



(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:
26.06.2019 Bulletin 2019/26

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

(21) Application number: **18208087.9**

(22) Date of filing: **23.11.2018**

(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
Designated Validation States:
KH MA MD TN

(71) Applicant: **Molcaworld, S.L.**
46191 Vilamarxant Valencia (ES)

(72) Inventor: **CARRASCO SENENT, Francisco Javier**
46191 Vilamarxant (Valencia) (ES)

(74) Representative: **Ungria López, Javier**
Avda. Ramón y Cajal, 78
28043 Madrid (ES)

(30) Priority: **21.12.2017 ES 201731566 U**

(54) **ADVERTISING SUPPORT FOR COLUMNS OR PILLARS OF BUILDINGS**

(57) The invention relates to an advertising support for building pillars with a configuration comprising two parallel sides on each of which there is a part of a closure (3) that functions by means of a zipper or Velcro®, the support (1) being manufactured from a material made up

of a polyester part, which makes it resistant to moisture and mechanical stresses, and a spandex part, which makes it elastic, such that the support (1) is able to resist the outdoors and adapts to the pillar (2) in a fitted manner.

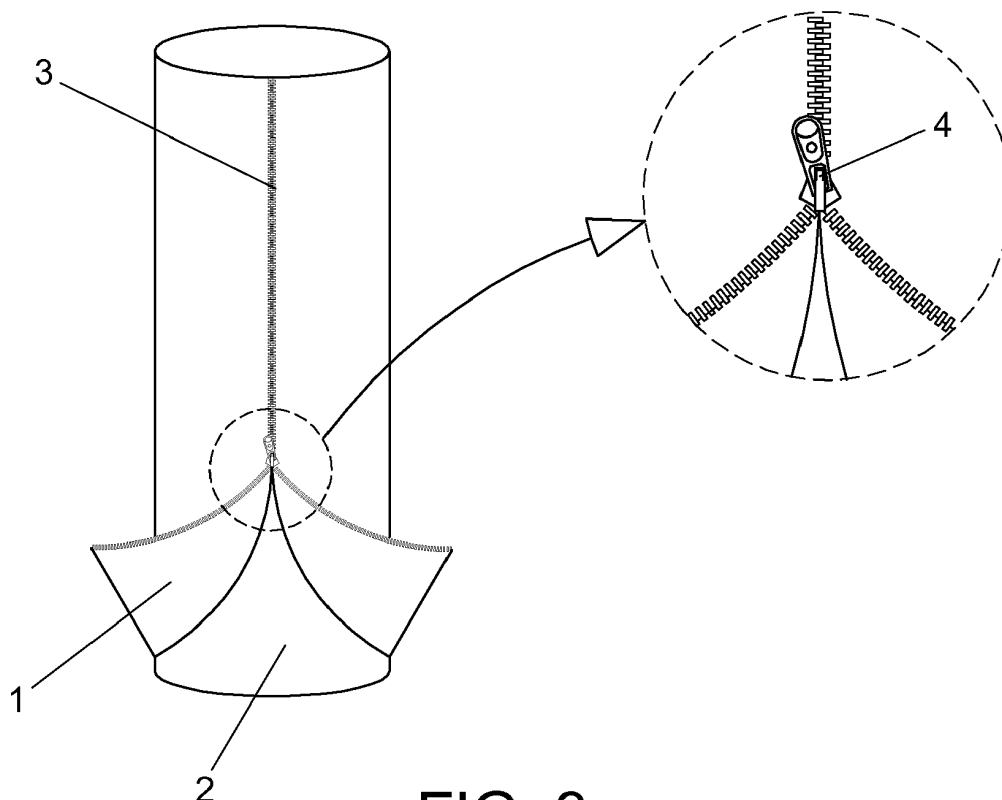


FIG. 3

Description

OBJECT OF THE INVENTION

[0001] The present invention, as expressed in the title of this specification, is focused on providing advertising utility to the support pillars and columns of buildings or diverse structures which currently only act as structural support for said buildings.

[0002] Specifically, the invention involves, by means of the mechanisms established below, converting the securing column or pillar of various buildings into an advertising support by means of a printed support with a zipper or Velcro® closure which enables it to be adjusted to any column or pillar shape in order to advertise all kinds of products that may be sold, being a clear innovation in the field of outdoor advertising.

[0003] The printed support of the invention is made of a mixture of materials that enable it to be placed on the outside of buildings. With this, it enables the announcer of any product to display their advertisement both on the outside and inside of buildings, since it has less aggressive conditions, completely or partially covering the support columns and pillars of buildings, doing so in a unique and original way with good visual impact; providing the columns or pillars that only act as a support in specific and unique outdoor advertising means.

