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(54) **A foldable display stand**

(57) The foldable display stand consists of a body, which is constituted by a back wall and side walls, and it is made from cardboard plate, in which to the back wall of the body from its inner side shelves from cardboard plate are fastened, and to the inner side walls of the body perpendicularly and separately with the use of fasteners, where each fastener consists of a retaining element situated on the inner wall of the body, and of an retaining clip fastened by the external side edge of the shelf. The characteristic feature is that the retaining element contains an oblong cubicoid element (10) equipped with an assembly element (11) in the surface of the oblong base, assembled in the side wall of the body (1) It has an additional wall (12) situated on the opposite side of the base which creates a longitudinal pocket, with the excision (13) parallel to the base of the middle part of the additional wall. The retaining clip (9) contains a flat plate (14) with the size similar to the oblong rectangular base of the retaining element, on the level of the excision (13) in the additional wall (12) of the retaining element the retaining clip contains an oblong engaging outlet (15) Additionally, an assembly plate (14) of the retaining clip, on its upper side, is situated (16) inside the wall of the shelf, by its edge.

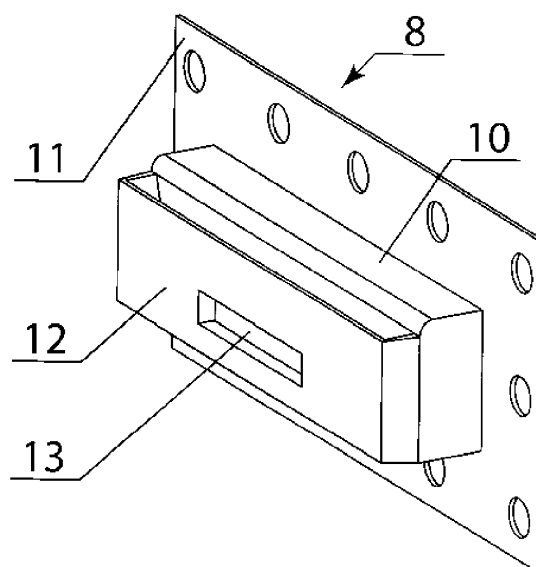


fig. 2

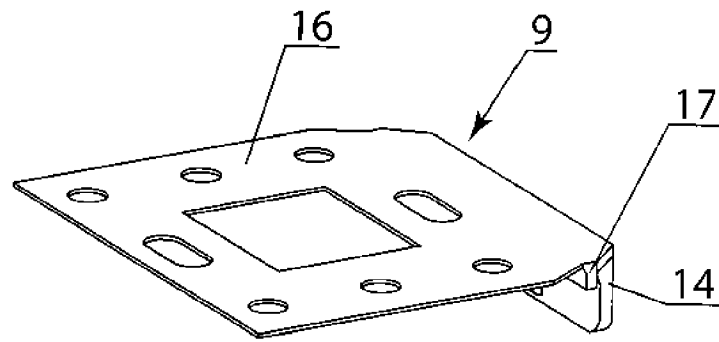


fig. 3

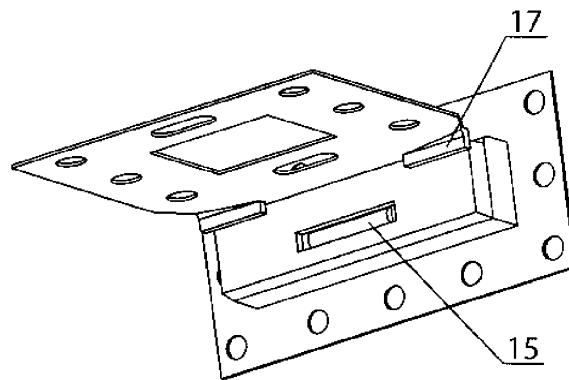


fig. 6

Description

Technical Field

[0001] The invention concerns a foldable display stand serving to present merchandise for sale.

