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(54) Eyeglass display holder

(57) A holder by which eyeglass frames can be displayed for prospective consumers in a retail environment comprises a nose bar 13 fixed to a temple bar 12 in a generally T-shaped configuration, the nose bar being notched at 16 at its outer end to receive an eyeglass frame's nose piece 20 and the temple bar being notched at 18, 19 at spaced locations to receive the eyeglass frame's temple pieces 22*a*, 22*b*. This T-shaped eyeglass frame support is connected to a face plate 26 that can be fixed to, in preferred form, a slatted wall. The holder thereby holds a pair of eyeglass frames in a use configuration with the temple pieces 22*a*, 22*b* unfolded, and in a generally horizontal attitude, for review by a prospective consumer.

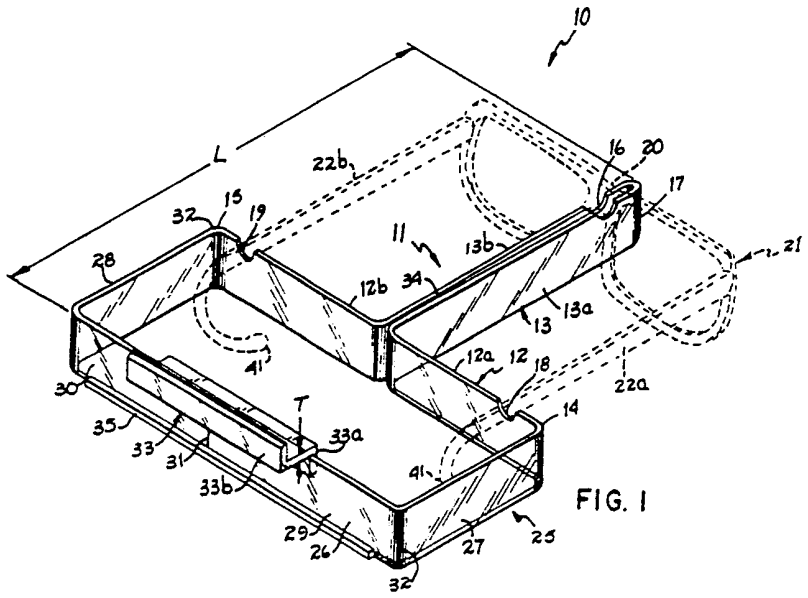

FIG. 1

At least one drawing originally filed was informal and the print reproduced here is taken from a later filed formal copy

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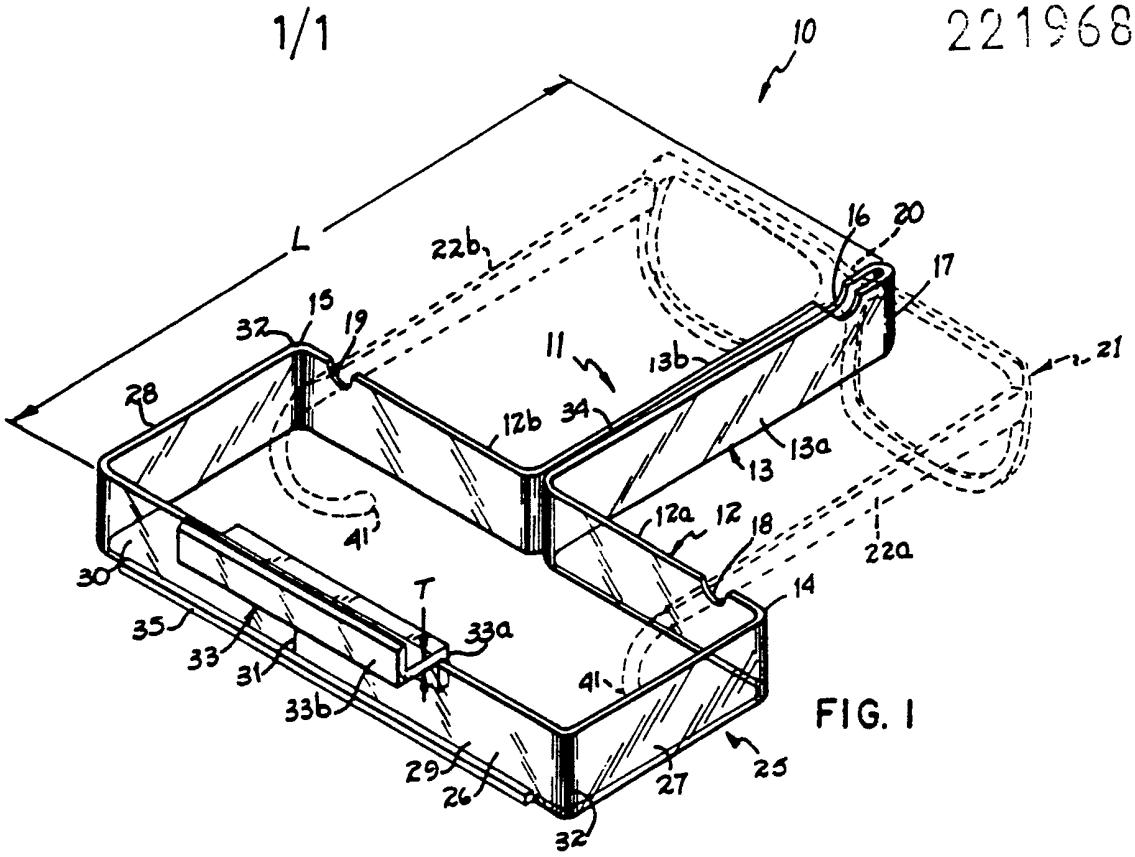

