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(54) **Improved retail product display system**

(57) The retail product display system comprises a shelf support track (101), a frame track (102), a demonstration product track (103) and a demonstration product locator (104). The frame track is arranged on the

shelf support track. The demonstration product track is releasably mounted on the frame track. The demonstration product track carries the demonstration product locator.

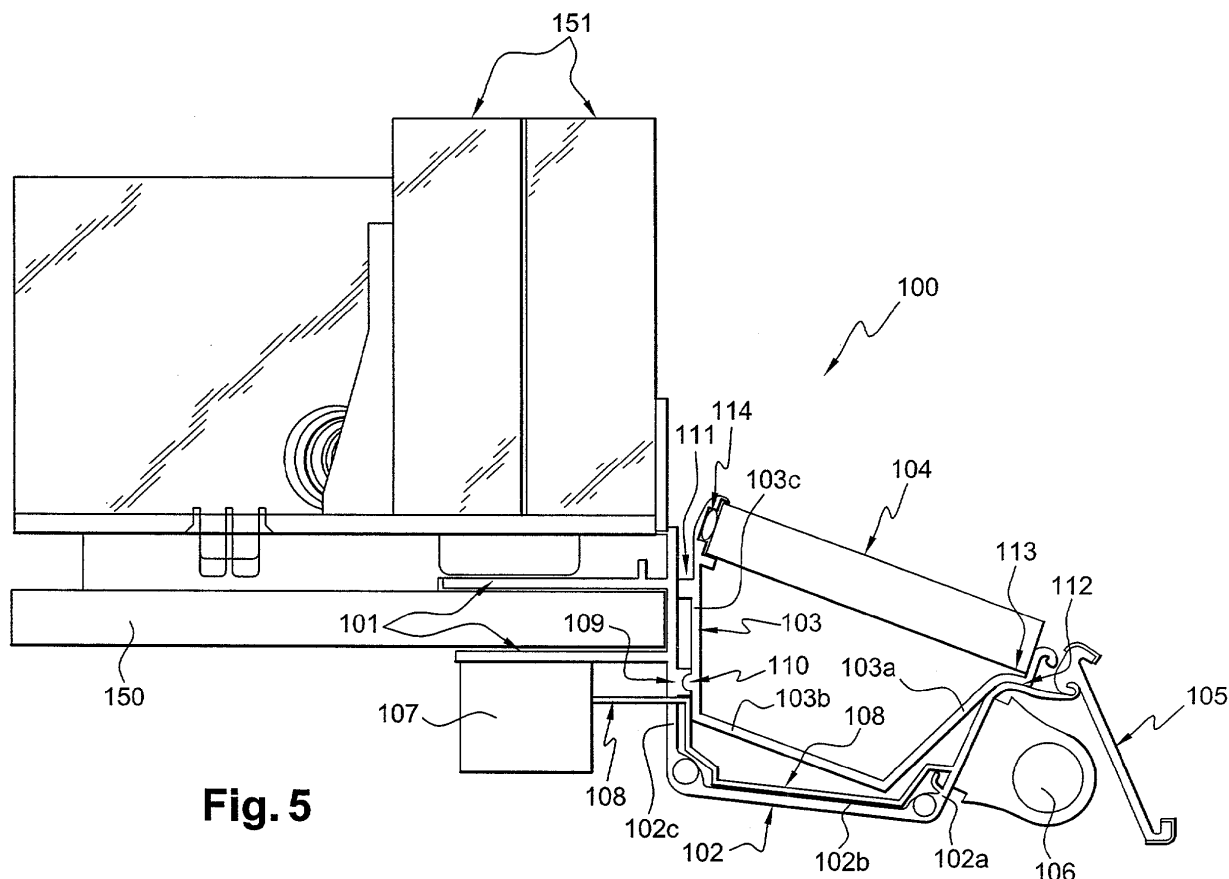


Fig. 5

Description

FIELD OF THE INVENTION

[0001] The invention relates to a retail product display system and more particularly to a retail product display system adapted to be secured on a shelf and exhibiting demonstration products such as, for example, cosmetics, with the help of product locators.

[0002] The invention relates also to a multi-shelf stand, more particularly, a multi-shelf stand for retail products such as cosmetics.

BACKGROUND OF THE INVENTION

[0003] Retail product display systems exhibiting demonstration products are already known in the prior art.

[0004] WO 00/24297 discloses such a retail product display system exhibiting demonstration products and related information and which is adapted to be secured on a shelf. It comprises a shelf support track adapted to be secured on a shelf, a demonstration product track for receiving demonstration products and a communication track for receiving labels. The demonstration product track is mounted on the shelf support track and the communication track is mounted on the demonstration product track. The demonstration product track has an L-shaped cross-section. A longitudinal groove is arranged on each longitudinal edge of the demonstration product track thereby allowing a product locator to be inserted between said grooves.