Background Art

[0002] Based on the P-369047 patent description, one may be familiarized with a display rack which consists of a one-element load-bearing slab, which upon bending along the vertical bending lines creates a body with a back surface and sides. The sides of the back surface are fastened lastingly and allowing them to swing along the back edge of the shelf. The internal side surfaces of the body are fastened, on the height of the front edges of the shelves, retaining the elements, whereas the front edges, on their respectable sides, retaining clips are fastened and affix the shelf. The bending of the load-bearing slab along horizontal bending lines, after straightening them to vertical bending lines, does not extend the stand to large dimensions in the form ready for transportation.

Summary of invention

[0003] In accordance with the invention, a foldable display stand is equipped with a body made from a one-element cutout from cardboard plate which has two vertical bending lines situated within the same distance from the vertical edges of the body.

[0004] Alternatively, the body folds with a back cardboard plate and its side vertical lines may be fastened allowing them to swing in the range from minus 180 to plus 180 degrees. Side walls may alternatively be fastened to the back side with the use of fasteners.

[0005] Cardboard shelves are lastingly fastened on the internal side of the back of the body, each one along the back horizontal edge allowing them to swing in the range of 180 degrees.

[0006] Alternatively, to the internal wall of the body, with the use of fasteners shelves are fastened perpendicularly and separately.

[0007] The side walls of the shelves are affixed to the internal side walls of the body perpendicularly and separately, each wall at least with one fastener.

[0008] Alternatively, the display stand may be equipped with a plinth which is fastened swingingly to the front edge of the lowest shelf and to the side walls of the stand, from their respectable inner sides with the use of fasteners.

[0009] Alternatively, the display stand may be equipped with a plinth which is fastened to the side walls of the stand, from their inner side, with the use of fasteners.

[0010] Every fastener consists of a retaining element situated on the inner side of the body and an engaging element fastened by the external edge of the shelf.

[0011] The retaining element contains an oblong cubi-

coid element equipped with a flat collar around an oblong base and contains an additional wall on the opposite side to the base that builds a longitudinal pocket, with the excision in the middle of the additional wall. The collar is fastened inside the wall of the stand's body.

[0012] Alternatively, the flat collar is equipped with holes which make the connection of the fasteners easier and stronger.

[0013] In an alternative way of assembly, the retaining element contains an oblong cuboid element and an additional wall on the opposite side of the base that builds a longitudinal pocket, with an excision in the middle of the additional wall. In the base surface, from the side of one longer edge and both shorter ones, there is a plate for assembly inside the wall of the stand's body.

[0014] Alternatively, a plate for assembly is equipped with holes which make the connection of the fasteners easier and stronger.

[0015] The retaining clip contains a flat plate which has a similar size to the oblong retaining element. On the height of the excision in the additional wall of the retaining element, the structural element contains an oblong retaining clip outlet. On the surface of the retaining clip's plate, from its upper side, the plate for assembly is situated in the wall of the element attached to the stand, for instance to a shelf. there are oblong outlets along the engaging outlet between the assembly plate and the retaining clip element's plate; the retaining clip element's plate location is located the retaining element.

[0016] Alternatively, a plate for assembly is equipped with holes of the element attached to the stand, for instance to a shelf.

Brief description of drawings

[0017] The invention which will be presented in detail in the example illustrated beneath, where Fig. 1 depicts a display stand with one wall bent to the side and shelves right before the fastening - seen from the front. Fig. 2 shows the retaining element and Fig. 3 presents the retaining clip, Fig. 4 presents the retaining clip in an another way of assembly, Fig. 5 depicts the retaining clip in another way of assembly, Fig. 6 shows the fastener, Fig. 7, 8, 9 show other configurations of connecting retaining elements and retaining clips, Fig. 10 shows the assembly of a plinth in the stand, Fig. 11 shows how to fasten two parts of the stand with fasteners and

Fig. 12 shows how to use fasteners to mount the plate with the information about the merchandise sold.

[0018] The foldable display stand is equipped with a body **1** made from a one-element cardboard cutout which has two vertical bending lines **2** situated in the same distance from vertical edges of the body.

[0019] Alternatively, the body consists of the back cardboard wall **3** and vertical edges along its side walls **4** are fastened swingingly in the range of 360 grades.

[0020] The folded stillage constitutes a back side, side

walls are in perpendicular position (plus 90 degrees 'forward') in the relation to the back side.