FIG. 1

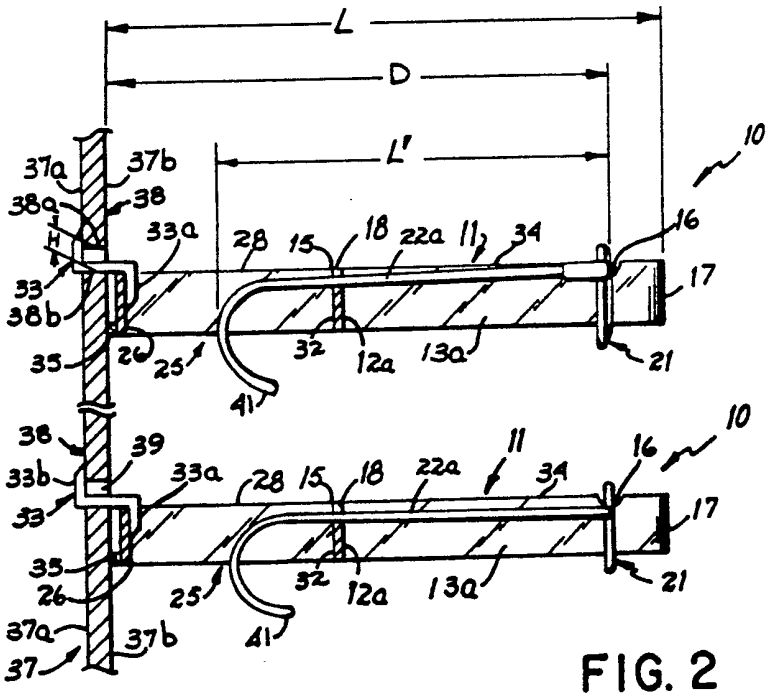

FIG. 2

Eyeglass Display Holder

This invention relates to display systems. More particularly, this invention relates to a holder by which an eyeglass frame may be displayed to prospective customers.

The marketing of eyeglass frames, whether with lenses or without lenses, has in the past posed significant problems in particularly the retail level. Eyeglass frames currently are offered for sale in any number of different shapes and colors. And each eyeglass frame, in the case of sunglasses, also may include lenses of any different number color shades. The marketing problem is such that a display system is needed by which prospective customers, e.g., particularly prospective retail customers, can readily and easily view all the different frames and/or lens offered for sale without personal attention from a sales person.

