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(54) **A BRACKET FOR ATTACHING A SIGNAGE POST TO A DISPLAY STRUCTURE**

(57) A bracket (100) for attaching a signage post to a display structure, the display structure comprising at least any one or more of: a first mounting arrangement; and a second mounting arrangement, the bracket comprising:

- a body (102) comprising a coupling for coupling the signage post to the body; and
- a mounting arrangement (104-110) for mounting the body to the display structure, the mounting arrangement comprising: a first section (104, 106) that is arranged to cooperate with the first mounting arrangement of the display structure; and a second section (108, 110) that is arranged to cooperate with the second mounting arrangement of the display structure.

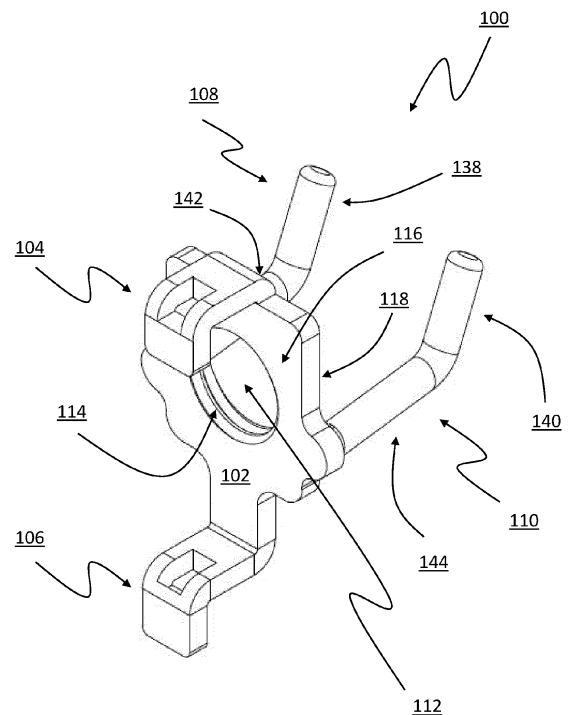


Figure 1

## Description

### Technical Field

[0001] This specification relates generally to the field of brackets for attaching signage posts to display structures and has particular, but by no means exclusive, application to mounting promotional signage in retail environments.

### Background Art

[0002] Retail shops make significant use of in store promotional signage to promote various goods and services as well as other related information. For example, it is common to use promotional signage to inform shoppers that a new product has arrived and is available for sale or that the price of a particular product has been reduced.

[0003] In some retail shops many of the products for sale are stored on display structures such as shelving arrangements or display cabinets. These display structures allow shoppers to browse and select products they wish to purchase. Supermarkets make extensive use of display structures (shelving etc) to display their food items and other such goods to shoppers. Shoppers can browse the various aisles of supermarkets looking at the range of food items and other goods available for sale. In retail environments it is important to locate relevant promotional signage within close vicinity of the promoted goods on the display cabinet. For example, if a supermarket is running a promotion involving a discounted price for toothpaste then the relevant signage promoting the discounted price is generally located closely to the tooth paste and is mounted to the shelving in a manner that is very apparent to shoppers to get their attention. In many instances this means attaching the signage to the display (shelving) structure where the toothpaste is placed and available to shoppers.

[0004] Because of the dynamic nature of many retail promotions (e.g., different promotions on a day to day basis, different goods and different periods of time that promotions are run) much of the promotional signage is very frequently put up and taken down on an almost daily basis. This challenge is also further complicated by the fact that retail outlets often use a range of structurally different display (shelving) structures which means retail outlets often need to maintain a broad range of different promotional signage hardware so that it can be mounted to the different types of instore display structures.

### Summary of Invention

[0005] In a particular embodiment there is a bracket for attaching a signage post to a display structure, the display structure comprising at least any one or more of: a first mounting arrangement; and a separate second mounting arrangement that is different to the first mount-

ing arrangement, the bracket comprising:

- a body comprising a coupling for coupling the signage post to the body; and
- a mounting arrangement for mounting the body to the display structure, the mounting arrangement comprising: a first section that is arranged to cooperate with the first mounting arrangement of the display structure; and a second section different to the first section, wherein the second section is arranged to cooperate with the second mounting arrangement of the display structure.

[0006] Many retail outlets will often employ different product display structures (shelving etc) to display a range of different products. Different product display structures will often include different mounting arrangements which allows a range of different hardware such as shelving (for product placement) and promotional signage to be mounted to the display structures. While the use of different mounting arrangements does have some advantages it does have the drawback of requiring retail outlets to maintain in store a range of different mounting brackets for mounting hardware such as shelves and promotional items to display structures. The requirement to maintain different mounting brackets comes with additional cost (purchasing a range of different brackets) and well as additional storage space for storing the inventory of the different mounting brackets.

