(19) Europäisches Patentamt
European Patent Office
Office européen des brevets

(11) **EP 2 544 168 A1**

(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:
09.01.2013 Bulletin 2013/02

(51) Int Cl.:
G09F 15/00 *(2006.01)*

(21) Application number: **12172584.0**

(22) Date of filing: **19.06.2012**

(84) Designated Contracting States:
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR
Designated Extension States:
BA ME

(30) Priority: **04.07.2011 SE 1150629**

(71) Applicant: **X2 Nordic AB**
434 37 Kungsbacka (SE)

(72) Inventor: **Bergland, Jan**
439 33 Onsala (SE)

(74) Representative: **Bergentall, Annika Maria**
Cegumark AB
P.O. Box 53047
400 14 Göteborg (SE)

(54) **Display tower arrangement and method of providing the same**

(57) The present invention relates to a display tower arrangement (10), which in a mounted state is intended to support information and/or objects directly, or indirectly by means of an information carrier (12), which is removably mountable thereon. It comprises an elongated post (1) consisting of for example corrugated cardboard, with a hollow cross-sectional shape at right angles to a central axis of the post,
a flange device (2), which is connected to the post and which extends substantially at right angles thereto,
a holding plate (3), which is designed to abut against the flange device (2) in order to exert a force on the flange device.
Furthermore, it comprises a base plate (4), which in the mounted state is arranged at the side of the flange device (2), which is opposite to the upper side, at which the holding plate (3) abuts against this, so that the flange device (2) is clamped and held between the holding plate (3) and the base plate (4).

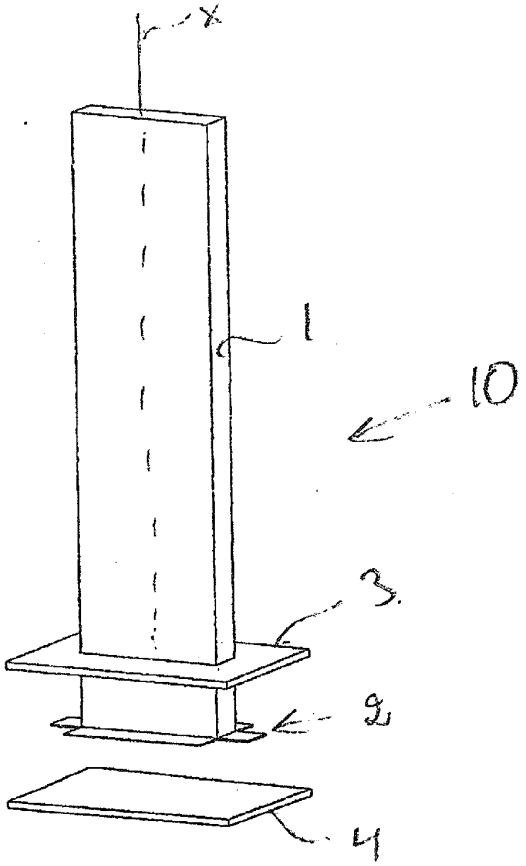


Fig 1A

EP 2 544 168 A1

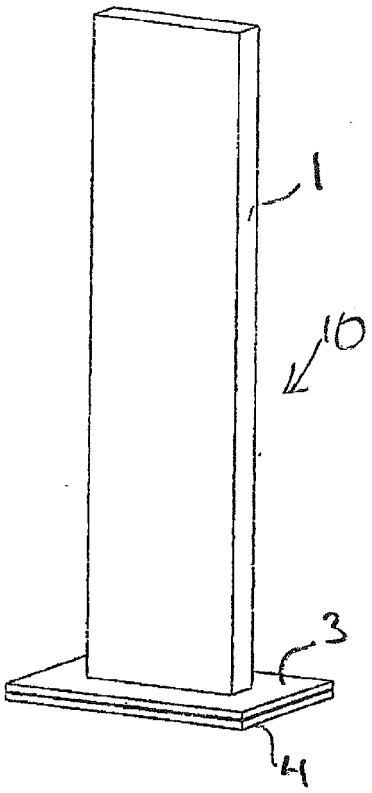


Fig 1B

Description

TECHNICAL FIELD

[0001] The present invention relates to a display tower arrangement, which in a mounted state is intended to be able to support information and/or objects, products or goods directly, or indirectly by means of an information carrier, which is removably applicable (mountable) thereon, and which comprises an elongated post consisting of board, for example corrugated cardboard, paperboard or plastic material or similar, and which exhibits a hollow cross-sectional shape perpendicular to a central axis for the post, a flange or edge device at one of the ends of the post, which is connected to or integral with the post and, in a mounted state, designed to extend substantially at right angles in relation to the central axis of the post, and a holding plate, which in the mounted state of the display tower arrangement is designed to abut against the flange or edge device in order to exert a force on the flange device and keep the column in place. The invention also relates to a method of obtaining such a display tower arrangement.

STATE OF THE ART

[0002] SE 527 937 discloses a device for a display tower with a post extending from a foot and which is designed to carry goods, information and/or to form support for an information carrier threadable thereon. The post is formed by a sheet of corrugated cardboard or similar material formed from a folded plane state, which along crease lines is foldable from a folded plane storage and transportation state into a raised tubular state. The foot-forming edge side of the sheet exhibits at least two slot-shaped cutting-outs forming tongues between the cutting-outs, which can be turned at least 90° in order to provide outwards folded feet in unfolded or mounted state. A weight consisting of a hard and heavy material, which forms the material of the foot plate, surrounds the post. This material has a shape-adapted receiving opening, so that the weight forms a foot-plate, which is to be threaded onto the post, so that the foot-plate in a mounted state weighs down and keeps the feet in place in their outwards-turned position.

[0003] A disadvantage of that device is that the so called feet are in direct contact with the support, which may be a ground surface, a floor or similar. This means that moisture, water or any other liquid substance may easily be absorbed by the feet and damage the display tower device or make it unusable. Even if it is proposed to impregnate these foot-forming tongues against moisture, for example in that at least their undersides are coated with wax or some other similar impregnating agent, that is many times not sufficient, especially if they are exposed to large quantities of liquid substances, for example water, as this is in no way enough. Furthermore, this implies a limitation in connection with production and mounting, since a certain part of the sheet, which is to form the post device, shall be provided with an impregnating agent, which might lead to time-consuming mounting, which, furthermore, might make it necessary to carry out the mounting in another environment or in special premises, since some sort of impregnating agent is used. It also means that there is a risk of errors occurring, since an insufficient amount of the impregnating agent might unintentionally be applied, or it might be applied irregularly or similar. Generally speaking, the underside of the foot part is completely unprotected, which is a disadvantage in itself. A further drawback of this device is that it is difficult to move, as it then either must be dismounted or be lifted in the foot part as well as in the foot plate, which means that it will get worn, may break or be ungainly to handle, which will result in that it is not used to the desired extent in places where it may be necessary to move it. Unintentional movement, such as it being knocked against, pushed aside or similar, may easily result either in that the different elements are separated from each other or that especially the foot part is exposed to unnecessary wear. Thus, this device is most adapted to be used in places where it is more or less guaranteed that the support is free from moisture, at least that it is not running the risk of getting wet, and where the risk of it being unintentionally displaced is small, and where it is placed in the correct position, at least for a somewhat longer time.

DESCRIPTION OF THE INVENTION

[0004] Thus, it is an object of the present invention to provide an improved display tower arrangement, which is easy and inexpensive to produce, easy to mount, and which is less sensitive to phenomena related to the surroundings or to the environment, in which it is placed, especially moisture, wet or similar on the surface on which it is placed. It is also an object to provide a flexible display tower arrangement, which either is or in a simple way can be brought to be easy to move, and which, generally, is easier to move than up to now known arrangements.

