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(54) **Object-holding device for displaying goods and articles in a hanging position**

(57) It is provided an object-holding device (1) for goods display, comprising at least one object-holding rod (2), a tag-holding rod (3), a tag-carrying plate (4) secured to the tag-holding rod (3) by means of a rotational hinge

(6) adapted to allow rotations of the tag-carrying plate (4) itself, and a hooking element (5) adapted to enable a movable connection of said device to a shelf (10) or the like.

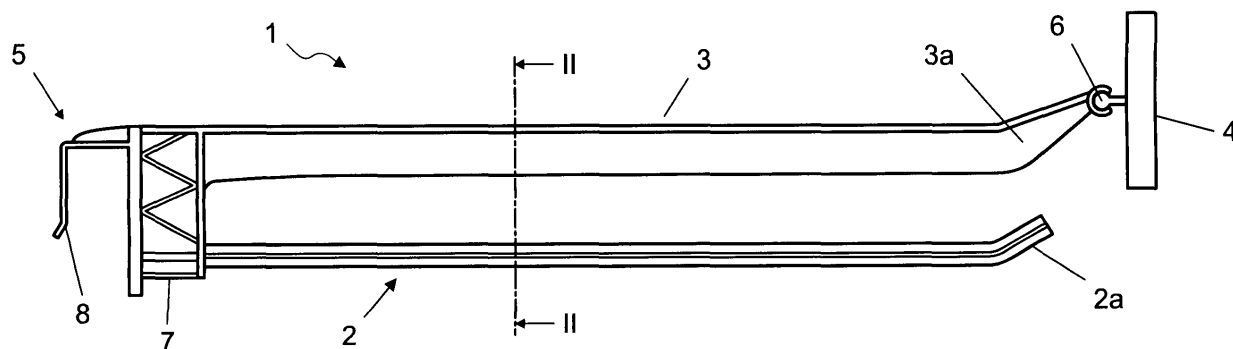


Fig. 1

Description

[0001] The present invention relates to an object-holding device for displaying goods and articles in a hanging position in supermarkets and the like, of the type disclosed in the preamble of claim 1.

[0002] Presently known are object-holding devices for displaying hanging goods in supermarkets, shops and others. These devices enable removal of the hanging articles by sliding.

[0003] They consists of an elongated rod of metal material adapted to support the packages containing the goods or the goods themselves, and of a second metal rod put in the vicinity of the first one and adapted to support an electronic or digital tag or label with an indication of the displayed goods and the respective price.

[0004] They further comprise a hooking element adapted to allow the device to be secured to a shelf, a revolving platform or other elements for goods display.

[0005] The known art mentioned above has some important drawbacks.

[0006] In fact, known object-holding devices comprise tags that in some positions can be hardly read.

[0007] In addition, the devices themselves are rather expensive, because they are made of stainless metal materials such as galvanised steel, and can be varied in shape and colours with difficulty.

[0008] Under this situation, the technical task underlying the present invention is to conceive an object-holding device capable of substantially obviating the mentioned drawbacks.

[0009] Within the scope of this technical task it is an important aim of the invention to obtain an object-holding device for goods display enabling easy reading of the tags at any position, be they placed at the top or at the bottom.

[0010] Another important aim of the invention is to provide an object-holding device that is simple, cheap, can be easily modified, has an optimal aesthetic impact and can be selected through personalisation of the colours.

[0011] The technical task mentioned and the aims specified are achieved by an object-holding device for goods display as claimed in the appended Claim 1.

[0012] Preferred embodiments are highlighted in the sub-claims.

[0013] Further features and advantages of the invention are better clarified hereinafter by the detailed description of a preferred embodiment of the invention, with reference to the accompanying drawings, in which:

Fig. 1 shows a side view of an object-holding device according to the invention;

Fig. 2 is the section II-II shown in Fig. 1 of the object-holding device;

Fig. 3 highlights a detail of the object-holding device; and

Fig. 4 shows a shelf including a plurality of object-holding devices.