[0005] Although this display system is globally satisfactory, it nevertheless has a drawback. The dimensions and shapes of product locators to be mounted on this display system have to be defined in consideration of the two longitudinal grooves of the demonstration product track. Further, the product locator is designed so that the demonstration product track is hidden for aesthetic reasons and thus product locators extend over the whole length of the demonstration product track. As a result, such a display system limits the possible dimensions and shapes of the product locators as well as their positioning, thereby limiting the aesthetic possibilities of their design as well as the overall appearance of the display system.

[0006] To overcome these limitations, a possibility consists in designing a demonstration product track specific to a specific design of the demonstration product locator. However, when a retail product display system is already mounted on a shelf in a shop, changing its demonstration product track for another one is complicated and time consuming. This is even further the case if a communication track and /or a lighting system are arranged on the demonstration product track as they have to be dismounted from the previous demonstration product track and mounted again on the new demonstration product track. Further, the demonstration product track provides the mechanical strength to support

the weight of all the components mounted on it as well as the weight of the demonstration products it carries. Thus, the demonstration product track is a rather expensive part of the retail product display system.

[0007] EP-A-1 145 672 discloses a similar retail product display system having the same drawback.

[0008] Multi-shelf stands for retail products are also known in the prior art. They are usually used in retail shops in particular for selling cosmetics. The distance between two successive shelves is reduced as much as possible in order to display and offer for sale as many retail products as possible. However, when the distance between two successive shelves is decreased to a too great extent, consumers experience difficulties in passing their hand between the shelves when taking a retail product.

[0009] Therefore, an improvement to multi-shelf stands consisted in arranging the shelves slidingly on lateral walls of the frame structure of the stand, said lateral walls being rigidly linked by a back wall of the frame structure. Thus, each shelf acted as a drawer and consumers could pull each shelf out individually in order to have easier access to retail products placed on these shelves.

[0010] However, such a multi-shelf stand still has drawbacks. In particular, it is difficult to quickly supply retail shops with such multi-shelf stands. A possibility consists in manufacturing several units of such stands in advance. But considerable storage capacity is therefore required. This is even more the case if the multi-shelf stand is offered in various widths as it is usually the case in order to stick to the various standard widths used in retailer shops. Another possibility consists in manufacturing and storing spare parts and then mounting the multi-shelf stand to order. However, mounting the multi-shelf stand is time consuming. Further, it is also necessary to manage several versions of spare parts for each possible width of the multi-shelf stand.

SUMMARY OF THE INVENTION

[0011] The object of the invention is to alleviate at least partly the above-mentioned drawback of the known retail product display systems exhibiting demonstration products with the help of product locator(s). In particular, the invention aims to provide more flexibility in defining the shapes and dimensions of product locator(s) to be mounted on a base structure of such a display system as well as the overall aesthetics of such a display system. The invention also aims to provide a more easy, more economic and less time consuming solution for changing the design of retail product display systems which are already installed in shops.

[0012] This object is achieved with a retail product display system, comprising:

- a shelf support track,
- a frame track,

- a demonstration product track, and
- a demonstration product locator,

wherein:

- the frame track is arranged on the shelf support track,
- the demonstration product track is releasably mounted on the frame track, and
- the demonstration product track carries the demonstration product locator.

[0013] The retail product display system may also have one or several of the following features:

- it further comprises a communication track arranged on the frame track;
- it further comprises a lighting system arranged on the frame track;
- the frame track has a front wall extending upwardly, the lighting system being arranged on said front wall;
- a ballast for the lighting system is secured on the shelf support track and the ballast feeds the lighting system via wires passing between the demonstration product track and the frame track;
- it further comprises a label holder spatially associated with the demonstration product locator and the demonstration product locator with the label holder can be located at different positions along the demonstration product track, the spatial relationship of the label holder with the demonstration product locator being identical for each of said positions of the demonstration product locator;
- the label holder is secured on the demonstration product locator;
- the label holder has a wall projecting therefrom, said wall being sandwiched between the demonstration product track and the demonstration product locator;
- said wall projecting from the label holder matches a channel of the demonstration product track, said wall being flush with a surface of the demonstration product track.

[0014] The retail product display system of the invention may advantageously be used for cosmetics.

[0015] Another object of the present invention is to alleviate at least partly the above-mentioned drawbacks of the known multi-shelf stands with sliding shelves.

[0016] Therefore, the invention provides a multi-shelf stand, comprising:

- a frame structure; and
- at least one shelf mounted slidably with respect to the frame structure, the shelf being slidable between a backward position and a forward position,

wherein the frame structure slidably cooperates exclusively with at least one part of the shelf, said part including neither of the lateral edges of the shelf.