TECHNICAL PROBLEM TO BE SOLVED AND BACKGROUND OF THE INVENTION

[0004] Protective mats are known for fixed elements at risk such as posts, columns or impact protectors for parking lots in garages, and advertising covers for bollards located on public roads, as well as pockets containing advertising banners for said wall or column protectors in parking lots or on posts of sports fields.

[0005] Document ES-1138912_U of the state of the art with the same owner as the present invention describes a support by means of which advertising utility is given to columns or pillars of buildings, bridges etc. by means of the use of a textile cover with a zipper and/or Velcro® closure, the securing of said structures ceasing to be the only function of the column or pillar.

[0006] However, when outdoors the material of the textile support of this invention has a series of problems related to resistance to moisture and mechanical stresses, which translates to a fastening that is not very fitted to the column whereon it is located.

[0007] The present invention solves these problems, which are not solved in the current state of the art, by means of a textile support incorporating in the composition thereof a percentage of spandex, achieving not only greater resistance to outdoor climatological conditions, but also a fit that is tighter and adapted to any column shape, improving the aesthetics and durability of the support.

DESCRIPTION OF THE INVENTION

[0008] With the aim of reaching the objectives and preventing the drawbacks mentioned previously, the present invention describes a printed support with advertising for use on securing columns or pillars of all kinds of buildings. The support has a configuration that, although it may not be rectangular, at least has two parallel sides wherein each one incorporates a closure that, preferably is made by means of a zipper or Velcro®. The support is intended to be able to be located outside, meaning, outdoors, for which reason it can also be located indoors, this being a situation with less aggressive conditions.

[0009] The support can be adapted to columns or pillars of any type of transverse cross section as far as shape and size.

[0010] The closure likewise enables the advertising support to be changed easily according to the interests of the advertiser, as well as completely or partially covering the column or pillar whereon it is located.

[0011] The advertising support is manufactured from a material made up of polyester and spandex such that, on one hand, the polyester makes it resistant to moisture and mechanical stresses in order to resist the outdoors and, on the other hand, the spandex gives it elasticity to be able to adapt to the pillar whereon it is located in a fitted manner.

[0012] The percentage of spandex is preferably comprised between 4% and 10%. Thus, due to the elasticity of the material of the support, the dimension between the two parts of the closure is between 2% and 8% less than the perimeter dimension of the pillar to be covered, once positioned being subjected to light tension.

[0013] Furthermore, the closure comprises a locking slider which prevents it from accidentally opening, which would leave the advertising support in a very bad position.

BRIEF DESCRIPTION OF THE FIGURES

[0014] To complement the description of the invention and for the purpose of aiding to better understand the features thereof according to a preferred exemplary embodiment thereof, a set of drawings is attached in which the following figures have been depicted with an illustrative and non-limiting character:

- Figure 1 represents three types of columns or pillars with diverse shapes whereon the support of the invention can be placed.
- Figure 2 represents the printed support intended to wrap around the column or pillar, regardless of the shape it has.
- Figure 3 represents the closure of the cover with the indicated zipper or Velcro® system.

[0015] A list of the references used in the figures is provided below:

1. Support.
2. Pillar.
3. Closure.
4. Locking slider.

DESCRIPTION OF A PREFERRED EMBODIMENT OF THE INVENTION

[0016] Considering the numbering adopted in the figures, the present invention relates to a support (1) incorporating advertising intended to be located on pillars (2) of buildings, providing them with an additional function apart from the structural function.

[0017] The support (1) has a rectangular configuration, as shown in Figure 2, incorporating on two of the parallel sides each of the two parts of a closure (3) which preferably is a zipper or Velcro®. Thus, the support (1) is located on the pillar (2) hugging it and is fastened by means of the joining of the two parts of the closure (3) as shown in Figure 3.

[0018] An improvement that the advertising support (1) of the present invention incorporates is that it is manufactured from a material that is resistant to outdoor weather conditions. This material, additionally, has an elasticity that enables it to be fitted to the pillar (2) whereon it will be located. To do so, studies performed indicate that the most appropriate material is a polyester to which 4-10% spandex is incorporated.

[0019] The material gives the support (1) an elasticity that enables it to be better fit to the dimensions of the pillar (2) whereon it is located. Although the dimensions may be standard, the support (1) is preferably dimensioned for the pillar (2) whereon it will be located. Thus, the suitable advertisement can be assigned based on the situation, on the usual type of audience, etc. Thus, the suitable length is between 1% and 5% greater than the total length of the perimeter of the pillar (2).

[0020] The support (1) preferably has a dimension between the two parts of the closure (3) that is slightly smaller than the perimeter dimension of the pillar (2) intended to be covered, specifically between 2% and 8%, which favours the perfect fit thereof.

[0021] Thus, as shown in Figure 1, the cross section of the pillar (2) whereon the support (1) is located is indifferent, being able to be only just a convex polygon, as shown in the figures, but also a polygon with inner angles greater than 180 degrees, since the very elasticity of the material will cause the support (1) to adapt to the outline of the pillar (2) without problem.