[0005] A special object is to provide an arrangement, which optionally can be made very easy to move and which, thus, is suitable to use where it more or less frequently will be moved from one position to another, and which possibly, when it is to be kept in one and the same place for a longer time, may be locked so that it is not so easy to move. It is also an object to provide an arrangement, which is more stable and flexible than up to now known arrangements, and which can easily be transported from one place to another, either directly or by demounting and mounting again. It is also an object to provide an arrangement, which is flexible in so far as it can be used for displaying and/or supporting various kinds of information material or objects, products.

[0006] These objects are reached by means of a display tower arrangement with the features stated in the

characterizing part of Patent Claim 1.

[0007] Advantageous embodiments are indicated by the characteristics stated in the dependent claims.

[0008] It is also an object of the invention to provide a method, by means of which one or more of the objects mentioned above can be reached in order to provide a display tower arrangement for supporting information and/or objects, products or goods directly on a post, which is part of the display tower arrangement, and/or on an information and/or product carrier, which can be arranged thereon by providing slot-shaped cutting-outs along an edge of a sheet consisting of board, paperboard or corrugated cardboard in order to obtain a flange device, and to provide crease or folding lines in the sheet at a mutual distance from one another. This is reached by means of the characteristics indicated in Patent Claim 19. Preferred embodiments of the method are stated in the depending claims referring to Claim 19.

SHORT DESCRIPTION OF THE FIGURES

[0009] The invention will be described in the following, in a non-limiting way, with reference to the accompanying figures, in which:

Fig. 1A illustrates a display tower arrangement according to a first embodiment in a partly mounted state,

Fig. 1B illustrates the display tower arrangement according to Fig. 1A in a mounted state,

Fig. 2 illustrates a display tower arrangement according to a second embodiment with a first variant of fastening element,

Fig. 3 illustrates a display tower arrangement according to a third embodiment with a second variant of fastening element,

Fig. 4A illustrates a fourth embodiment of a display tower arrangement in partly unmounted step, seen obliquely from below,

Fig. 4B illustrates the display tower arrangement according to Fig. 4A in a later mounting step,

Fig. 4C illustrates the display tower arrangement according to Fig. 4A in a mounted state,

Fig. 5A illustrates an embodiment of a display tower arrangement in partly a mounted state, seen obliquely from below,

Fig. 5B illustrates the display tower arrangement according to Fig. 5A in a later a mounting step,

Fig. 5C illustrates the display tower arrangement according to Fig. 5A in a mounted state, seen obliquely from above,

Fig. 6 illustrates an example of a display tower arrangement substantially according to Fig. 1A, but in an embodiment where the base plate is provided with wheels,

Fig. 7 illustrates a further embodiment of a display tower arrangement substantially according to Fig. 4A, but in which the base plate is provided with wheels at the bottom,

Fig. 8 illustrates a further embodiment of a display tower arrangement substantially according to Fig. 1A, but in which the base plate is provided with supporting feet or supporting legs,

Fig. 9 illustrates a further example of a display tower arrangement substantially according to Fig. 6, but in which it furthermore comprises an information carrier a mounted on the post,

Fig. 10A, 10B illustrate alternative embodiments of posts, which are provided with suspension spears, sleeves, hooks, shelves or similar, and

Fig. 11 illustrates an example of a sheet intended to form a post with flange device.

DETAILED DESCRIPTION

[0010] Figure 1A illustrates a first embodiment of a display tower arrangement 10 according to the invention in a partly mounted state. It comprises a post 1, which for example may be formed in the way described in SE 527 937 by corrugated cardboard, a sheet of cardboard or similar (see also Fig. 11), and which is folded along folding or crease lines to form (here) a rectangular hollow post with a flange device 2 at one of its ends, which is formed by an edge on the sheet, which is provided with folding or crease lines and with slots, so that the flange device 2 can be formed by sections or flanges having respective lengths corresponding to lateral lengths of the sheet forming the post, which in assembled state has a rectangular cross section. On the post 1 a holding plate 3 is threaded, which exhibits an opening, the shape/size

of which is adapted to the cross section of the post. The holding plate 3 consists of a material having a certain weight, for example of plastic, wood or metal, a plate or a combination of these materials. According to an advantageous embodiment the holding plate 3A consists of a so called MDF-board (Medium Density Fibre Board), a particle board or any other furniture material, which can be produced on a large scale, or similar, and it is provided with a through hole, which may, but not necessarily has to be centrally located on the holding plate, and either be completely shape-adapted to the outer periphery of the post or which in one or more dimensions or sections is larger or smaller than this, however not smaller than that the flange device 2 in unfolded state is substantially covered by the holding plate 3 when this is placed on the flange device 2 when this is unfolded, to form substantially 90° in relation to an imaginary central axis X through the post or substantially at right angles to the longitudinal extension of the post. The thickness of the holding plate may vary, it may also be thin, but when it is thicker a co-operation between the edges of the hole and the peripheral portion of the post 1 received in the hole is obtained.

[0011] Furthermore, the display tower arrangement 10 comprises a base plate 4, which is so designed, that it in a mounted state is arranged below the flange device at the side, which is opposite to the side, upper side, at which the holding plate 3 abuts against this, so that the flange device 2 is clamped firmly between the holding plate 3 and the base plate 4. In the illustrated embodiment the base plate 4 has the same external shape as the holding plate 3 (but does not exhibit any through hole). In an advantageous embodiment the holding plate and the base plate are identical with the exception of the hole in the holding plate, i.e. they consist of the same material, have the same width and length dimensions and the same thickness. In alternative embodiments they may be made of different materials, and also, or alternatively, have different shape and/or thickness. Suitably, the base plate 4 is as large as or larger than the holding plate 3, but it has at least such a size that the undersides of the flange device, in a mounted state, are covered.

[0012] Figure 1B illustrates the display tower arrangement 10 in a mounted state, whereby the flange device 2 (not visible) is located between the base plate 4 and the holding plate 3. In the illustrated example the post 1 is so designed, that it has a rectangular cross section perpendicular to a central axis X. Of course, it may also exhibit other shapes, it can be square, circular, elliptic, oval, triangular, polygonal or irregular. As is shown in this figure, the post 1 is perpendicular to the base plate and the holding plate, respectively, and the flange device is clamped and held, especially by means of the weight on the holding plate 3, and/or its mounting on the base plate. Of course, the flange device 2 may be attached to the underside of the holding plate and/or the upper side of the base plate in any suitable way, for example by means of fastening elements or any other bond. Alternatively, the holding plate 3 and the base plate 4 may be fixedly or removably attached to one another in a suitable way, even if that is not necessary, examples are shown below.

[0013] Fig. 2 illustrates an embodiment of a display tower arrangement 10A with a post 1A, a holding plate 3A, a flange device 2A and a base plate 4A, which are substantially designed as described with reference to Figure 1A. As far as variations of the various elements are concerned, what has been said with reference to Figure 1A and Figure 1B, respectively, is applicable, i.e. various dimensions, shapes, thicknesses, and so on are possible also here. However, in the illustrated example the base plate 4A is on its upper side provided with fastening elements 5A, which are here arranged in the corners, and which may for example be elements which are adhesive on both sides, so that the underside of the holding plate 3A can be attached to the upper side of the base plate 4A. These fastening elements may, of course, be designed in different ways and do not have to be located in the corners, but may extend along the outer edges, the periphery, or be situated somewhat inside these or only at some of the edges. They may also be placed on the underside of the holding plate or on the underside of the holding plate as well as on the upper side of the base plate. Examples are co-operating Velcro® fasteners or magnets. The fastening elements may be so constructed, that the holding plate and the base plate can be mounted and demounted repeatedly or, alternatively, they may consist of fastening elements for more permanent attachment.

