MERCHANDISE DISPLAY IMPLEMENT

BACKGROUND OF THE INVENTION

1. Field of the Invention

[0001] The present invention relates to a merchandise display implement used for displaying various kinds of merchandise on a frame bar for use in displaying merchandise, or on a shelf board for use in displaying the merchandise.

2. Description of the Related Art

[0002] As a hitherto known merchandise display implement, a hanger-type (hooking-type) merchandise display implement to be hooked on a frame bar for use in displaying merchandise, or a tray-type (mounting-type) merchandise display implement to be mounted on a shelf board for use in displaying the merchandise exists. Further, in the hitherto known merchandise display implement, when the merchandise positioned in front of the hanger or the tray is taken out, the merchandise housed at a backside of the hanger or the tray is moved forward in the order. The merchandise display implement is constructed such that the merchandise can thereby always be taken out from the front side of the merchandise display implement.

[0003] Furthermore, as a hanger-type merchandise display implement, a rod-shaped hanger implement for use in displaying the merchandise is disclosed in Japanese Unexamined Patent Application Publication No. 11-46942. In this rod-shaped hanger implement for use in displaying the merchandise, a latching piece for latching a hanger main rod to a display frame bar is provided at a base portion of the hanger main rod, for which a connecting portion is provided at a tip end portion thereof, and a

hanger connection rod which is detachably connected to the connecting portion and is capable of being fixed in a non-rotatable manner in an axial direction is provided. In addition, in the rod-shaped hanger implement for use in displaying the merchandise, a plurality of latching grooves for allowing the merchandise to be hung at positions situated nearer a tip end portion of the hanger connecting rod are engraved.

[0004] Further, as an example of tray-type merchandise display implement, a below-described merchandise display implement is disclosed in Japanese Registered Utility Model No. 3049906. In this merchandise display implement, a rectangular base, a convex portion formed at a side edge of the base, and a concave portion formed at a side facing the convex portion of the base and fitted to the convex portion are provided. This merchandise display implement is configured to be able to be used in a manner such that a plurality of the merchandise display implements are connected to each other by means of fitting the concave portion of one of the merchandise display implements to the convex portion of one merchandise display implement.

[0005] Among the hitherto known merchandise display implements, a hanger-type merchandise display implement or a tray-type merchandise display implement is generally used, and the hitherto known merchandise display implements have to be used while distinguishing between the hanger-type merchandise display implement and the tray-type merchandise display implement corresponding to a displaying configuration of the merchandise.

[0006] Further, in the rod-shaped hanger implement for use in displaying the merchandise that is disclosed in Japanese Unexamined Patent Application Publication No. 11-46942, the hanger connection rod is

detachably connected to the connecting portion of the hanger main rod, so that a replacing operation for old merchandise with new merchandise to be displayed can be easily performed. However, since it is required to provide a hole or a hook in the merchandise so as to enable the merchandise to be hung on a hanger, the rod-shaped hanger implement for use in displaying the merchandise is unsuitable for displaying boxed merchandise. Furthermore, the hanger-type implement is unsuitable for displaying merchandise whose content can be understood only by being looked down upon from above (for example, merchandise whose distinguishing features are found on an upper surface thereof, or the like) and in addition, since the merchandise located at a position other than the front side cannot be seen, the desired merchandise cannot be found in a case where the desired merchandise is located at a position other than the front side, or even though the desired merchandise can be found, it is troublesome to take out the desired merchandise therefrom. Moreover, since the hanger is formed in a rod shape, the hanger cannot tolerate an excessive load, and in addition, the hanger is sometimes damaged in a case in which a body or an object falls down from above.

[0007] Further, the merchandise display implement disclosed in Japanese Registered Utility Model No. 3049906 is constructed so as to allow a plurality of the merchandise display implements to be connected together through the bases thereof. However, this merchandise display implement cannot be used in a case when a shelf or a board is not provided, and therefore a cost is required to prepare display equipment.

SUMMARY OF THE INVENTION

[0008] The present invention is made in light of the above-described

circumstances and an object of the present invention is to provide a merchandise display implement capable of displaying merchandise in a plane-surface manner when a frame bar is provided, even though a shelf or a board is not provided, and capable of installing the merchandise on a plane surface in addition to the above-described.