[0021] On the back side of the body, from its inner side, cardboard shelves are mounted permanently 5, each along the back horizontal edge 6 fastened swingingly in the range up to 180 degrees.

[0022] The shelves 5 are fastened perpendicularly and separately to the inner side walls of the body 4, each shelf with at least one fastener 7.

[0023] Every fastener consists of a retaining element 8 situated on the inner side of the body 4 and an engaging element 9 fastened by the external side edge of the shelf.

[0024] The retaining element contains an oblong cuboid element 10 equipped with a mounting flat collar 11 on the side of the oblong base, and contains an additional wall 12 on the opposite side of the base creating a longitudinal groove, with an excision 13 in the middle of the additional wall. The collar is mounted inside the body of the stillage.

[0025] The retaining clip 9 contains a flat plate 14 of a height similar to the oblong base of the retaining element. On the height of the excision 13 in the additional wall 12 of the retaining element, the retaining clip contains an oblong engaging outlet 15. Perpendicularly to the retaining clip's plate, on its upper side, a plate 16 is situated for assembly in the wall of the shelf. Between the assembling plate 16 and the retaining clip's 9 plate 14 on the external side there are oblong outlets 17 affixing with the engaging outlet 15 on the position of the retaining clip's plate 14 in the retaining element 8 and making it easier to stick to the retaining clip.

[0026] The assembly elements 11 and 16 are equipped with holes 18 which make it easier to bind them with the elements of the stand.

[0027] Fig. 10 shows the assembly of the plinth 19 in the stand

[0028] Fig. 12 shows how to use fasteners to mount, for instance, a plate 20 with the information of the merchandise sold.

[0029] As far as the transportation is concerned, the stand - with shelves unfastened from side walls and affixed in vertical position (90 degrees upwards in relation to the vertical position), with an unfastened plinth and alternatively, other elements, (e.g. the information plate) - is equipped side walls bent 270 degrees backwards in relation to the working position.

Claims

1. The foldable display stand is equipped with a body consisting of a back side and side walls made of a cardboard plate, to which cardboard plates are fastened in the back side of the body, on its inner side, shelves from, and to the inner side walls perpendicularly and separately with the fastener, where each fastener consists of a retaining element, situated on the inner wall of the body and a retaining clip fastened

to the external edge of the shelf, **characterized by**, that the retaining element contains an oblong cuboid element 10 with an element for assembly 11 in the surface of the oblong base, mounted in the side wall of the body 1. It also has an additional wall 12 on the opposite side of the base which creates a longitudinal pocket, with an excision 13 parallel to the base in the middle of the additional wall. The retaining clip 9 contains a flat plate 14 of a size similar to the size of the oblong rectangular base of the retaining element, on the level of the excision 13 in the additional wall 12 of the retaining element, the retaining clip contains an oblong engaging outlet 15. Additionally, the retaining clip's plate 14, on its upper side, the plate for assembly 16 is situated inside the wall of the shelf, by its edge.

2. The foldable display stand, according to claim no. 1, **characterized in** the elements for assembly 11,16 are equipped with holes 18.
3. The foldable display stand, according to claim no. 1 and 2, **characterized by** the element for assembly of the retaining element, consisting of a flat collar.
4. The foldable display stand, according to claim no. 1 and 2, **characterized by** the element for assembly of the retaining element constitutes a flat plate from the side of one longer edge of the base.
5. The foldable display stand, according to claim no. 1 and. 2, **characterized by** the plate for assembly of the retaining clip, situated perpendicularly to the engaging plate.
6. The foldable display stand, according to claim no. 1 and 2, **characterized by** the plate for assembly of the retaining clip, situated on the surface of the engaging plate.
7. The foldable display stand, according to claim 1, **characterized by** containing in between the assembling plate 16 and the retaining clip's 9 plate 14 on the external side, there are oblong outlets 17 affixing along with the engaging outlet 15 the position of the retaining clip's plate 14 in the retaining element 8.
8. The foldable display stand, according to claim no. 1 and 2, **characterized by** the body 1 made from one-element cutout which has two vertical bending lines 2 situated in the same distance from the vertical edges of the body.
9. The foldable display stand, according to claim 1, **characterized by** the body consisting of a back wall 3 and vertical edges along its side walls 4, fastened swingingly in the range from minus 180 to plus 180 degrees.

