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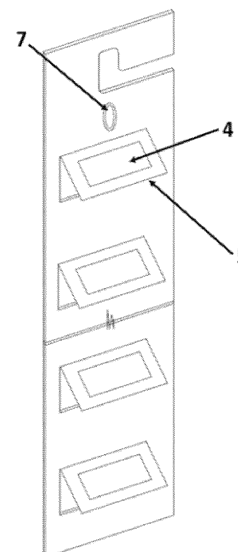
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(54) **ADHESIVE DISPLAY STRIP**

(57) The invention relates to an adhesive display strip comprising, at least, a lamellar central structure (1), a plastic sheet (2) permanently attached to the lamellar central structure (1) by means of an adhesive (3) and means for the attachment of units for sale. The attachment means consist of: - a window (4) cut into the central structure (1), configured to allow access to the adhesive (3) of the plastic sheet (2); - and a U-shaped or inverted U-shaped, or C-shaped or inverted C-shaped cut-out (5) punched through the central structure (1) and the plastic sheet (2), around the perimeter of the window (4), with at least one side attached to the central structure (1); where the punched cut-out (5) allows the window (4) to turn around the axis formed by the side attached to the central structure (1).

Figure 1



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## Description

### TECHNICAL FIELD

[0001] The present invention falls within the sector of elements used for displaying food products, among many others uses, for their sale. Particularly it relates to the displays used for the particular placement of the aforementioned products, and more specifically to the lamellar strip-shaped displays on which the products available for sale are attached.

### BACKGROUND OF THE INVENTION

[0002] Currently, the stands used to display products in stores are widely known, wherein they are placed in a certain position that favours visual appeal so that potential consumers focus their attention on them, encouraging a subsequent purchase.

[0003] Lamellar strip-shaped stands, generally made of cardboard, are also widely known, which allow the placement of the products to be displayed by means of equidistant and regular cut-outs.

[0004] These types of products are commonly used at different points of sale, such as kiosks, service areas, points of sale for a multitude of products arranged on different lines, and differentiated points of sale; aiming to attract the attention of the consumer, while achieving order in the display of the aforementioned products, without reducing the effectiveness of the point of sale.

[0005] Particularly, document ES1040049 belongs to the state of the art, in which an improved display strip is disclosed, comprising a lamellar structure piece with means for attaching bags of edible products intended for sale, which is characterised in that the attachment means are made up of a plurality of regular and equidistant window-shaped openings, which are closed on both fronts by two transparent plastic sheets, with an effective surface area equivalent to that of the strip.

[0006] This document defines that one of the plastic sheets will be permanently attached by means of an adhesive, while the other will be temporarily attached, configured to allow to be easily separated with respect to the entire adhesive display strip, saving the attachment windows of each unit for sale.

[0007] In this way, when removing the removable sheet, the permanently located parts of the sheet would be visible, thanks to the existence of the windows in the strip, allowing the use of the visible areas for fixing the products, due to the presence of the aforementioned adhesive.

[0008] However, both the system described, and all those existing on the market, do not allow the attachment of products with rigid packaging and heavier weight than products packed in bags, Flow pack type, which are easy to attach to the current strips.

[0009] This is why an adhesive display strip is required that is capable of holding products of any type and weight,

allowing the attachment of rigid packaging while maintaining the visual appeal of the product display.

### DESCRIPTION OF THE INVENTION

[0010] The adhesive display strip that the invention proposes is thus configured as a notable novelty within its field of application, since according to its implementation and in an exhaustive manner, the indicated objectives are satisfactorily achieved, with the characterising details that make it possible and that differentiate them conveniently included in the final claims that accompany this description.

[0011] Particularly, the present invention defines an adhesive display strip that, due to its morphological and structural features, allows the placement of heavier products, including those comprising rigid packaging. Maintaining the visual appeal in the display, so that a potential buyer focusses their attention on the display unit, encouraging a subsequent purchase of the product.

[0012] To achieve this, the use of a laminar adhesive display strip is proposed, which comprises a lamellar central structure, and on each of its two sides, a plastic sheet. Wherein one of the aforementioned sheets will be permanently attached to the lamellar central structure by means of an adhesive; while the other sheet will be configured in a removable manner, being attached to the lamellar central structure by means of an adhesive and/or a rivet, and will serve as a protection element for protecting the attachment means until the moment of use, in which the same will be removed, leaving the attachment means accessible, and allowing the products to be placed on the display.

[0013] The attachment means will be comprised of windows made in the lamellar central structure, which will allow access to the adhesive of the plastic sheet that is permanently attached; so that the products adhere to the display in a removable manner by means of the aforementioned adhesive, allowing their subsequent removal by the user or buyer.