[0014] Fig. 3 illustrates another example of a display tower arrangement 10B according to the invention. As in Figures 1A, 1B and 2 it comprises a post 1B, a flange device 2B, a holding plate 3B and a base plate 4B. Also in this case the different elements may be varied as described with reference to Figures 1A, 1B with respect to shape, size, material. The difference between the display tower arrangement of Figure 3 and the one shown in Figure 2 is that the fastening elements here consist of screws, bolts or similar $5B_1$ intended to be introduced through through holes $5B_2$ in the holding plate and to be screwed in the base plate 4B, for example in holes 5C intended for this purpose.

[0015] It should be clear that as fastening elements to keep holding plate and base plate together a lot of alternatives are possible. For example, either the underside of the holding plate or the upper side of the base plate can be provided with taps or pins, which are arranged at right angles to the respective plate and intended to co-operate with holes or recesses in the other plate, which is not provided with said points or pins, so that in this way a completely mechanical fastening, preferably for temporary attachment and connection, is obtained, which prevents lateral movement between the plates, or magnets. It is also possible to use removable clamping elements, which are applied from the sides, for example with an upper and a lower leg (not shown), so that the holding plate is clamped against the base plate. The latter embodiment is particularly suitable to use when the base

plate is provided with some kind of lower support, for example legs or feet, wheels or spheres or similar, on which it can stand or be displaced, and so that a distance is formed between the base plate and the surface, for example floor, on which the arrangement is placed.

[0016] Fig. 4A illustrates another alternative embodiment of a display tower arrangement 10C according to the invention. Here the post has a flattened oval cross section which is perpendicular to a central axis X. Also here the post consists of a sheet, the longitudinal outer edges or flanges of which are glued together in a first mounting step (not shown). The flange device 2C is in the form of tongues, teeth or similar, which in a mounting step before the holding plate 3C is mounted in fact are parallel with the longitudinal sides of the post 1C and form tooth-like extensions thereof and are so designed, that they parallel to the axis X can be introduced through holes or apertures 13 provided in the holding plate 3C for this purpose in order to, in a following mounting step, be folded to abut parallel to the holding plate at its underside, which is the state illustrated in Fig. 4A, for illustrative reasons here already folded before they were introduced through the holes or the apertures 13, as is more clearly shown in Fig. 4B, where it can be seen how the flange device 2C abuts against the underside of the holding plate 3C. The display tower arrangement 10C also comprises a base plate 4C, as described above, which may have a shape which in external appearance corresponds with the shape of the holding plate 3C, but it may also have a different shape or thickness, as mentioned previously with reference to Fig. 1A and 1B, respectively. The holding plate and the base plate, respectively, may have a cross-sectional area which is larger than, but corresponds with, the periphery of the post at right angles to the central axis X, or a different shape, for example they can be square, rectangular or similar. Also any shape similar to the cross-sectional shape or the outer periphery of the post, here for example oval, but with cut off outer edges in the dimension corresponding to the longest dimension of the oval, is possible. There are many possible alternatives.

[0017] Figure 4C illustrates, as Figures 4A, 4B, a view obliquely from below of the display tower arrangement 10C, but here in a mounted state. Fastening elements, if any, can for example be designed as described with reference to Figures 2, 3. Also here the underside of the base plate can be provided with legs, wheels or spheres, which may be fixedly or removably arranged. It should be clear that posts exhibiting flange elements designed to be introduced through holes in a base plate, as described in figure 4A, also can have for example a square, rectangular, circular, elliptic, polygonal or triangular cross section, just as holding and base plates may have different shapes.

[0018] Fig. 5A shows another alternative embodiment of a display tower arrangement 10D similar to the one illustrated in Figure 4A and comprising a post 1D with oval or similar cross section (periphery), a cross section with arc-shaped walls which, as in the embodiment shown in Figure 4A, are provided with tooth-like elements forming partial extensions of the respective walls 2D, but which in this case are folded outwards instead of inwards towards a central axis, as in Figure 4A. Also in this figure these elements are shown in an already unfolded state, even if in practice the unfolding is not effected until the tooth-shaped elements 2D included in the flange device have been introduced through holes 13 in a holding plate 3D in order to be placed between this holding plate and a base plate 4D, when they are unfolded at an angle of 90° in relation to the central axis. In this as in the other embodiments the angle does not have to be 90°, but it may be larger as well as smaller, but in that case the holding plate and the base plate have a corresponding angular position.

[0019] Fig. 5B also shows a view obliquely from below of how the flange elements 2D are unfolded and abut against the underside of the holding plate 3D before this is placed on the upper side of the base plate 4D.

[0020] Figure 5C shows a view obliquely from above of the display tower arrangement 10D in a mounted state. It should be clear that also this display tower arrangement, with outwards, away from said axis directed flange elements, like the arrangement described with reference to Figure 4A, for example, may be varied correspondingly.

[0021] Figure 6 illustrates a display tower arrangement 10E similar to the one described with reference to Figure 1A, where the same reference numerals are used for corresponding elements, but in which the base plate 4E is provided with four wheels 6E on the underside. These may be fixedly mounted or removably arranged by means of some kind of fastening device. For example, they can be glued, removably attachable by means of clamps, tape, magnets, Velcro® fasteners, some kind of snap-in closure or screwed. They may also be fixedly mounted in another way than by gluing.

[0022] Correspondingly, Figure 7 illustrates a display tower arrangement 10F with a post 1C substantially similar to the one described with reference to Figure 4A, and similar elements are described with the same reference numerals as in Figure 4A. As in Figure 6 the base plate 4F is here rectangular and on its underside provided with fixedly mounted or removably mountable wheels 6F, also in this case four wheels. The same possibilities of variation are applicable as those described with reference to Figure 6. Alternatively, the base plate and the holding plate may in this case have a shape similar to that shown in Figure 4A or any other optional shape. Also the posts can be arranged and have a size and/or shape as described previously in the application.

[0023] Figure 8 illustrates another alternative display tower arrangement 10G, which is similar to the one described with reference to Figure 1A, and corresponding elements are designated with the same reference numerals as in this figure. The base plate 4C is provided with supporting elements or legs 6G, in the illustrated

example four in the respective outer corners. These legs or supporting elements or feet may be designed in different ways. It should be clear that also with different types of supporting elements or legs the rest of the display tower arrangement can be designed as described in connection with any of the previous embodiments. The fastening elements to keep the base plate and the holding plate together and legs, wheels or fasteners therefor may consist of combined elements with double functions which are/can be mountable/demountable, which contributes to an advantageous embodiment.

[0024] Figure 9 illustrates another example of a display tower arrangement 10H, which in this case corresponds to the one described with reference to Figure 6 with the difference that it furthermore comprises an information carrier 12 which is so designed, that it can be threaded on the post 1 in a removable way. It should be clear that the information carrier 12 as well as the post 1 may have another shape than the one illustrated; the important thing is that an element easily can be threaded on the post, which element may be provided with information, informative text, pictures, advertisements or similar or other information, or even some type of holder.

[0025] For example in order to support products or similar the post 1K; 1L may, as mentioned previously, exhibit, or easily be provided with, shelves, hooks, projections or recesses, suspension spears on which products or goods can be placed or suspended, and schematic examples thereof are given in the figures 10A and 10B, respectively. These suspension spears or similar may for example be attached to, pressed into/through or be arranged on the information carrier.

[0026] Figure 11 illustrates a plane sheet 16 consisting of corrugated cardboard or any other similar material, and which along folding lines 17 extending along undulated channels formed by the corrugated cardboard, is foldable from a storage and transportation state into a raised tubular mounted state. Along an edge side 16A at one end of the sheet 16, which will form the lower part of the post at right angles to the folding lines, slot-shaped cutting-outs 18 are provided, and between these cutting-outs there are formed sections or tongues, or flange elements, which are part of the flange device and which are foldable for example at least 90° round other transverse foldings 50 to provide the flange device before the final assembly when it is placed on the base plate. To form a post the longitudinal outer sides or ends of the sheet are provided with fixed or removable connections, so that the opposite edges can be connected, for example by means of tape, glue, adhesive, Velcro® fastener or similar, to form a hollow post. For removable connection of opposite edges of a sheet tabs and slots can be provided on the respective longitudinal sides in a suitable way. It should be clear that in order to provide flange elements as described in Figure 4A more cutting-outs 18 are needed, while in order to provide a cross-sectional shape of the post which is similar to the one shown in Figure 4A only one longitudinal folding line 17 is required. If the post shall be circular no folding line at all is required, and so on, but the shape may be varied in a number of different ways.