[0007] A benefit of the embodiment of the bracket described above is that it can ameliorate the above drawbacks. This is achieved in the embodiment of the bracket by the mounting arrangement having the first section and the second section. Each of this mounting arrangement sections can be configured to suit different mounting arrangements used by the product display cabinets. This means that the embodiment of the bracket provides a novel and inventive "two-in-one" bracket system that can be used to mount promotional signage to different product display structures such as slotted posts and peg boards. Instead of a retail outlet having to carry two different and separate brackets the retail outlet now only needs to carry one mounting bracket that can be used with different display mounting arrangements, which provides cost, storage and inventory management benefits.

[0008] The embodiment of the bracket is such that the coupling of the body comprises a threaded surface that defines an aperture that extends through the body and which comprises: an opening in a main surface of the body; and another opening in another main surface of the body, the aperture and the threaded inner surface being arranged to receive a threaded end of the signage post.

[0009] In many retail environments promotional signage is very frequently installed and removed so it is important the mounting of signage is a quick and efficient process. By enabling the signage post (which carries the

signage as a poster or similar) to be quickly and easily coupled to the body of the bracket by being threaded into the body. As describe in detail in subsequent sections of this specification, supporting a screw-in threaded signage post provide the further important advantage of enabling the end of the threaded section of the post to engage with a surface of the display structure and exert a force on the bracket to secure it to the display structure.

**[0010]** In the particular embodiment of the bracket the first section of the mounting arrangement comprising at least two spaced apart elements for cooperating with the first mounting arrangement of the display structure, the spaced apart elements are located at a peripheral region of the body, each of the spaced apart elements of the first section of the mounting arrangement extend outwardly from the main surface of the body to define a substantial right angle between the main surface of the body and each of the spaced apart elements of the first section of the mounting arrangement, each of the spaced apart elements of the first section of the mounting arrangement comprise an end section for engaging the display structure.

**[0011]** The first section, or more specifically the spaced apart elements, are suited to product display structures that incorporate a slotted upright support member.

**[0012]** In the particular embodiment of the bracket the end section of each of the spaced apart elements of the first section of the mounting arrangement define a substantial right angle between the end section and a respective main section of each of the spaced apart elements.

**[0013]** An advantage of the right angled end section is that it provides an effective means for engaging an inner surface of the slotted upright support member of a product display structure. Moreover, as the threaded signage post is threaded into and through the body of the bracket the end of the signage post engages the slotted upright support member and as the resultant force is exerted the right angled end sections serve to secure the bracket in place.

**[0014]** In the particular embodiment of the bracket each of the spaced apart elements of the first section of the mounting arrangement comprise a surface that defines an aperture that extends through the respective spaced apart elements, the aperture of the spaced apart elements being arranged to receive a part of the first mounting arrangement of the display structure.

**[0015]** It is common for slotted upright support members used in product display structures to incorporate a small tag/lug that protrudes into the slots. The aperture of the spaced apart elements is capable of receiving the tag/lug to provide additional securing of the bracket to the slotted upright support member.

**[0016]** In the particular embodiment of the bracket the aperture of the body is such that an axis that extends from one of the spaced apart elements to another of the spaced apart elements passes through a center of the aperture.

**[0017]** In the particular embodiment of the bracket the second section of the mounting arrangement comprising at least two spaced apart elements for cooperating with the second mounting arrangement of the display structure, the spaced apart elements are located at a peripheral region of the body, each of the spaced apart elements of the second section of the mounting arrangement extend outwardly from the other main surface of the body to define a substantial right angle between the other main surface of the body and each of the spaced apart elements of the second section of the mounting arrangement, each of the spaced apart elements of the second section of the mounting arrangement comprise an end section for engaging the display structure.

**[0018]** The second section, or more specifically the spaced apart elements, are suited to product display structures that incorporate a "peg board" style of mounting assembly.

**[0019]** In the particular embodiment of the bracket the end section of each of the spaced apart elements of the second section of the mounting arrangement define a substantial right angle between the end section and a respective main section of each of the spaced apart elements.

**[0020]** A benefit of incorporating the right-angled end section is that it provides a mechanism for engaging the peg board and securing the bracket to the pegboard.

**[0021]** In the particular embodiment of the bracket the aperture of the body is such that an axis that extends from one of the spaced apart elements to another of the spaced apart elements does not pass through the aperture.