[0009] So as to achieve the above-described object, it is a first aspect to provide a merchandise display implement 1 used by being hooked on a frame bar 61 and the merchandise display implement 1 is characterized in including an opening portion 13 capable of housing the merchandise in a row, a hanger portion 16 to be hooked on the frame bar 61, and a supporting leg 40 enabling mounting of the merchandise display implement 1 on a plane surface 60.

[0010] It is a second aspect of the present invention that in the first aspect, the supporting leg 40 includes a stopper portion 43 for holding the merchandise display implement 1 in a hooked condition.

[0011] It is a third aspect of the present invention that in the second aspect, the merchandise display implement 1 includes hook 21 at one side portion, and hook-engaging hole 24 at the other side portion, and the merchandise display implement 1 is constructed to allow a plurality of merchandise display implements 1 to be freely connected to each other by engaging the hook 21 with the hook-engaging hole 24.

[0012] It is a fourth aspect of the present invention that in any one of the first to third aspect, bottom portions 26 and 28, on which merchandise 50 is mounted, are provided at a lower part of the opening portion 13 of the merchandise display implement 1, and the bottom portions 26 and 28 are constructed so as to be angled downward from the hanger portion 16 toward a front side.

[0013] It is a fifth aspect of the present invention that in any one of the first to the third aspect, an upper edge portion 11 of the opening portion 13 is angled downward from the hanger portion 16 toward the front side.

[0014] It is a sixth aspect of the present invention that in any one of the first to the fifth aspect, a front wall 14 is formed at a side opposite to a side where the hanger portion 16 is provided, and the front wall 14 is constructed with a slanted surface angled downward toward the front side.

[0015] It is a first advantage that since the merchandise display implement can be hooked on a frame bar in a condition of housing the merchandise in a row the in opening portion, the merchandise can be displayed in a flat-surface manner when only the frame bar is provided on a wall or the like in a shop, even though a shelf or a board is not provided. Further, since a displaying operation for the merchandise can be completed by only carrying the merchandise display implement in a condition of housing the merchandise into a shop and hooking the merchandise display implement on a frame bar, a carrying-in operation and an installing operation for the merchandise can be efficiently performed. In addition, since the merchandise display implement can also be mounted on a plane surface by means of the supporting leg, the merchandise can also be displayed by means of placing the merchandise display implement on a display stand, a shelf, or the like, in the case in which the merchandise display implement cannot be hooked on the frame bar.

[0016] It is a second advantage of the present invention that in addition to the first advantage, since a stopper portion for holding the merchandise display implement in a hooked condition is provided, a merchandise display implement capable of assuredly holding itself so as not to fall off from a frame bar for use in displaying the merchandise when the

merchandise display implement is used in a configuration of a hanger type (hooking type), can be provided.

[0017] It is a third advantage of the present invention that in addition to the first or the second advantages, since a plurality of the merchandise display implements can be connected to each other by only engaging a hook with a hook-engaging hole, a merchandise display implement whose displaying operation can be performed in a stable condition because there is no possibility that individual merchandise display implements improperly move, can be provided. By means of using the merchandise display implement in a connected condition, bearing force for a load becomes strong and therefore even when a body or an object falls down from above the merchandise display implement, the merchandise display implement is resistant being damaged.

[0018] It is a fourth advantage of the present invention that in addition to the first to the third advantages, the merchandise is to be mounted on the bottom portion of the opening portion. In this case, since the bottom portion is angled downward from the hanger portion toward the front side, the merchandise slides down in order from the backside when the merchandise located at the front side is taken out. As a result, a merchandise display implement capable of always positioning the merchandise at the front side can be provided.

[0019] It is a fifth advantage of the present invention that in addition to any one of the first to the third advantages, in a case of the merchandise having a flange portion, the merchandise can be housed by hooking the flange portion on the upper edge portion of the opening portion. However, in this case, since the upper edge portion of the opening portion is angled downward from the hanger portion toward the front side, the

merchandise slides down in order from the backside when the merchandise located at the front side is taken out. As a result, the merchandise can always be positioned at the front side.