[0027] By means of a display tower arrangement according to the invention an arrangement is provided, which is flexible, easy and inexpensive to produce, to mount, to demount and which makes possible an all-round field of application, which also can be modified later. Depending on the current requirements it may, for example, be used with or without information carrier (the invention is not limited to also comprise an information carrier); post and/or information carrier may be exchanged, have different sizes, shapes and functions, wheels or legs, if any, may be removed and put on when required, and the same base plate/holding plate can be used for posts with similar cross section/flange elements, but for example different height.

[0028] Further an advantage of the arrangement is that it can easily be demounted for final disposal and for example be recycled, that it is not bulky to transport and easy to move from one place to another, and also the size can by varied by applying different information carriers. By using a base plate no chemical agents or other substances are required to make it resistant to moisture and wet or similar, which is a large advantage. This becomes more obvious if also feet or legs are mounted or when such only if required can be attached to the underside of the base plate. It is particularly advantageous if also wheels are attached (fixedly or removably) on the underside of the base plate, whereby also increased movability is obtained, which means that in a shop, a superstore or similar the display tower arrangement can easily be moved from one place to another, be used for various purposes and so on. With the aim of stabilizing and also of protecting the arrangement, and for the sake of appearance, the post can exhibit or be provided with a cover in a mounted state.

[0029] Of course, the invention is not limited to the specific embodiments, but may be varied in a number of ways within the scope of the appended patent claims. Especially, all variants described in connection with some embodiment are applicable also to other embodiments.

Claims

1. Display tower arrangement (10; 10A; 10B; 10C; 10D; 10E; 10F; 10G; 10H), which in a mounted state is intended to support information and/or objects or goods, directly or indirectly, by means of an information carrier (12), which is removably mountable thereon, whereby said display tower arrangement (10; 10A; 10B; 10C; 10D; 10E; 10F; 10G; 10H) comprises an elongated post (1; 1A; 1B; 1C; 1D; 1K; 1L) consisting of board, for example corrugated cardboard, paperboard, a plastic material or the like, and which exhibits a hollow cross-sectional shape perpendicular to a central axis for the post,

a flange or edge device (2; 2A; 2B; 2C; 2D) at one of the ends of the post, which is connected to or integral with the post and, in a mounted state, designed to extend substantially at right angles in relation to the central axis of the post (1; 1A; 1B; 1C; 1D; 1K; 1L),
a holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F), which in the mounted state of the display tower arrangement is designed to rest on the flange or edge device (2; 2A; 2B; 2C; 2D) in order to exert a force on the flange device, **characterized in**
that it furthermore comprises a base plate (4; 4A, 4B; 4C; 4D; 4E; 4F), that the base plate (4; 4A, 4B; 4C; 4D; 4E; 4F) is so designed, that it, in the mounted state, is arranged at a side of the flange device (2; 2A; 2B; 2C; 2D) which is opposite to the upper side and at which the holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) is arranged, so that the flange device (2; 2A; 2B; 2C; 2D) is clamped and held between the holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) and the base plate (4; 4A, 4B; 4C; 4D; 4E; 4F), that the base plate (4E; 4F; 4G) has an underside adapted to face away from the post (1; 1C) in a mounted state, and that said underside is provided with at least three fixedly or demountably mounted wheels, legs, spheres, fastening means (6E; 6F; 6G) or the like, and/or fixedly or demountably arranged fastening means with such wheels, spheres or similar, that it furthermore comprises a number of fastening elements (5A; $5B_1$, $5B_2$, $5C_1$) intended to connect the holding plate (3A; 3B) and the base plate (4A; 4B) when the flange device is held or clamped between them, whereby the fastening elements are formed by separate elements or are combined with the fixedly or detactably mounted wheels, the spheres, the legs or the like, or the fastening means.

2. Display tower arrangement (10) according to Claim 1,
characterized in
that the base plate (4; 4A, 4B; 4C; 4D; 4E; 4F) has a cross-sectional area, the periphery of which exceeds the periphery of the outer cross-sectional area of the post (1; 1A; 1B; 1C; 1D; 1K; 1L) at right angles to the central axis (X).

3. Display tower arrangement according to Claim 1 or 2,
characterized in
that the holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) and the base plate (4; 4A, 4B; 4C; 4D; 4E; 4F) have substantially the same shape and surface area, substantially at right angles to the central axis (X) of the post (1; 1A; 1B; 1C; 1D; 1K; 1L), or different shape and/or surface area.

4. Display tower arrangement according to anyone of Claims 1-3,
characterized in
that the holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) consists of a plate with an opening, which has a shape and dimensions substantially corresponding to the cross-sectional dimensions of the post at right angles to the central axis (X), and that the holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) in the mounted state is designed to be placed round the post (1; 1A; 1B; 1C; 1D; 1K; 1L) and to abut against the flange device (2; 2A; 2B; 2C; 2D), which is formed by a continuous or discontinuous flange or edge, which is substantially perpendicular to and directed away from the central axis.

5. Display tower arrangement according to Claim 4,
characterized in
that the flange device (2; 2A; 2B; 2C; 2D) consists of flange or edge elements, which extend along portions of or the entire lower periphery of the post (1; 1A; 1B; 1C; 1D; 1K; 1L).

6. Display tower arrangement according to Claim 5,
characterized in
that the flange or edge elements (2C; 2D) consist of foot- or tongue-like sections.

7. Display tower arrangement according to Claim 5 as appended to anyone of Claims 1-3,
characterized in
that the flange or the edge elements (2; 2A; 2B) consist of lateral edge elements, which each extend along a lateral edge of the post.

8. Display tower arrangement according to Claim 6,
characterized in
that the holding plate (3D) is provided with a number of apertures (13), that said apertures have such dimensions, that they somewhat exceed the dimensions regarding width and length of the flange or edge elements of the flange device (2C; 2D) so that these, in order to bring the display tower arrangement from an unmounted state to a mounted state, can be introduced through said apertures, and, for mounting, be folded outwards and inwards, respectively, towards or away from the central axis of the post.

9. Display tower arrangement according to anyone of the preceding Claims,
characterized in
that the flange device (2; 2A; 2B; 2C; 2D) is integral with the post (1; 1A; 1B; 1C; 1D; 1K; 1L) and so arranged, that it, via one or more crease lines can be folded inwards/outwards to form an angle of substantially 90° with the post.

10. Display tower arrangement according to any one of the preceding Claims,
characterized in

that it comprises fastening elements and that the fastening means consist of tape, Velcro® fasteners, snap-on elements, magnets or any other type of fastening means.

11. Display tower arrangement according to anyone of the preceding Claims,
characterized in
that the post has a cross section, at right angles to its central axis, which is square, rectangular, triangular, polygonal, oval or elliptic.

12. Display tower arrangement according to any one of the preceding Claims,
characterized in
that the fastening means consist of co-operating screws/nuts, pins, holes, tape which is adhesive on both sides, Velcro® fasteners, snap-on elements, glue, clamps or magnetic elements.

13. Display tower arrangement according to anyone of the preceding Claims,
characterized in
that it furthermore comprises a cover element, that the cover element is integral with the post or forms a separate element designed to be placed on the post in the mounted state, and/or that it is provided with an information carrier with a cover.