10. The foldable display stand, according to claim no. 1, **characterized by** the body consisting of a back wall 3 and vertical edges along its side walls 4, mounted with the use of fasteners. 5
11. The foldable display stand, according to claim 1, **characterized by** an inner back wall of the body shelves 5, made of a cardboard plate, fastened swingingly in the range of up to 180 degrees, each shelf along the back horizontal edge. 10
12. The foldable display stand, according to claim 1, **characterized by** the inner side wall of the body shelves, fastened perpendicularly and separately with the use of fasteners. 15
13. The foldable display stand, according to claim 1, is **characterized by** shelves 5 fastened perpendicularly and separately to the inner side walls 4 of the body. Each shelf is fastened with at least one fastener 7. 20
14. The foldable display stand, according to claim 1, **characterized by** being equipped with a plinth 19, fastened swingingly to the front edge of the lowest shelf and to the side walls of the stand, from their inner side, with the use of fasteners. 25
15. The foldable display stand, according to claim 1, **characterized by** being equipped with a plinth 19, fastened to side walls of the stand, from their inner side, with the use of fasteners. 30

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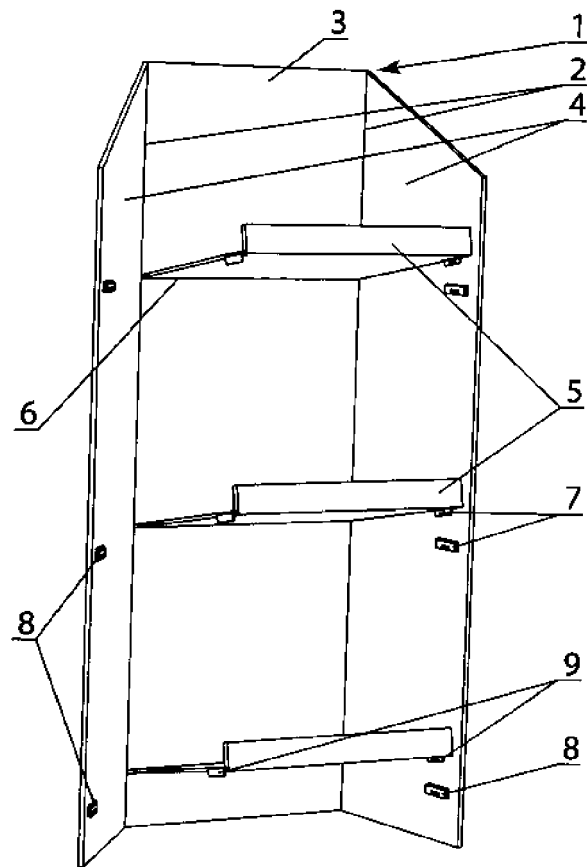