[0014] With reference to the mentioned figures, the object-holding device according to the invention is generally identified with reference numeral **1**.

[0015] It is adapted to be placed at the level of shelves **10**, or revolving platforms in supermarkets, shops and the like.

[0016] The object-holding device **1** for goods display in summary comprises at least one object-holding rod **2**, a tag-holding rod **3**, a tag-carrying plate **4** secured to the tag-holding rod **2** and a hooking element **5** adapted to enable a movable engagement of device **1** with a shelf **10** or the like.

[0017] In greater detail, the object-holding rod **2** is a rod of a varying length depending on requirements and the product nature, being for example some ten centimetres long, and adapted to be disposed in a substantially horizontal position, when in the operating condition.

[0018] It mainly extends along a single direction and comprises a substantially straight portion, and preferably an end portion **2a** that is inclined upwards in an operating position to prevent the objects placed thereon and slidably hanging therefrom from falling.

[0019] The object-holding rod **2** is made of metal or preferably of a polymeric material as shown in Fig. 1, and more preferably of polycarbonate.

[0020] In the last-mentioned case said rod suitably has a cross-shaped section, so that it has a better resistance to bending, and its diameter is in the order of one centimetre.

[0021] The tag-holding rod **3** is made of a polymeric material, preferably polycarbonate, and preferably has a T-shaped section, a height preferably included between 2 cm and 8 cm and a width preferably included between 2 cm and 6 cm. The section itself gives it an ideal resistance to bending and allows the tag-holding rod **3** to be well in sight, should it be useful to mark and distinguish the products, as better specified hereinafter.

[0022] The tag-holding rod **3** too mainly extends in a single direction, suitably parallel to the extension direction of the object-holding rod **2**. It further comprises a substantially straight portion and can comprise a second end portion **3a** near the end portion **2a** of the object-holding rod **2** and inclined upwards to enable a better view of tag **2**.

[0023] The tag-carrying plate **4**, on the contrary, consists of a metal or polymeric plate, adapted to act as a support for a tag. The tag can be made of paper or the like or it can be an electronic tag consisting of a display.

[0024] The tag-carrying plate **4** therefore has a major extension plane disposed in skew directions relative to the major extension direction of rods **2** and **3**.

[0025] The tag-carrying plate is further secured to the tag-holding rod **3** by means of a rotational hinge **6** adapted to enable rotations of the tag-carrying plate **4** relative to the tag-holding rod **3**.

[0026] In particular, the rotational hinge **6** allows rotations along a substantially horizontal axis perpendicular to the major extension direction of the tag-holding rod,

as shown in Fig. 3.

[0027] Moreover, the rotational hinge 6 preferably allows rotations in a finite number of angular positions, at which the rotational hinge 6 maintains the tag-carrying plate 4 in a position of stable equilibrium.

[0028] This expedient is for example obtained by inserting a series of protrusions and notches, at suitable positions, inside the rotational hinge 6 and it allows a simpler and quicker adjustment of the tag-carrying plate 4.

[0029] For instance, inclinations are preferred that are multiples of 15°, relative to the vertical direction and in operating conditions, both clockwise and counterclockwise. In addition, inclinations exceeding 30° are often useless.

[0030] The rotational hinge 6 is then preferably anti-theft, and thus it cannot be manually unhooked.

[0031] The hooking element 5 is made of polymeric material as well, and preferably of polyethylene, and comprises a base 7 supporting the rods 2 and 3 and a hook 8 for connection to a shelf 10 or the like.

[0032] In particular, the supporting base 7 is of an outer parallelepiped shape and comprises a plurality of diagonal lattice portions giving the base itself a high mechanical strength.

[0033] On the contrary, the shape of hook 8 depends on the type of shelf 10 or the like. In particular, it can be suitably shaped for being connected to a bar, a slat or a grating. The shape of these hooks is known by itself.