### Brief Description of Drawings

**[0022]** Exemplary embodiments of the invention will now be described with reference to the accompanying drawings in which:

Figure 1 shows an illustration of a particular embodiment of a bracket for attaching signage posts to display structures;

Figure 2 provides a side view perspective of the bracket depicted in figure 1;

Figure 3 provides an isometric view perspective of the bracket depicted in figure 1;

Figure 4 provides another side view perspective of the bracket depicted in figure 1; and

Figure 5 provides another isometric view perspective of the bracket depicted in figure 1.

### Detailed Description

**[0023]** It is noted that in this description the bracket is

described in the context of being used to mount a signage post (carrying a promotional sign) to a display structure used in retail environments such as supermarkets. Display structures are commonly used to display goods available for purchases. Persons skilled in the art will readily appreciate that the use of the bracket is not restricted to carrying signage posts nor is the bracket restricted to use in retail environments. The bracket may well be used to support other items such as shelving and can have application outside of the retail sector to non-retail sectors.

**[0024]** Referring to figure 1, the bracket 100 has several components. The bracket 100 has a main body 102 and a mounting arrangement 104 - 110 that includes a first section 104 and 106 and a second section 108 and 110. The body 102 is made from mild steel plate about 3 mm thick. The body 102 is also powder coated. The first section 104 and 106 is integrally formed with the body 102. The body 102 and first section 104 and 106 are formed using a metal press forming (stamping process) process. The second section 108 and 110 is also made from mild steel and is welded to the body 102.

**[0025]** The body 102 has a coupling 112. The coupling 112 includes a threaded inner surface 114 of the body 102. The threaded inner surface 114 defines a general aperture in the body 102 and which has a 15 mm diameter. The threaded inner surface 114 has a thread pitch that corresponds with the thread pitch of the post 234 (see figure 2). As is clearly illustrated in figure 1, the threaded inner surface 114 (and the aperture it defines) extends through the body 102 from the main surface 116 of the body 102 through to the other main surface 118 of the body 102 and as a result there are located in the main surfaces 116 and 118 opening of the aperture.

**[0026]** Figure 2 provides a side view of the bracket 200 mounted to a slotted upright support member 220 of a display structure. Slotted upright supports are used in retail environments. Figure 3 provides an isometric view of the bracket 300 mounted to the slotted upright support member 320. Referring to figure 2, the first section 204 to 206 of the mounting arrangement 204 to 210 has two spaced apart elements 204 and 206 that are located on a periphery region of the body 202. As mentioned previously, the spaced apart elements 204 to 206 are integrally formed with the main body 202 of the bracket 200 and are of a width that is less than the width of the body 202. In this particular embodiment of the bracket 200 the spaced apart elements 204 and 206 are approximately 8 mm wide.

**[0027]** As shown in figure 3, each of the spaced apart elements 304 and 306 are formed such that they can be inserted in respective slots 322 and 324 of the slotted upright support 320. As can be seen in figure 2, each of the spaced apart elements 204 and 206 each have an end section 226 and 228 which engage an inner surface of the slotted upright support 220. The end sections 226 and 228 are at a right angle relative to the main sections 230 and 232 of the spaced apart elements 204 and 206.

**[0028]** As described earlier with reference to figure 1, the body 102 has a threaded aperture 112 for receiving a threaded signage post 234 (see figure 2). Referring now to figure 2, the threaded signage post 234 has the primary function of carrying promotional signage that is typically in paper form. The promotional signage can, for example be secured to the signage post 234 using suitable clips or other similar securing mechanisms. However, the bracket 200 has been specifically designed such that the signage post 234 serves an important second function; that is, as a mechanism for securing the bracket 200 to the slotted upright support 220. More specifically, as the signage post 234 is threaded into the body 202 and a threaded end section 236 of the signage post 234 engages with the outer surface of the slotted upright support 220. As this point, when the end section 236 is engaged with the slotted upright support 220 an outward force is exerted on the body 202 as the signage post 234 is "tighten up" to securely hold the bracket 200 to the slotted upright post 220. The end sections 226 and 228 prevent the bracket 200 from being pulled away from the slotted upright post 220 as the end section 236 of the signage post 234 engages with the slotted upright support 220.

**[0029]** As described earlier with reference to figure 1, the mounting arrangement 104 to 110 of the bracket 100 also has a second section 108 and 110. Unlike the first section 104 and 106 which is designed to be used with a slotted upright structure 320 (see figure 3), the second section 108 and 110 is designed to be used with a "peg board" support structure 546 (see figure 5). Peg boards are used in retail environments. With reference to figure 1, the second section 108 and 110 has two spaced apart elements 108 and 110 that are formed from metal pins. The spaced apart elements 108 and 110 are welded to the body 102. The spaced apart elements 108 and 110 each have end sections 138 and 140 that are at an acute angle relative to main sections 142 and 144 of the spaced apart elements 108 and 110.

