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(54) **SUPPORT FOR PRESENTING INFORMATION**

(57) A support (10) for presenting information and/or displaying products is described, comprising at least two panels (11, 21), one of which has a presentation surface (15) on which information to be presented are included, such panels (11, 21) being mutually connected along an articulation line (16) and each having a free edge (18, 28), the support (10) being designed to be closed, by mutually overlapping the panels (11, 21) bent around the

articulation line (16), an elastic hauling element (19) connected to the free edges (18, 28) of the panels (11, 21) and designed to keep the free edges (18, 28) mutually in contact, a contrast element (30) having a first end (31) connected to one of the free edges (18, 28) through the elastic element (19), and a second end (32) connected to one of the panels (11, 21), to counteract the action of the elastic element (19).

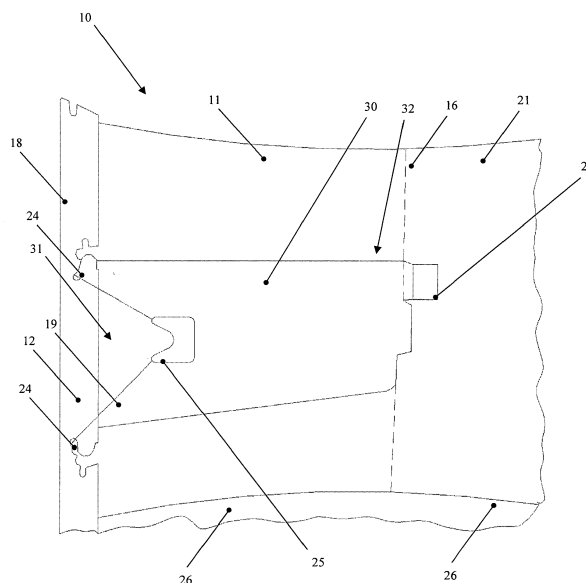


FIG. 1

Description

[0001] The present invention refers to a support for presenting information, and materials to be exposed and/or marketed, usable in sales points to present advertising communications and/or expose products for their sale.

[0002] In particular, the invention refers to a support for presenting information, or display, of the type with a column bendable on itself, and that can be opened semi-automatically, designed to be stored easily in its bent configuration, and designed to be quickly opened upon installing it.

[0003] EP1395971 discloses supports for presenting information, for example a column, having an external sheet of substantially rigid material and bendable, comprising a presentation surface, on which information to be presented are included, for example messages and/or advertising images; these supports for presenting information further comprise stressing means to make the presentation surface of the external sheet with a convex shape or other geometrical shape (parallelepiped, triangular, etc.), and supporting means for keeping the shape, for example convex, of the presentation surface by contrasting the stressing means. The supporting means which contrast the stressing means, for keeping the shape, for example convex, of the presentation surface, are designed so that their action is discreetly distributed along the presentation surface of the sheet through a plurality of bands.

[0004] EP1983498 discloses supports for presenting information having at least one presentation surface comprising a plurality of panels made of a substantially rigid and bendable material, mutually articulated along an articulation direction, with two end panels, each extending between an articulation edge and a free edge, substantially parallel to the articulation edge, the support being designed to be closed against the action of elastic return means, with the two free edges of the two end panels mutually spaced, and the panels designed to be bent onto themselves, the elastic return means being designed to take the two free edges mutually nearby, substantially joined, after deploying the panels; the width of one of these end panels, between its articulation edge and its free edge, is different from the development width of the remaining support, and each of the two end panels extends from wings articulated to its free edge, for fastening the elastic return means.

[0005] US-A1-2015/265070 discloses a support according to the preamble of Claim 1.

[0006] Object of the present invention is providing a support for presenting information and/or displaying products, which is an alternative to known supports and allows making a support which can be easily made, is reliable and has a reduced cost with respect to known supports, which allows bending it on itself easily, and allows an easy semi-automatic opening to easily store it as bent and quickly open it upon its installation.

[0007] The above and other objects and advantages

of the invention, as will result from the following description, are obtained with a support for presenting information and/or displaying products, as claimed in Claim 1. Preferred embodiments and non-trivial variations of the present invention are the subject matter of the dependent claims.

[0008] It is intended that all enclosed claims are an integral part of the present description.

[0009] It will be immediately obvious that numerous variations and modifications (for example related to shape, sizes, arrangements and parts with equivalent functionality) can be made to what is described, without departing from the scope of the invention, as appears from the enclosed claims.

[0010] The present invention will be better described by some preferred embodiments thereof, provided as a non-limiting example, with reference to the enclosed drawings, in which:

- Figure 1 shows a broken perspective view of a support for presenting information and/or displaying products according to a first embodiment of the present invention;
- Figure 2 shows a top view of a support for presenting information and/or displaying products according to a first embodiment of the present invention;
- Figure 3 shows a perspective view of a support for presenting information and/or displaying products according to a first embodiment of the present invention, in an open configuration;
- Figure 4 shows a broken perspective view of a support for presenting information and/or displaying products according to a second embodiment of the present invention;
- Figure 5 shows a top view of a support for presenting information and/or displaying products according to a second embodiment of the present invention; and
- Figure 6 shows a perspective view of a support for presenting information and/or displaying products according to a second embodiment of the present invention, in an open configuration.

