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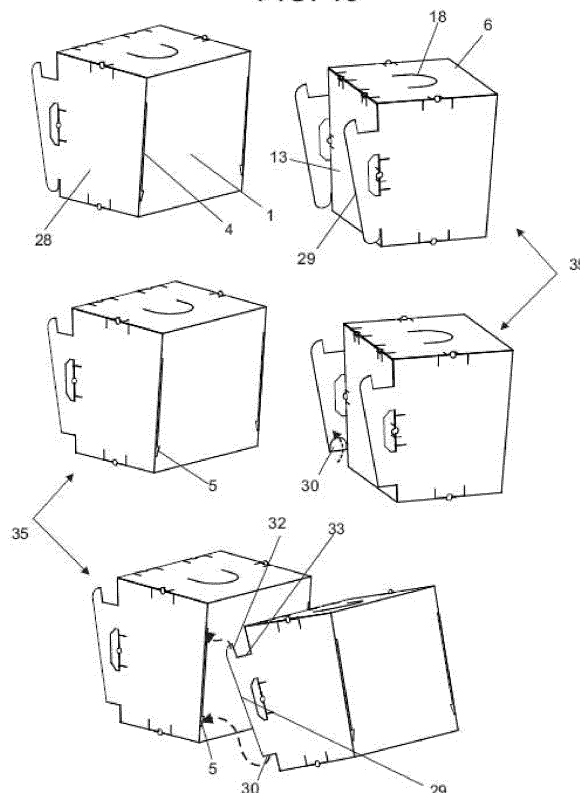
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(54) **TRAPEZOIDAL DISPLAY BOX WITH CUTTING AND CREASING DESIGN AND MOUNTING SYSTEM FOR FORMATION OF COMMUNICATION ARCH WITH AUTOMATIC ADJUSTMENT AND STRUCTURING**

(57) Wherein the formation of the communication arch (A) over a consumer corridor, such as in large sales points, displaying at a height, a media (M) related to a certain product. For such, after mounting a display box (35) using the cutting and creasing design, its units are mounted to one another by coupling through the coupling flaps (29) of one unit to the cutouts (4) corresponding to the subsequent unit. After mounting the assembly, when it is raised and has its peripheral units settled over two opposite shelves, such as in a supermarket corridor, through the trapezoidal geometry of the display boxes (35) combined to slide coupling flaps (29) and cutouts (4) between the units (35), there is a radial movement and positioning for its tops while its bottoms meet, providing the structuring of the assembly, in an arch shape, supporting the resulting stresses imposed vertically from top to bottom of the arch formed. Therefore, the communication arch (A) formed can receive a large media at its highest point.

FIG. 15



Description

OBJECT

[0001] The present descriptive report refers to a patent application for a display that, after mounted, it gains the pattern of a trapezoidal box, then proposing the coupling of various units to form a communication arch placed in the corridor or supermarkets, shopping centers and big magazines, attached between one shelf and another. In its highest semi-circular part, this communication arch receives a large media that will be seen by the consumers that pass through the corridors.

STATE OF THE ART

[0002] As it is known, there is currently an increasing use of cardboard displays developed by cutting and creasing designs to obtain shapes that are more sophisticated to meet the requirements of supermarkets, shopping centers and big magazines, in order to display and carry their products.

[0003] These are generally mounted from a plane condition such as the case of the display protected by document BR 202016014781-1 called "PROVISION INTRODUCED IN PACKAGING TRANSFORMABLE INTO DISPLAY", where, through side creases, its flaps are folded to form the walls, the top with a locking tab in a front cutout. The front part is delimited by an oblique punch that is to be removed after mounting the box. When removed, the front part of the box forms an angular opening from the side walls to the rear wall, in order for the user to keep the products, viewed in the form of a display. Images were extracted from this document BR 202016014781-1 to show the sequence of a form of display mounting. This sequence was included as figure 1 of the application to be explained afterwards.

[0004] In any way, the displays are not usually designed to display products at great height, being generally supported on the floor together with the shelves, attached to columns or on floors, totems and other types of points to carry the messages.

[0005] The points at great heights in large sales establishments are explored with displays hanging alone from the ceiling, placed above the corridors, having a certain eye-catching appeal.

SUMMARY

[0006] The patent application in question proposes that, after following the specific cutting and creasing design, a cardboard paper will have the shape of a display box with slight reduction of width from the top to the bottom, with trapezoidal geometry, having adjustable flaps on the sides and corresponding cutouts on the opposite side.

[0007] At the installation site, the units of these display boxes will be mounted to one another with the insertion

of the flaps of one unit in the cutouts of the subsequent unit.

[0008] After mounting, when the assembly is raised to be attached one point distant from another (for example, between supermarket shelves), the top of these display boxes are moved away from one another by sliding the flaps through the cutouts through a distance delimited by a locking system, simultaneous to the bottoms meeting.

[0009] Through the slightly distanced tops, the assembly obtains an arched shape, self-supported, but through the adjacent edges of their bottoms strongly brought together, supporting the pressure from the top to the bottom without requiring any additional support, able to receive a large media and positioned at a high height between the shelves, carrying a strong advertising/informative appeal.

BRIEF DESCRIPTION OF THE FIGURES

[0010] A more detailed explanation of the invention is given in the following description based on the attached figures:

- Figure 1 is, as previously mentioned, the sequence obtained from the document BR 202016014781-1 to exemplify the state of the art.
- The figures listed below, from 2 to 22, refer to the display box, its cutting and creasing design, mounting and adjustment to obtain the communication arch:
- Figure 2 - plan view;
- Figure 3 - shows, from the base of the assembly, the bottom connected to one of the side faces and the top, joined and positioned in parallel;
- Figure 4 - shows the side face folded towards the top. Detail A shows the male coupling of the side face mounted, aligned to the female coupling of the top, for locking;
- Figure 5 - shows, according to the previous figure, the female coupling mounted to receive the male coupling. This alignment is shown in detail B;
- Figure 6 - shows the side face already locked at the top. Detail D shows the external lock;
- Figure 7 - lower perspective view, according to the previous figure. Detail E shows the internal lock;
- Figure 8 - shows the male couplings of the side face and the top, mounted, aligned to the female couplings of the front faces;
- Figure 9 - shows the female couplings of the front

faces aligned to the male couplings of the side face and top;

- Figure 10 - shows the front faces being brought up against the side face and the top, to interlock the male and female couplings;
- Figure 11 - shows the front faces already locked to the side face, to the top and to the bottom, with the display box mounted;
- Figure 12 - shows the end of the external lock;
- Figure 13 - rendered view showing the already mounted display box;
- Figure 14 - rendered view showing the display box turned to the position of use;
- Figure 15 - shows, in sequence, a display box with its coupling flaps aligned to the corresponding cutouts of a subsequent box. With slight tilting of the box, the coupling flap is aligned to surpass the cutouts of the subsequent box;
- Figure 16 - shows, in sequence, after the slight tilting, the coupling of the initial box to the subsequent box;
- Figure 17 - shows two display boxes coupled to one another. This view indicates the A-A section;
- Figure 18 - views according to the A-A section, showing the internal lock of the locking flaps of the display box to the cutouts of the subsequent display box;
- Figure 19 - shows a part of the arch of the assembly of coupled display boxes;
- Figure 20 - shows, in sequence, the course of the locking flaps through the cutouts at the top of the display boxes, whose distance enables a radial pattern of the assembly. Simultaneously, the bottoms of these display boxes are forced against one another, structuring the assembly. This is how the communication arch is formed;
- Figure 21 - perspective views, with lines and rendered;
- Figure 22 - illustrative view of the installed communication arch between two supermarket shelves for example. A large media was attached to the upper part of the communication arch, causing, together with the arch, a huge visual impact.

DESCRIPTION

[0011] According to the drawings attached, the "TRAP-

EZOIDAL DISPLAY BOX WITH CUTTING AND CREASING DESIGN AND MOUNTING SYSTEM FOR FORMATION OF COMMUNICATION ARCH WITH AUTOMATIC ADJUSTMENT AND STRUCTURING", consists of, as shown in figure 1, based on a cutting and creasing design for cardboard, comprising a mounting base (1) delimited by side creases (2) and (3) of which there are respective cutouts (2) with arrow ends (5) at creases (2). From one of the creases (3), it extends to the bottom (6), delimited by side creases (7) hollowed by a set of male coupling (8) consisting of the cutout (9) of angled extremities (10) and including a flap (11) with male locking tab (8a). Said bottom (6) has a crease (12) positioned opposite crease (3), from where the side face (13) extends, delimited by its side creases (14) equally equipped with male couplings (8), and the crease (15) opposite the crease (12) also receives a pair of male couplings (8), but in alignment and in a cross-sectional position.