[0020] It is a sixth advantage of the present invention that in addition to any one of the first to the fifth advantages, since the front wall having a slanted shape is provided at a side opposite to the side of the hanger portion (namely at the front side), explanatory information about the merchandise or the like can be displayed on the front wall. As a result, merchandise information can be displayed at a position where consumers can easily look at.

BRIEF DESCRIPTION OF THE DRAWINGS

[0021] FIG. 1 is a perspective view showing a condition in which a plurality of merchandise display implements to be used in a tray type (mounting type) configuration are connected;

FIG. 2 is a perspective view showing a condition in which a plurality of merchandise display implements to be used in a hanger type (hooking type) configuration are connected;

FIG. 3 is a side view showing the merchandise display implement shown in FIG. 1;

FIG. 4 is a side view showing the merchandise display implement shown in FIG. 2;

FIG. 5A and FIG. 5B are a cross-sectional views taken along a line A-A of FIG. 3, showing a procedure for connecting a plurality of merchandise display implements;

FIG. 6 is a right side view showing the merchandise display implement;

FIG. 7 is a left side view showing the merchandise display implement;

FIG. 8 is a top view showing the merchandise display implement;

FIG. 9 is a bottom view showing the merchandise display implement;

FIG. 10A is a cross-sectional view taken along a line B-B of FIG. 8;

FIG. 10B is a cross-sectional view taken along a line C-C of FIG. 8;

FIG. 11A is an elevation showing a supporting leg;

FIG. 11B is a side view showing the supporting leg;

FIG. 12A is a perspective view showing a merchandise housing case used for the merchandise display implement; and

FIG. 12B is a perspective view showing a merchandise housing container.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0022] A merchandise display implement 1 according to an embodiment of the present invention is explained on the basis of FIGs. 1 through 11A and 11B.

[0023] The merchandise display implement 1 according to the embodiment of the present invention is configured so as to be able to be used in two configurations of a configuration (tray type) configuration used when a plurality of the merchandise display implements, 1 and 1, connected each other and mounted on a shelf plate (plane surface) 60 for use in displaying the merchandise, as shown in FIG. 1, and a configuration (hanger type) configuration used when a plurality of the merchandise display implements, 1 and 1, are connected each other and hooked on a frame bar 61 for displaying the merchandise, as shown in FIG. 2.

[0024] Further, the merchandise display implement 1 according to the embodiment of the present invention can be used by connecting a plurality of the merchandise display implements 1 to each other, as shown

in FIGs. 1 and 2, however a single merchandise display implement 1 can also be used in the tray type or hanger type configuration. Furthermore, the merchandise display implement 1 according to the embodiment of the present invention is constructed in such a manner as to be able to display names of the merchandise 50 and 53 or the like housed in a merchandise housing portion 12 on a front wall 14 of a merchandise display implement main body 10.

[0025] Currently, as an example of a container for use in merchandise packaging, a container such as that shown in FIG. 12A or that shown in FIG. 12B can be used. The box-shaped container 50' shown in FIG. 12A is composed of a first case portion 51 and a second case portion 52 in a rectangular parallelepiped manner, which are free to be separated from each other. When in use, the first case portion 51 and the second case portion 52 are separated, and the first case portion 51 and the second case portion 52 are connected after appropriate merchandise has been housed therein.

[0026] Furthermore, a portion container 53' shown in FIG. 12B is constructed from a cylindrically shaped container main body portion 54 having a bottom, which includes a flange portion 55. When the portion container 53' is used, the merchandise housed in the container main body portion 54 can tightly be sealed therein by bonding a sealing member (not shown) onto the flange portion 55.

[0027] In addition, a sealing member indicating a content of the merchandise, or the like may be bonded onto a side surface of the box-shaped container 50' and the portion container 53' as well.

[0028] Hereinbelow, the merchandise display implement 1 according to the embodiment of the present invention will be explained in

detail, with reference to FIGs. 6 through 11A and 11B. The merchandise display implement 1 is configured to be used by being hooked onto a frame bar 61 for displaying the merchandise, which is previously installed on a wall in a shop, and is configured to allow the merchandise 50 and the merchandise 53 housed in the merchandise housing portion 12 to be taken out from the front side and to allow the merchandise 50 and the merchandise 53 to be replenished from the backside.