fig. 1

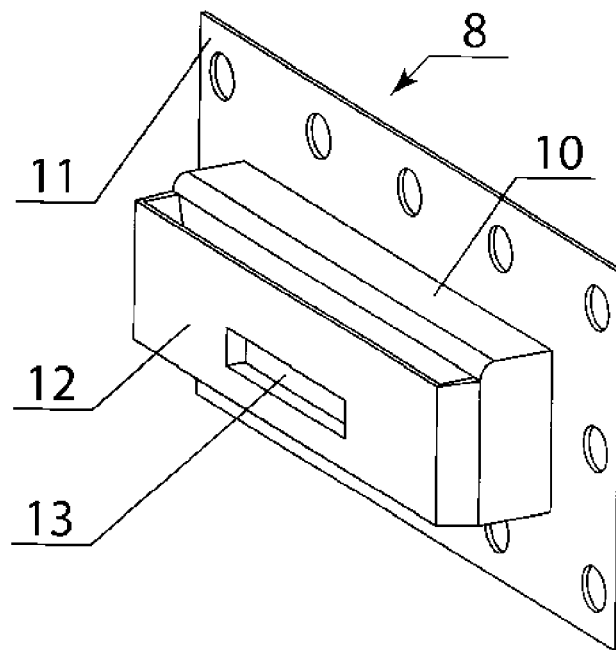


fig. 2

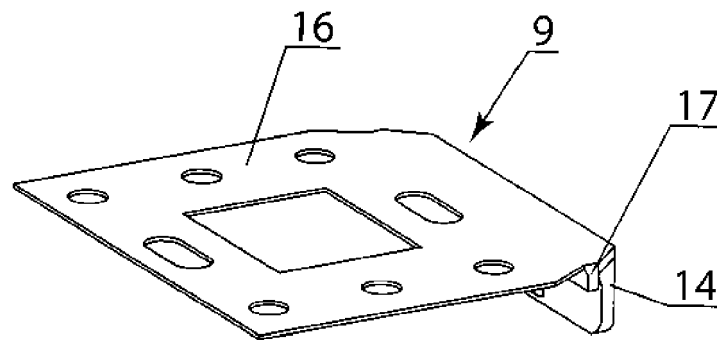


fig. 3

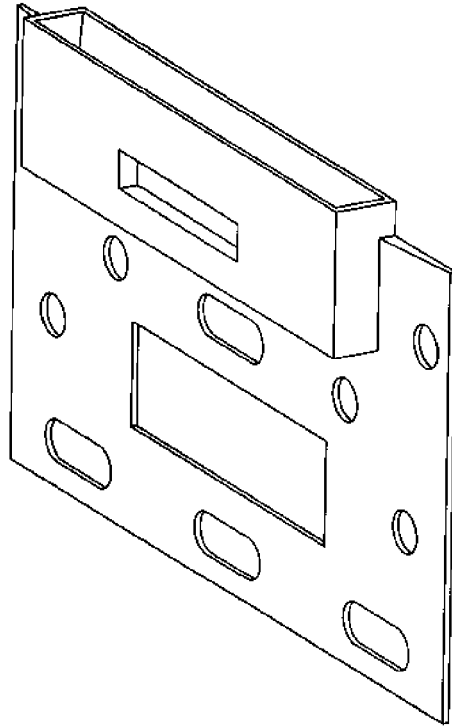


fig. 4

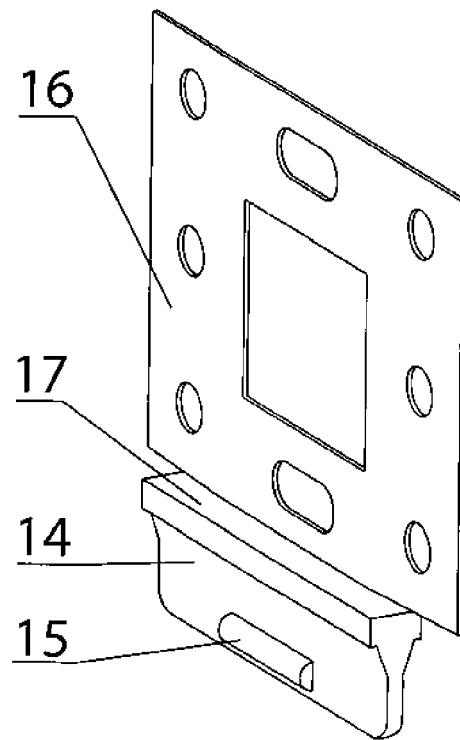