[0034] The elements of polymeric material of the device 1 consisting of the tag-holding rod, the hooking element 5 and, in some cases, the object-holding rod too, are preferably made of one piece construction.

[0035] This solution enables cheapness in manufacture, since a single moulding operation is sufficient, and a greater mechanical strength as joints or the like are not present.

[0036] Device 1, when in the operating condition, is placed on a shelf 10 or the like that preferably comprises a plurality of devices 1.

[0037] These devices 1 are preferably such disposed that the major extension direction of rods 2 and 3 is substantially horizontal or slightly inclined upwards, to prevent the objects placed thereon from falling by sliding.

[0038] Actually, by the term "shelf" 10 also mere walls with support elements for the hooks 8 or revolving platforms or others are intended.

[0039] In addition, the tag-carrying plates 4 are all suitably turned towards a single observation point, as shown in Fig. 4, so as to enable a user or purchaser to comfortably and simultaneously look at the tags of different devices 1, irrespective of the height at which they are placed relative to the observer.

[0040] Finally, use of the object-holding devices 1 contemplates the operations of inserting the packages of the products or the products themselves on the object-holding rod 2 and specifying the type of product, the price and other information on the tag placed on plate 4.

[0041] The invention achieves important advantages.

[0042] In fact, the object-holding device 1 allows an easy reading of tags placed at different positions, as shown in Fig. 4.

5 **[0043]** Another important advantage of the object-holding device 1 resides in that the tag-holding rod 3 is well visible and is made of a polymeric material. Therefore it can be provided in different colours so as to allow a possible first cataloguing of the exposed objects or a decoration of the environment.

10 **[0044]** In addition, the object-holding device 1 has a better visual impact as compared with the present hooks made of galvanised wire.

15 **[0045]** A still further advantage of the device 1 is represented by the fact that it is made of materials that can be 100% recycled, such as polycarbonate.

[0046] The object-holding device 1 is also cheap, simple and strong.

20 **[0047]** The invention is susceptible of variants falling within the scope of the inventive idea and all of the details can be replaced by equivalent elements.

Claims

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1. An object-holding device (1) for displaying goods and articles in a hanging position, comprising at least one object-holding rod (2), a tag-holding rod (3), a tag-carrying plate (4) secured to said tag-holding rod (3), a hooking element (5) suitable to enable engagement of said object-holding device (1) with a shelf (10) or the like, **characterised in that** said tag-carrying plate (4) is connected to said tag-holding rod (3) by means of a rotational hinge (6) adapted to enable rotations of said tag-carrying plate (4).

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2. An object-holding device (1) as claimed in claim 1, wherein said rotational hinge (6), when said device is in an operating position, is adapted to allow rotations of said tag-carrying plate (4) around a substantially horizontal axis, perpendicular to the major extension direction of said object-holding rod (2).

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3. An object-holding device (1) as claimed in one or more of the preceding claims, wherein said rotational hinge (6) allows a rotation in a finite number of angular positions, at which said rotational hinge (6) maintains said tag-carrying plate (4) in a stable position.

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4. An object-holding device (1) as claimed in one or more of the preceding claims, wherein said tag-holding rod (3) and hooking element (5) are made of a polymeric material.

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5. An object-holding device (1) as claimed in claim 4, wherein said tag-holding rod (3) and hooking element (5) are of one piece construction.

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6. An object-holding device (1) as claimed in one or more of claims 4 and 5, wherein said object-holding rod (2) is made of a polymeric material.
7. An object-holding device (1) as claimed in claim 6, wherein said object-holding rod (2), tag-holding rod (3) and hooking element (5) are of one piece construction. 5
8. A shelf (10) comprising at least one object-holding device (1) as claimed in one or more of the preceding claims. 10
9. A shelf (10) as claimed in claim 8, comprising a plurality of said object-holding devices (1) including tag-carrying plates (4) all turned towards a single observation point. 15