[0029] The merchandise display implement 1 according to the embodiment of the present invention is composed of the merchandise display implement main body 10 extending from an upper wall 11 slanting toward a side from which the merchandise to be taken out, the front wall 14 connected to a front side of the upper wall 11, a rear wall 15 connected to a backside of the upper wall 11, and a right side wall 19 and a left side wall 22 connected to the upper wall 11, the front wall 14, and the rear wall 15, in a manner so as to connect the upper wall 11, the front wall 14, and the rear wall 15, and a supporting leg 40 used when the merchandise display implement main body 10 is used in a tray type (mounting type) configuration or a hanger type (hooking type) configuration. Moreover, longitudinal ribs 25 and lateral ribs 27 that reinforce the merchandise display implement main body 10, while mutually connecting the upper wall 11, the front wall 14, the rear wall 15, the right side wall 19, and the left side wall 22, and that form a bottom portion (sliding surface for the merchandise) of the merchandise housing portion 12, described later, are integrally formed while intersecting in a lattice like manner, in an inside of the merchandise display implement main body 10.

[0030] The upper wall 11 is formed into a thin and long flat-plate shape in a longitudinal direction of the merchandise display implement

main body 10, and is formed while being slanted in a manner so as to be gradually curved in a front-side direction, namely in a merchandise-taking out direction, as shown in FIGs. 6 through 8. A slanting angle α in this case is set to be about 10° to about 35°, and is preferably set to be about 15°. Further, in the upper wall 11, an elliptic opening portion 13 constituting the merchandise housing portion 12 is formed along a longitudinal direction of the merchandise display implement main body 10. An upper surface of the upper wall 11 forms an upper edge portion of the opening portion 13. Further, only the longitudinal ribs 25 and the lateral ribs 27 forming the bottom portion of the merchandise display implement 12 exist at a lower side of the opening portion 13, and the lower side of the opening portion 13 is opened downward through the longitudinal ribs 25 and the lateral ribs 27, which intersect in a lattice like manner. Incidentally, a slanting angle of the bottom portion of the merchandise housing portion 12 is also set to be in the range of about 10° to about 35°, and is preferably set to be about 15° conforming to the slanting angle of the upper wall 11.

[0031] Furthermore, the front wall 14 is connected to a front end of the upper wall 11 and is integrally formed therewith. The front wall 14 is formed to have a slanted surface angled downward in a merchandise-taking out direction at a slanting angle β (about 65° to about 75°, preferably, 70°) greater than the slanting angle of the upper wall 11. In addition, the front wall 14 is configured such that the seal (not shown) or the like, on which the content or the like of the merchandise is displayed, can be bonded on a surface thereof.

[0032] Further, the rear wall 15 is connected to a rear end of the upper wall 11 forming approximately a right angle, and is integrally formed therewith. Both side portions at an inside of the rear wall 15 are integrally

connected to a rear end of each of the right side wall 19 and the left side wall 22, described later, and are also integrally connected to a rear end of the longitudinal rib 25, described later.

[0033] The right side wall 19 is integrally formed while being connected to the front wall 14, the upper wall 11, and the rear wall 15, being positioned inside from a right side end edge portion of each of the front wall 14, the upper wall 11, and the rear wall 15, at a constant distance, namely by a protruding distance of a pair of right side wall protruding portions 20 described later, as shown in FIGs. 6 and 9, and thereby the right side wall 19 constitutes one side portion of the merchandise display implement main body 10. Further, a pair of hollow right side wall protruding portions 20 are integrally formed with the right side wall 19 in a manner so as to outwardly protrude from a side surface of the right side wall 19. The pair of right side wall protruding portions 20 are formed in a manner so as not to protrude out from an extension line of the right side end edge portion of the upper wall 11, as shown in FIGs. 9 and 10B. In addition, hooks 21 are integrally formed with a lower part of each of the right side wall protruding portions 20 in a manner so as to outwardly protrude from a side surface of each of the right side wall protruding portions 20. Each of the hooks 21 is formed while being downwardly bent in approximately an L-shaped manner, as shown in FIG. 10B.