14. Display tower arrangement according to anyone of the preceding Claims,
characterized in
that the post (1; 1A; 1B; 1C; 1D; 1K; 1L) is formed by a plane sheet (16) of board, corrugated cardboard or similar, folded along folding lines from a first unmounted plane storage and/or transportation state into a mounted state, in which the post is mounted to form a tube, whereby the flange device is formed by an edge side (16A) of the plane sheet, that it comprises cutting-outs (18) so that, in order to bring the arrangement from storage or transportation state, it can be unfolded along folding lines or the like to be clamped between the holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) and the base plate (4; 4A, 4B; 4C; 4D; 4E; 4F).

15. Display tower arrangement according to anyone of the preceding Claims,
characterized in
that the holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) and/or the base plate (4; 4A, 4B; 4C; 4D; 4E; 4F) consists/consist of wood, plastic or metal or a combination thereof, for example a MDF-board or a particle board.

16. Method of obtaining a display tower arrangement (10; 10A; 10B; 10C; 10D; 10E; 10F; 10G; 10H) to support information and/or goods directly on a post (1; 1A; 1B; 1C; 1D; 1K; 1L), which is part of the display tower arrangement, and/or on an information and/or goods carrier (12), which can be removably provided thereon, comprising the steps of:

- making slot-shaped cutting-outs (18) along an edge (16A) of a sheet (16) consisting of board, paperboard or corrugated cardboard or similar to obtain a flange device,
- providing crease or folding lines (17, 50) in the sheet at a mutual distance from one another,
- folding the sheet so that a post (1; 1A; 1B; 1C; 1D; 1K; 1L) is formed, which exhibits a flange device (2; 2A; 2B; 2C; 2D) at one of its ends,
- placing a holding plate (3; 3A; 3B; 3C; 3D; 3E; 3F) in such a way in relation to the flange device, that one of the sides of the flange device is parallel to and below the holding plate, which is perpendicular to a longitudinal central axis of the post,

characterized in
that it further comprises the steps of:

- placing a base plate (4; 4A, 4B; 4C; 4D; 4E; 4F) parallel to the holding plate, so that a second side of the flange device rests on an upper side of the base plate, and so that the flange device in unfolded state is clamped and held between the holding plate and the base plate, wherein that the base plate (4E; 4F; 4G) has an underside adapted to face away from the post (1; 1C) in a mounted state, and that said underside is provided with at least three fixedly or demountably mounted wheels, legs, spheres, fastening means (6E; 6F; 6G) or the like, and/or fixedly or demountably arranged fastening means with such wheels, spheres or similar;
- connecting the holding plate and the base plate when the flange device is held or clamped therebetween using a number of fastening elements ($5A;5B_1,5B_2;5C_1$) whereby fastening elements are formed by separate elements or are combined with the fixedly or detactably mounted wheels, the spheres, the legs or the like, or the fastening means.

17. Method according to Claim 16,
characterized in
that it comprises the steps of:

- placing the holding plate (3C; 3D) by introducing flange elements (2C; 2D) of the flange device parallel to the extension of the post (1C) through corresponding apertures (13) formed in the holding plate (3C; 3D), the dimensions of which somewhat exceed the length and the width of the flange elements at right angles to the longi-

tudinal extension of the post,
- folding the flange elements about 90°, so that they are directed towards or away from the central axis of the post (1C).

18. Method according to Claim 16,
characterized in
that the step of placing the holding plate, whereby the holding plate exhibits a hole, which has dimensions and shape corresponding to the cross section of the post, comprises, in any order,

- to unfold the flange device, so that it forms an angle of substantially 90° in relation to the central axis of the post and said device or flange elements thereof is/are directed away from the central axis,
- to thread the holding plate on the post, whereby the post is introduced through the hole.