[0012] From the crease (3) opposite the base (1), it extends to the top (16), delimited by its side creases (17) also equipped with male couplings (8), and this top (16) is hollowed by the center cutout (18) delimiting the semi-circle flap (19), in addition to receiving a crease (21) on the free edge (20) for the female coupling (22) consisting of a reentrant flap (23) for cutouts (24) and incorporating a locking tab (25) with crease (26), interrupted by rectangular center cutout opposite a semicircular cutout forming the female cutout (22a).

[0013] From the creases (2) of the base (1), the front faces (27) extend with the free edges equipped with their female couplings (22). These front faces (27) protrude, from their peripheral edge (28), an angled coupling flap (29), defined by a coupling end (30) with supporting part (31) of smaller height. On the opposite side, this angled coupling flap (29) forms a stop (32) with displacement part (33) of greater height. The coupling flap (29) also receives a reinforcement glue (34) on its inner side.

[0014] To mount, from the creases (3), the bottom (6) and the top (16) are positioned on the vertical, as shown in figure 3, folding through the crease (12) the side face (13) and then folding its crease (15) to align the cutouts (9) to the flap (23) with the extremities of its locking tab (25) folded to insert into the angled terminal (10), as shown in detail A of figure 4. Next, the male locking tab (8a) of the male coupling (8) is folded and inserted in the female cutout (22a) of the female coupling (22) of the top (16), as shown in detail B of figure 5. This is how the bottom (6), side face (13) and top (16) are locked, as also shown in figure 6 and its detail D and figure 7 and its detail E.

[0015] After, the creases of the bottom (7), creases (14) of the side face (13) and creases (17) of the top (16) are folded, as shown in figure 8, aligning their cutouts (9) to the flaps (23) of the front faces (27). Then, as shown in figure 9, the locking tabs (25) are folded in order to be inserted in the angled terminals (10) while the locking tab (10a) is also folded and inserted in the cutout (22a) to lock the front faces (27), after its verticalization through

the creases (2), as shown in figure 10, thus mounting the display box (35), completing the lock with the joining of the male locking tab (8a), as shown in figures 11, 12 and 13. Thus

the trapezoidal display box (35) is formed with wider top (16), suffering gradual reduction in the perimeter to the bottom (6).

[0016] To use it, the top (16) is turned upward and the bottom (6) downward, as shown in figure 14, in order to be used in various units coupled together, in a new mounting system for an assembly through which a communication arch (A) is formed. For this purpose, as shown in the sequence of figures 15 and 16, the coupling flaps (29) of a unit has the coupling ends (30) folded and, after this unit (35) is handled in slight angulation, the stop (32) is surpassed and inserted in the arrows (5) of the cutouts (4) of the subsequent unit (35). Then the assembler must insert his hand through the cutout (18), as shown by the arrow tracking the sequence of figure 18 of this subsequent box (35) and, internally unfold the coupling ends (30) that, when opened, lock one unit to another and so on successively, as shown in figure 19, forming an assembly of predefined extension for the installation site.

[0017] Through the proposed system, the assembly is raised through its central part, as shown by the arrow of the sequence of figure 20, when the displacement parts (33) of greater height of the coupling flaps (29) slide through its displacement parts (33) through the cutouts (4) of the subsequent displays (35) in a course delimited by the open coupling ends (30), simultaneously forcing the bottoms to meet (6). Thus, through the course of the coupling flaps (29), combined with the trapezoidal geometry of the display boxes (35), an adjustment movement is provided for spacing between the tops (16), in automatic radial position, while the bottoms (6) meet providing structuring, supporting the resulting stress imposed vertically from top to bottom, for the formation of the arch. Figure 21 shows the communication arch in lines and rendered.

[0018] Therefore, as shown in figure 22, the assembly can be supported by its peripheral display box (35) units, between two opposite shelves (G) in a supermarket corridor for example. Through its end of greater height, the communication arch (A) formed receives the fixation of a large media (M), which is maintained well above the corridor, calling the attention of consumers.

Claims

1. TRAPEZOIDAL DISPLAY BOX WITH CUTTING AND CREASING DESIGN", consisting of cardboard, comprising a base (1) delimited by side creases (2) and (3) and that, on the creases (2) is **characterized** for receiving cutouts (4) with arrow end (5), extended to the bottom (6) from one of the creases (3), delimited by side creases (7) hollowed by male coupling (8) consisting of the cutout (9) of an-

gled extremities (10) and inclusion of a flap (11) with male locking tab (8a), and from crease (12) of the bottom (6) extends the side face (13) delimited by side creases (14), equally equipped with male coupling (8), as well as the opposite crease (15), receiver of a pair of male couplings (8), but in the cross-sectional position, while, from crease (3) opposite the base (1) extends the top (16), delimited by side creases (17) also equipped with their respective male couplings (8), said top (16) hollowed by the center cutout (18) delimiting semi-circle flap (19) and receiving, the free edge (20), a folding crease (21) of a female coupling (22) with its reentrant flap (23) by cutouts (24) and including a locking tab (25) with crease (26) interrupted by a rectangular center cutout opposite a semi-circular cutout, forming the female coupling (22a), also extending, from the creases (2) of the base (1), front faces (27) free edges equipped with crease (21) for its female couplings (22), being that, from its peripheral edge (28), the front faces (27) extend an angled coupling flap (29) defined by a coupling end (30) with supporting part (31), of smaller height and, on the opposite side, a stop (32) with displacement part (33), also receiving reinforcement in the inner face (34), thus forming the display box (35), with wider top (16) suffering gradual reduction in the perimeter to the bottom (6), in trapezoidal geometry.

2. TRAPEZOIDAL DISPLAY BOX WITH CUTTING AND CREASING DESIGN", according to claim 1, **characterized by** the verticalization, from the creases (3), of the bottom (6) and top (16), folding, through the crease, (12), the side wall (13), and then folding its crease (15) to align the cutouts (10) of the male couplings (8) to the flaps (23) of the female couplings (22), whose locking tab (25) ends are folded for insertion in the angled extremities (10), then folding the locking tab (10a) and inserting it in the cutout (22a) to lock the walls (6), (13) and (16), and then folding creases (7), (14) and (17), aligning their cutouts (9) to the flaps (23) of the front faces (27) after their verticalization through the creases (2), folding the locking tabs (25) for insertion in the angled extremities (10) while the locking tab (10a) is also folded and inserted in the cutout (22a) to lock the front faces (27), thus mounting the display box (35).

3. MOUNTING SYSTEM", according to the description in the cutting and creasing design of claims 1 and 2 for the display box (35), **characterized by** the coupling flaps (29) of one unit (35) having the extremities of its coupling ends (30) folded for insertion in the arrows (5) of the cutouts (4) of the subsequent unit (35), said ends (30) opened manually by the insertion of the assembler's hand through the cutout (18) locking one unit to another and so on successively.

4. FORMATION OF COMMUNICATION ARCH WITH AUTOMATIC ADJUSTMENT AND STRUCTURING SYSTEM", according to the description in claims 1, 2 and 3, after raising the set from its central part and support of the peripheral display box (35) units between two points, such as between shelves for example, above a corridor, **characterized by** the displacement parts (33) of the coupling flaps (29) of a display box (35) slide through the cutouts (4) of the subsequent display box (35), from their tops (16), in a course delimited by the open coupling ends (30) for radial movement and positioning of the assembly, and so on successively, simultaneously forcing the bottoms (6) of these display boxes (35) to meet, in the shape of a communication arch (A) that receives the fixation of the large media (M) displayed at great height.