[0011] With reference to the Figures, the support 10 for presenting information and/or displaying products of the invention (called "unikom") comprises at least two panels 11, 21, at least one of which has a presentation surface 15 on which it is possible to include information to be presented, said panels 11, 21 being mutually connected along an articulation line 16, which is preferably arranged along a substantially vertical direction, and each having a free edge 18, 28, in a preferred way substantially parallel to said articulation line 16; the support 10 for presenting information and/or displaying products is further designed to be closed, by mutually overlapping the panels 11, 21 bent around the articulation line 16.

[0012] The support 10 for presenting information and/or displaying products further comprises at least one elastic hauling element 19, connected to the free edges

18, 28 of the panels 11, 21 and designed to keep said free edges 18, 28 mutually in contact, and at least one contrast element 30 having a first end 31 connected to at least one of said free edges 18, 28 through the elastic hauling element 19, and a second end 32 connected to at least one of said panels 11, 21, preferably next to the articulation line 16, to counteract the action of the elastic hauling element 19, cooperating therewith to keep open the support 10 for presenting information, by keeping the panels 11, 21 mutually spaced when the support 10 is operated, in order to keep it in a vertical position, abutted onto base edges 23 of the panels 11, 21.

[0013] The elastic hauling element 19 then performs both the function of keeping the two panels 11, 21 connected next to their respective free edges 18, 28, and the function of connecting the panels 11, 21 with the contrast element 30, which cooperates with the elastic hauling element 19 by contrasting its traction action, to allow the semi-automatic opening of the support 10 and to keep it open.

[0014] In a preferred way, the panels 11, 21 comprise wings 12, 22 connected to the free edges 18, 28 and comprising connecting elements 24, composed for example of joints 24 designed to keep the elastic hauling element 19, composed ad example of an elastic 19, fastened in a suitable seat 25 obtained in the contrast element 30.

[0015] Preferably, the contrast element 30 is assembled abutting against the wing 12, 22, for example the wing 12, 22 is bent to form the free edge 18, 28 and the contrast element 30 is assembled abutting against the bent free edge 18, 28.

[0016] Preferably, the contrast element 30 comprises at least one tongue 29 connected to the second end 32, designed to be connected, for example fastened through gluing, to at least one of the panels 11, 21; in a preferred way, the contrast element 30 comprises two tongues 29 connected to the second end 32, each connected its respective panel 11, 21.

[0017] In a preferred way, the support 10 for presenting information and/or displaying products of the invention comprises a plurality of panels 11, 21, mutually connected along the articulation line 16, said panels 11, 21 being further mutually connected along articulation lines 26 arranged along a substantially perpendicular direction to the articulation line 16; the articulation lines 26 are preferably arranged along a substantially horizontal direction, as shown for example in Figure 1 and Figure 3.

[0018] The panels 11, 21 are further designed to be bent along the articulation lines 16, 26 to reduce the overall sizes of the support 10 for presenting information and/or displaying products when it is closed, by mutually overlapping the panels 11, 21 bent around the articulation lines 16, 26.

[0019] Alternatively, the support 10 for presenting information and/or displaying products of the invention can comprise a plurality of contrast elements 30, at least one of said contrast elements 30 being connected to a panel

11, 21.

[0020] Preferably, the panels 11, 21 are obtained from a single sheet, or from two sheets connected next to an edge, preferably horizontal, of rigid and bendable material, for example cardboard, polypropylene, P.V.C, polystyrene or the like, bent along the articulation lines 16, 26 which are bending lines or creases obtained on said sheet, and having the two free edges 18, 28, and/or the respective wings 12, 22 joined through at least one elastic hauling element 19.

[0021] In a second embodiment of the invention, shown in Figure 4, Figure 5 and Figure 6, the support 10 for presenting information and/or displaying products comprises an intermediate panel 41 connected to the panels 11, 21 along the articulation lines 16, arranged preferably along a substantially vertical direction, said panels 11, 21 each having the free edge 18, 28 in a preferred way substantially parallel to said articulation line 16.

[0022] The intermediate panel 41 further comprises a bending line 46, preferably arranged along a substantially vertical direction, which crosses the intermediate panel 41, and the support 10 for presenting information is designed to be closed, by mutually overlapping the panels 11, 21, 41 bent around the articulation lines 16, 26 and the bending line 46.

[0023] In the second embodiment of the invention, the support 10 for presenting information and/or displaying products further comprises at least one elastic hauling element 19, connected to the free edges 18, 28 of the panels 11, 21 and designed to keep said free edges 18, 28 mutually in contact, and at least one contrast element 30 having the first end 31 connected to at least one of said free edges 18, 28 through the elastic hauling element 19, and the second end 32 connected to the intermediate panel 41, preferably next to the bending line 46, to counteract the action of the elastic hauling element 19, cooperating therewith to keep open the support 10 for presenting information, keeping the panels 11, 21, 41 mutually spaced when the support 10 is operated, in order to keep it in a vertical position, abutted onto base edges 23 of the panels 11, 21, 41.