[0014] As a technical advantage, and to achieve the stated objectives, the windows will comprise a cut-out around them, which may preferably be a U-shaped or inverted U-shaped, or C-shaped or inverted C-shaped cut-out, with one of the sides attached to the lamellar central structure, configuring a fastening by way of a pivoting flap on the side attached to the central structure, being detached from the display strip itself on the three remaining sides, and allowing the possibility of being folded on top of the same.

[0015] According to the previous definition, a flexible support element is obtained, which configures an overlap, at least partial, of each product for sale; in addition to maintaining sufficient rigidity to be able to support them without compromising the integrity of the assembly.

[0016] This implies an optimisation of the space used in the adhesive display strip, allowing a greater number of units for sale displayed, as well as the guarantee of

achieving a more attractive visual appearance, as each unit for sale is in a semi-overlapping position with its adjacent ones, but completely accessible and ready for extraction and acquisition by the potential buyer.

**[0017]** Moreover, the described configuration allows different orientations of the cut-out, achieving various effects in the positioning of the units for sale, with various positions of the products, which can be adapted to the different morphologies and structures of the packaging, broadening the advantages proposed by the present invention.

**[0018]** Additionally, and as a non-limiting feature, the preferential use of recycled and/or recyclable materials is proposed, in order to achieve compliance with current regulations regarding recyclability and environmental care.

**[0019]** For example, the use of Kraft paper for packaging is proposed, so that a 100% renewable, recyclable and biodegradable material is achieved; which also provides the resistant and structural features required for the use of the present invention.

**[0020]** The adhesive display strip, and the assembly of elements described, represent an innovation of structural and constitutive features unknown until now, reasons that, together with its practical utility, provide it with sufficient grounds to obtain the privilege of exclusivity that is requested.

## BRIEF DESCRIPTION OF THE DRAWINGS

**[0021]** To complement the description that is being made and in order to help make the features of the invention more readily understandable, a set of drawings is attached as an integral part of said description wherein, for illustrative and non-limiting purposes, the following has been represented:

Figure 1 is a perspective view of the invention

Figure 2 is a cross-section of the invention in display position

Figure 3 is a cross-section of the invention with the protection sheet

**[0022]** List of references and figures:

1. Central structure
2. Permanently attached plastic sheet
3. Adhesive
4. Adhesive window
5. Cut-out
6. Protective plastic sheet
7. Rivet

## PREFERRED EMBODIMENT OF THE INVENTION

**[0023]** The following detailed description of the preferred embodiments refers to the accompanying drawings which form part of this specification, and wherein by

way of illustration specific preferred embodiments are shown in which the invention may be carried out. These embodiments are described in sufficient detail to enable those skilled in the art to carry out the invention, and it is understood that other embodiments may be used and logical structural, mechanical, electrical, and/or chemical changes may be made without departing from the scope of the invention. To avoid unnecessary details in order for those skilled in the art to carry out the detailed description, it must therefore not be taken in a limiting sense.

**[0024]** Specifically, in a preferred embodiment, an adhesive display strip is proposed comprising, at least: a lamellar central structure 1, a plastic sheet 2 permanently attached to the lamellar central structure 1 by means of an adhesive 3, and means for the attachment of units for sale to the adhesive display strip object of the present invention.

**[0025]** Being characterised in that the attachment means comprise: a window 4 cut into the central structure 1, configured to allow access to the adhesive 3 of the plastic sheet 2; and a U-shaped or inverted U-shaped, or C-shaped or inverted C-shaped cut-out (5) punched through the central structure 1 and the plastic sheet 2, around the perimeter of the window 4, comprising at least one side attached to the central structure 1.

**[0026]** Where the cut-out 5 is configured to allow the window 4 to turn around the axis formed by the side attached to the central structure 1, so that a flap is configured that detaches on three of its sides from the central structure 1, maintaining the pivoting attachment on the side attached to the central structure 1.

**[0027]** According to the first embodiment, a support element with flexible characteristics is achieved, which allows the overlap, at least partial, of the products or units for sale, achieving an optimisation of the space in the strip, by allowing a greater number of units for sale. At the same time, the structural and resistant characteristics that allow the support of heavier products and/or comprising rigid packaging are maintained.

**[0028]** In a preferred embodiment of the previous embodiment, the adhesive display strip will additionally comprise a second plastic sheet 6 removably attached to the central structure 1, preferably by means of a rivet 7; and which will be located on the opposite side to that of the plastic sheet 2, configured to serve as protection for the windows 4 of the attachment means.

