

**NOVEL DISPLAY DEVICE FOR SMALL CONTAINERS
AND CONTAINERS THUS DISPLAYED**

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5 This patent application relates to the field of mechanics and more precisely to that of articles for marketing commercial objects.

10 This invention more particularly relates to a device for displaying small containers intended to submit the consumer's attention to a more particular attraction which will allows him to guide his choice.

Specifically the invention is related to a display device for small containers insuring the supporting and the forward movement as they are sold, characterized in that it is formed of an assembly of two rigid strips parallelely positionned and of a spring pushing member sliding along a horizontal groove between the two strips and which
15 abuts against the last container of the row, positionned inside the two strips.

The two parallel strips display two vertical faces. They are movable and may laterally move in a movable manner. They come to abut inwardly against a head-on bonnet beared by an ensemble made of two horizontal strips, fastened to at the front on the
20 head-on bonnet and bearing at the lower face, a series of quadratic embases.

The device is also characterized by the fact that the two movable strips may come to laterally slide to the inside or to the outside, by means of two fastening flaps which come to insert themselves in the embases beared by the two horizontal strips. These
25 two horizontal strips are not butt-jointed and let between them, a groove between which circulate the guide of the pusher in order to come to press the containers located between the two assembled strips.

The embases beared by the two strips are made of a prismatic structure. They are
30 permanently fastened beneath both strips. They are symetrically arranged on these strips. Each of the strip alternatively bears one or two small tongues orthogonally secured to the internal wall. The disposal of said small tongues is such that for an assembly including two small tongues on one side, it corresponds the other strip

which bears only one small tongue and vice et versa. The spacing provided between each small tongue is such that the other small tongue set out on the other strip, may be coming insert itself between the other small tongues.

- 5 This is this ensemble of small tongues sliding between them, which secure the motility of the whole and allows the lateral moving, unique or simultaneous of the two strips to the outside or to the inside. In this way, the housing provided between the two strips is adapted to the basis dimensions of the container and insure to it the positioning without looseness or excessive tightening.

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The aim is that, once the containers have been positionned, using an appropriate displacement of the strips, the pusher to which a reel of metallic band is set, may run backward until the containers are well positionned and in a sufficient number while pressing them by the frontal plane side of said pusher. The pusher may then by relaxing, run forward against the last container located between the strips.

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The pusher is of parallelepipedic shape including at its base a vertical tab bearing at its lower end, a horizontal plane surface of larger dimension which insure the sliding of the pusher in the central groove located between the strips. Inside the pusher, it has been mounted in a permanent manner an axis on which comes winding the metallic band kept positionned at its other end with a housing placed at the end of the two half-strips forming the groove. Thus the two half-strips are fastened together at one end by a housing in which the metallic band is inserted and to which it is secured by a solidarizing means. In this manner the metallic band may unwind in a supple manner without any risk of breakage while maintaining a strong strength on the pusher.

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The device of this invention may still be characterized by the presence on the frontal side of the head-on bonnet of a ward of rectangular shape and bearing at its lower end a protruding edge. This ward is used as a support for a second device for displaying, vertically disposed at the lower part of the head-on bonnet and which comes to be inserted by running, inside a fitting housing located in the upper part of this second displaying device. This fitting housing of oblong shape shows at its

internal side a quadrangular indentation in which the ward may penetrate and on which the protruding edge comes abutting. In this manner the second device comes fitting together on this edge and is kept positionning in a removable manner. By upward running this second display may be removed and it may be disposed therein
 5 another bottle as it is needed.

The thus defined two devices have as an object to show to the consumers one or two kinds of bottles disposed on the display device. Thus the second device shows at the end of a rigid incurvated arm of the same material, a platform showing a
 10 hollow rounded plane in which the display bottle is placed. On the contrary in the device between the strips, the article to be sold or a different article - it may be displayed under its own packaging or under its own labelling and sealing - in order that the public's attention be also attracted by the quality of the display.

15 Moreover this double device is intended to be placed on shelves or plates of windows in such a manner that the second display device will be immediately visible and that the first display device positionned slightly above and set back, constitutes an ensemble of bottles in stock, in which the salesman or the consumer will pick the one or several bottles which are necessary for him.