[0022] Another improvement incorporated by the support (1) of the present invention is that the closure (3) incorporates a locking slider (4), such that it prevents the support (1) from tending to open and detach from the pillar (2). This is especially important due to the fact that the very tension of the elastic material tends to open the support (1) and, once it has started to open, the ease of opening thereof increases.

[0023] Finally, it is convenient to take into account that

the present invention must not be seen as limited to the embodiment described herein. Other arrangements may be carried out by those skilled in the art based on the present description. Accordingly, the scope of the invention is defined by the following claims.

Claims

1. An advertising support for pillars of buildings with a configuration such that it comprises two parallel sides on each of which is located a part of a closure (3) that functions by means of a zipper or Velcro®, the support (1) being **characterised in that** it is manufactured from a material made up of:
 - a polyester part, which makes it resistant to moisture and mechanical stresses, and
 - a spandex part, which makes it elastic,
 such that:

the support (1) is able to resist the outdoors and adapts to the pillar (2) in a fitted manner.
2. The advertising support for pillars, according to claim 1, **characterised in that** the percentage of spandex is comprised between 4% and 10%.
3. The advertising support for pillars, according to claims 1 or 2, **characterised in that** the closure (3) comprises a locking slider (4) which prevents it from accidentally opening.
4. The advertising support for pillars, according to claims 1 or 2, **characterised in that** the dimension of the support (1) between the two parts of the closure is slightly smaller than the perimeter dimension of the pillar (2) intended to be covered, such that the support stays submitted to a light tension once positioned.
5. The advertising support for pillars, according to claims 1 or 2, **characterised in that** the dimension of the support (1) between the two parts of the closure is between 2% and 8% less than the perimeter dimension of the pillar (2) intended to be covered.