**[0030]** Referring to figure 5, the spaced apart elements 508 and 510 of the second section 508 and 510 are such that they are spaced apart and are about 4 mm in diameter that allows them to be received by the peg board support structure 546. With reference to figure 4, when the bracket 400 is mounted to the peg board 446 the end sections 438 and 440 engage a surface of the pegboard 446. The signage post 434 is threaded into the body 102 as previously described and again the threaded end section 436 of the post 434 engages with the peg board support structure 446, which in turn exerts a force on the body 402 to secure it to the peg board structure 446.

**[0031]** It is to be understood that, if any prior art is referred to herein, such reference does not constitute an admission that the publication forms a part of the common general knowledge in the art, in Australia or any other country.

**[0032]** In the claims which follow and in the preceding description of the invention, except where the context

requires otherwise due to express language or necessary implication, the word "comprise" or variations such as "comprises" or "comprising" is used in an inclusive sense, i.e. to specify the presence of the stated features but not to preclude the presence or addition of further features in various embodiments of the invention.

**[0033]** Any promises made in the present description should be understood to relate to some embodiments of the invention, and are not intended to be promises made about the invention as a whole. Where there are promises that are deemed to apply to all embodiments of the invention, the applicant/patentee reserves the right to later delete them from the description and does not rely on these promises for the acceptance or subsequent grant of a patent in any country.

**[0034]** It will of course be realized that while the foregoing has been given by way of illustrative example of this invention, all such and other modifications and variations thereto as would be apparent to persons skilled in the art are deemed to fall within the broad scope and ambit of this invention as is herein set forth.

## Claims

1. A bracket for attaching a signage post to a display structure, the display structure comprising at least any one or more of: a first mounting arrangement; and a separate second mounting arrangement that is different to the first mounting arrangement, the bracket comprising:
  - a body comprising a coupling for coupling the signage post to the body; and
  - a mounting arrangement for mounting the body to the display structure, the mounting arrangement comprising: a first section that is arranged to cooperate with the first mounting arrangement of the display structure; and a second section different to the first section, wherein the second section is arranged to cooperate with the second mounting arrangement of the display structure.
2. The bracket as claimed in claim 1, wherein the coupling of the body comprises a threaded surface that defines an aperture that extends through the body and which comprises: an opening in a first main surface of the body; and another opening in a second main surface of the body, the aperture and the threaded inner surface being arranged to receive a threaded end of the signage post.
3. The bracket as claimed in claim 1 or 2, the first section of the mounting arrangement comprising at least two spaced apart elements for cooperating with the first mounting arrangement of the display structure, the spaced apart elements are located at a peripheral

region of the body, each of the spaced apart elements of the first section of the mounting arrangement extend outwardly from the first main surface of the body to define a substantial right angle between the main surface of the body and each of the spaced apart elements of the first section of the mounting arrangement, each of the spaced apart elements of the first section of the mounting arrangement comprise an end section for engaging the first mounting arrangement of the display structure, wherein the display structure is a slotted upright support.

4. The bracket as claimed in claim 3, wherein the end section of each of the spaced apart elements of the first section of the mounting arrangement define a substantial right angle between the end section and a respective main section of each of the spaced apart elements.
5. The bracket as claimed in claim 2, wherein the second section of the mounting arrangement comprising at least two spaced apart elements for cooperating with the second mounting arrangement of the display structure, the spaced apart elements are located at a peripheral region of the body, each of the spaced apart elements of the second section of the mounting arrangement extend outwardly from the second main surface of the body to define a substantial right angle between the second main surface of the body and each of the spaced apart elements of the second section of the mounting arrangement, each of the spaced apart elements of the second section of the mounting arrangement comprise an end section for engaging the second mounting arrangement of the display structure, wherein the display structure is a peg board support structure.

