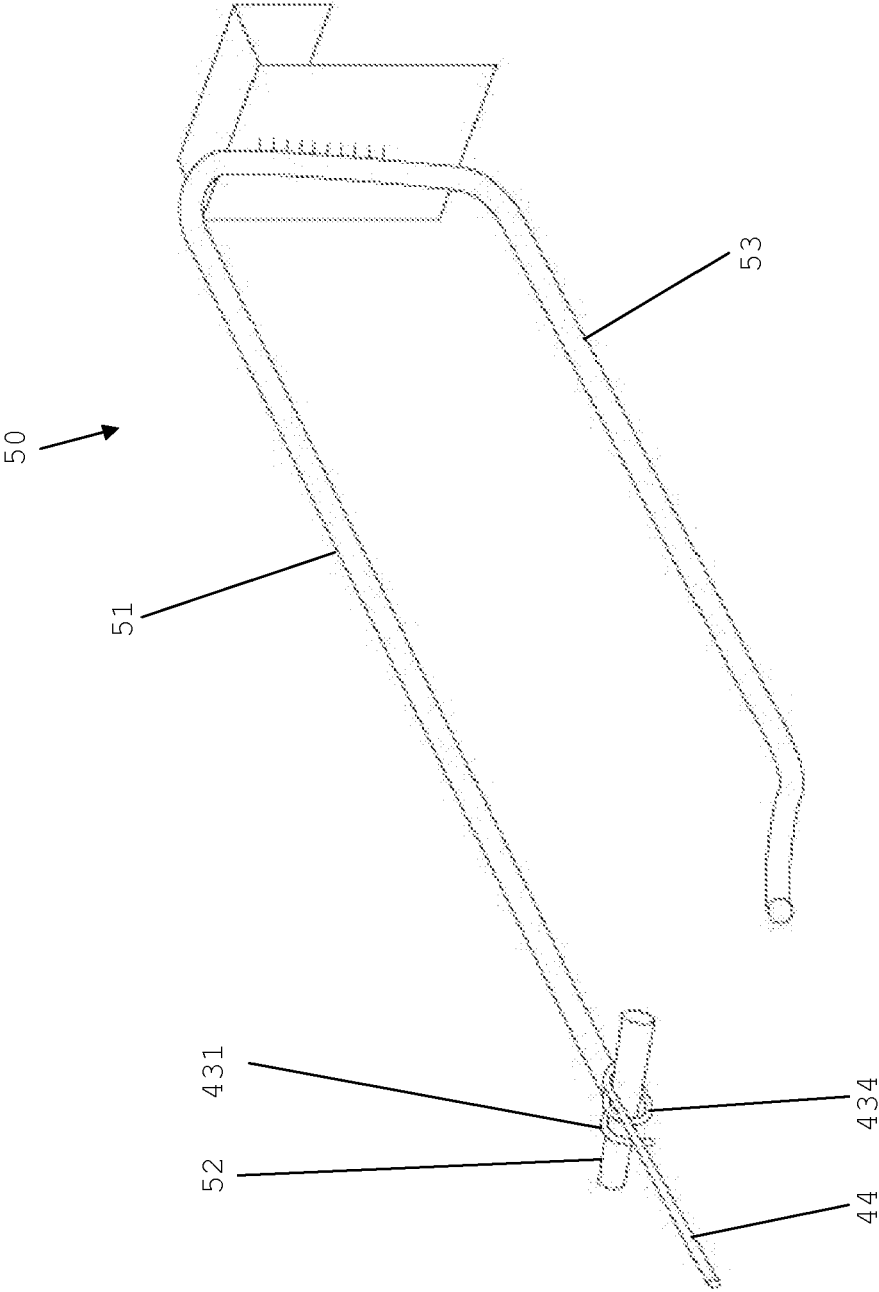


FIG 5



EUROPEAN SEARCH REPORT

Application Number
EP 08 16 5812

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	US 5 415 370 A (VALIULIS) 16 May 1995 (1995-05-16)	1-5, 11-15	INV. A47F5/00
Y	* column 2, line 14 - line 60; figures 1-3 *	8-10	

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Y	* column 2, line 42 - line 67; figures 1-3,6 *	8-10	
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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 14 January 2009	Examiner Jacquemin, Martin
CATEGORY OF CITED DOCUMENTS 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		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	

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EPO FORM 1503 03/82 (P04/C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 08 16 5812

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/82

REFERENCES CITED IN THE DESCRIPTION

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