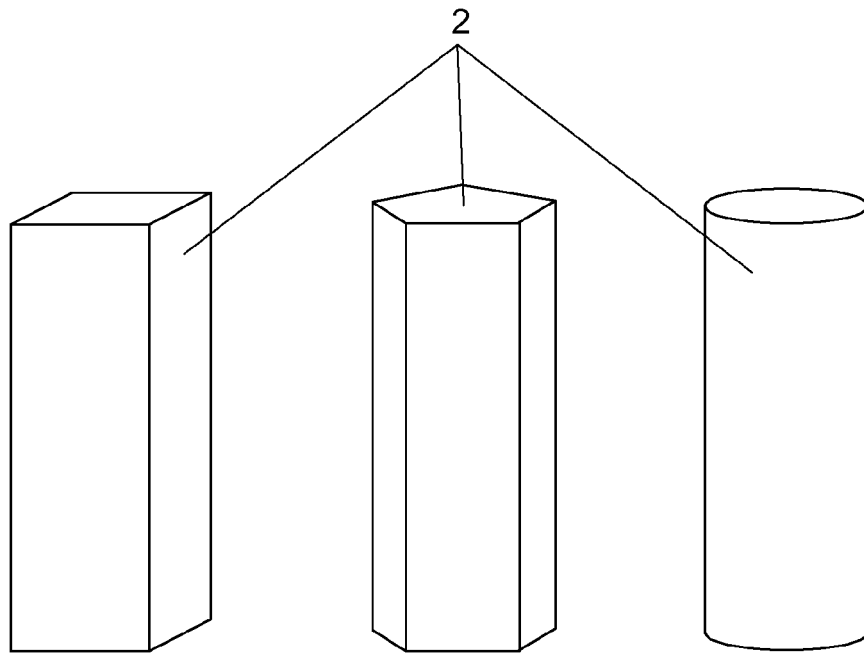


FIG. 1

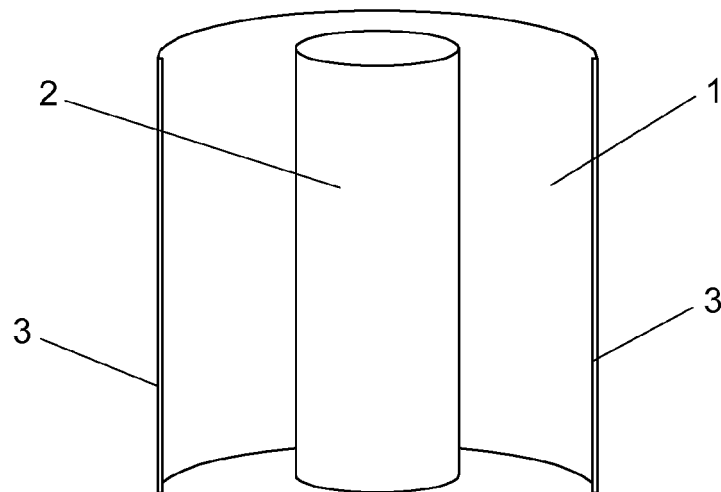


FIG. 2

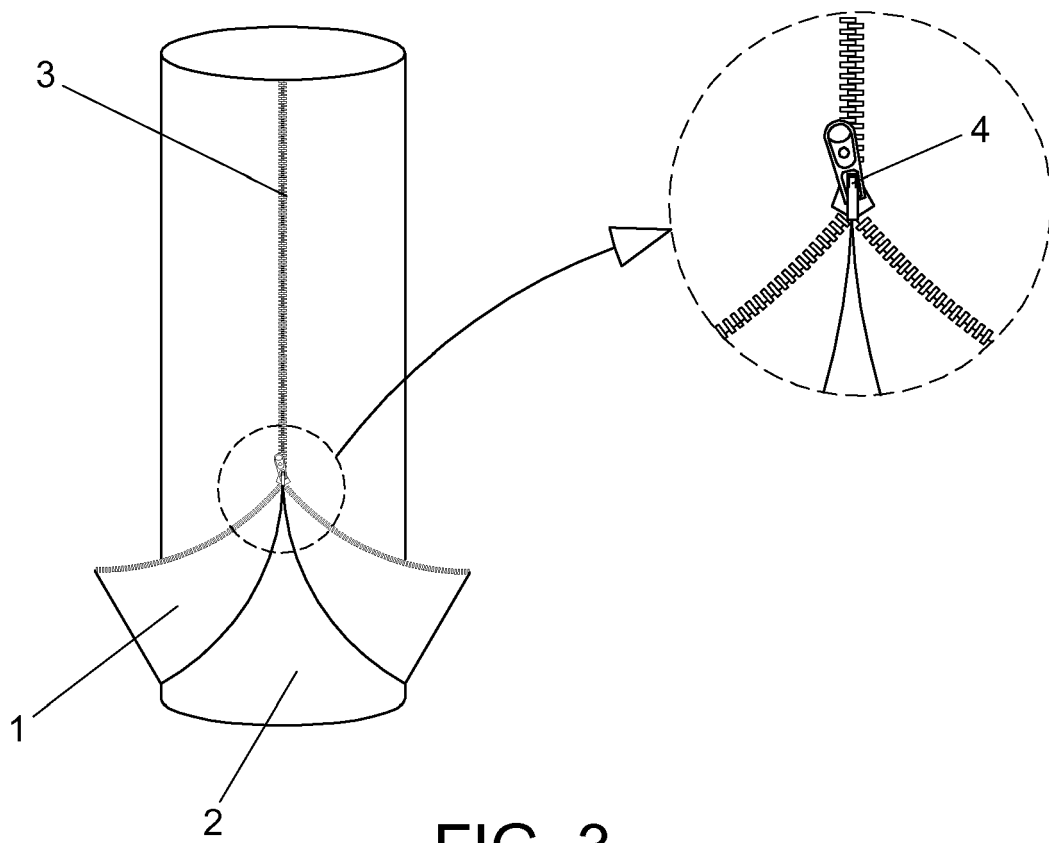


FIG. 3



EUROPEAN SEARCH REPORT

Application Number
EP 18 20 8087

5

10

15

20

25

30

35

40

45

50

55

1

EPO FORM 1503 03.82 (P04C01)

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 2004/163293 A1 (HUGHES ROBERT P [US]) 26 August 2004 (2004-08-26) * paragraphs [0001], [0014], [0043], [0052] * * figures 1-12 *	1-5	INV. G09F15/00
X	US 2014/053441 A1 (ARONS WILLIAM H [US] ET AL) 27 February 2014 (2014-02-27) * paragraphs [0002], [0028] - [0033] * * figures 1-5 *	1-5	
A,D	ES 1 138 912 U (CARRASCO SENENT F J) 7 May 2015 (2015-05-07) * page 1, line 4 * * page 1, line 42 - page 2, line 2 * * page 2, lines 20-27 * * figures 1-3 *	1-5	
A	ES 1 189 108 U (BARROS GUTIERREZ ANTONIO [ES]) 2 August 2017 (2017-08-02) * page 1, lines 6-20 * * page 5, lines 4-14 * * page 3, lines 1-5 * * page 8, line 26 - page 9, line 4 * * page 9, lines 18-25 * * figures 1-6 *	1-5	TECHNICAL FIELDS SEARCHED (IPC) G09F
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 26 April 2019	Examiner Zanna, Argini
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			

**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 18 20 8087

5 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.

26-04-2019

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2004163293 A1	26-08-2004	NONE	
US 2014053441 A1	27-02-2014	NONE	
ES 1138912 U	07-05-2015	NONE	
ES 1189108 U	02-08-2017	NONE	

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

- ES 1138912 U [0005]