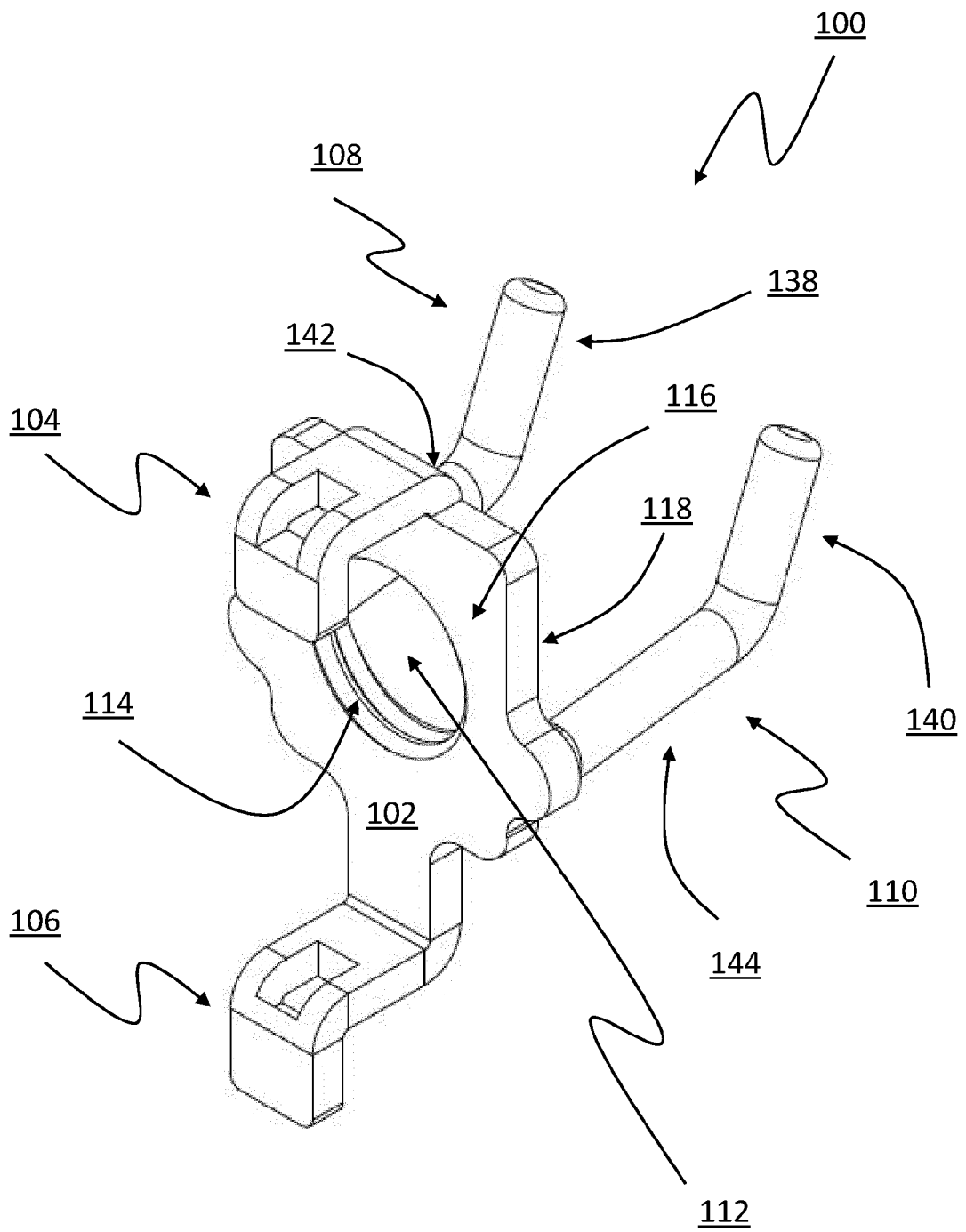


Figure 1

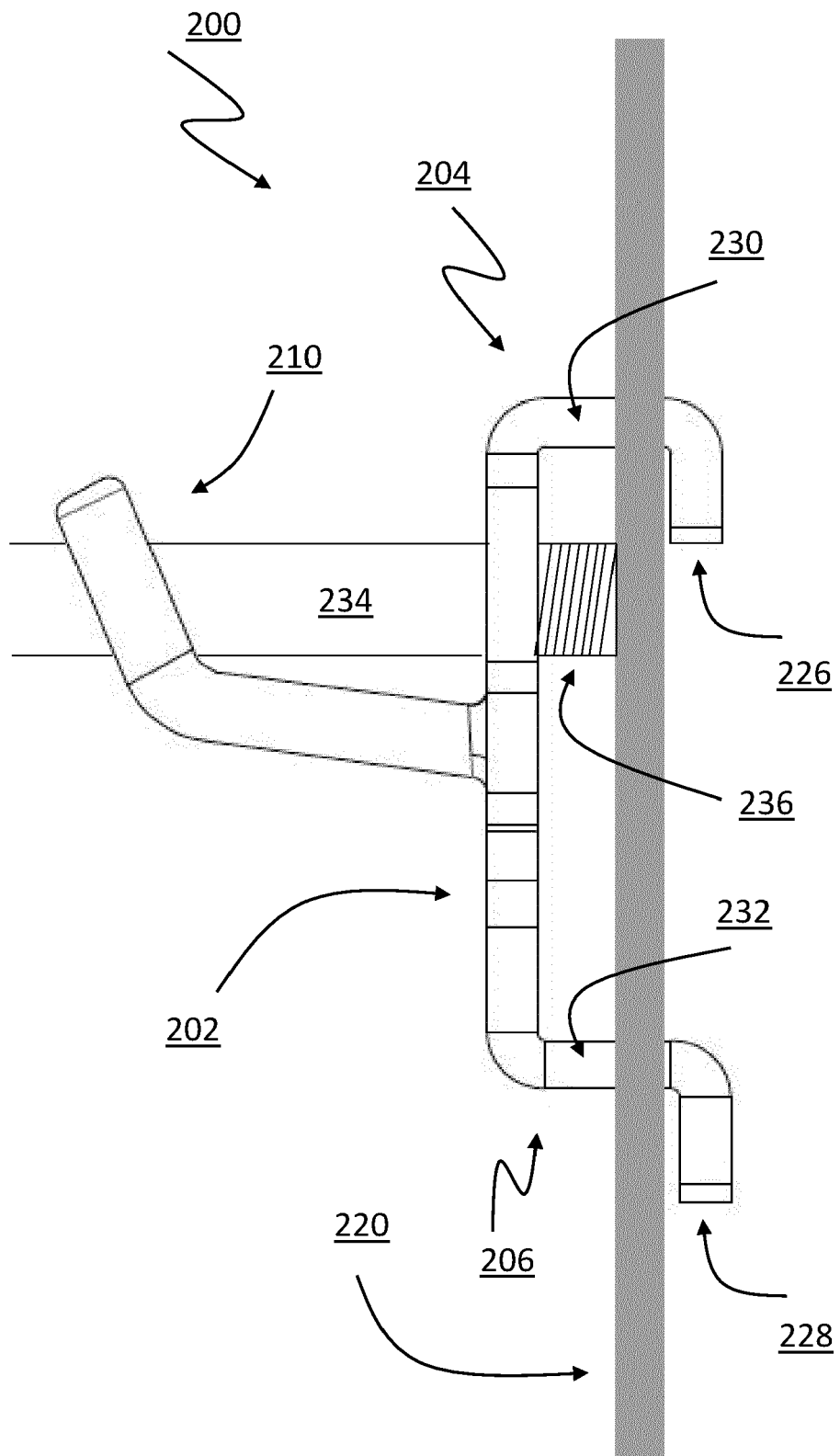


Figure 2

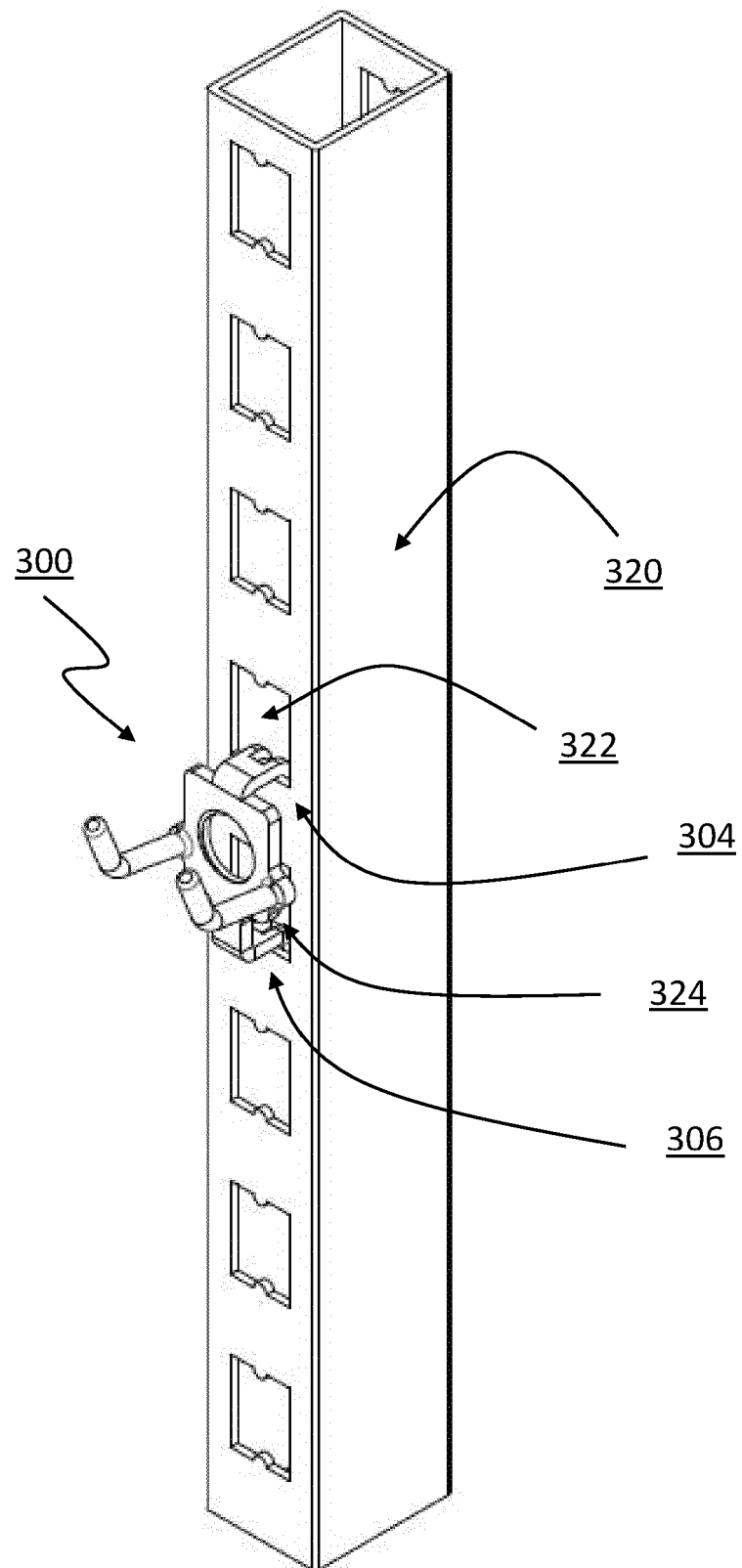


Figure 3



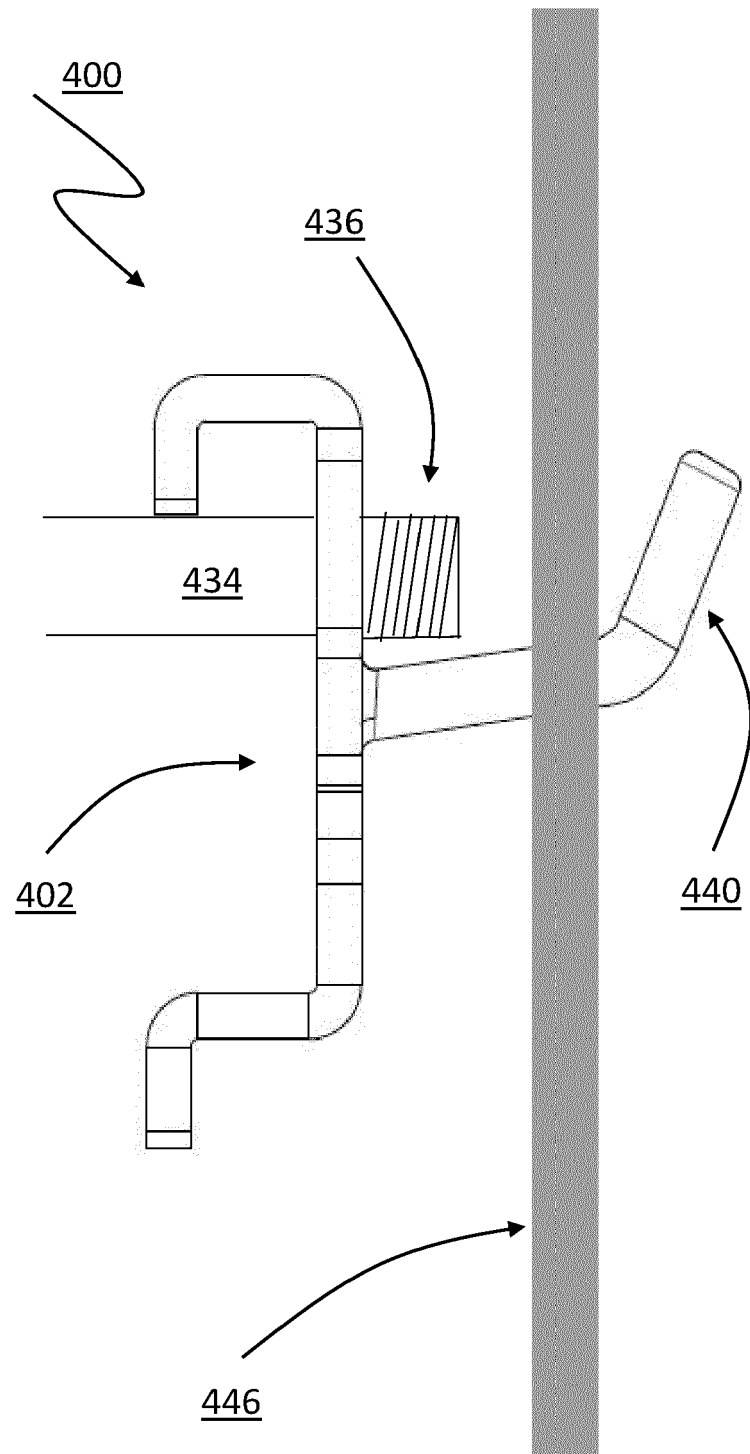