fig. 5

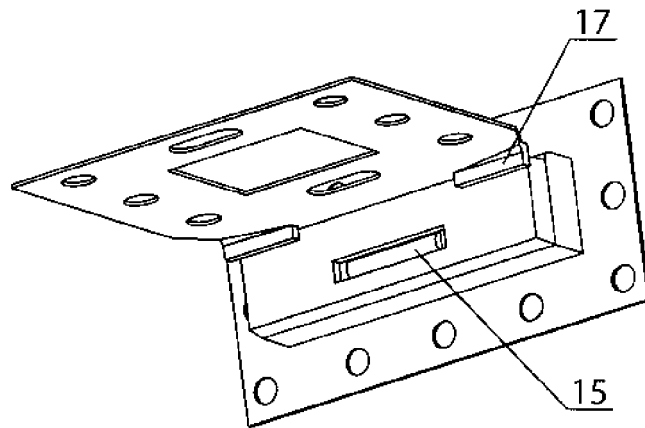


fig. 6

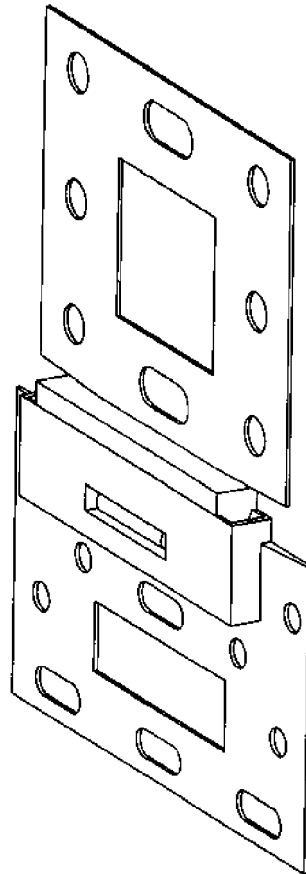


fig. 7

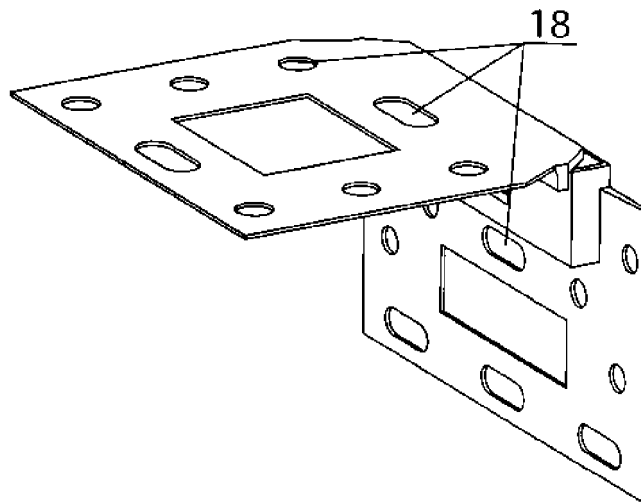


fig. 8