[0034] Further, a supporting leg pivotably supporting hole 31 for pivotably supporting the supporting leg 40, described later, is formed in the vicinity of a hanger portion 16 of the right side wall 19, and a supporting leg rising holder portion 29 and a stopper holding portion 30 are formed in a manner so as to outwardly protrude from a side surface of the right side wall 19, at both sides of the supporting leg pivotably supporting hole 31.

[0035] The left side wall 22 is integrally formed while being connected to the front wall 14, the upper wall 11, and the rear wall 15, being positioned inside from a left side end edge portion of each of the front wall 14, the upper wall 11, and the rear wall 15, at a constant distance, namely by a protruding distance of a pair of left side wall protruding portions 23 described later, as shown in FIGs. 7 and 9, and thereby the left side wall 22 constitutes the other side portion of the merchandise display implement main body 10. Further, a pair of hollow left side wall protruding portions, 23 are integrally formed with the left side wall 22 in a manner so as to outwardly protrude from a side surface of the left side wall 22. The pair of left side wall protruding portions 23 are formed in a manner so as not to protrude out from an extension line of the left side end edge portion of the upper wall 11, as shown in FIGs. 9 and 10B. In addition, hook-engaging holes 24 are formed with a lower part of each of the left side wall protruding portions 23 corresponding to the hooks 21 formed at a side surface of each of the right side wall protruding portions 20. Each of the hook-engaging holes 24 is formed while being allowed to communicate with an inside of each of the hollow left side wall protruding portions 23.

[0036] Furthermore, the supporting leg pivotably supporting hole 31 for pivotably supporting the supporting leg 40 is formed in the vicinity of the hanger portion 16 of the left side wall 22 corresponding to the supporting leg pivotably supporting hole 31 of the right side wall 19, and a supporting leg uprising holder portion 29 and the stopper holding portion 30 are formed in a manner so as to outwardly protrude from a side surface of the left side wall 22 at both sides of the supporting leg pivotably supporting hole 31 corresponding to the supporting leg uprising holder portion 29 and the stopper holding portion 30 of the right side wall 19.

[0037] Moreover, as shown in FIG. 9, the longitudinal rib 25 is disposed between the right side wall 19 and the left side wall 22. The longitudinal rib 25 has approximately the same shape as the right side wall 19 and the left side wall 22 (refer to FIGs. 6 and 7), except for a portion corresponding to the merchandise housing portion 12. Each of the longitudinal ribs 25 is formed while being integrally connected to the front wall 14, the upper wall 11, and the rear wall 15. As shown in FIGs. 6, 7, 10A, and 10B, a longitudinal rib upper end edge 26 of each of the longitudinal ribs 25 is cut open so as to correspond to a shape of the merchandise housing portion 12, and forms a part of the bottom portion of the merchandise housing portion 12.

[0038] Further, as shown in FIGs. 6 through 10A and 10B, the right side wall 19, the longitudinal ribs 25, and the left side wall 22 are integrally connected to three lateral ribs 27. A lateral rib upper end edge 28 of each of the lateral ribs 27 is formed in a manner so as to be aligned to a height of the longitudinal rib upper end edge 26, and forms a part of the bottom portion of the merchandise housing portion 12 (sliding surface for the merchandise) in cooperation with the longitudinal rib upper end edge 26.

[0039] Furthermore, as shown in FIGs. 6, 7, and 9, the hanger portion 16 is formed in the vicinity of the rear wall 15 of the merchandise display implement main body 10. The hanger portion 16 is formed by cutting open the right side wall 19, the longitudinal ribs 25, and the left side wall 22, conforming to a shape of the frame bar 61 for use in displaying the merchandise (refer to FIGs. 2 and 4). A pair of hanger portion lateral ribs 18 are formed in front of and at the backside of the hanger portion 16, and each of the hanger portion lateral ribs 18 is formed while being connected to the right side wall 19, the longitudinal ribs 25, and the left side wall 22, and

is formed while being also connected to the upper wall 11 and the rear wall 15. In addition, a hanger portion longitudinal rib 17 is formed in a manner so as to conform to a shape of the hanger portion 16 between the right side wall 19 and the longitudinal rib 25, and between the left side wall 22 and the longitudinal rib 25, respectively.