[0024] The elastic hauling element 19 therefore performs both the function of keeping the two panels 11, 21 connected next to their respective free edges 18, 28, and the function of connecting the panels 11, 21, 41 with the contrast element 30, which cooperates with the elastic hauling element 19 contrasting its traction action, to allow the semi-automatic opening of the support 10 and to keep it opened.

[0025] In a preferred way, the panels 11, 21 comprise the wings 12, 22 connected to the free edges 18, 28 and comprising the connecting elements 24, composed for example of joints 24 designed to keep the elastic hauling element 19, composed for example of an elastic 19, fastened in the suitable seat 25 obtained in the contrast element 30.

[0026] Preferably, the contrast element 30 is assem-

bled abutting against the wing 12, 22, for example the wing 12, 22 is bent to form the free edge 18, 28 and the contrast element 30 is assembled abutting against the bent free edge 18, 28.

[0027] Preferably, the contrast element 30 comprises at least one tongue 29 connected to the second end 32, designed to be connected, for example fastened through gluing, to the intermediate panel 41; in a preferred way, the contrast element 30 comprises two tongues 29 connected to the second end 32, each connected to the intermediate panel 41, at the two sides of the bending line 46.

[0028] In a preferred way, the support 10 for presenting information and/or displaying products of the invention comprises a plurality of panels 11, 21, 41 mutually connected along the articulation lines 16, 26.

[0029] The operation of the support 10 for presenting information and/or displaying products according to the present invention will now be described.

[0030] When the support 10 is assembled, the free edges 18, 28, and preferably the wings 12, 22 of the panels 11, 21 are kept mutually in contact by the elastic hauling element 19, which, in addition to keeping the two panels 11, 21 connected, connects them with the contrast element 30, which in turn is connected to at least one of said free edges 18, 28 through the elastic hauling element 19.

[0031] When the support 10 for presenting information and/or displaying products is in a closed configuration, the panels 11, 21, 41 are bent along the articulation lines 16, 26; in the second embodiment of the invention, the intermediate panel 41 is further bent along the bending line 46.

[0032] In order to take the support 10 in an open configuration, the panels 11, 21, 41 are moved away, keeping the free edges 18, 28, and preferably the wings 12, 22 of the panels 11, 21, mutually in contact due to the elastic hauling element 19.

[0033] As soon as the panels 11, 21, 41 are moved away, the contrast element 30, by contrasting the traction of the elastic hauling element 19, acts on the panels 11, 21, 41 mutually moving them away, and allows the semi-automatic opening of the support 10 for presenting information, keeping it open in order to operate the support 10 abutted onto the base edges 23.

[0034] Advantageously, the support 10 for presenting information and/or displaying products of the invention allows making a support with a simple construction, reliable and with a reduced cost, which can be bent onto itself easily, which can be easily bent for storing it and can be quickly opened in a semi-automatic way when installing it.

Claims

1. Support (10) for presenting information and/or displaying products comprising:

- at least two panels (11, 21), at least one of which has a presentation surface (15) on which information to be presented are included, said panels (11, 21) being mutually connected along an articulation line (16) and each having a free edge (18, 28), the support (10) for presenting information being designed to be closed, by mutually overlapping the panels (11, 21) bent around the articulation line (16);
- at least one elastic hauling element (19) connected to the free edges (18, 28) of the panels (11, 21) and designed to keep said free edges (18, 28) mutually in contact;
- at least one contrast element (30) having a first end (31) connected to at least one of said free edges (18, 28) through the elastic hauling element (19), and a second end (32) connected to at least one of said panels (11, 21), to counteract an action of the elastic hauling element (19);

characterized in that it comprises an intermediate panel (41) connected to the panels (11, 21) along articulation lines (16), said intermediate panel (41) further comprising a bending line (46) which crosses the intermediate panel (41) to allow closing the support (10), by mutually overlapping the panels (11, 21, 41) bent around the articulation lines (16, 26) and the bending line (46).

2. Support (10) for presenting information and/or displaying products according to claim 1, **characterized in that** the contrast element (30) comprises at least one tongue (29) connected to the second end (32) and connected to at least one of the panels (11, 21).

3. Support (10) for presenting information and/or displaying products according to claim 2, **characterized in that** the contrast element (30) comprises at least two tongues (29) connected to the second end (32), each being connected to a respective panel (11, 21).

4. Support (10) for presenting information and/or displaying products according to any one of the previous claims, **characterized in that** it comprises a plurality of panels (11, 21) mutually connected along the articulation line (16), said panels (11, 21) being further mutually connected along articulation lines (26) arranged along a substantially perpendicular direction to the articulation line (16).

5. Support (10) for presenting information and/or displaying products according to any one of the previous claims, **characterized in that** it comprises a plurality of contrast elements (30), at least one of said contrast elements (30) being connected to a panel (11, 21).

