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(54) **Displaying support for goods on-sale in blister packagings**

(57) A displaying support for blister packages provided with a hanging eyelet has hanging arms or hangers (1-2) that can be arranged at any height along a supporting rod (9) and oriented in any direction. The hanging arms or hangers (1-2) are molded in a single piece and adapted to receive a lever arm suitable to block them on the rod (9). The rod (9) may be vertically supported by a base for a stable placement on a floor or by one or a number of clamps or magnets for the assembling on a fixed structure.

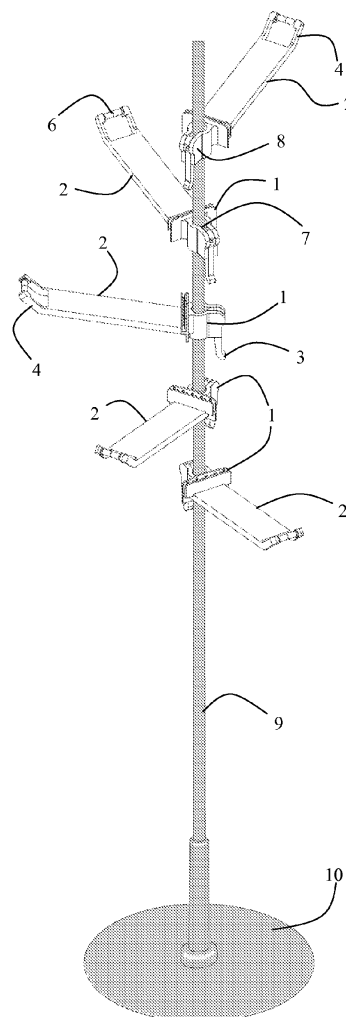


FIG. 4

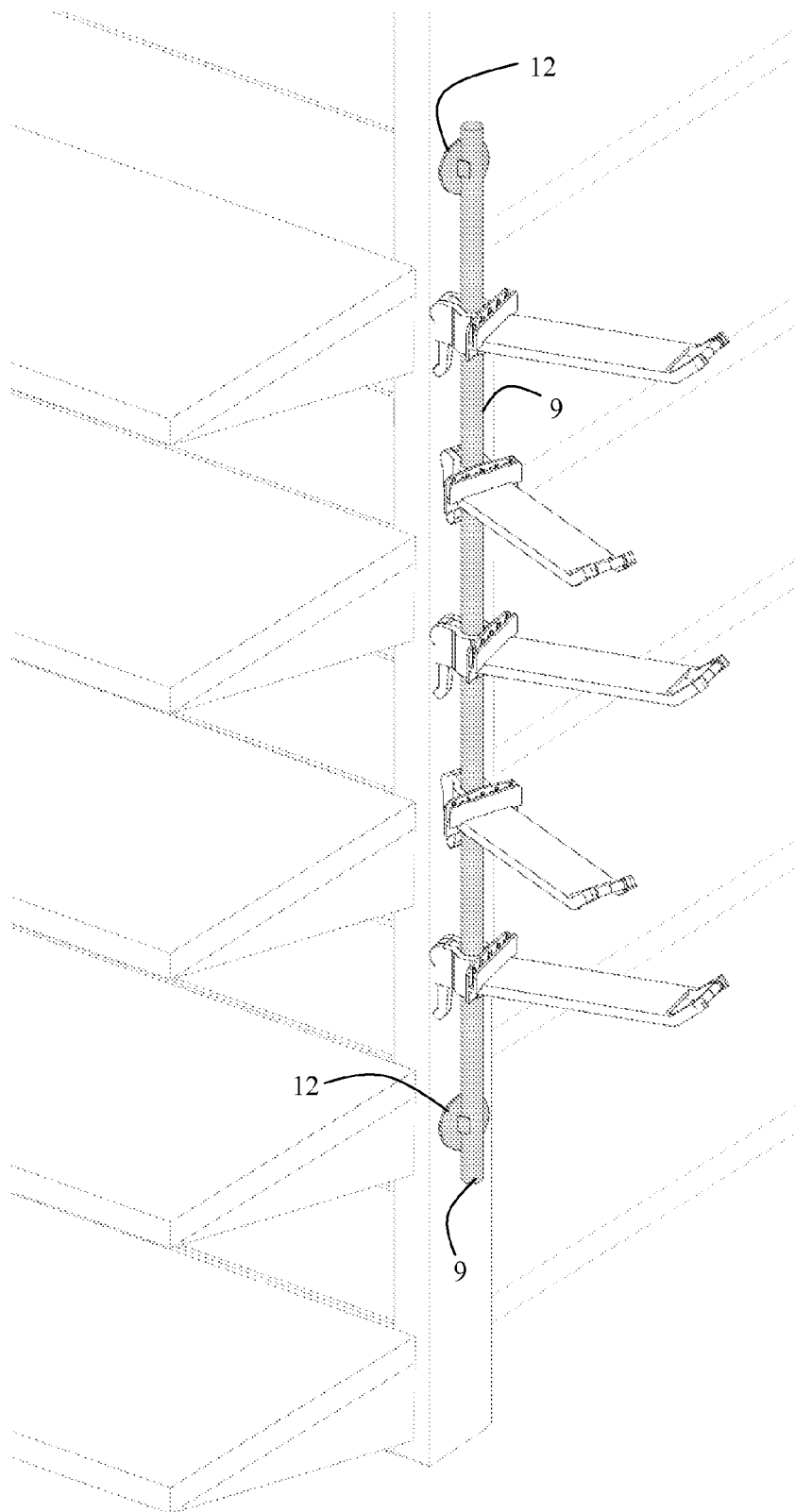


FIG. 7

Description

[0001] The present invention relates to displaying supports for packaged products on-sale and more particularly to a displaying support for blister packages that are provided with a eyelet suitable to hang the blister packages on a hanger of the displaying support.