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FIG. 1

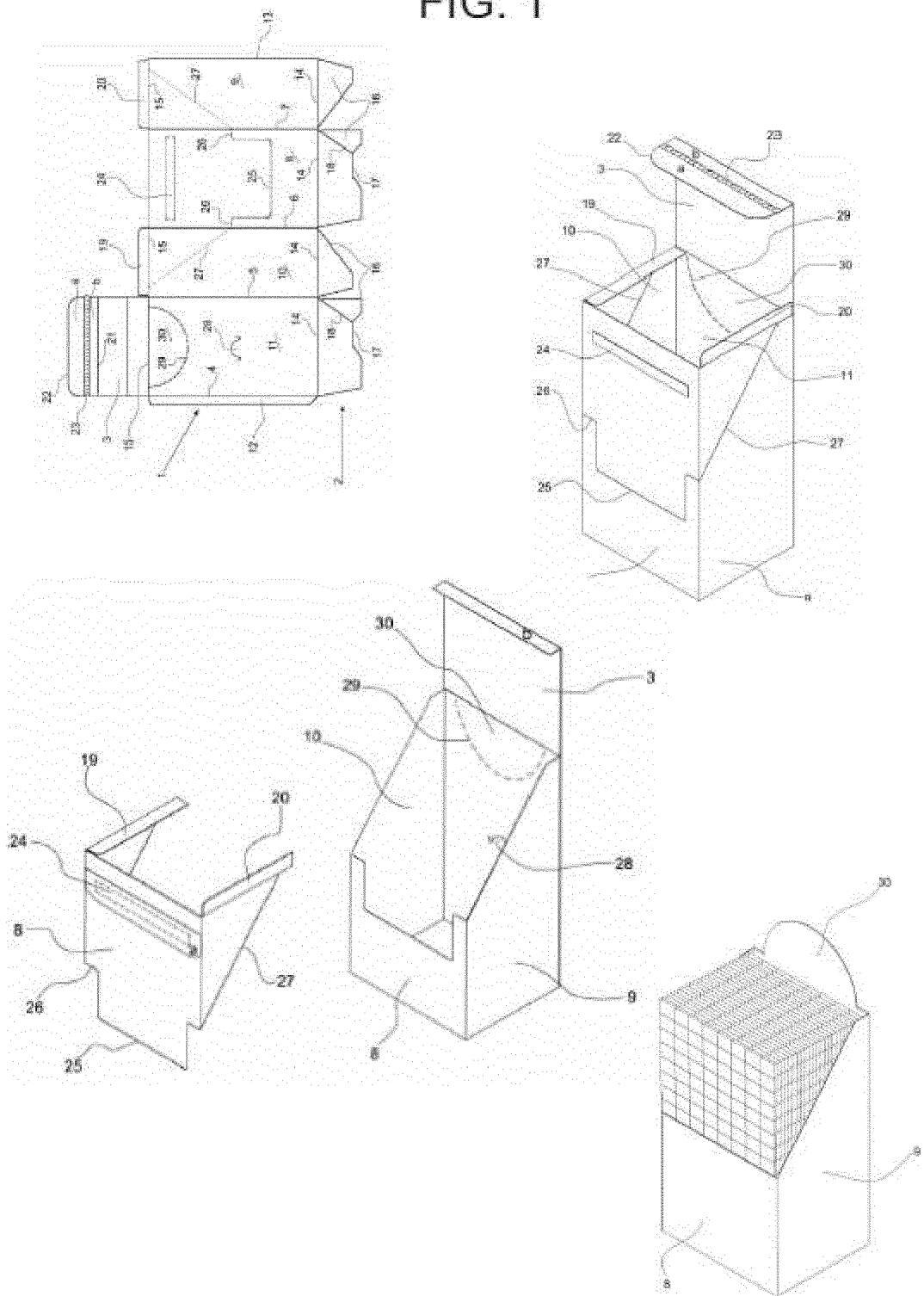


FIG. 2

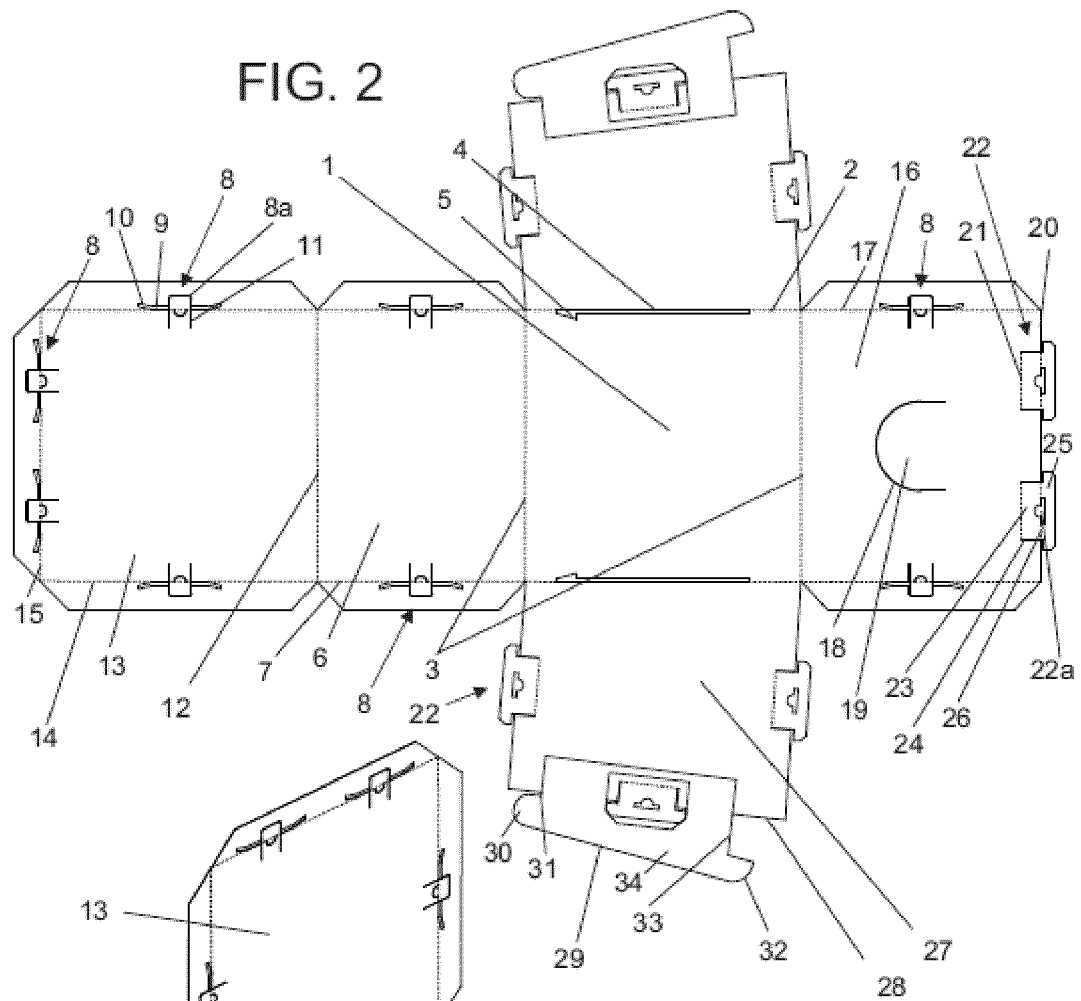
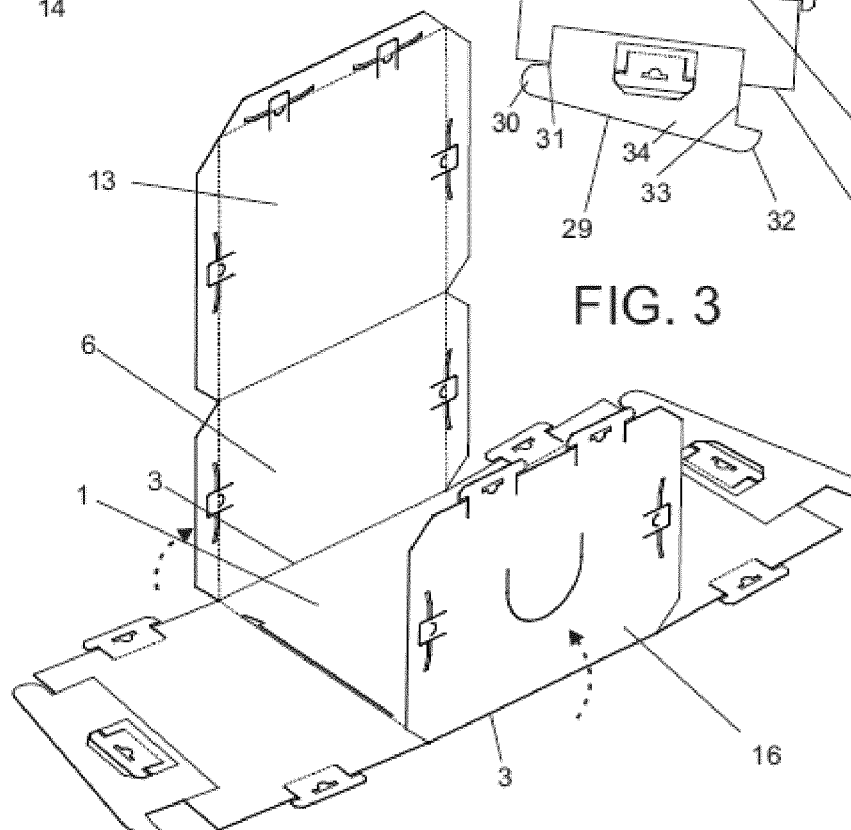
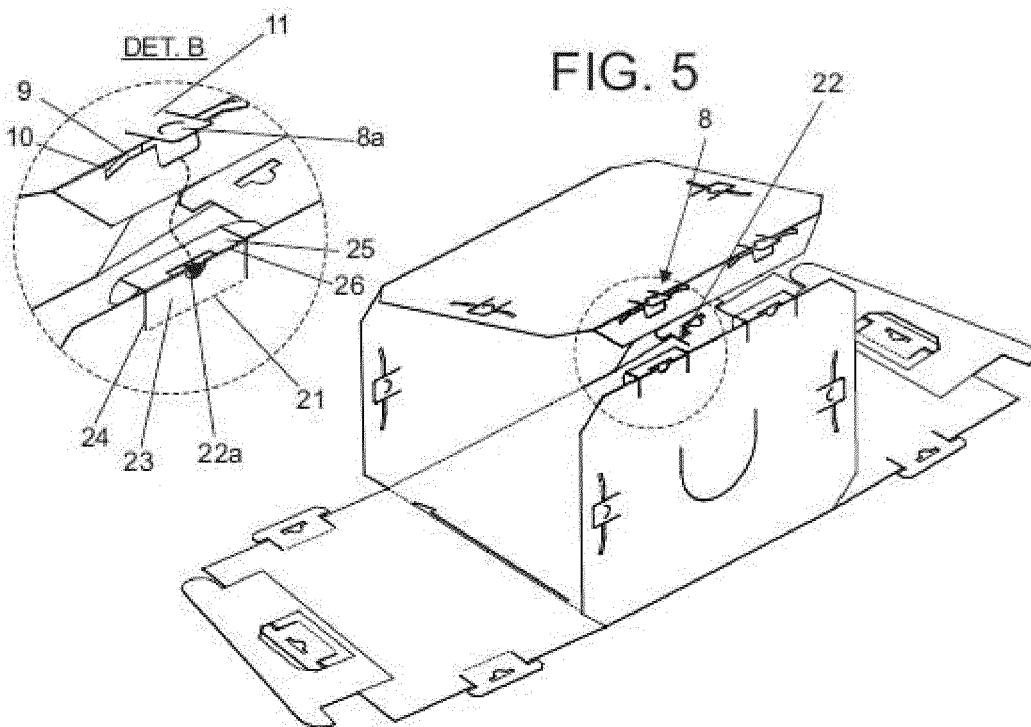
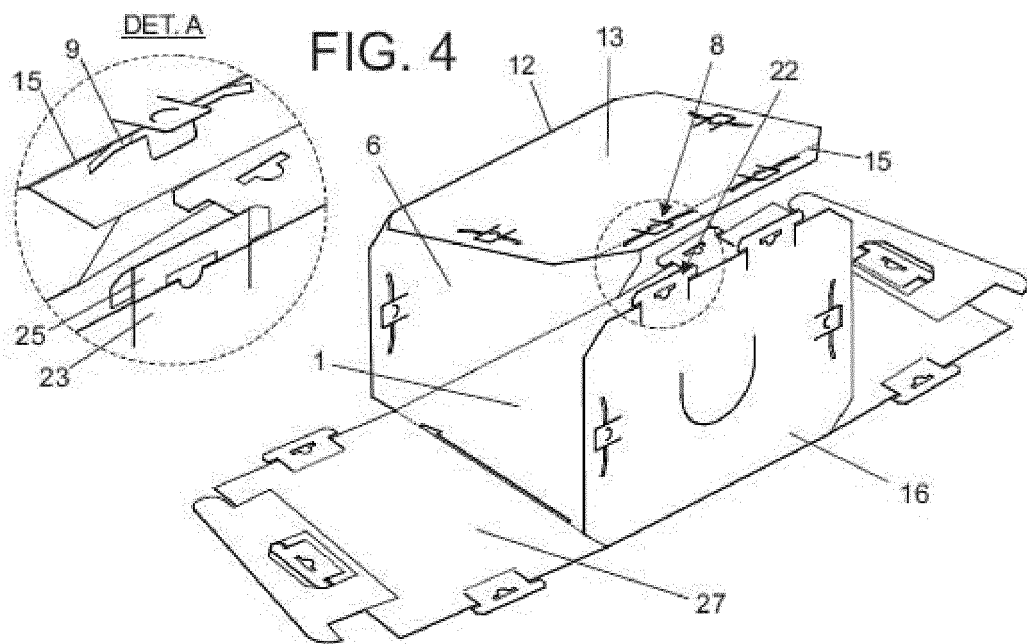