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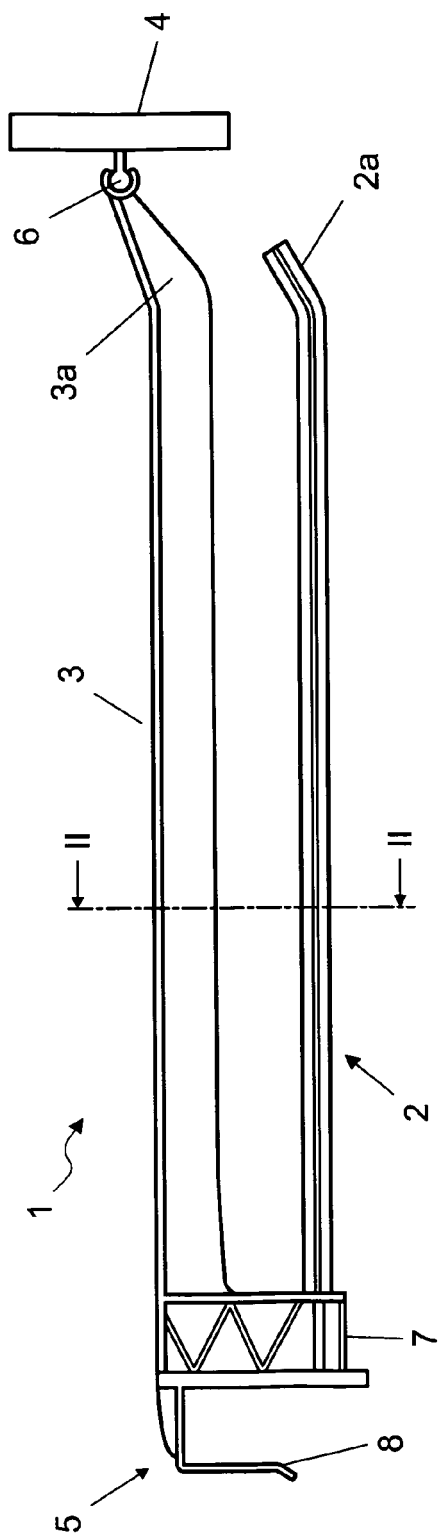