[0002] Displaying supports for products on-sale in blister packages having a hanging eyelet are widely used. They are essentially comprised of a wall panel with holes arranged at different heights into which are held the ends of hangers on which the blister packages are hung.

[0003] Displaying supports of a known type are in form of an outfitted wall panel for customers to walk past it having in sight the products on-sale, all looking in the same direction, e. g. facing an aisle or a stroll area. With these displaying supports it is not possible to modify the orientation of the hangers as wished, the hangers being always perpendicular to the supporting panel. Moreover, the hangers may only be arranged in parallel rows at predefined heights.

[0004] It has been found a new displaying support for blister packages with a hanging eyelet, having hangers that may be arranged at any height and oriented in any direction.

[0005] The displaying support can be used in areas where customers may walk around the displaying support or stroll among a number of displaying supports, as well as in locations that are normally unsuitable for panel displays, for example at the ends of shelvings.

[0006] The displaying support substantially comprises at least one supporting member in the form of a basement suitable for a stable placement on the floor or of one or more clamps or magnets adapted to alternatively fasten the displaying support to a fixed structure, at least a rod held upright in the supporting member and a plurality of hangers, each one adapted to support blister packages at different heights and orientations.

[0007] The invention is defined in the annexed claims.

Figure 1 is a front view of a hanger of the new displaying support.

Figure 2 is a top view of a hanger of the new displaying support.

Figure 3 is a side view of a hanger of the new displaying support.

Figures 4 to 10 show various embodiments of the new displaying support having a supporting structure in the form of an upright or assembled on a shelf.

[0008] The new displaying support allows to adjust at wish the height and the orientation of the blister packages on-sale thanks to a plurality of hangers of the type shown in Figures 1 to 3, fitted over the vertical rod.

[0009] Substantially, the arms or hangers 1-2 on which the packages hung, comprise two parts. The first part 1 includes a split ring clamp 7 that can be slipped over the supporting rod and blocked in place. The split ring ends

have similar radially extending parallel wings 8, between which a cam lever 3 is pivotally mounted. When rotated downwards, the lever 3 tightly blocks the split ring clamp in place, thus holding the hanger in position. The first part may also comprise a pocket 5 suitable to hold a printed label showing the characteristics of the product on-sale and its price. The second part 2 basically consists of a straight cantilever arm hanger 2 over which the eyelets of the blister packages of the products may be hung.

[0010] The straight cantilever arm 2 may be slightly inclined upwards in order to make the packages slide by gravity towards the supporting rod, and may also have an upwardly bent free end portion 4, e.g. the arm may be in form of a two prong fork ending with a transverse portion or connecting pin 6 as shown in Figures 2 and 3.

[0011] Figures 4 to 9 show different embodiments of the new displaying support. These figures differ from one another for the different supporting member 10 of the rod 9 on which the hangers are installed.

[0012] In the embodiment shown in figure 4, the displaying support is in the form of an upright on which hangers are secured at different heights and orientations that can be adjusted at wish. In figure 5 the base 10 is constituted by clamps adapted to be mounted on a basket container and the hangers have cantilever arm hangers a different length.

[0013] Figures 5 to 8 show other displaying supports of this disclosure provided with an expandable clamp 13 suitable to be mounted on a wire net basket (Figure 5), plates 11 suitable to be fixed onto shelves (Figures 6 and 8) or magnets 12 allowing to suspend the displaying support on the uprights of a displaying rack (Figure 7), respectively. The displaying supports may also be provided with a plurality of vertical supporting rods 9 as shown in the embodiment of figure 8 and the hangers according to the present invention may be oriented in different directions and blocked at different heights that can be adjusted at wish.

[0014] Figure 9 shows a displaying support of this disclosure, supporting blister packages and carrying a label relating to the displayed product in the pocket integrally formed with the part 1 of the on which the products (batteries in the example) are hung. According to an embodiment the present disclosure, the cantilever arm hanger (1-2) may even be manufactured in a single molded piece.

[0015] Figure 10 shows a case in which a label related to the displayed product is inserted in a plastic pocket having a hook-shaped part that may fitted around a cylindrical connecting pin 6 at the end of a two prong hanger of the present disclosure, so that it can freely tilt and pass through the eyelet of a blister package.

[0016] The supporting rod 9 and the hangers 1-2 are preferably made of molded plastic, though they may be made of other suitable materials, e.g. aluminum or aluminum alloys.

[0017] At least the cam lever 3 is preferably made of nylon reinforced with glass fibers or other material having

a comparably high mechanical strength and elasticity.