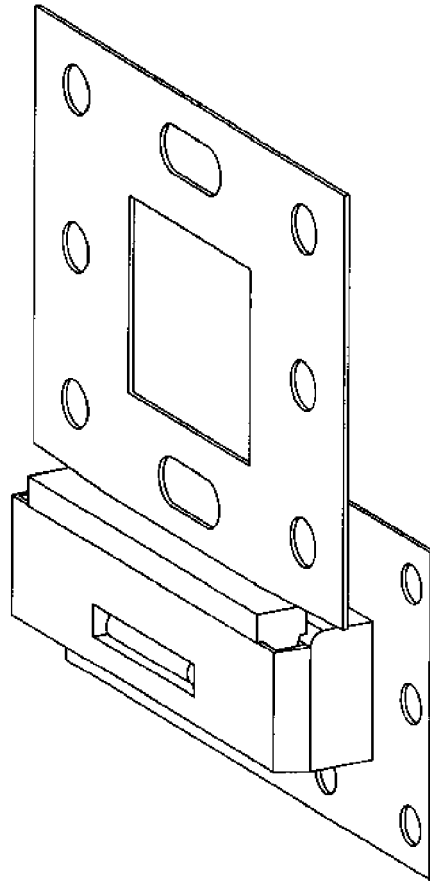


fig. 9

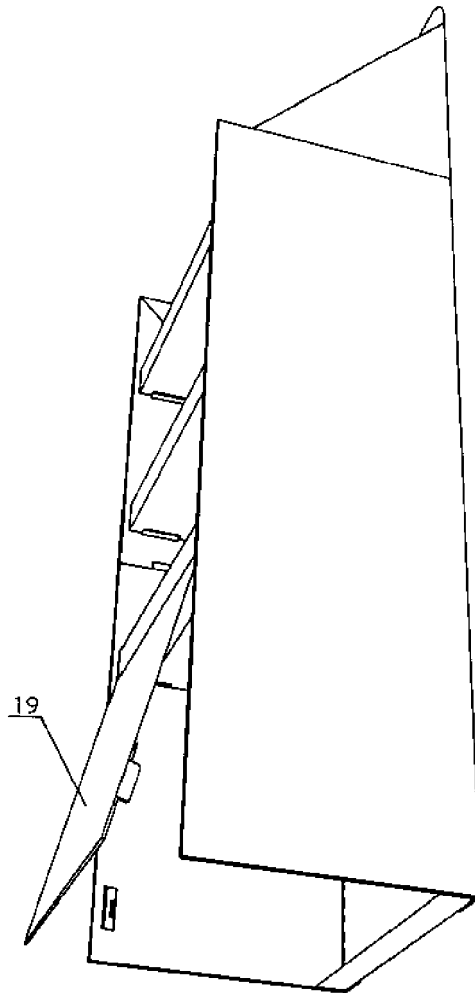


fig. 10

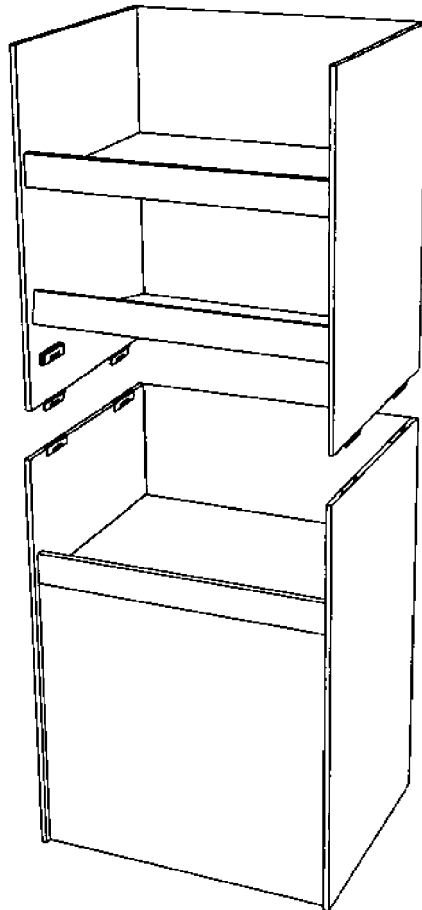


fig. 11

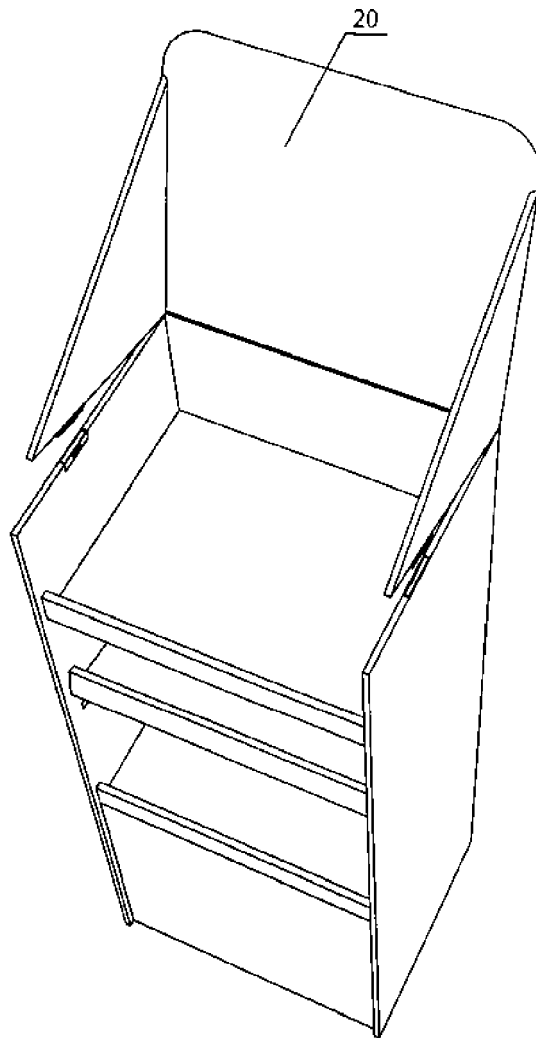


fig. 12