FIG. 3





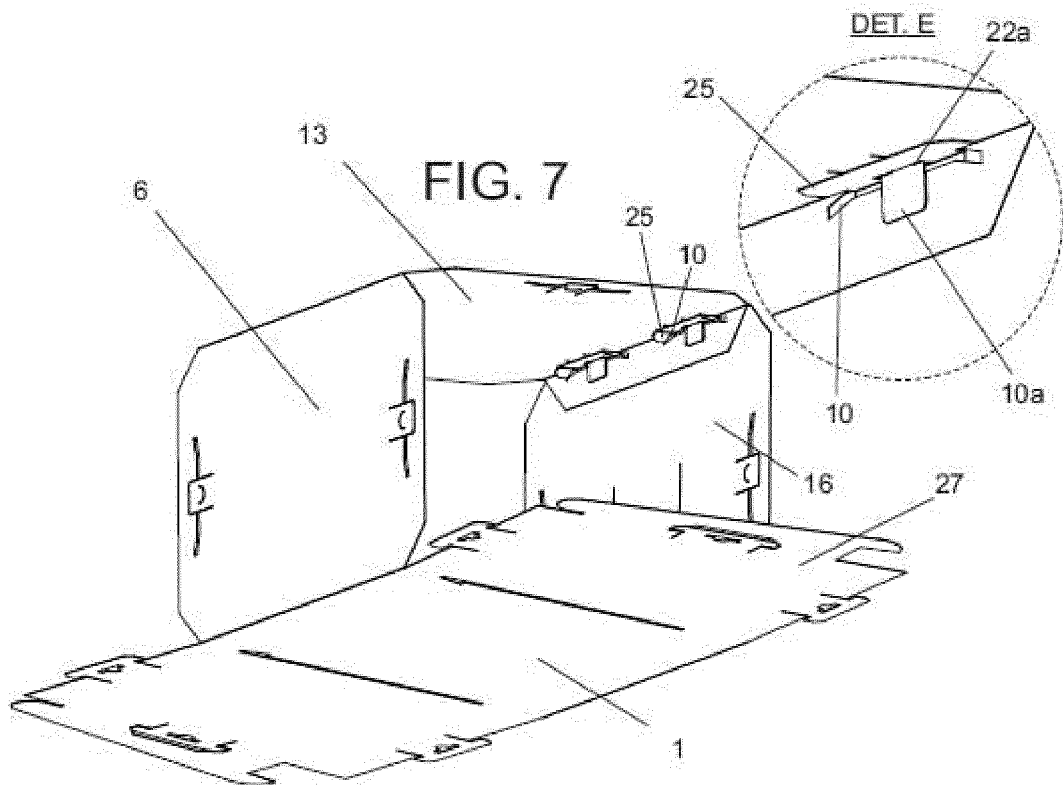
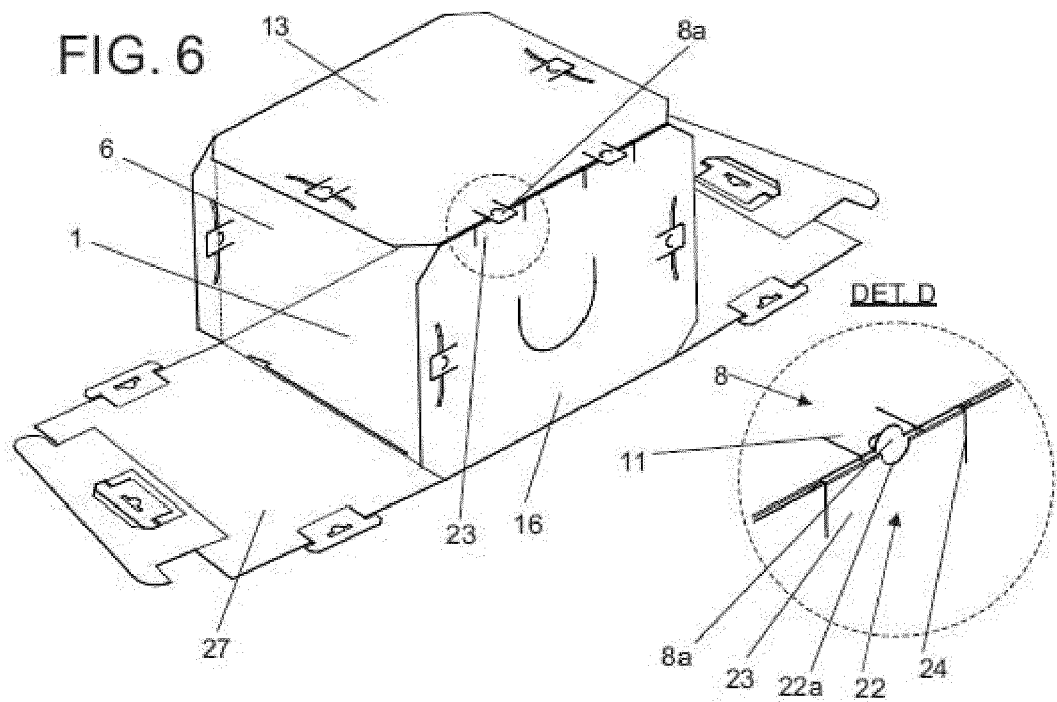