6. Support (10) for presenting information and/or displaying products according to any one of the previous claims, **characterized in that** the panels (11, 21) comprise wings (12, 22) connected to the free edges (18, 28), and comprising connecting elements (24) designed to keep the elastic hauling element (19) connected to a seat (25) obtained in the contrast element (30). 5

7. Support (10) for presenting information and/or displaying products according to claim 1, **characterized in that** it further comprises at least one elastic hauling element (19) connected to the free edges (18, 28) of the panels (11, 21) and designed to keep said free edges (18, 28) mutually in contact, and comprises at least one contrast element (30) having the first end (31) connected to at least one of said free edges (18, 28) through the elastic hauling element (19), and the second end (32) connected to the intermediate panel (41) to counteract the action of the elastic hauling element (19). 10 15 20

8. Support (10) for presenting information and/or displaying products according to claim 1 or 7, **characterized in that** the contrast element (30) comprises at least one tongue (29) connected to the second end (32) and designed to be connected to the intermediate panel (41). 25

9. Support (10) for presenting information and/or displaying products according to claim 1, 7 or 8, **characterized in that** the contrast element (30) comprises at least two tongues (29) connected to the second end (32), every tongue (29) being connected to the intermediate panel (41), at the two sides of the bending line (46). 30 35

10. Support (10) for presenting information and/or displaying products according to any one of claims 1 or 7 to 9, **characterized in that** it comprises a plurality of panels (11, 21, 41) mutually connected along the articulation lines (16, 26). 40

10. Support (10) for presenting information and/or displaying products according to any one of the previous claims, **characterized in that** the panels (11, 21, 41) are obtained from a single sheet of rigid and bendable material, bent along the articulation lines (16, 26) which are bending lines obtained on said sheet. 45 50

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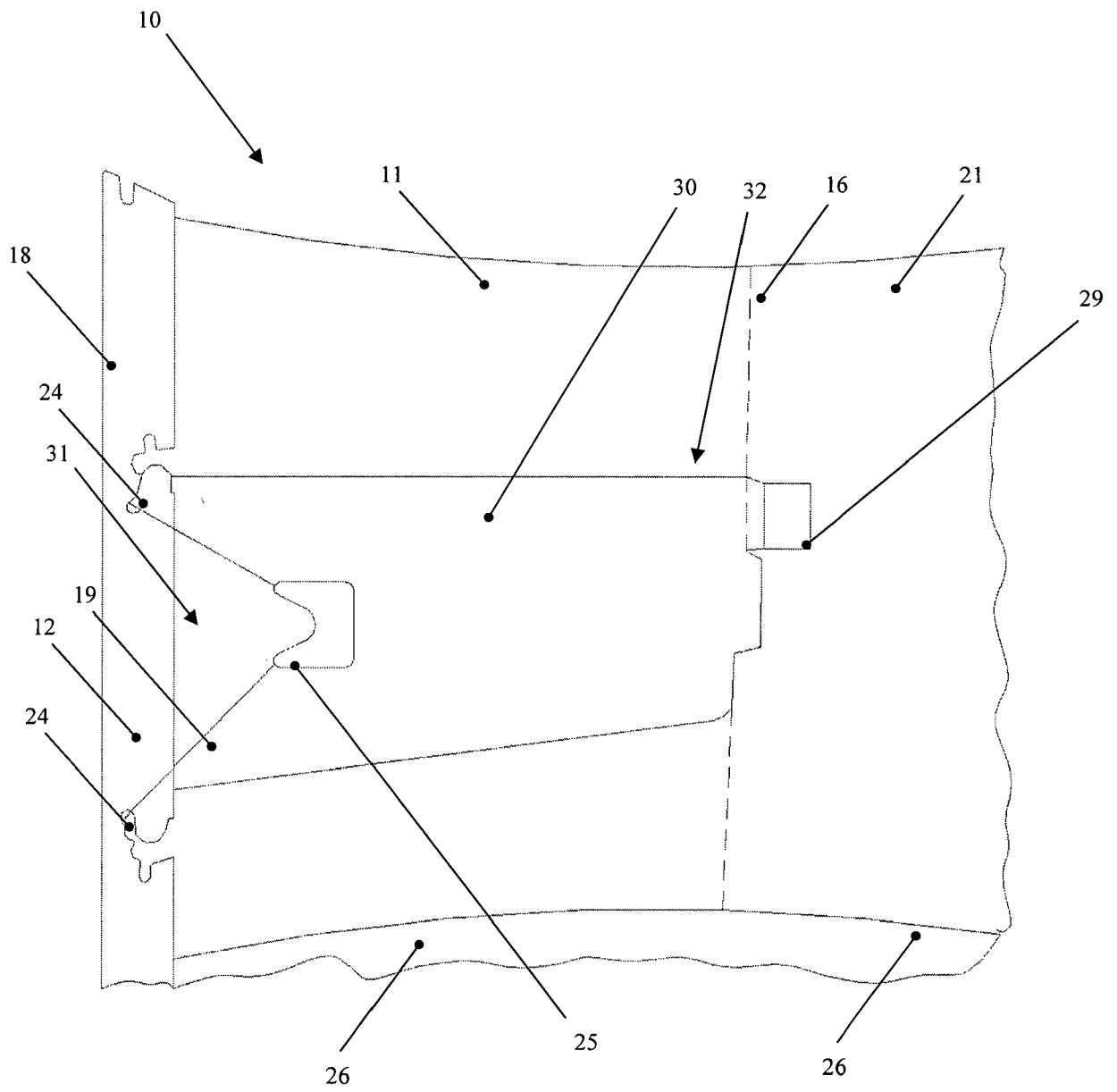