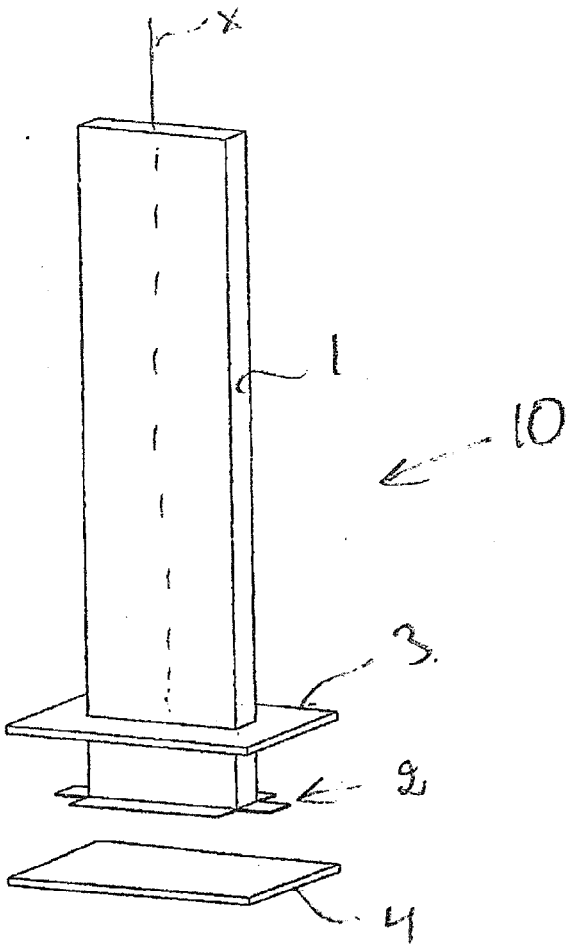


Fig 1A

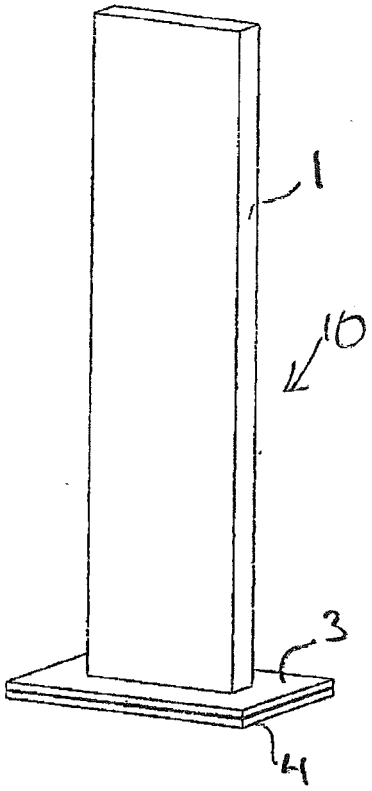


Fig 1B

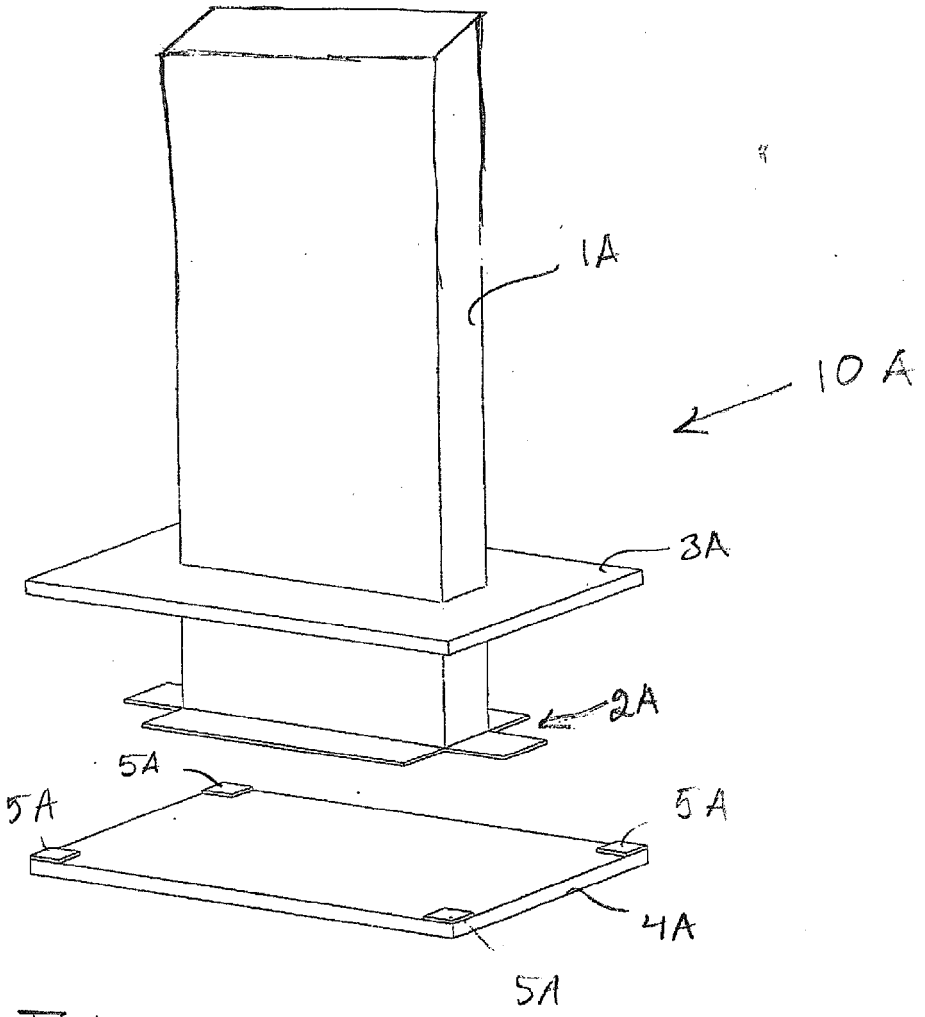


Fig 2

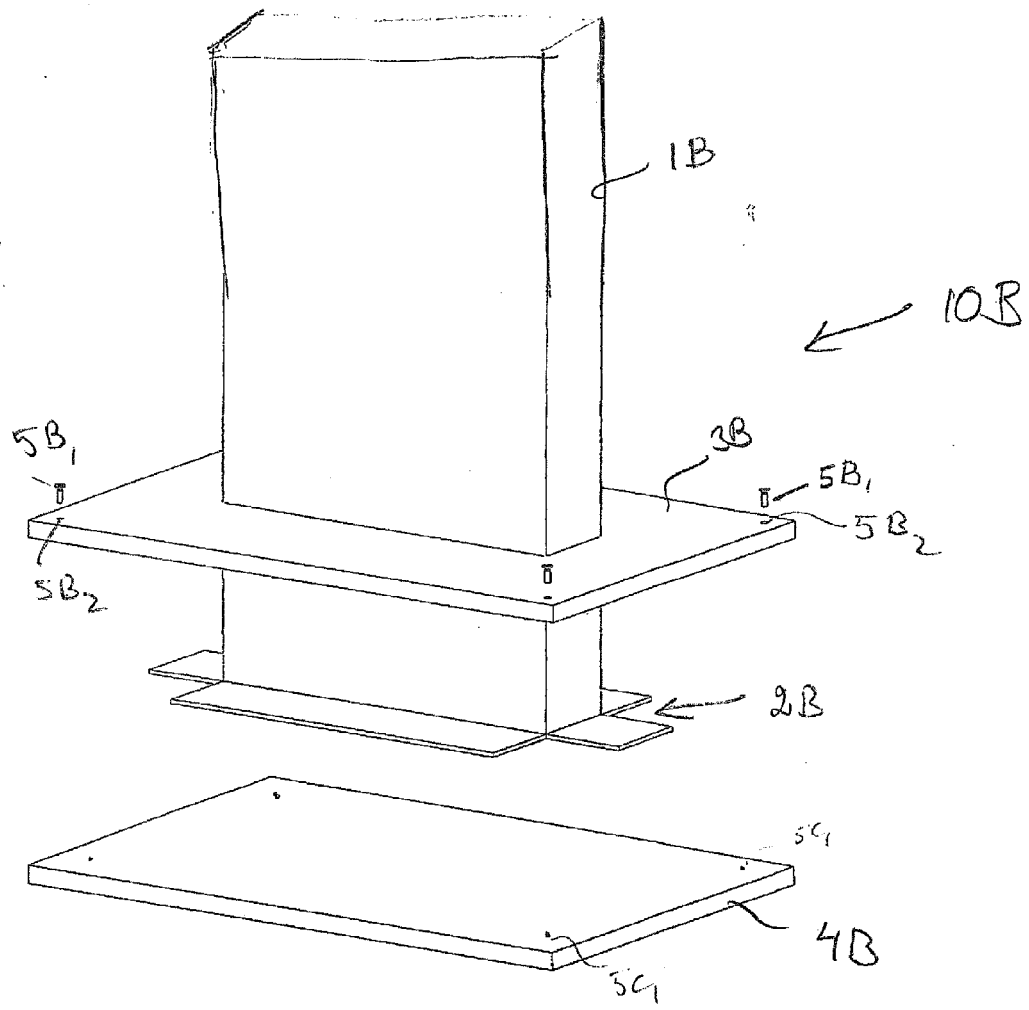


Fig 3

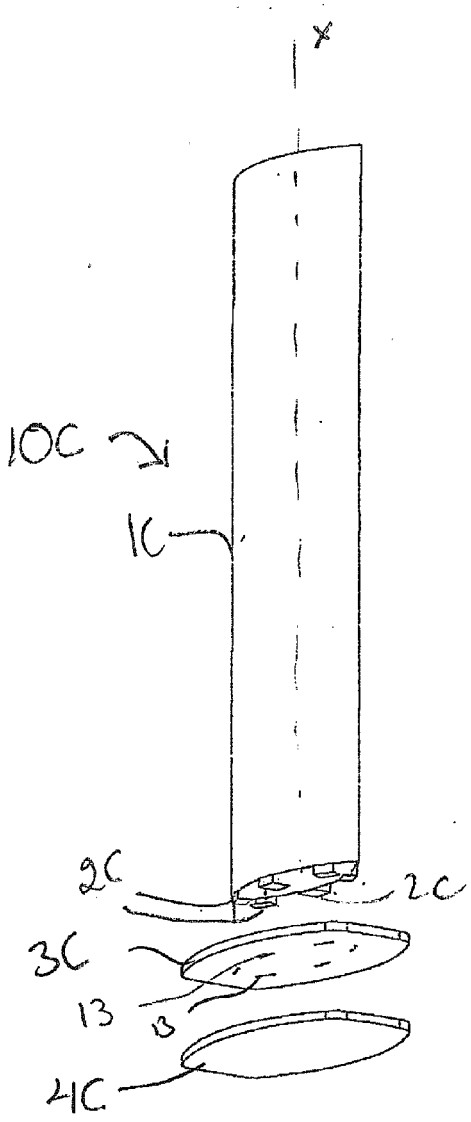


Fig 4A

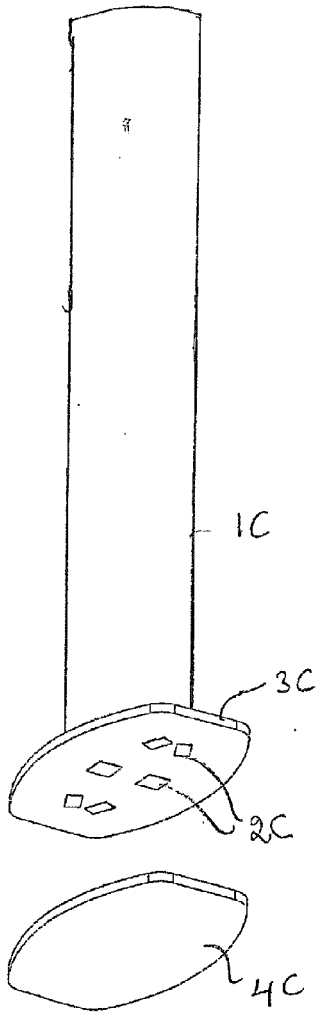


Fig 4B

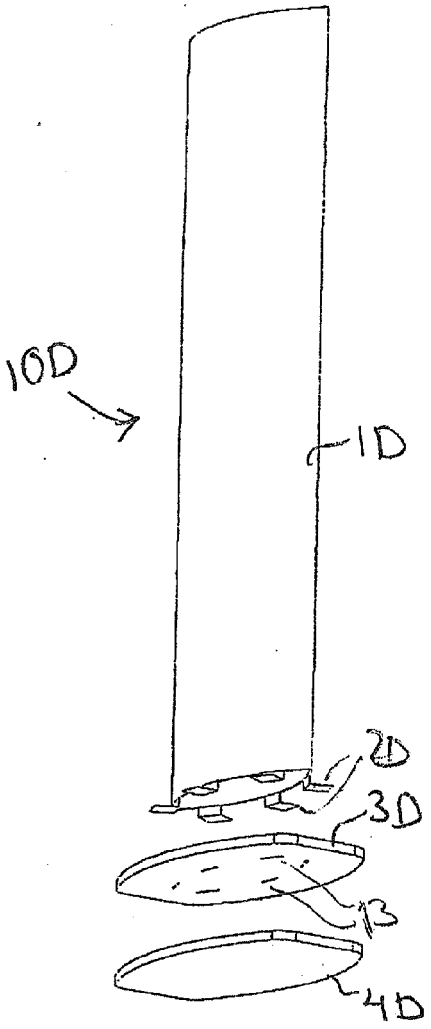


Fig 5A

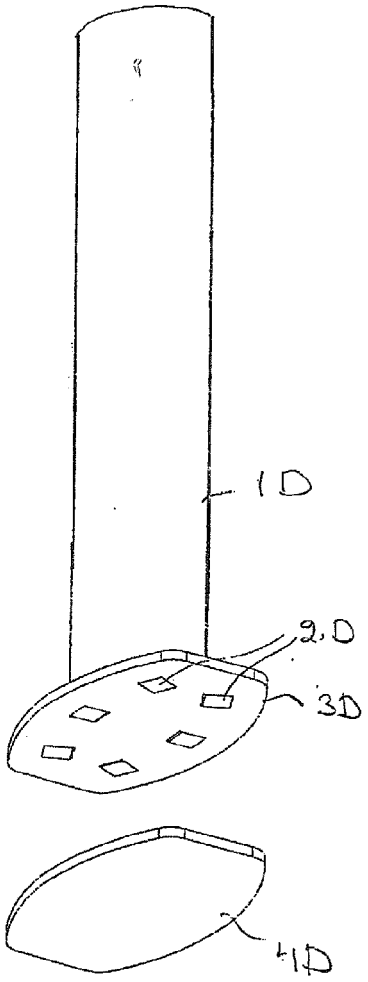


Fig 5B

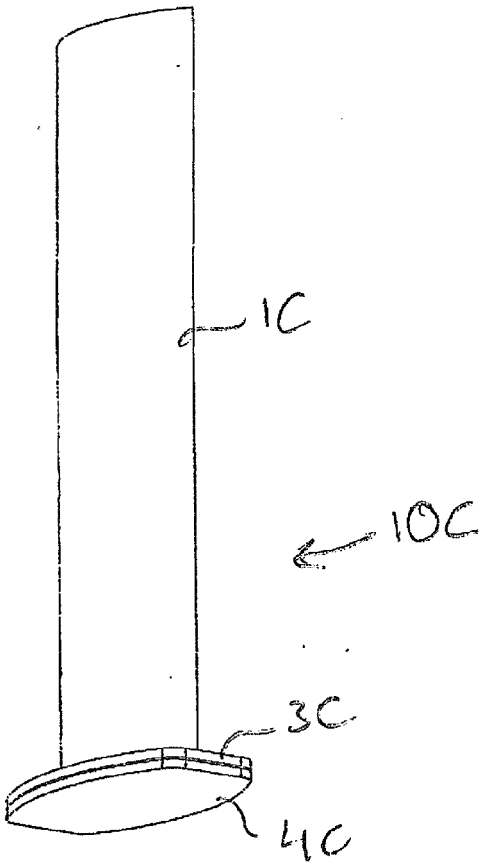


Fig 4C

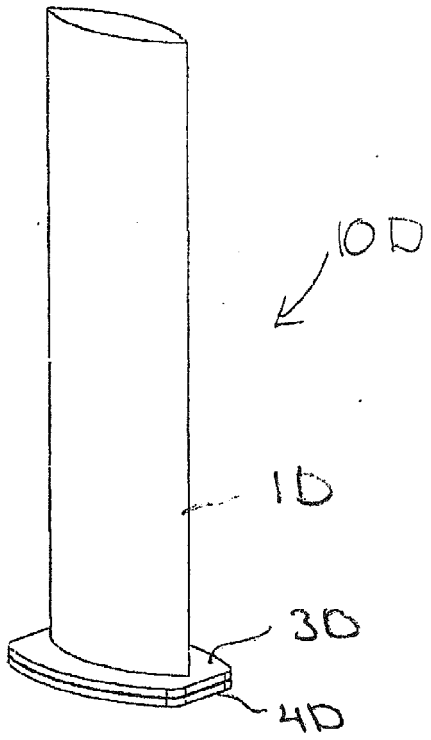


Fig 5C

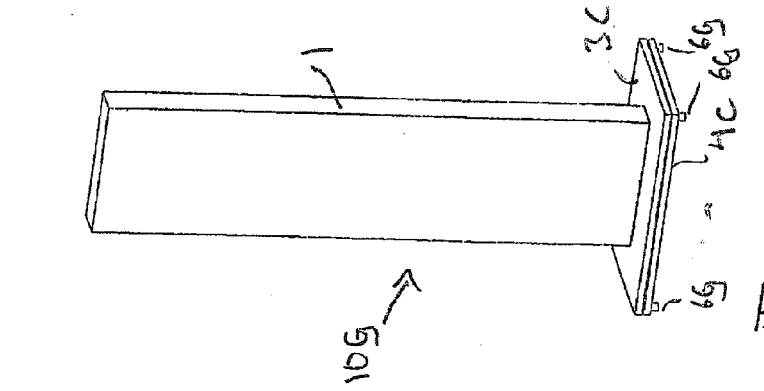


Fig 8

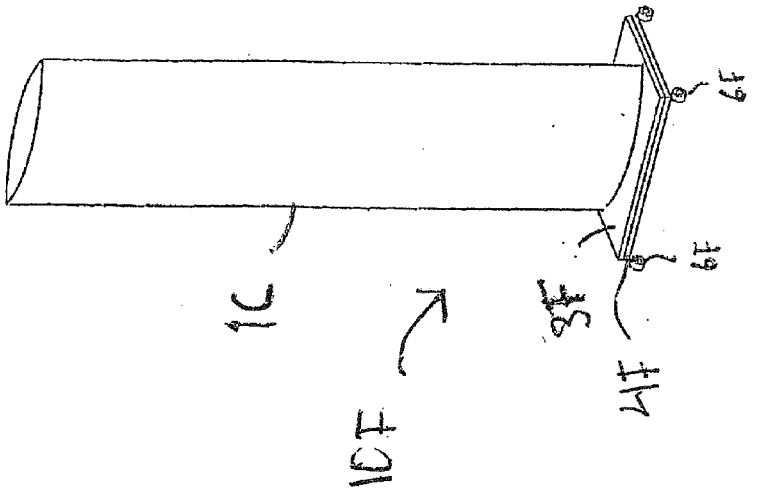


Fig 7

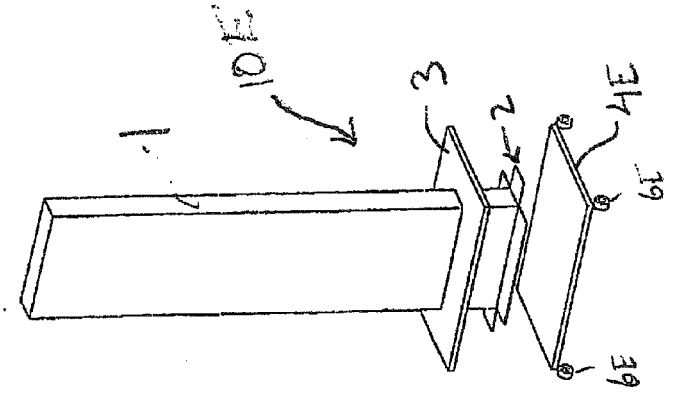


Fig 6

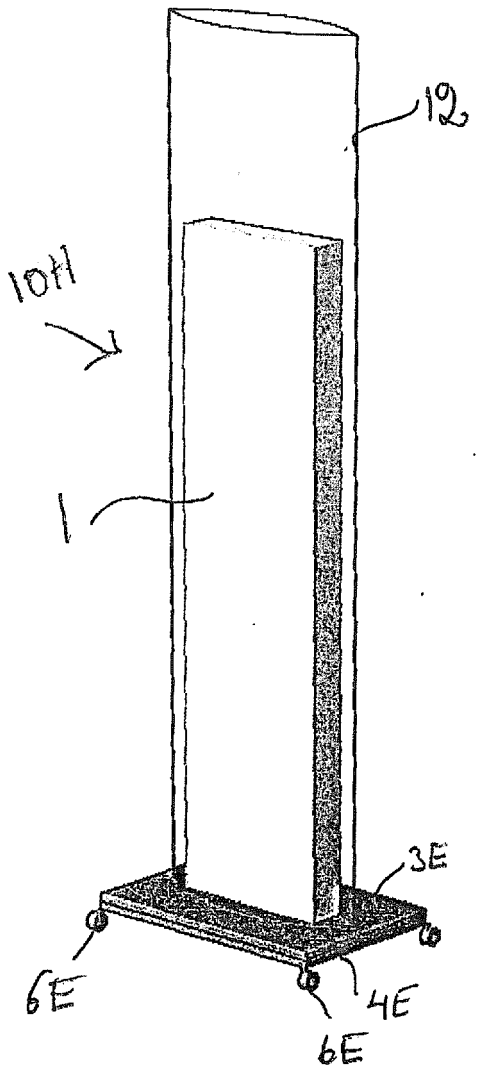


Fig 9

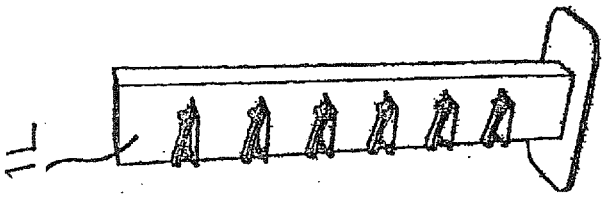


Fig 10B

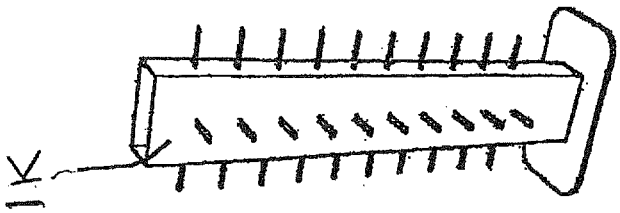


Fig 10A

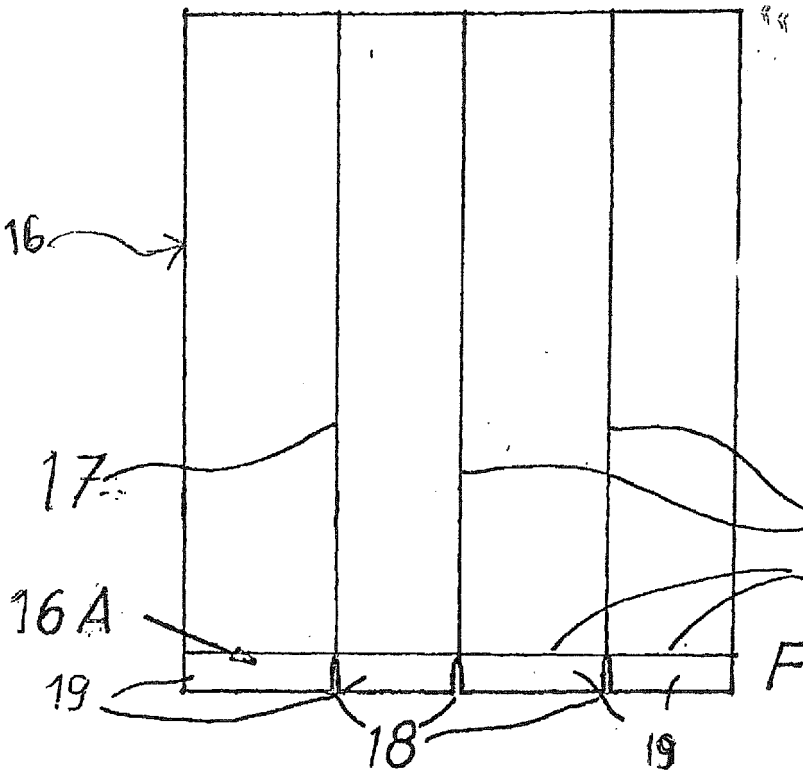


FIG.11

Europäisches Patentamt
European Patent Office
Office européen des brevets

EUROPEAN SEARCH REPORT