FIG. 8

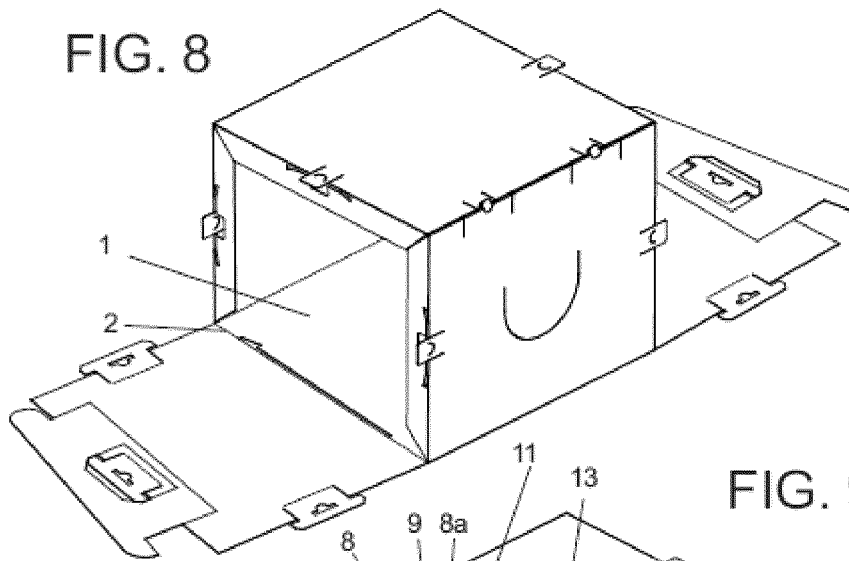


FIG. 9

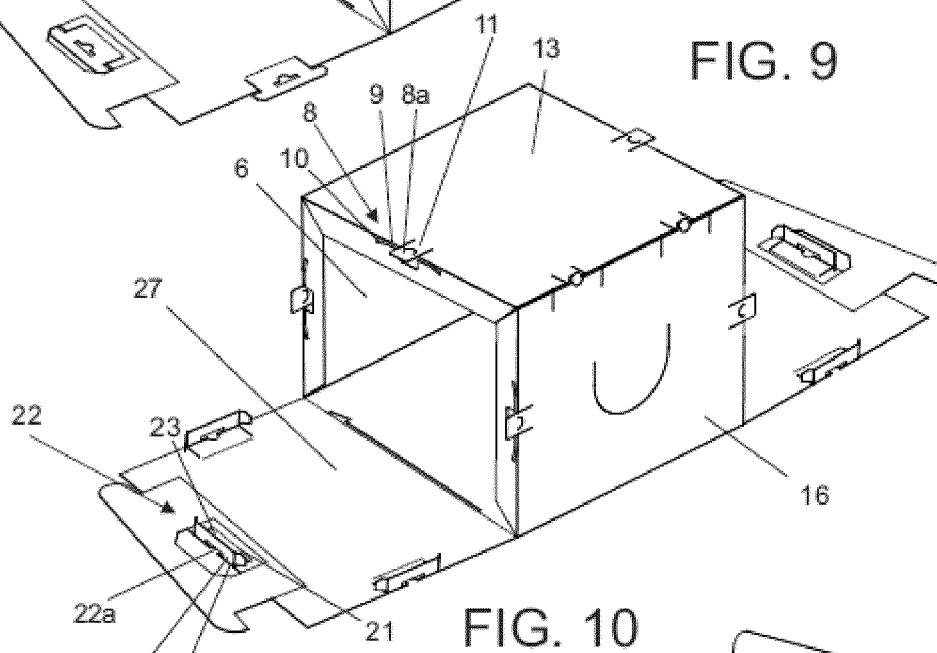


FIG. 10

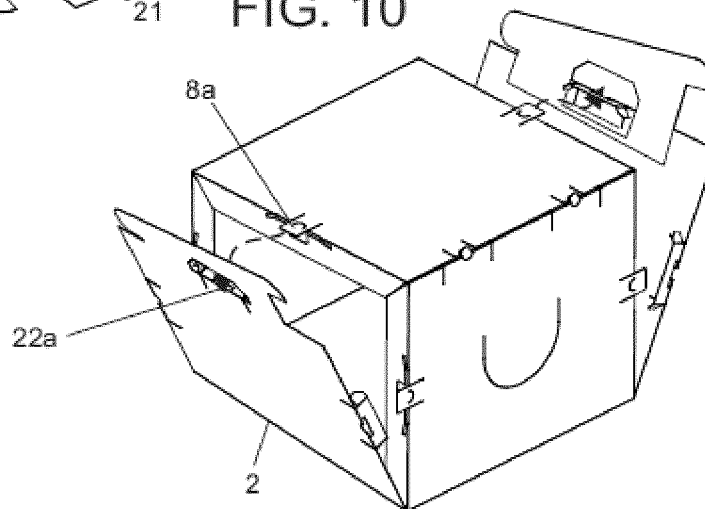


FIG. 11

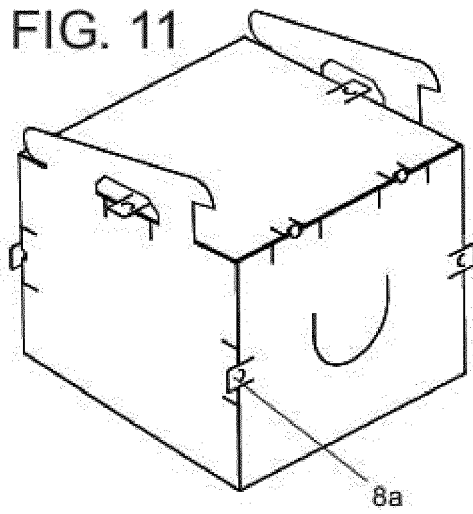


FIG. 12