FIG. 1

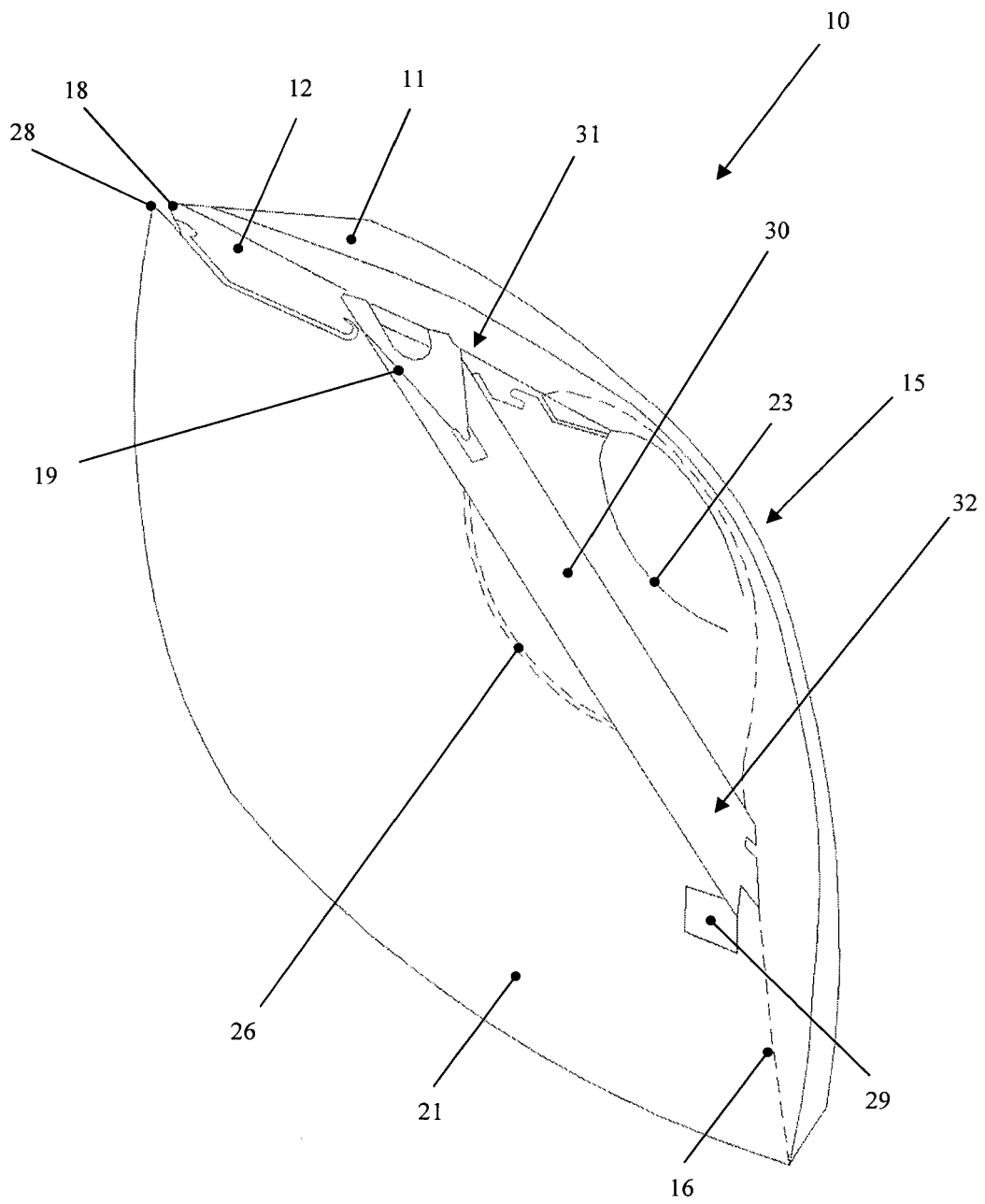


FIG. 2

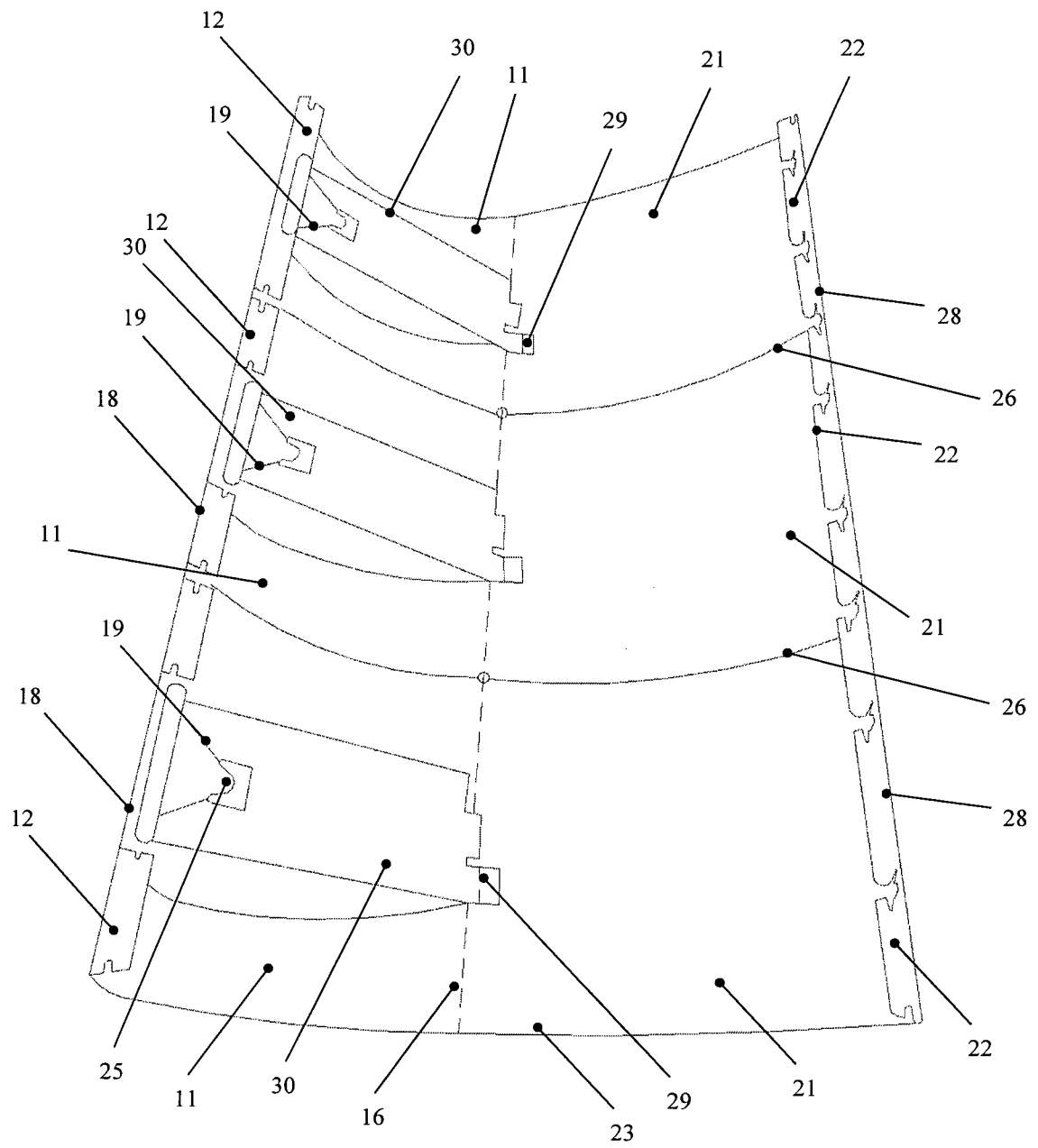


FIG. 3

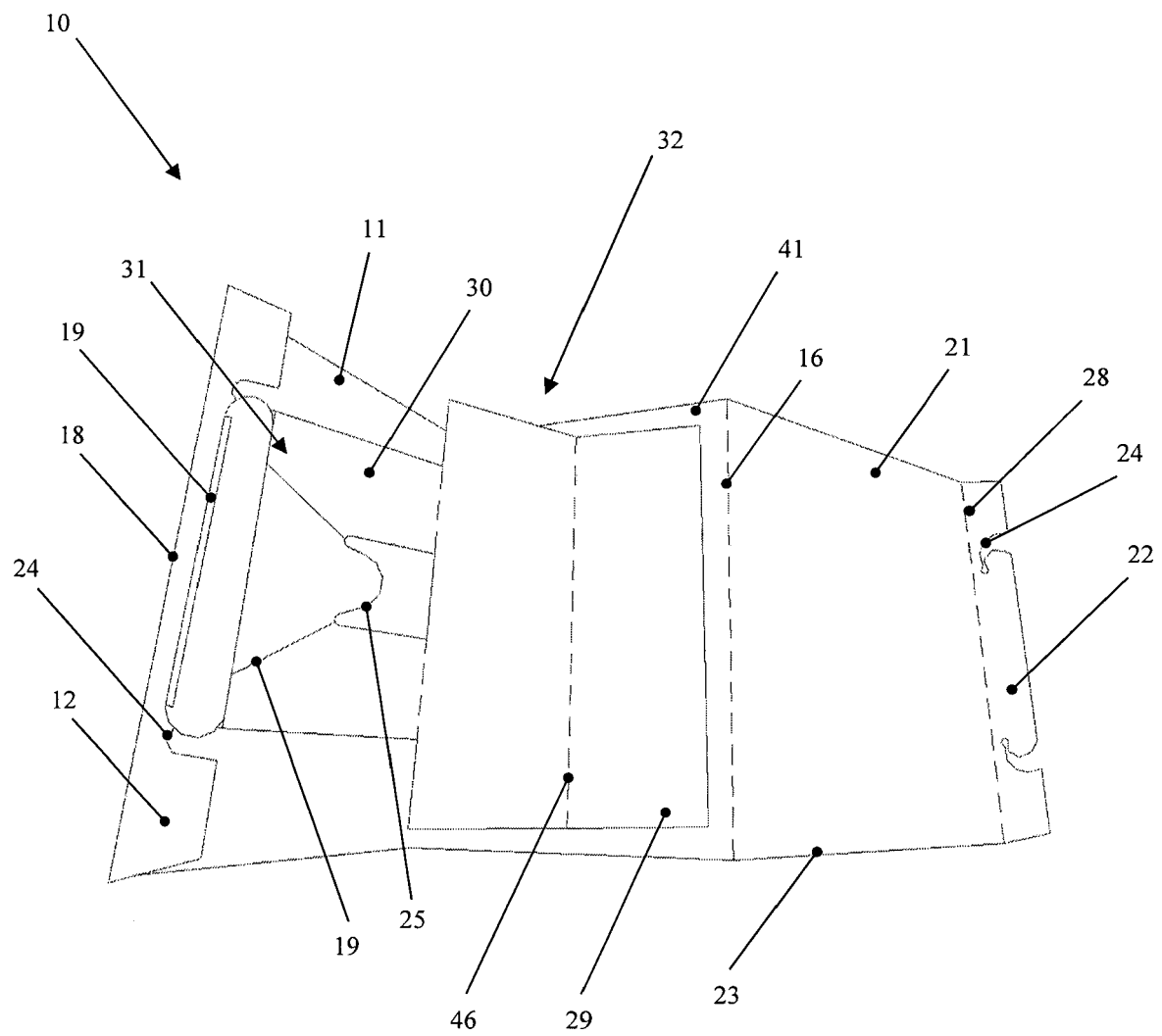


FIG. 4

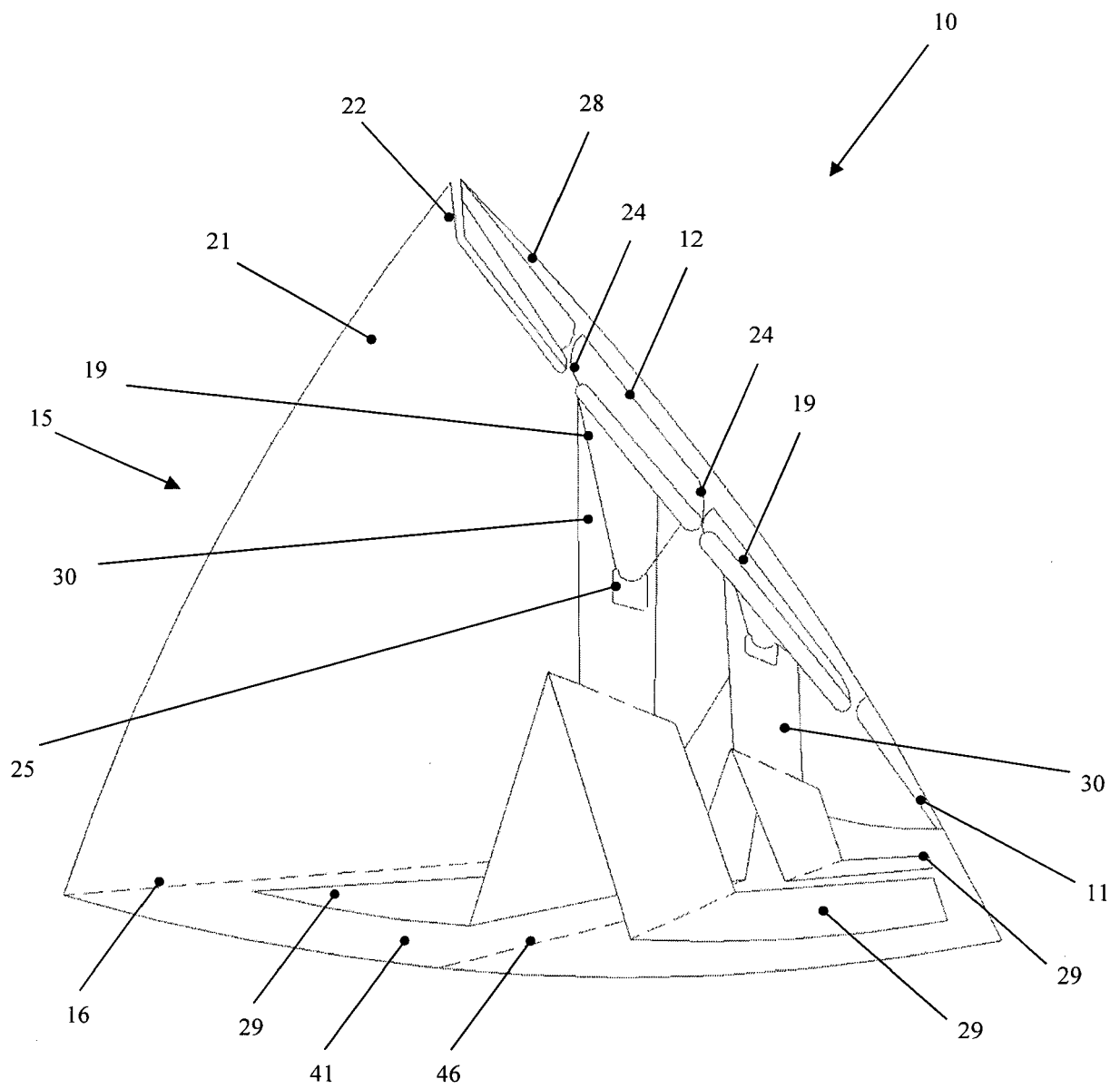