Fig. 1

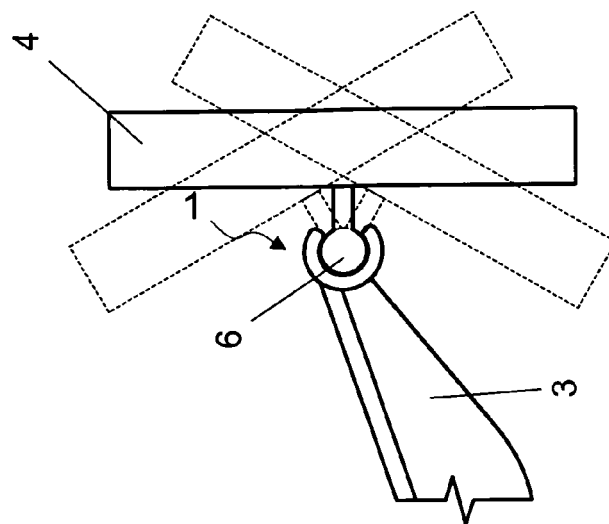


Fig. 3

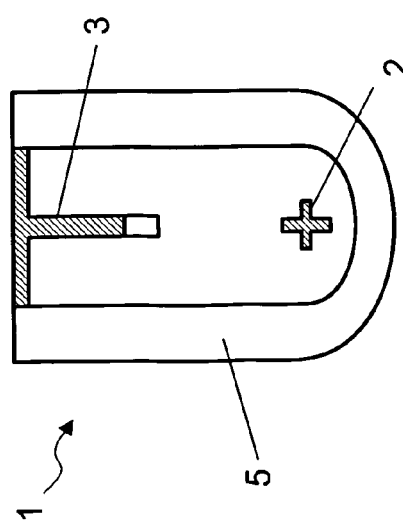


Fig. 2
sez. II-II

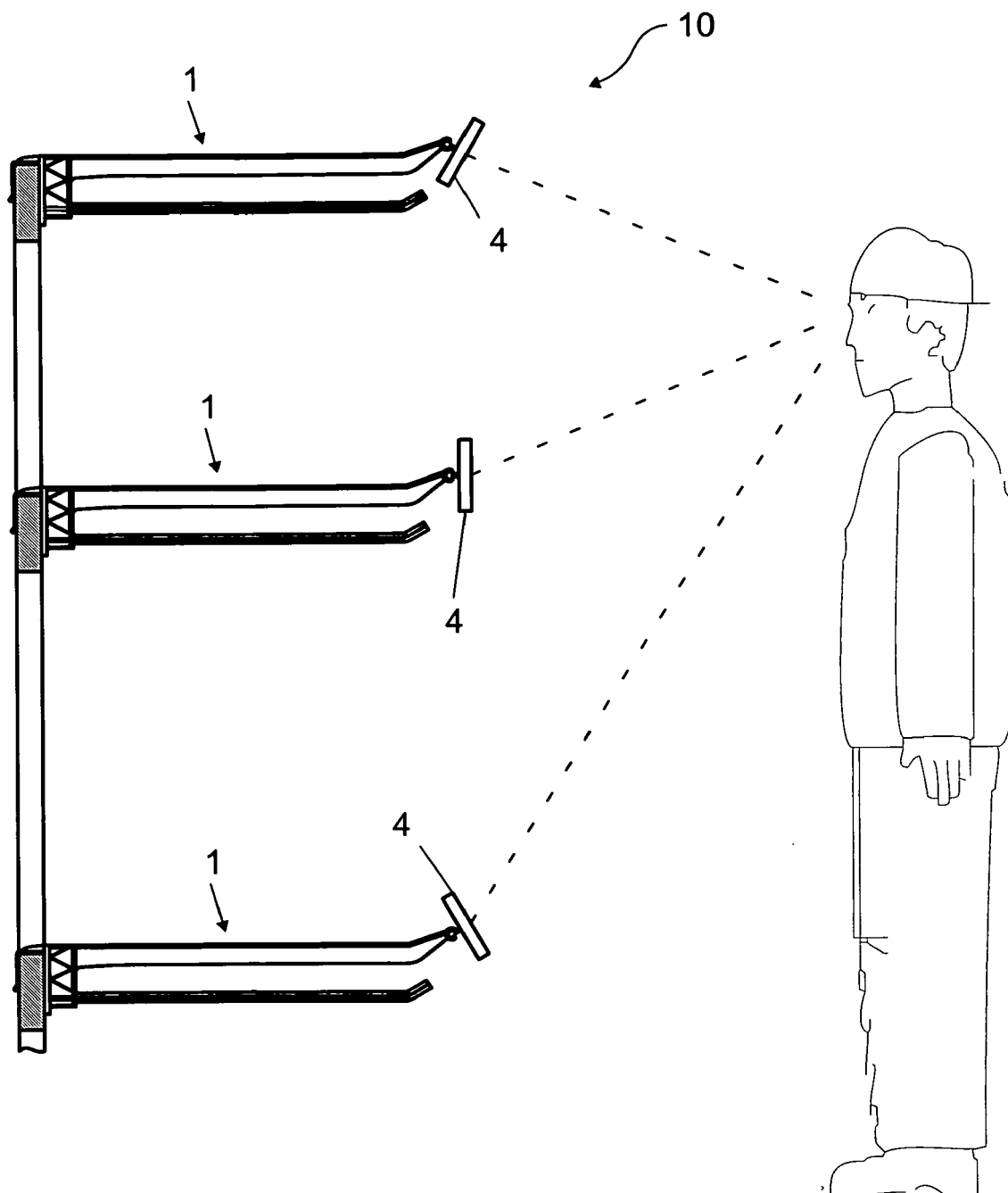


Fig. 4