[0040] As shown in FIG. 11, the supporting leg 40 is formed to have approximately C-shape by integrally connecting a pair of arm portions at both ends of ground-connecting portion 44. A stopper portion 43 is formed at the arm portion 41 side in the vicinity of the ground-connecting portion 44 in parallel therewith. At an inside of a tip end side of each arm portion 41, a pair of pivotably supporting shafts 42 are formed so as to face each other, and each of the pivotably supporting shafts 42 is attached by being inserted into a corresponding one of the supporting leg pivotably supporting holes 31 (refer to FIGs. 6 and 7). Further, when the merchandise display implement 1 is used as the tray-type merchandise display implement (refer to FIGs. 1 and 3), the supporting leg 40 is held in a condition in which each of the arm portions 41 is in contact with a corresponding one of the supporting leg uprising holder portions 29, and the merchandise display implement main body 10 is mounted on an upper surface of the shelf plate 60 for use in displaying the merchandise, via the ground-connecting portion 44. Furthermore, when the merchandise display implement 1 is used as the hanger-type merchandise display implement (refer to FIGs. 2 and 4), the supporting leg 40 is rotated after the hanger portion 16 is hooked onto the frame bar 61 for use in displaying the merchandise, and each of the arm portions 41 is held in a condition being in contact with a corresponding one of the stopper holding portions 30. An opening portion of the hanger portion 16 is closed by means of the stopper portion 43.

[0041] Next, a using configuration of the merchandise display implement 1 according to the embodiment of the present invention will be explained with reference to FIGs. 1 through 5A and 5B.

[0042] The merchandise display implement 1 with respect to the embodiment of the present invention can be used while connecting a plurality of merchandise display implements, 1 and 1, as shown in FIGs. 1 and 2, and one merchandise display implement 1 can singularly be used as well. However, since a basic using configuration is the same in either case, a configuration, in which the plurality of merchandise display implements, 1 and 1, is used while connecting the same, will be explained.

[0043] Firstly, when the plurality of merchandise display implements, 1 and 1, is connected, as indicated by an arrow in FIG. 5A, a hook 21 of one side portion of one merchandise display implement main body 10 (right side wall protruding portion 20) is inserted into the hook-engaging hole 24 of the other side portion of the other merchandise display implement main body 10 (left side wall protruding portion 23). Then, as shown in FIG. 5B, the hook 21 of one merchandise display implement main body 10 is engaged with the hook-engaging hole 24 of the other merchandise display implement 10 in an inserted condition, and thereby one merchandise display implement main body 10 and the other merchandise display implement main body 10 are brought to be in a condition of being connected to each other. Further, when further plurality of merchandise display implements, 1 and 1, is added and connected, a condition, in which an appropriate number of the merchandise display implements, 1 and 1, are connected, can be formed by means of repetition of the above-described operations.

[0044] Thereafter, corresponding to the displaying configuration of

the merchandise, namely when the merchandise display implement 1 is used as the tray-type merchandise display implement (mounting type), shown in FIG. 1, the supporting leg 40 is raised, and the ground-connecting portion 44 of the supporting leg 40 is grounded on an upper surface of the shelf plate 60 for use in displaying the merchandise, and then the appropriate number of the merchandise display implements, 1 and 1, are mounted on the upper surface of the shelf plate 60 for use in displaying the merchandise in a connected condition of the merchandise display implements, 1 and 1. Further, for example, by means of housing the merchandise 50 in the merchandise housing portion 12, the merchandise display implements, 1 and 1, can be used as a tray-type merchandise display implement.

[0045] Further, in the hanger-type merchandise display implement (hooking type), shown in FIG. 2, after hooking the hanger portion 16 on the frame bar 61 for use in displaying the merchandise, the supporting leg 40 is rotated in a manner such that the frame bar 61 for use in displaying the merchandise is sandwiched, and the appropriate number of the merchandise display implements, 1 and 1, are hooked on the frame bar 61 for displaying the merchandise in a connected condition of the merchandise display implements, 1 and 1. Furthermore, for example, by means of housing the merchandise 53 in the merchandise housing portion 12, the merchandise display implements, 1 and 1, can be used as a hanger-type merchandise display implement.