FIG. 5

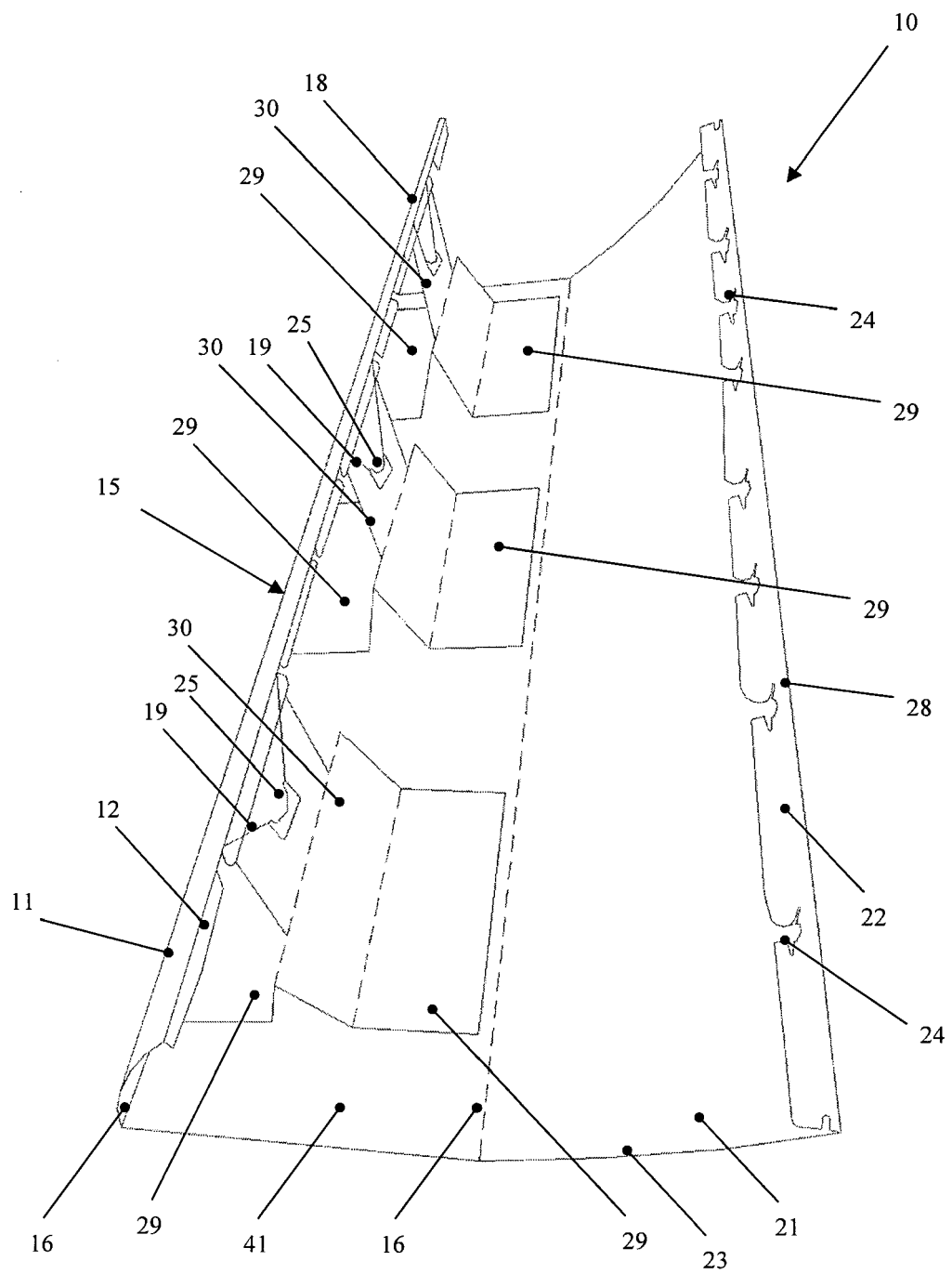


FIG. 6



EUROPEAN SEARCH REPORT

Application Number
EP 19 00 0547

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			A47F G09F B65D A47B
The present search report has been drawn up for all claims			
Place of search		Date of completion of the search	Examiner
The Hague		5 February 2020	Ibarrondo, Borja
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**ANNEX TO THE EUROPEAN SEARCH REPORT
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5 This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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