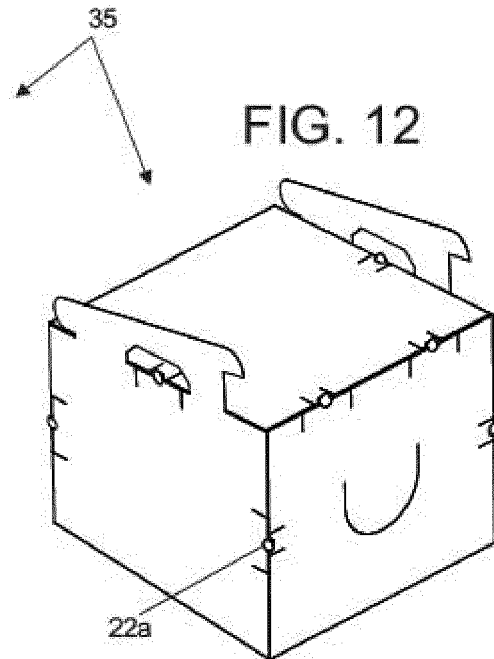


FIG. 13

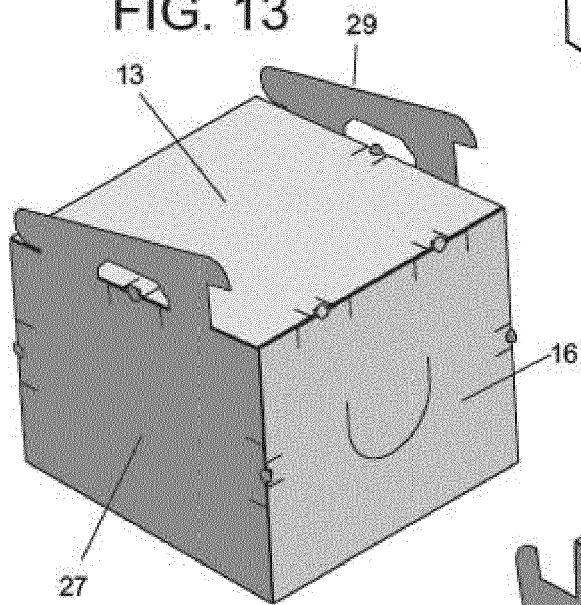


FIG. 14

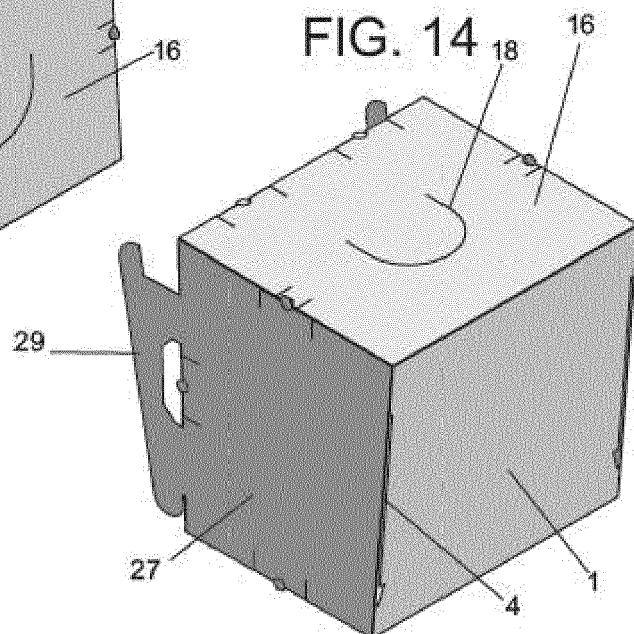


FIG. 15

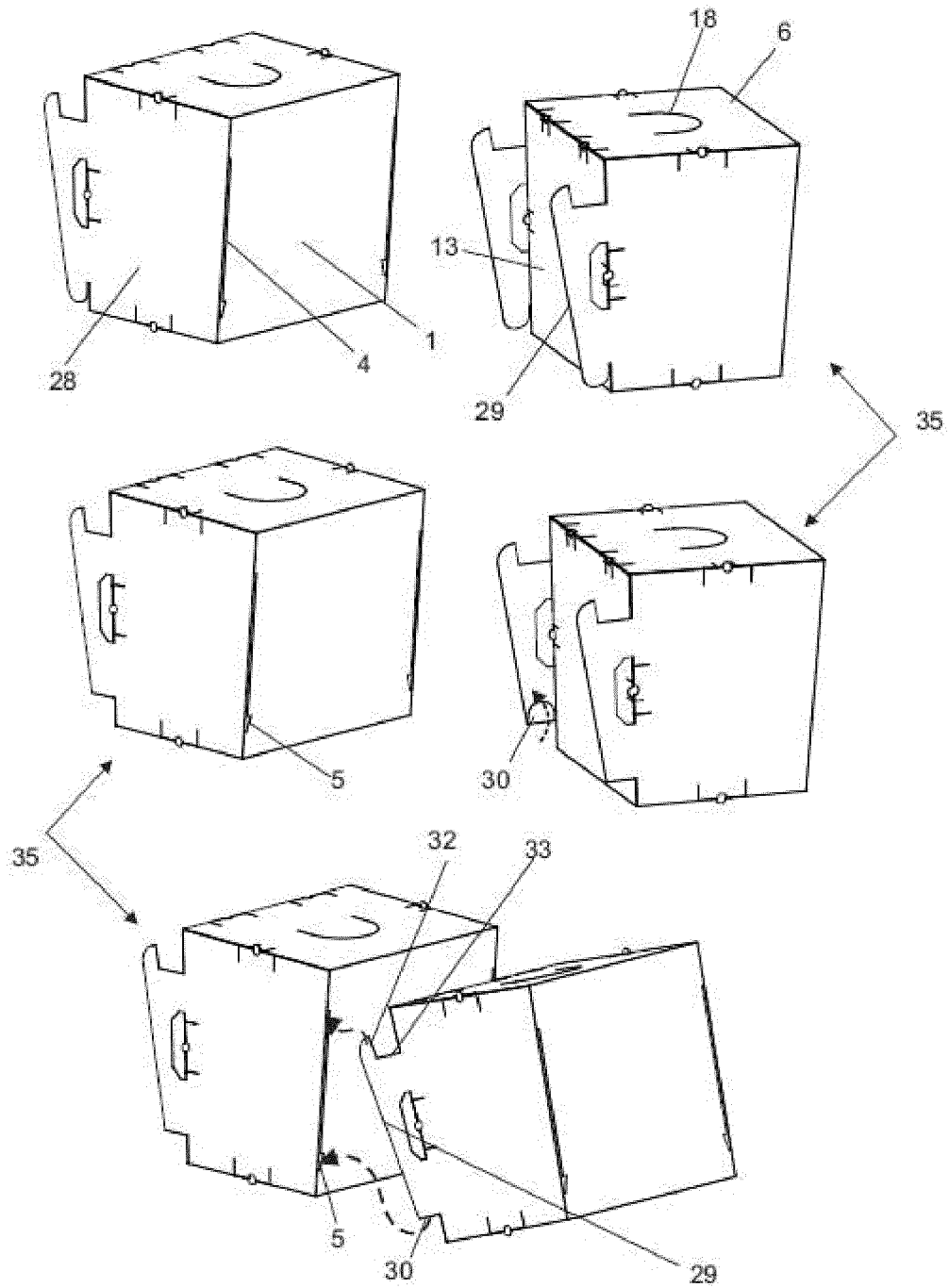
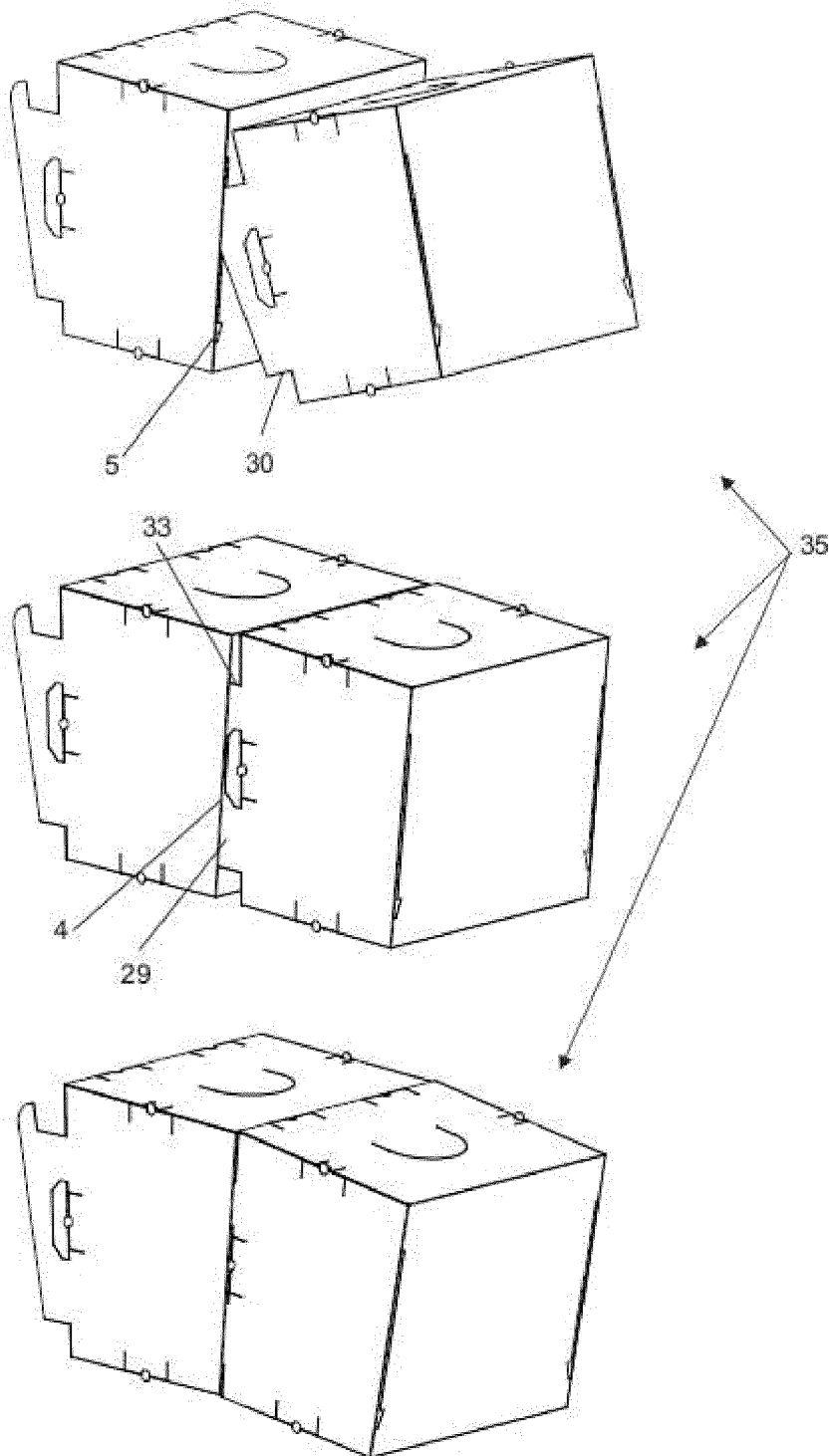