Application Number
EP 12 17 2584

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
A,D	WO 2007/040432 A1 (X2 NORDIC AB [SE]; BERGLAND JAN [SE]; SKOG HAAKAN [SE]) 12 April 2007 (2007-04-12) * the whole document *	1-18	INV. G09F15/00
A	US 2010/199537 A1 (ERNETOFT ULF [CA]) 12 August 2010 (2010-08-12) * the whole document *	1-18	
A	FR 2 897 970 A1 (IMPRESSION DES ATELIERS H SOC [FR]) 31 August 2007 (2007-08-31) * the whole document *	1-18	

TECHNICAL FIELDS SEARCHED (IPC)

G09F

The present search report has been drawn up for all claims

Place of search	Date of completion of the search	Examiner
The Hague	14 September 2012	Demoor, Kristoffel

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

1

EPO FORM 1503 03.82 (P04C01)

ANNEX TO THE EUROPEAN SEARCH REPORT ON EUROPEAN PATENT APPLICATION NO. EP 12 17 2584

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
The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

14-09-2012

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 2007040432 A1	12-04-2007	AU 2006297942 A1	12-04-2007
		CA 2624938 A1	12-04-2007
		EP 1932133 A1	18-06-2008
		SE 527937 C2	18-07-2006
		SE 0502181 A	18-07-2006
		US 2008295374 A1	04-12-2008
		WO 2007040432 A1	12-04-2007
		ZA 200802643 A	31-12-2008
US 2010199537 A1	12-08-2010	CA 2632388 A1	28-11-2009
		CA 2642881 A1	28-11-2009
		US 2010199537 A1	12-08-2010
		WO 2009143605 A1	03-12-2009
FR 2897970 A1	31-08-2007	NONE	

EPO FORM P0459

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

REFERENCES CITED IN THE DESCRIPTION

This list of references cited by the applicant is for the reader's convenience only. It does not form part of the European patent document. Even though great care has been taken in compiling the references, errors or omissions cannot be excluded and the EPO disclaims all liability in this regard.

Patent documents cited in the description

- SE 527937 **[0002] [0010]**