

PATENT SPECIFICATION

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(54) COLUMN-TYPE DISPLAY STAND FOR FLAT PARALLELEPIPEDIC ARTICLES

(71) We, P. FERRERO & C. S.P.A., an Italian Joint Stock Company, of Piazza Pietro Ferrero 1, Alba (Cuneo) Italy, do hereby declare the invention, for which we pray that a patent may be granted to us, and the method by which it is to be performed, to be particularly described in and by the following statement:—

The present invention relates to column-type display stands for flat parallelepipedic articles such as lozenge containers and the like.

Stands of this type are already known that comprise cavities in which the individual articles are inserted and from which they can be easily removed by the purchaser. The refilling of these stands tends to be a problem in that the articles to be displayed must be inserted one by one into the relevant cavities.

The present invention is intended to avoid, or at least reduce, these disadvantages and to provide a column-type display stand which is easily refillable when some or all of the displayed articles have been removed and which allows these articles to be removed with the same ease as the known devices.

According to the invention, there is provided a column-type display stand for flat parallelepipedic articles, wherein the stand comprises a lower supporting base and an upper display column mounted thereon, said column comprising two lateral zig-zag shaped slides disposed in parallel vertical planes and a plurality of transverse plates connected between the two sides in alternate oppositely inclined directions so as to define with said sides a plurality of alternate oppositely inclined rectangular chambers, and wherein each chamber receives a container capable of holding a plurality of articles to be displayed, opposed walls of the containers being provided with ribs which define spaces for the individual articles.

Other objects, features and advantages of the invention will be made apparent in the following detailed description thereof which is provided with reference to the accompanying non-limitative drawings, in which:—

Figure 1 is an elevational front view of a column-type display stand according to the invention,

Figure 2 is a lateral elevational view,

Figure 3 is a transverse section along the line III—III of Figure 1, and

Figure 4 is a perspective view of one of the containers containing an article to be displayed.

Referring to the accompanying drawings, the column-type display stand according to the invention consists of a unitary structure moulded from plastics material comprising a lower supporting base 1 upon which a column is mounted. The column has two zig-zag sides 2 disposed in parallel vertical planes and surmounted by plates 7 in the form of segments of circles. A plurality of transverse plates 3, 4 interconnect the zig-zag sides 2 and are alternately inclined in opposite directions with the lower edge of each plate 3 or 4 connected to the underlying plate 4 or 3 near to the upper edge of the latter. Each transverse plate 3, 4 is joined to the plate 4 or 3 that is beneath it in substantially perpendicular relationship therewith at a given distance from the upper edge of the same, thus forming a plurality of rectangular chambers inclined in opposite directions, in which are inserted a corresponding number of containers 8 designed to hold the articles to be displayed.

In the embodiment that is illustrated, each container 8 consists of two adjacent interconnected oblong compartments, the longitudinal side walls of which are provided with spaced apart upwardly inclined ribs 18 defining individual spaces for the articles that are to be displayed. As a

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 5 result, two rows of articles in the form of flat parallelepipedic boxes 9 project outwardly from each container 8. The containers 8 are substantially complementary to the chambers and fit snugly therein. An empty container and a full container are shown in Figures 1 and 3. When any container 8 is empty, it can be replaced by a full container, thus rendering
 10 refilling of the chambers in the display stand both easy and rapid.

Adjacent to the lower base 1 is a transverse plate 3' of reduced upright length which is connected to a plate 4' inclined in the opposite direction and of even less upright length, thus defining a chamber approximately one-half the size of the other chambers. A container having a single compartment for holding a single row of the boxes 9 can be inserted in this chamber or, as illustrated in Figures 1 and 3, the lower and upper walls of the lower chamber of the display stand are provided with rib means in the form of vertical ribs 10, 11, which
 25 enable it to be used directly to hold the boxes 9 to be displayed without the use of the interchangeable containers 8. The ribs 10, 11 directly support each box 9 in an appropriate upwardly inclined position in the absence of an adjacent box.
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Near the top of the display stand is a transverse plate 3'' of reduced upright length whose upper edge is connected to the lower edge of a central vertical plate 5 disposed between the two segments 7. The plate 5 is formed with an opening 6 which acts as a handle.