**[0029]** In another preferred embodiment, the attachment between the plastic sheet 6 and the central structure 1 will be made using an adhesive, which will allow the removable attachment between both elements.

**[0030]** In this manner, there is a protective sheet, both for the central structure 1, and for the adhesive 3, which can be removed from the assembly in a simple and ergonomic manner, to allow access to said adhesive 3, and proceed to the attachment of the products that are located on the display.

**[0031]** Preferably, and to satisfy the requirements and regulations relating to recyclability and the environment,

the central structure 1 will be made of taupe Kraft paper material for packaging or similar.

[0032] Having sufficiently described the nature of the present invention, as well as the way of implementing it, it is not considered necessary to extend its explanation for any expert in the state of the art to understand its scope and the advantages which derive from it, specifying that, within its essential nature, it can be carried out in other embodiments that differ in detail from the one provided by way of example, and which are also covered by the requested protection, provided that they do not alter, change or modify its fundamental principle.

## Claims

### 1. An adhesive display strip comprising at least:

- a. a lamellar central structure (1),
- b. a plastic sheet (2) permanently attached to the lamellar central structure (1) by means of an adhesive (3);
- c. and means for the attachment of units for sale; **characterised in that** the attachment means consist of:

- a window (4) cut into the central structure (1), configured to allow access to the adhesive (3) of the plastic sheet (2);
- and a U-shaped or inverted U-shaped, or C-shaped or inverted C-shaped cut-out (5) punched through the central structure (1) and the plastic sheet (2), around the perimeter of the window (4), which comprises at least one side attached to the central structure (1);

where the punched cut-out (5) is configured to allow the window (4) to turn around the axis formed by the side attached to the central structure (1).

### 2. The adhesive display strip according to claim 1, **characterised in that** it comprises a second plastic sheet (6) removably attached to the central structure (1), and located on the opposite side to that of the plastic sheet (2), configured to serve as protection for the windows (4) of the attachment means.

### 3. The adhesive display strip according to the preceding claim **characterised in that** the attachment between the central structure (1) and the plastic sheet (6) is made by means of at least one rivet (7).

### 4. The adhesive display strip according to claim 2, **characterised in that** the attachment between the central structure (1) and the plastic sheet (6) is made using an adhesive.

### 5. The adhesive display strip according to claim 1, **characterised in that** the central structure (1) is made of Kraft paper material for packaging.