FIG. 16



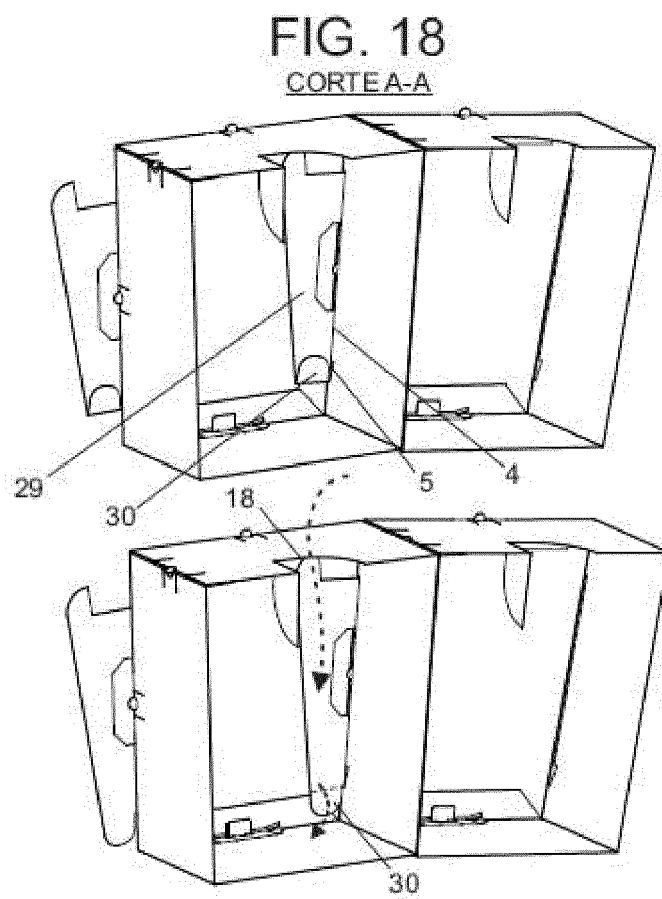
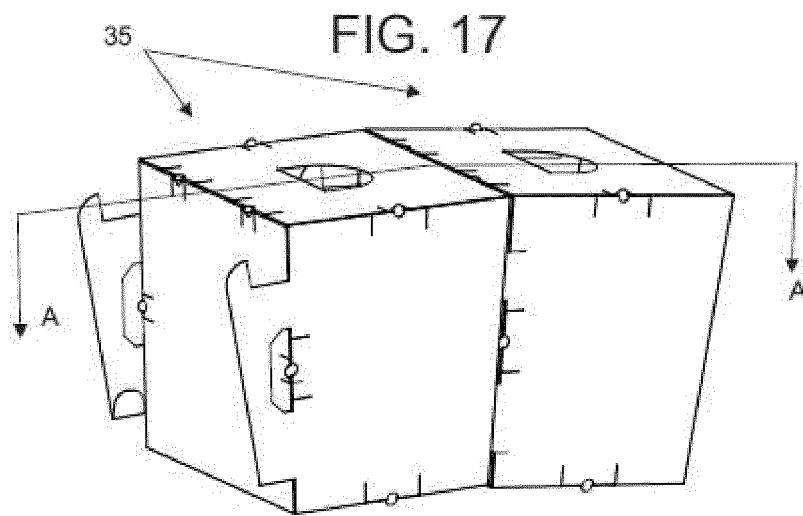


FIG. 19

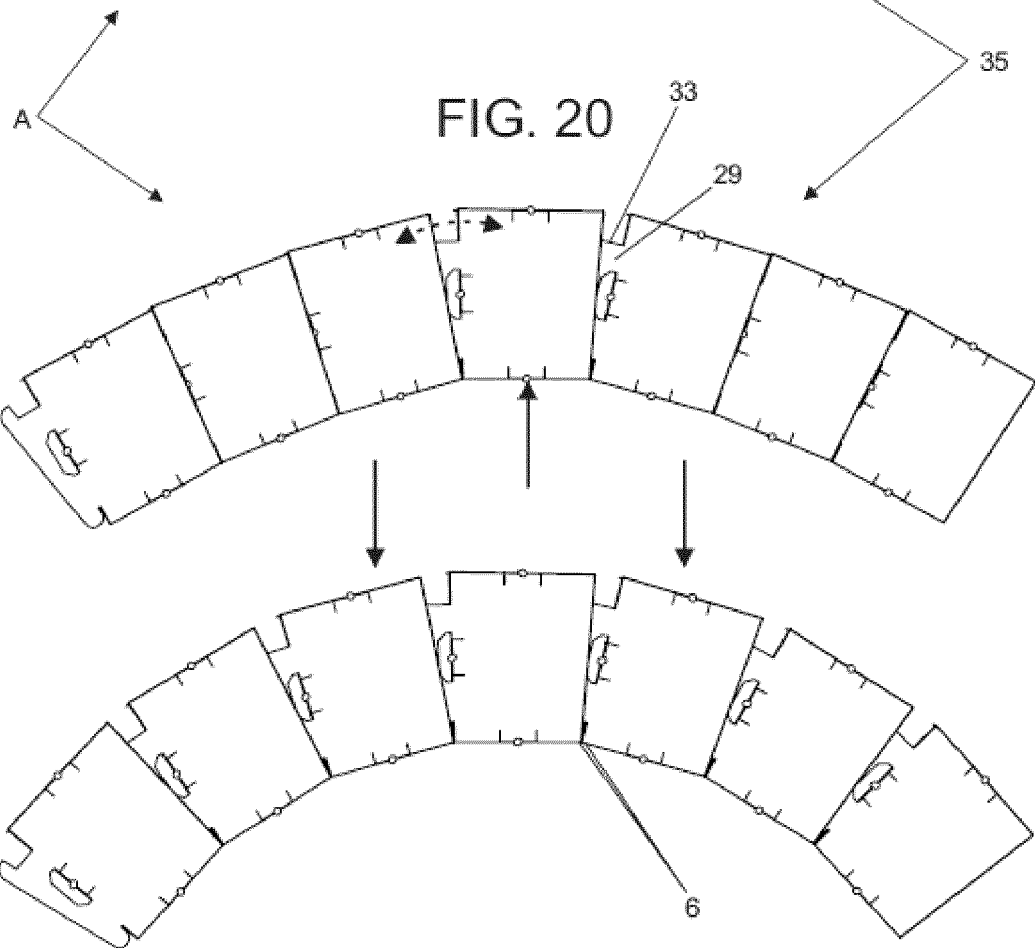
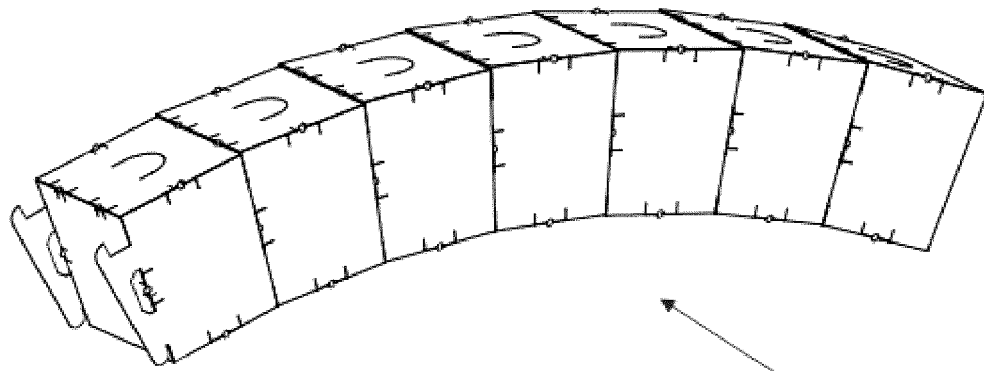