Figure 4

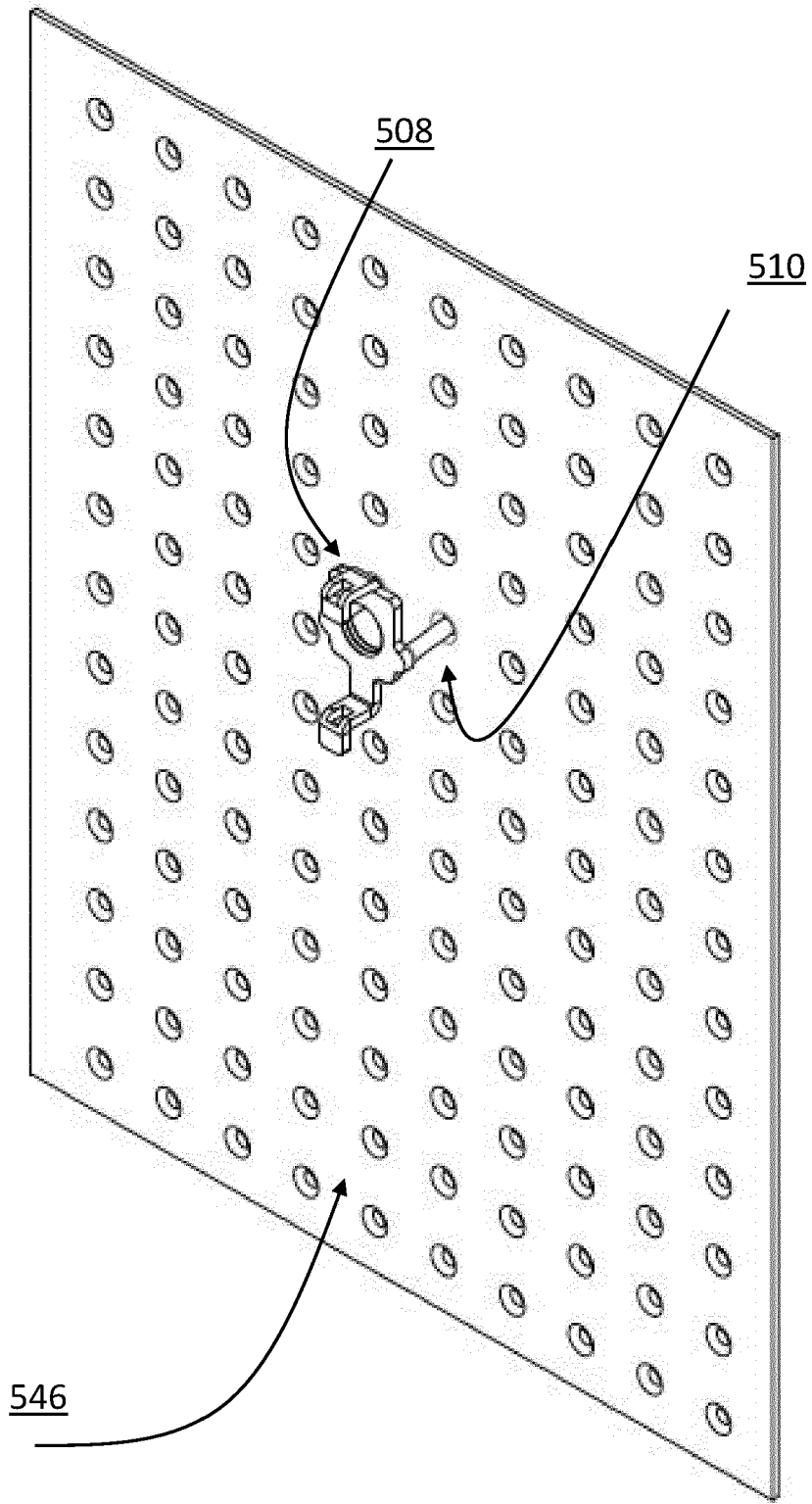


Figure 5



## EUROPEAN SEARCH REPORT

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 EP 21 17 0103

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			TECHNICAL FIELDS SEARCHED (IPC)
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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 16 September 2021	Examiner de Cornulier, P
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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**ANNEX TO THE EUROPEAN SEARCH REPORT  
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