Claims

1. A displaying support for products on-sale in blister packages having a eyelet adapted to hang them on a hanger of the displaying support, comprising:
 - at least one supporting member in the form of a basement for placement on a floor or of one or a plurality of clamps or magnets for fastening to a fixed structure;
 - at least one vertical supporting rod fitted in said supporting member;
 - a plurality of cantilever hangers each adapted to support blister packages, independently set at different heights and orientations along said vertical rod.
2. A displaying support according to claim 1, **characterized in that** each hanger comprises:
 - a single molded piece made of reinforced plastics having a first part defining a split ring clamp, having terminal radially extending parallel wings connected by a pin on which a cam lever is pivotally held between said parallel wings, and a second part forming a cantilever arm hanger extending from said first part with an upward inclination, a two prong arm, the two prongs joined at their free end by a cylindrical crossbar adapted to hingedly sustain a tiltable label holder; and
 - a cam lever engaged on the connecting pin of said parallel wings of the split ring clamp rotatable around the pin for blocking the hanger in a desired position by elastically enhanced friction between a surface of the eccentric profile of the rotatable cam lever and the surface of the supporting rod.

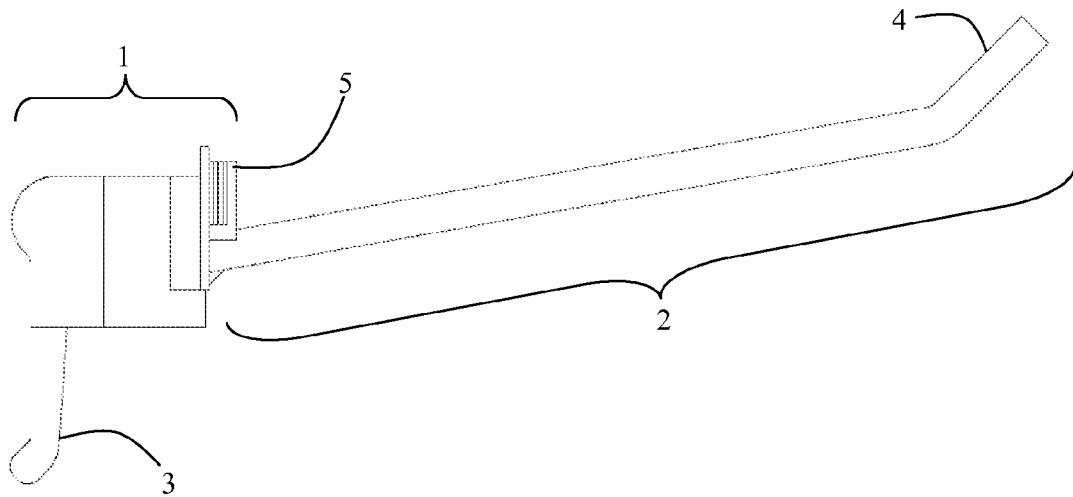


FIG. 1

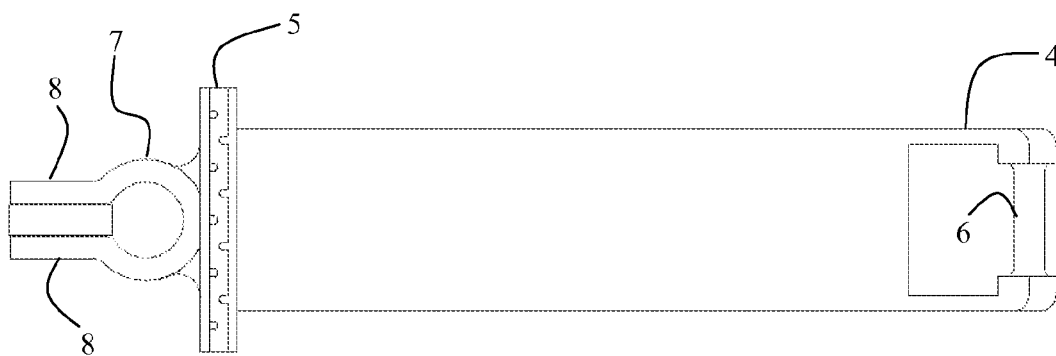


FIG. 2

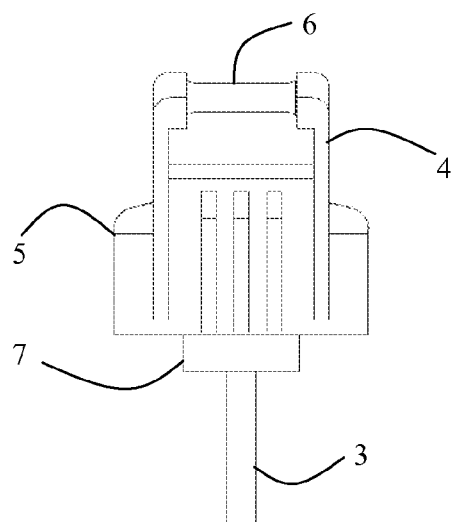


FIG. 3

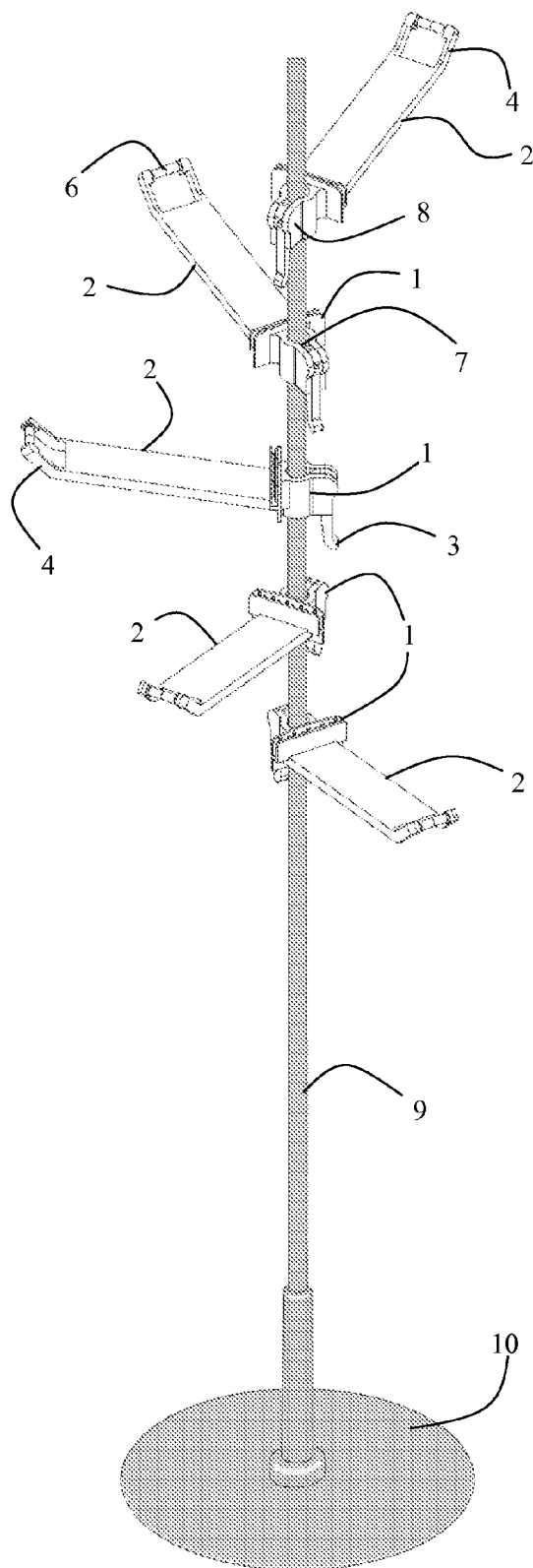


FIG. 4

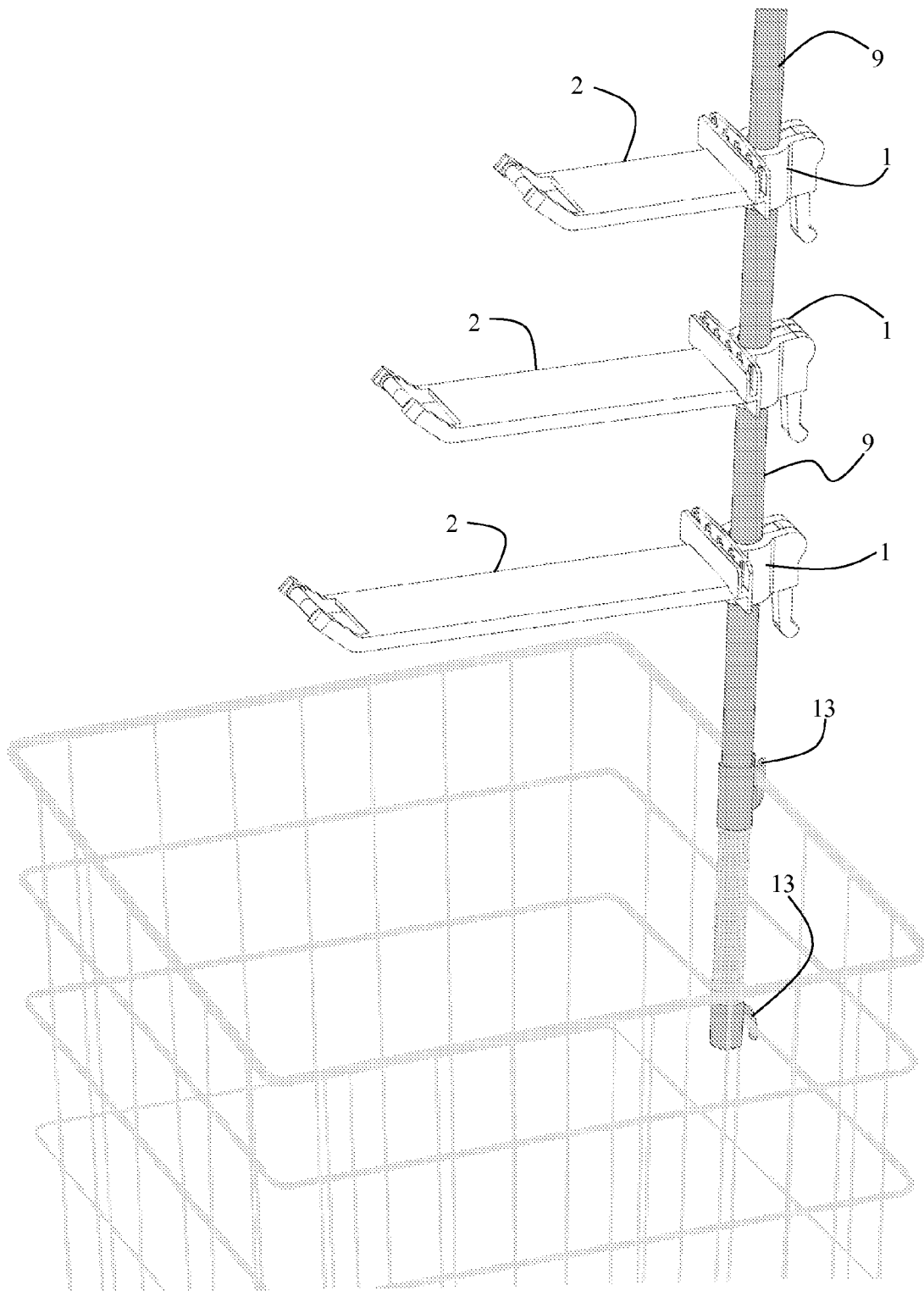


FIG. 5

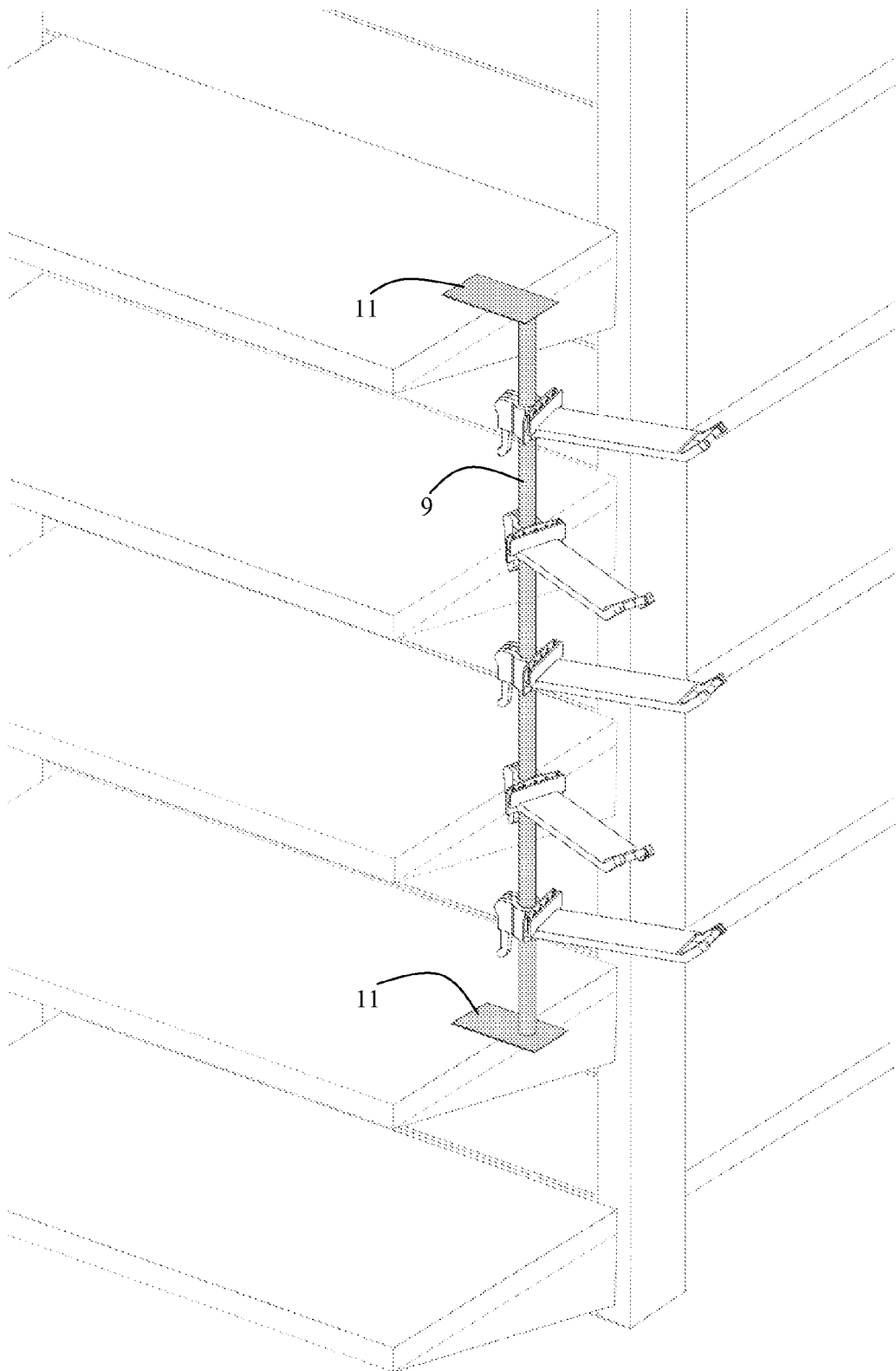


FIG. 6

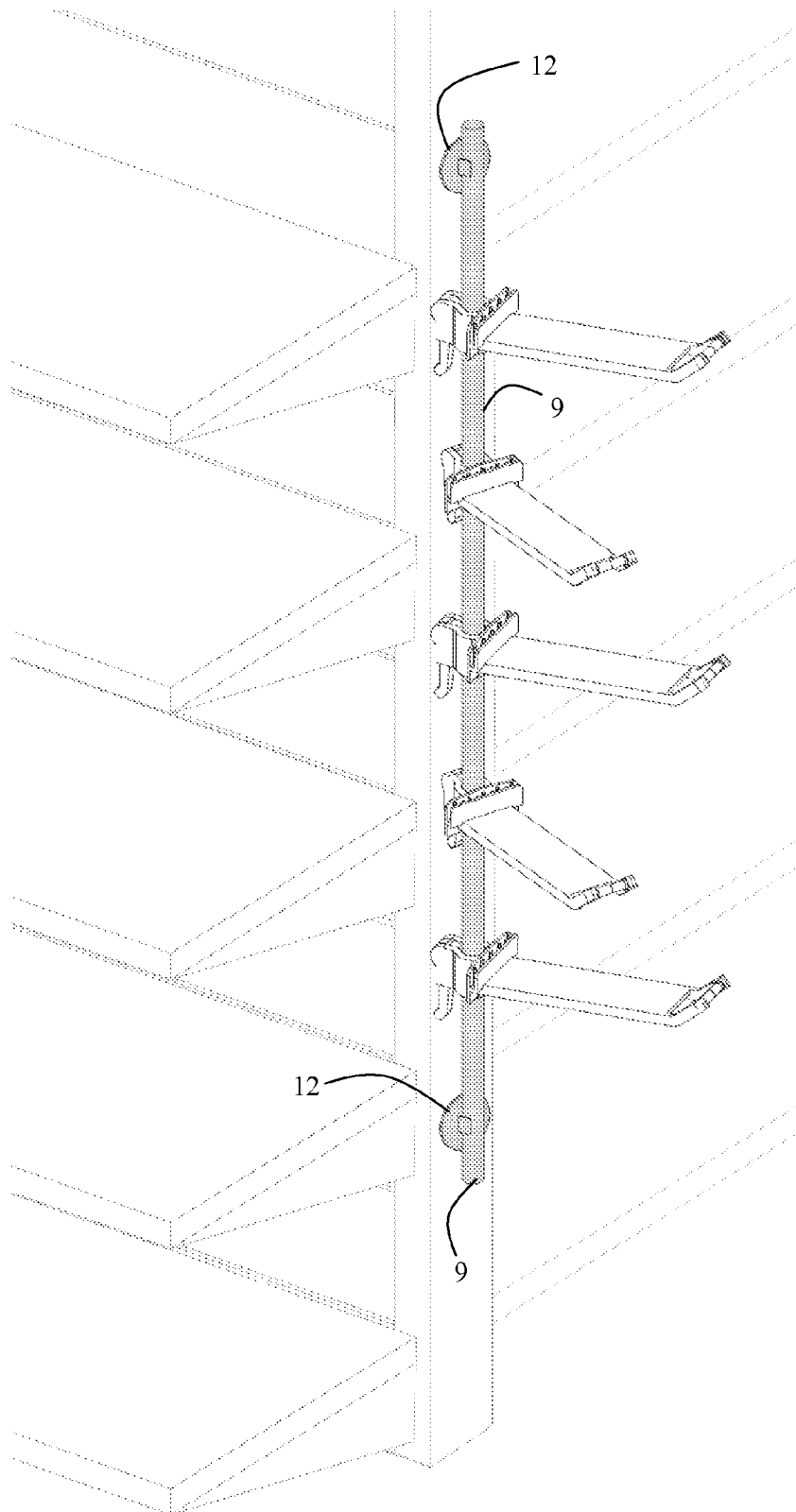


FIG. 7

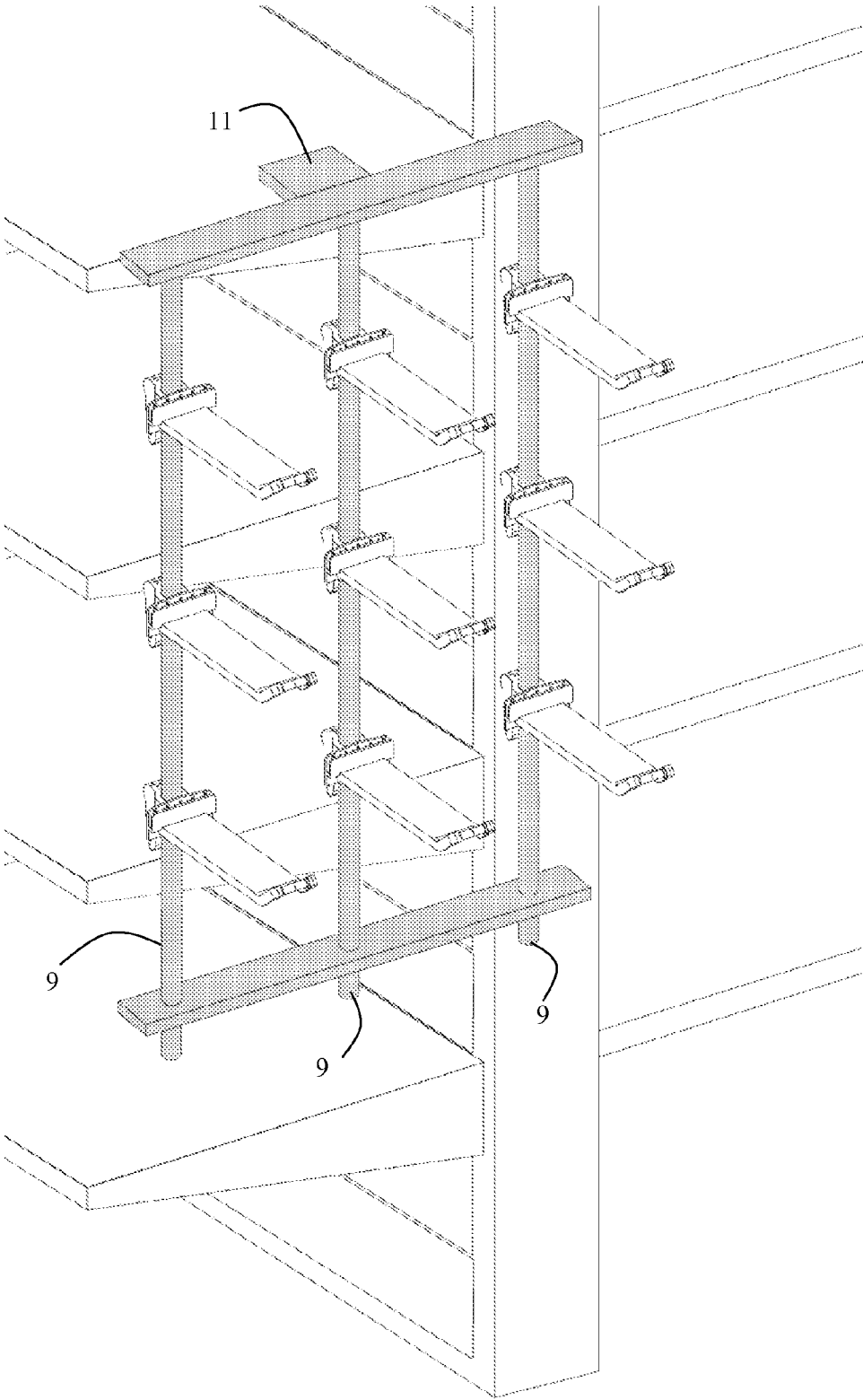


FIG. 8

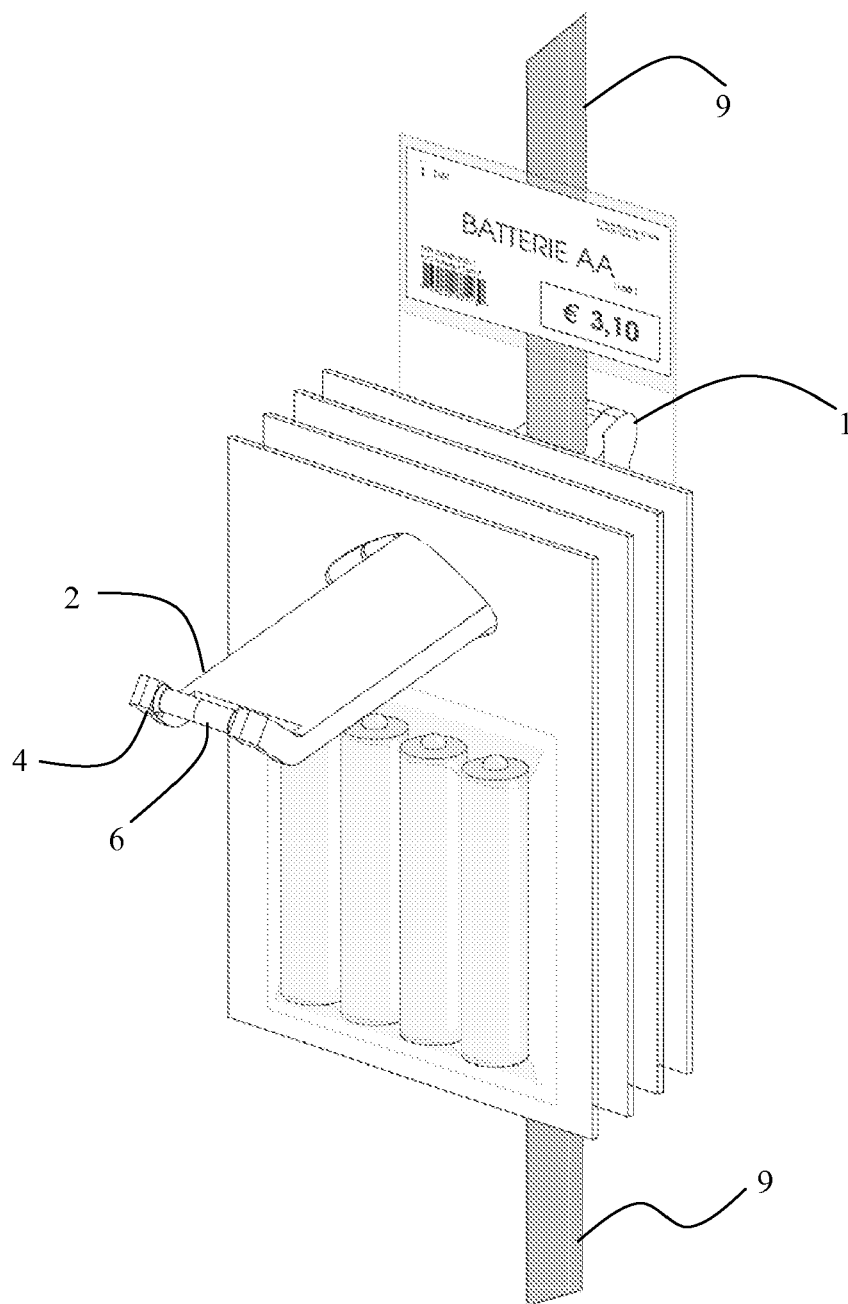


FIG. 9