The lower base 1 is comprised of a hollow, rectilinear, horizontally disposed support plate 20 having a pair of laterally opening recesses 22 and 24. A hollow, vertically disposed post 26 extends upwardly through the support plate 20 and defines a downwardly opening recess 28. The upper edges of the side walls of the post 26 are provided with V-shaped notches in which the angularly opposed plates 3' and 4' of the column are secured. The various recesses 22, 24, 28 in the base 1 are adapted to co-operate selectively with suitable support devices to stabilize the display stand or elevate the same.
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WHAT WE CLAIM IS:—

55 1. A column-type display stand for flat parallelepipedic articles, wherein the stand comprises a lower supporting base and an upper display column mounted thereon,

said column comprising two lateral zig-zag shaped sides disposed in parallel vertical planes and a plurality of transverse plates connected between the two sides in alternate oppositely inclined directions so as to define with said sides a plurality of alternate oppositely inclined rectangular chambers, and wherein each chamber receives a container capable of holding a plurality of articles to be displayed, opposed walls of the containers being provided with ribs which define spaces for the individual articles.
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2. A column-type display stand as claimed in claim 1, wherein the chamber adjacent to the lower supporting base has smaller dimensions than the other chambers and is provided with rib means to hold the articles to be displayed directly therein.
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3. A column-type display stand as claimed in claim 1 or 2, wherein the containers have external dimensions substantially identical to the internal dimensions of said chambers and are arranged to fit snugly therein, each container including two oblong compartments extending in side-by-side relationship for holding two parallel rows of articles, said ribs being on the opposed longer walls of each oblong compartment to define the spaces for the individual articles.
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4. A column-type display stand as claimed in any preceding claim, wherein each transverse plate is disposed perpendicular to at least one adjacent transverse plate, and wherein an upper one of said transverse plates joins its underlying neighbour along a line spaced from the upper edge of the latter.
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5. A column-type display stand for flat parallelepipedic articles, substantially as hereinbefore described with reference to the accompanying drawings.
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result, two rows of articles in the form of flat parallelepipedic boxes 9 project outwardly from each container 8. The containers 8 are substantially complementary to the chambers and fit snugly therein. An empty container and a full container are shown in Figures 1 and 3. When any container 8 is empty, it can be replaced by a full container, thus rendering refilling of the chambers in the display stand both easy and rapid.

Adjacent to the lower base 1 is a transverse plate 3' of reduced upright length which is connected to a plate 4' inclined in the opposite direction and of even less upright length, thus defining a chamber approximately one-half the size of the other chambers. A container having a single compartment for holding a single row of the boxes 9 can be inserted in this chamber or, as illustrated in Figures 1 and 3, the lower and upper walls of the lower chamber of the display stand are provided with rib means in the form of vertical ribs 10, 11, which enable it to be used directly to hold the boxes 9 to be displayed without the use of the interchangeable containers 8. The ribs 10, 11 directly support each box 9 in an appropriate upwardly inclined position in the absence of an adjacent box.

Near the top of the display stand is a transverse plate 3'' of reduced upright length whose upper edge is connected to the lower edge of a central vertical plate 5 disposed between the two segments 7. The plate 5 is formed with an opening 6 which acts as a handle.

The lower base 1 is comprised of a hollow, rectilinear, horizontally disposed support plate 20 having a pair of laterally opening recesses 22 and 24. A hollow, vertically disposed post 26 extends upwardly through the support plate 20 and defines a downwardly opening recess 28. The upper edges of the side walls of the post 26 are provided with V-shaped notches in which the angularly opposed plates 3' and 4' of the column are secured. The various recesses 22, 24, 28 in the base 1 are adapted to co-operate selectively with suitable support devices to stabilize the display stand or elevate the same.

WHAT WE CLAIM IS:—

1. A column-type display stand for flat parallelepipedic articles, wherein the stand comprises a lower supporting base and an upper display column mounted thereon,

said column comprising two lateral zig-zag shaped sides disposed in parallel vertical planes and a plurality of transverse plates connected between the two sides in alternate oppositely inclined directions so as to define with said sides a plurality of alternate oppositely inclined rectangular chambers, and wherein each chamber receives a container capable of holding a plurality of articles to be displayed, opposed walls of the containers being provided with ribs which define spaces for the individual articles.

2. A column-type display stand as claimed in claim 1, wherein the chamber adjacent to the lower supporting base has smaller dimensions than the other chambers and is provided with rib means to hold the articles to be displayed directly therein.

3. A column-type display stand as claimed in claim 1 or 2, wherein the containers have external dimensions substantially identical to the internal dimensions of said chambers and are arranged to fit snugly therein, each container including two oblong compartments extending in side-by-side relationship for holding two parallel rows of articles, said ribs being on the opposed longer walls of each oblong compartment to define the spaces for the individual articles.

4. A column-type display stand as claimed in any preceding claim, wherein each transverse plate is disposed perpendicular to at least one adjacent transverse plate, and wherein an upper one of said transverse plates joins its underlying neighbour along a line spaced from the upper edge of the latter.

5. A column-type display stand for flat parallelepipedic articles, substantially as hereinbefore described with reference to the accompanying drawings.

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