20 In a mode of performance depicted at figure 1, it has been shown the small tongues (1) (1') on a setting stick (2) between them, another small tongue (4) which comes from the opposite setting stick (3), bearing in its center an oblong slot (5), comes to be inserted and on the other side the symmetrical disposal with two small tongues (6)
 25 (6') on the opposite side, between them the single small tongue (7) beared by the opposite setting stick (2) comes to be inserted.

The small tongues as well as the setting sticks are made of rigid material such as shock-resistant plastic material, but having a slight tensility to be able to move
 30 between the small tongues or to run for sliding without any risk of break. This material maybe coloured or tinted to reproduce the colours of the bottles which are disposed therein.

The small tongues are rigid, horizontally arranged tabs of rectangular section. Their section is fitted to the measurement of the horizontal slot beared by the two half setting sticks. This space is calculated in order as the tabs come easily and effortlessly to be inserted, but that their positioning be exactly fitted to the measurements of the slots with the minimum possible of free movement.

In another mode of performance pictured at figure 2, the central half setting sticks have been more extensively proportionned and the small tongues have been lengthened in order to achieve a space of larger size thus allowing to receive bigger bottles. Whereas in the previously described device the maximal spacing of the small tongues leaved an available space of about 20 mm in the presently herein defined mode of performance this space reaches 40 mm. For this doing, it may be counted on the breadth of the two half sticks and (or on the length of the small tongues. The two half-sticks which determine the central groove, each include a vertical longitudinal edge intended to secure the positioning and the tightening of the bottles.

Figure 3 depicts the display device seen from above, as a whole. The model A is the small-sized device, the model B is the large-sized device.

The two vertical sticks (2) and (3) are seen therein, placed side by side to the two strips (9) (9') separated by the groove (10) in which the pusher (11) runs. The latter arises before the housing (12) in which the metallic band (not shown), acting as a spring, is winded. The two strips (9) (9') are assembled together on the frontal edge of the device (13). The opening (14) is used to receive the solidarizing means maintaining the metallic band in the housing.

Figure 3 shows in side ways the housings (16) (16') (16'') in the openings (15) (15') (15'') of which the small tongues (6) (6') and (7) come to be inserted. These housings are beared by each of the strips (17). It is also pictured the frontal edge (13). The cracking line (8) located in the strip (17) is shown. It suppresses every symetrical disposal of the housings (16).



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WHAT IS CLAIMED IS

1. Display device for small containers, securing the holding and the forward movement of small containers as they are sold, characterized in that it is formed with an assembly of two rigid, parallelely disposed strips of a spring pusher member sliding along a horizontal groove and coming about against the last container in the row.
2. Display device for small containers according to claim 1 characterized in that two parallel strips are vertically disposed.
3. Display device for small containers according to claim 1 or 2, characterized in that the two parallel strips come about inwardly against a head-on bonnet beared by a member formed of two horizontal strips secured to the front of the head-on bonnet.
4. Display device for small containers according to one of claims 1 to 3, characterized in that the two horizontal strips bear at their lower face, a series of quadratic embases.
5. Display device for small containers according to claims 1 to 4, characterized in that the movable strips may come to run inwardly or outwardly using setting tabs.
6. Device according to claim 5, in which the setting tabs are coming to insert themselves in the quadratic embases beared by the two horizontal strips.
7. Device according to one of the claims 1 to 6, wherein the two horizontal strips are not but-jointed and leave between them a groove.
8. Device according to claim 7, wherein the groove between the two horizontal strips allows the guide of the pusher to run into and the pusher comes to press the containers inserted between the two strips.

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9. Device according to one of the claims 1 to 8, wherein each of the strips alternatively bears one or two small tongues secured perpendicular to the internal wall.
- 5 10. Device according to one of the claims 1 to 9, wherein the pusher include at its bottom, a vertical tab which bears at its lower end a horizontal plane surface of bigger section.
- 10 11. Device according to claim 1, characterized by the presence on the front side of a head-on bonnet, of a rectangular-shaped ward, which bears at its lower end a protruding edge which serves on its turn of support to a second display device, vertically arranged at the lower part of the said head-on bonnet which comes to insert itself by sliding within a housing arranged at the upper part of this display device.

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