Heretofore it has been commonplace to display multiple eyeglass frame offerings at a retail establishment within glass wall display cases. But this has required personal attention from a sales person to each prospective retail consumer in that the eyeglass frames must be periodically removed from the case by the sales person. This personal attention is required so that the prospective consumer can try on the glasses to see how he or she looks in order to choose a pair of glasses that suits his or her personal preference.

Now in an effort to solve this problem, some retail establishments have taken to mounting eyeglass frames in columns and rows on a wall display system. In this type marketing approach, an eyeglass display holder is provided for each eyeglass frame, and that display holder is mounted to a wall of the wall display system. This vertical wall typically may be the side wall of a retail establishment, or may be

simply a free standing display wall within the establishment's floor space. These prior art wall type display systems are seen by retail establishments as a way to more easily provide review of all the store's frames to each prospective retail customer, and to allow that customer to make the review in a quicker more time efficient fashion.

Accordingly, it is the primary objective of this invention to provide an improved eyeglass display holder that is useful in a wall type display system, the holder being especially structured to display an eyeglass frame in an open or user position where the frame's temple pieces are unfolded, and where the frame's lenses are spaced from the wall a distance at least equal to the length of the frame's pieces. In accord with this objective, the eyeglass display holder of this invention incorporates a frame support having a nose bar fixed to a temple bar in generally T-shaped configuration, that T-shaped frame support being oriented in a generally horizontal plane when mounted on the wall display unit. The nose bar is notched at its outer end to receive an eyeglass frame's nose piece, and the temple bar is notched at spaced locations to receive the eyeglass frame's temple pieces, as the open eyeglass frame is seated on top the T-shaped frame support. The frame support is connected to a face plate that can be easily connected to and disconnected from the wall display unit. The holder thereby is adapted to hold, for review by prospective customers, a pair of eyeglasses, i.e., an eyeglass frame in a natural use configuration with the temple pieces unfolded, and in a generally horizontal attitude with the frame's lenses spaced from the wall a distance at least equal to the length of the frame's temple pieces.

Other objectives and advantages of this invention will be more apparent from the following detailed description taken in conjunction with the drawings in which:

Figure 1 is a top perspective view of an eyeglass display holder in accord with the principles of this invention; and

Figure 2 is a cross-sectional view of an eyeglass display holder as illustrated in Figure 1 in assembly with a slatted side wall display system.

The eyeglass display holder 10 of this invention is particularly illustrated in Figure 1. The holder 10 includes a frame support 11 in the form of a T-shaped structure which comprises a temple bar 12 and a nose bar 13. Note, as shown in the figure, that the nose bar 13 extends outwardly from the temple bar 12 at a position substantially centrally located between the two ends 14, 15 thereof. This T-shaped frame support 11 is preferably fabricated from a single strip of material, e.g., clear plastic. When so fabricated, the nose bar is of double thickness strips 13a, 13b and the temple bar is of a single thickness strip 12a, 12b.

The nose bar 13 is provided with a notch 16 at the free end 17 thereof, and the temple bar 12 is provided with notches 18, 19 adjacent the respective outer ends 14, 15 thereof. These notches 16, 18, 19 cooperate with nose piece 20 of an eyeglass frame 21, and the two temple pieces 22 of the eyeglass frame, to support the eyeglass frame in a generally horizontal position when the eyeglass frame is in the open or use position, when the T-shaped support frame 11 is horizontally disposed, and when the eyeglass frame is seated on the holder 10, all as shown in Figure 1.

The T-shaped frame support 11 is connected with a generally U-shaped base 25. The base 25 includes a rear face plate 26 with end arms 27, 28 connected to each end 29, 30 thereof. The end arms 27, 28 are also connected to the outer ends 14, 15 of the holder's temple bar 12, the temple bar, end arms 27 and rear face plate 26 providing an integrated, open, generally rectangular shaped configuration. Note that the display holder 10 as described can be formed from a single material strip in a generally closed loop configuration, that strip's two ends mating at a joint line 31. The display holder 10 may be easily fabricated from a rigid thermoplastic that can be heat formed or bent at its corners 32 so as to create the closed loop configuration.