Figure 1

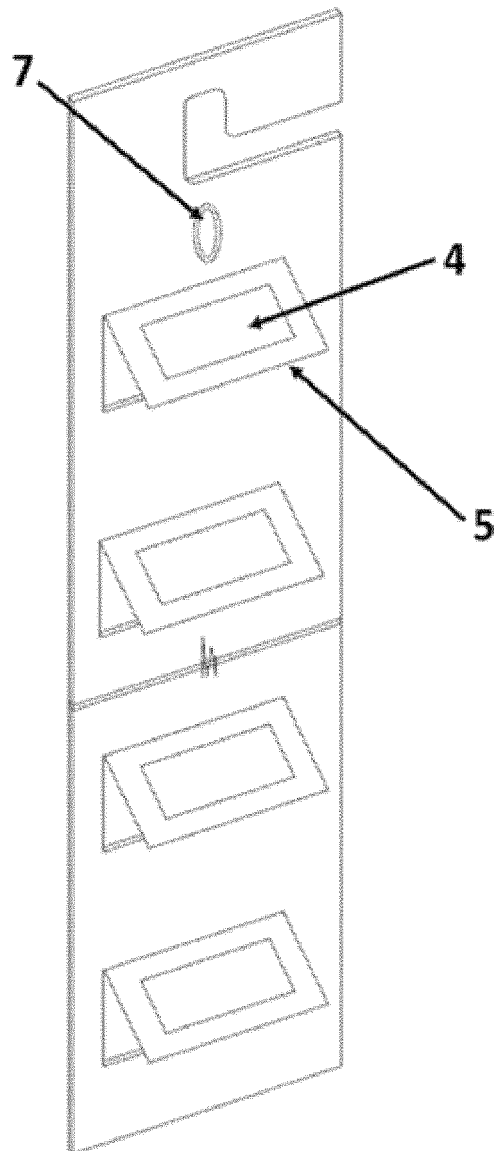


Figure 2

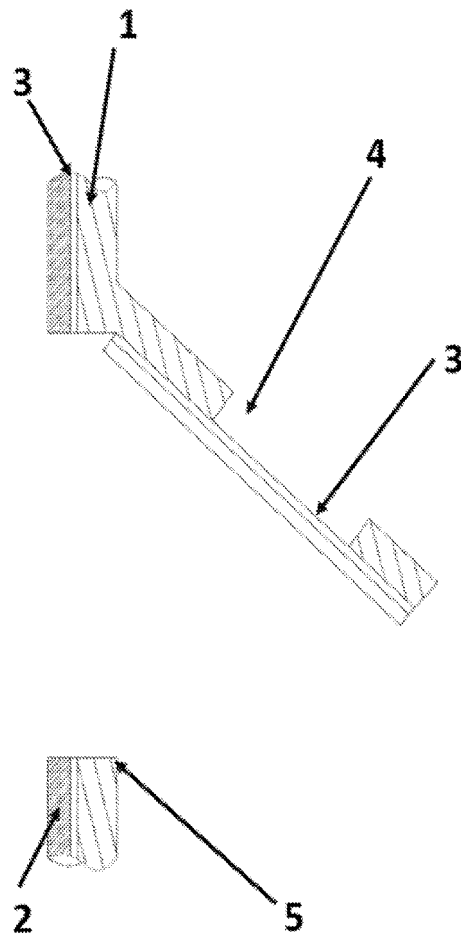
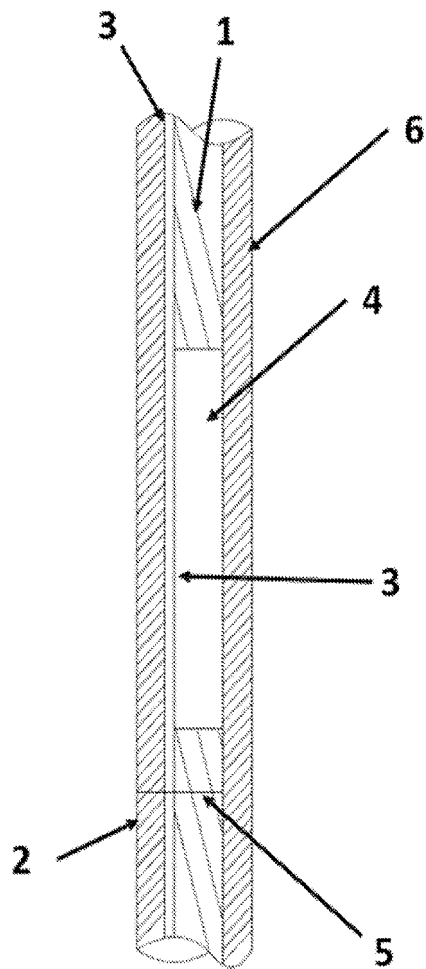


Figure 3



## INTERNATIONAL SEARCH REPORT

International application No.  
PCT/ES2022/070400

## A. CLASSIFICATION OF SUBJECT MATTER

See extra sheet

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)  
A47F, B65D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

EPODOC, INVENES

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	ES 1040049U U (EMBALAJES LICAR S L) 01/03/1999, column 2, line 36 - column 3, line 2; figures.	1-5
Y	GB 1600047 A (ALLEN DAVIES & CO LTD) 14/10/1981, column 1, line 16 - column 2, line 58; figures.	1-5
A	ES 1044544U U (OLIVA SANCHEZ JUAN) 16/05/2000, column 1, line 29 - column 2, line 58; figures.	1-5
A	US 5328137 A (MILLER THOMAS R ET AL.) 12/07/1994, description; figures 10 - 12.	1,5
A	US 5284259 A (CONWAY GERALD A ET AL.) 08/02/1994, description; figures 1 - 2, 7.	1,5
A	US 4572380 A (LANGWELL JOHN D) 25/02/1986, description; figures.	1,5

☒ Further documents are listed in the continuation of Box C.☒ See patent family annex.

* Special categories of cited documents:	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance.	
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"O" document referring to an oral disclosure use, exhibition, or other means.	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other documents, such combination being obvious to a person skilled in the art
"P" document published prior to the international filing date but later than the priority date claimed	"&" document member of the same patent family

Date of the actual completion of the international search  
20/09/2022

Date of mailing of the international search report  
(20/09/2022)

Name and mailing address of the ISA/

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/ES2022/070400

Information on patent family members

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US4572380 A	25.02.1986	NONE	
US5284259 A	08.02.1994	NONE	

INTERNATIONAL SEARCH REPORT

International application No.

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CLASSIFICATION OF SUBJECT MATTER

*A47F5/00* (2006.01)

*A47F7/28* (2006.01)

*B65D73/00* (2006.01)

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Form PCT/ISA/210 (extra sheet) (January 2015)

**REFERENCES CITED IN THE DESCRIPTION**

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**Patent documents cited in the description**

- ES 1040049 [0005]