FIG. 21

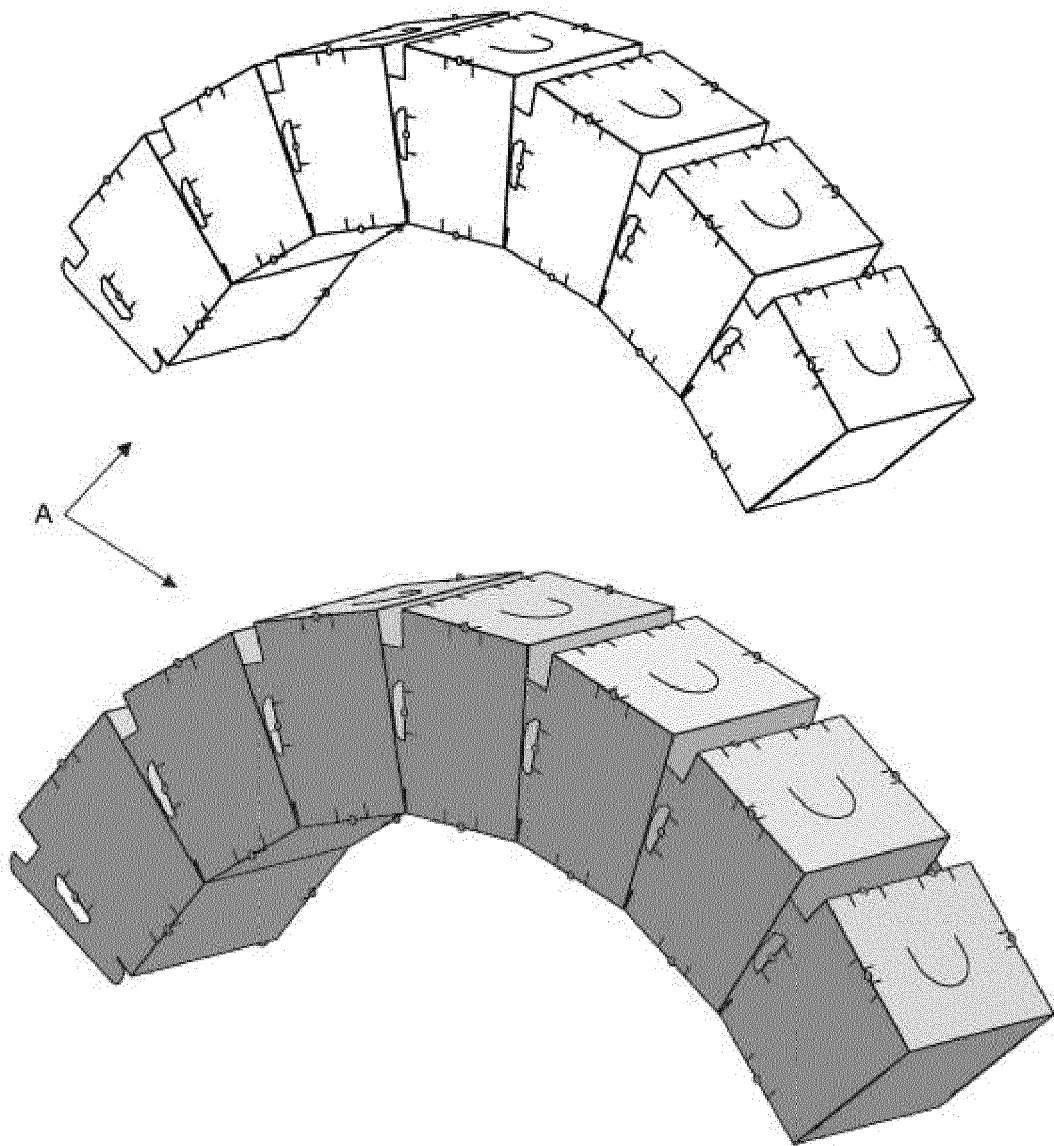
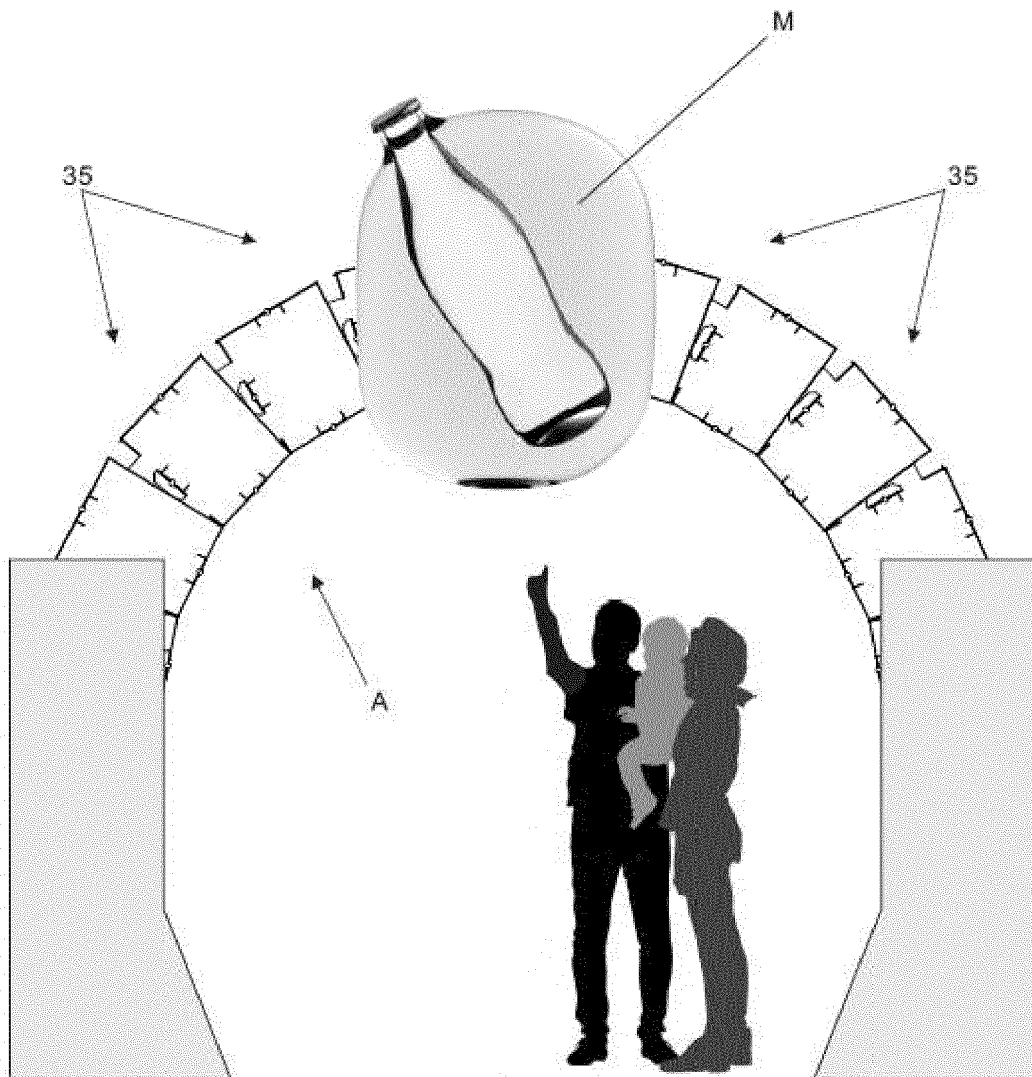


FIG. 22





EUROPEAN SEARCH REPORT

Application Number
EP 18 18 2295

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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	US 4 245 773 A (STOLLBERG RAY H) 20 January 1981 (1981-01-20) * the whole document *	1-4	INV. A47F5/11 B65D5/66 B65D5/00 B65D5/20
A	US 4 353 496 A (NELSON JR BENNIE C ET AL) 12 October 1982 (1982-10-12) * the whole document *	1-4	
			TECHNICAL FIELDS SEARCHED (IPC)
			B65D A47B A47F
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 24 April 2019	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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EPO FORM 1503 03/82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
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EP 18 18 2295

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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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24-04-2019

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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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