A latch lip 33 is fixed to the rear face plate 26 along the top edge 34 thereof. The latch lip 33 is of a generally z-shaped cross section, one flange 33a of that latch lip being fixed to the rear face plate, and the other flange 33b of the latch lip being spaced outboard of that rear face plate 26. It is by means of the latch lip 33 that the display holder 10 is connected to a display unit of the slatted wall 37 type. The slatted display wall 37, which is per se known, is comprised of a series of horizontal slats 38 that are spaced one from the other by horizontal openings on slots 39 therethrough. Accordingly, each horizontal slot 39 is defined by an upper edge 38a and a lower edge 38b, the upper edge of the opening constituting the bottom edge of an upper slat and the lower edge of the opening constituting the top edge of a lower slat. The height H of this opening must be a height at least greater to the thickness T of the latch lip 33.

In use, and as illustrated in Figure 2, the display holder's latch lip 33 is inserted into a slot 39 between upper and lower wall slats 38. With the latch lip 33 so inserted, the display holder 10 is held in desired vertical position on the slatted wall 37 because the latch lip's outer flange 33b is positioned behind the slat wall's rear face 37a, and the spacebar 35 which is fixed to rear face plate 26 rests against the slat wall's front face 37b. This assembly relationship ensures that the holder's frame support 11 extends in a horizontal attitude out from the slat wall's outer face 37b in its desired display attitude.

Now with the display holder 10 so oriented on the slatted wall 37, an eyeglass frame 21 in the open or natural use configuration (as shown in Figure 1) can be easily positioned or seated on the top edge 34 of the T-shaped frame support 11 in a display attitude for prospective customers. As beforementioned, in the display attitude the eyeglass frames are oriented on the frame support 11 in such a fashion that the eyeglass frame's nose piece 20 rests in notch 16 of the nose bar 13, and the open temple pieces 22a, 22b of the eyeglass frame 21 rest in notches 18, 19, respectively, of the temple bar 12.

It will be particularly noted from Figure 2 that the overall length L of the eyeglass display holder 10 is greater than the length L' of the eyeglass frame when opened, that the eyeglass frame lenses are positioned away from the wall a distance D at least as great as the length L' of the eyeglass frame when opened, that ear sections 41 of the eyeglass frame's temple pieces are positioned adjacent to the slatted wall 37 when seated on the holder 10, and that the ear sections 41 are

positioned between the frame support's temple bar 12 and the rear face plate 26 when seated on the holder. In this display attitude the eyeglass frame 21 can be easily lifted off the display holder by a prospective buyer in order to try it on, and then easily replaced by that prospective buyer if purchase is not desired, all without need for help from a salesperson.

It will of course be understood that a specific embodiment has been described above purely by way of example and that modifications in details can be made within the scope of the invention.

(1) An eyeglass display holder comprising

a support frame having a nose bar and a temple bar fixed in generally T-shaped configuration, the nose bar having a notch therein to receive the nose piece of an eyeglass frame, and said temple bar having a notch therein at each outer end thereof to receive the temple pieces of said eyeglass frame, when said eyeglass frame is seated thereon in a display attitude with the temple pieces open in normal use configuration, and

a base connected to said T-shaped frame support by which said frame support can be connected with a display wall, said base and display wall cooperating to retain said T-shaped frame support in a generally horizontal attitude.

(2) An eyeglass display holder as set forth in Claim 1, said base comprising

a rear face plate connected to but spaced from said temple bar, ear sections of said eyeglass frame's temple pieces being positioned between said temple bar and said rear face plate when said eyeglass frame is being displayed on said display holder.

(3) An eyeglass display holder as set forth in Claim 2, said base comprising

end arms connected to said rear face plate and to said temple bar, said temple bar, rear face plate and end arms defining a generally closed loop configuration.

(4) An eyeglass display holder as set forth in Claim 2, said base comprising

a latch lip extending outwardly from said rear face plate, said latch lip being insertable into a slot defined by upper and lower slats of a slat wall type display system for retaining said display holder in assembly therewith.

(5) An eyeglass display holder substantially as hereinbefore described with reference to or as shown in the accompanying drawings.

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