[0046] Even in a case that the merchandise display implement 1 is used in either configuration of the tray type or the hanger type, in the case of the box-shaped container 50', as shown in FIG. 3, since the merchandise housing portion 12 formed in the upper wall 11 of the merchandise display

implement main body 10 is formed in a slanting condition toward the front side (in a direction for taking out the merchandise), when the merchandise 50 at the front side, which is housed in the merchandise housing portion 12 is taken out, the next merchandise 50 is moved frontward in the order while sliding along a bottom portion of the merchandise housing portion 12, namely an upper surfaces of the longitudinal rib upper end edge 26 and the lateral rib upper end edge 28. Moreover, in a case of the portion container 53', as shown in FIG. 4, when the merchandise 53 located at the front side, which is housed in the merchandise housing portion 12, is taken out, the next merchandise 53 is moved frontward in the order while sliding along the upper wall 11 of the merchandise housing portion 12, namely an upper edge portion of the opening portion 13. This is because the flange portion 55 is in contact with the upper wall 11, namely an upper edge portion of the opening portion 13. Accordingly, since the merchandise, 50 and 53, housed in the merchandise housing portion 12 are always located in front of the merchandise display implement 1, it becomes easy to confirm an existence or absence of the merchandise.

[0047] Incidentally, in a case that the merchandise housed in the merchandise display implement 1 is packed in the box-shaped container 50 as shown in FIG. 12A, since the next merchandise slides down while being in contact with a bottom portion of the opening portion 13 (namely, the longitudinal rib upper end portion 26 and the lateral rib upper edge portion 28) provided in the upper wall 11, it is preferable to perform a surface treatment for reducing a frictional coefficient on the upper surface of the longitudinal rib upper edge portion 26 and the lateral rib upper edge portion 28.

[0048] On the other hand, in a case that the merchandise housed in

the merchandise display implement 1 is put in the portion container 53 as shown in FIG. 12B, since the flange portion 55 of the container 53 is in contact with the upper wall 11, it is preferable to perform a surface treatment for reducing a frictional coefficient on the upper wall 11. In addition, a dimension of the opening portion 13 in the present invention is preferable to be designed conforming to a lateral width of the merchandise, 50 and 53 to be displayed so that the merchandise 50 and 53 can be displayed in an aligned condition, however the dimension of the opening portion 13 may be designed so that the same can be used for a wide range of the merchandise.

[0049] Further, a lower end portion of the side wall portion (right side wall 19 and the left side wall 22) in the present embodiment may be extended up to a position of the lower end portion of the front wall 14, and the supporting leg may be constructed with the extension portion thereof. Alternatively, the supporting portion 40 may not be provided with the stopper portion 43. Furthermore, the merchandise display implement 1 may be configured to be used as a single item (as a simple body of the merchandise display implement) without provided with the hook 21. Furthermore, the front wall 14 may not be formed in the slanting manner, and the front wall 14 itself may not be provided.

WHAT IS CLAIMED IS:

1. A merchandise display implement used by being hooked onto a frame bar, comprising:

an opening portion capable of housing merchandise in a row;

a hanger portion to be hooked onto the frame bar; and

a supporting leg enabling the merchandise display implement to be mounted on a plane surface.

2. The merchandise display implement according to Claim 1, wherein the supporting leg includes a stopper portion for holding the merchandise display implement in a hooked condition.

3. The merchandise display implement according to Claim 1 or 2, wherein the merchandise display implement includes a hook at one side portion and a hook-engaging hole at the other side portion, and wherein the merchandise display implement is constructed so as to allow a plurality of merchandise display implements to be freely connected to each other by means of engaging the hook with the hook-engaging hole.

4. The merchandise display implement according to any one of Claims 1 through 3, wherein a bottom portion, on which the merchandise is mounted, is provided at a lower part of the opening portion of the merchandise display implement, and wherein the bottom portion is constructed to be angled downward from the hanger portion toward a front side.

5. The merchandise display implement according to any one of Claims 1

through 3, wherein an upper edge portion of the opening portion is angled downward from the hanger portion toward the front side.

6. The merchandise display implement according to any one of Claims 1 through 5, wherein a front wall is formed at a side opposite to a side where the hanger portion is provided, and wherein the front wall is constructed with a slanted surface angled downward toward the front side.