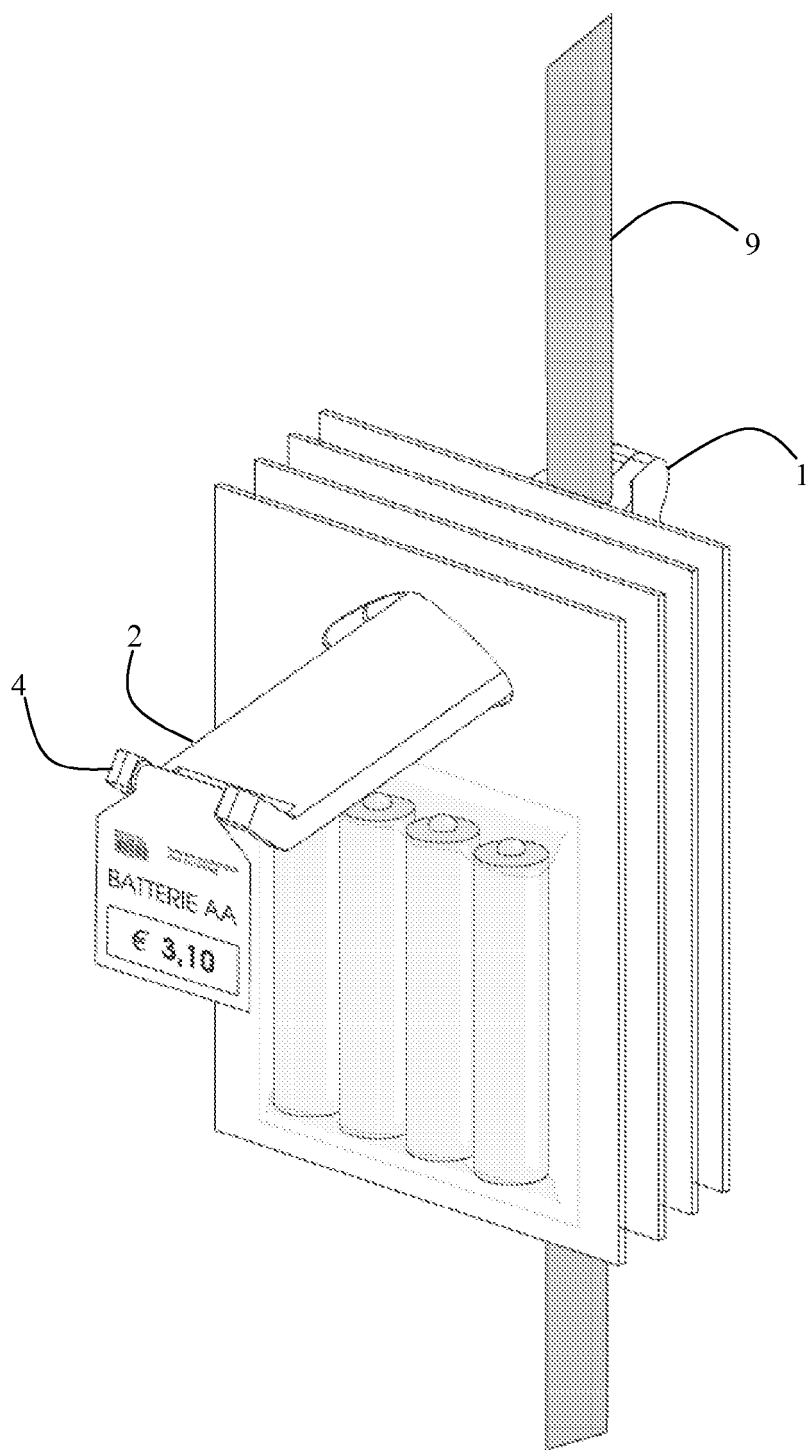


FIG. 10



EUROPEAN SEARCH REPORT

Application Number
EP 11 15 5183

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 2 123 695 A (ELMER FRANCIS E) 12 July 1938 (1938-07-12) * the whole document *	1	INV. A47F5/06
X	FR 1 079 077 A (HARLEY GASTON) 25 November 1954 (1954-11-25) * the whole document *	1	
			TECHNICAL FIELDS SEARCHED (IPC)
			A47B A47F
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 27 May 2011	Examiner van Hoogstraten, S
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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**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 11 15 5183

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
The members are as contained in the European Patent Office EDP file on
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27-05-2011

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US 2123695	A	12-07-1938	NONE	

FR 1079077	A	25-11-1954	NONE	