[0017] In a preferred embodiment, the frame structure has:

- a rear part extending behind the shelf; and
- at least one member exclusively held by said rear part;

the frame structure slidably cooperating with the shelf exclusively with said at least one member. In this embodiment, the frame structure may comprise two members exclusively held by said rear part and projecting from the rear part towards the front of the multi-shelf stand, the frame structure slidably cooperating with the shelf exclusively with said two members. In this latter case, it is advantageous that the rear part comprises two uprights, and that each of said two members is fixed on a respective one of said uprights.

[0018] More generally, the rear part may comprise a back.

[0019] Further, a demonstration product track may advantageously be arranged at the front edge of the shelf. In this latter case, it is advantageous that the shelf comprises a space for retail products delimited by surrounding walls, said space being located behind the demonstration product track. Further, it is also advantageous that a lighting system is arranged on the shelf and is electrically supplied by a ballast arranged on the frame structure.

[0020] The multi-shelf stand of the invention may advantageously be used for cosmetics.

[0021] The multi-shelf stand of the invention may comprise, but not necessarily, a retail product display system according to the invention which is arranged on a front edge of the shelf.

BRIEF DESCRIPTION OF THE DRAWINGS

[0022]

Fig. 1 shows a perspective view - viewed from the side and front - of a multi-shelf stand according to the invention.

Fig. 2 shows a side view of the multi-shelf stand of fig. 1.

Fig. 3 shows a side view of the frame structure of the multi-shelf stand of fig. 1.

Fig. 4 shows a back view of the frame structure of the multi-shelf stand of fig. 1.

Fig. 5 schematically shows a cross-section of a retail product display system according to a preferred embodiment of the invention.

Fig. 6 shows a perspective view of the embodiment of fig. 5.

Fig. 7 schematically shows a cross-section of the retail product display system of fig. 5, but with an-

other demonstration product track and demonstration product locator.

Fig 8 shows a perspective view of the embodiment of fig. 7.

Fig. 9 is an exploded view of another embodiment of a retail product display system according to the invention, the demonstration product track and the demonstration product locator being not shown.

Fig. 10 shows a perspective view of a demonstration product track and a demonstration product locator for the retail product display system of fig. 9.

Fig. 11 shows a perspective view of a portion of the retail product display system of fig. 9, the demonstration product track and demonstration product locators being mounted.

DETAILED DESCRIPTION OF THE INVENTION

[0023] The multi-shelf stand according to the invention comprises a frame structure and at least one shelf mounted slidably with respect to the frame structure, the shelf being slidable between a backward position and a forward position. The frame structure cooperates slidably exclusively with at least one part of the shelf, said part including neither of the lateral edges of the shelf. Note that the back, front and lateral directions are to be understood with respect to a person facing the front of the multi-shelf stand.

[0024] Due to the fact that the lateral edges of the shelf are not involved in the sliding effect, shelves of various widths may be used with the same frame structure. In other words, the same frame structure can be used to form multi-shelf stands of differing widths by using shelves of a desired width. Thus, management for quickly supplying multi-shelf stands is simplified as the back frame may be common to all versions of width to be provided.

[0025] Further, the multi-shelf stand of the invention does not require side walls. This may be valuable from the aesthetic point of view. It also allows such a multi-shelf stand to be placed both in the middle of a selling area - i.e. as a so-called gondola - as well as in a wall installation. Of course, when used as a gondola, surrounding ornamental furnishings having side walls and a back may be provided in which case the frame structure of the multi-shelf stand may be e.g. fixed on the back of the furnishing.

[0026] The multi-shelf as illustrated in figs. 1 to 4 comprises five shelves 10, 20, 30, 40 and 50 and a frame structure 60. Shelves 10, 20, 30, 40 and 50 are mounted slidably with respect to frame structure 60 to act similarly to drawers.

[0027] In fig. 2, shelf 50 is depicted in the forward position and shelf 30 is depicted in an intermediate position, the dashed lines showing their backward position. Shelves 10, 20 and 40 are depicted in the backward position.

[0028] We will only describe shelf 10 as the other

shelves 20, 30, 40, 50 are similar. Shelf 10 comprises a space 12 for receiving retail products, i.e. products offered for sale. Shelf 10 is preferably arranged in the form of a tub having side walls. Thus, retail products are prevented from falling from the shelf when it is pulled. Shelf 10 may advantageously comprise a demonstration product track 11 arranged on the front edge of shelf 10. Demonstration product track 11 allows demonstration products - such as test products - which are not intended to be sold to be displayed. It may further bear labels with information concerning the retail products, prices, etc. Space 12 preferably extends behind demonstration product track 11. A respective end cap may be arranged on each lateral edge of demonstration product track 11. Shelf 10 may further comprise a handle 13 for use by the customers to pull the shelf forward.

[0029] As can be seen in the figures, the space extending between two successive superposed shelves - when in their backward position - is preferably open on the front side of the multi-shelf stand. Thus, customers can see the retail products in space 12 even when the shelves are in their backward position meaning that they do not have to seek the retail products, which could create a psychological barrier

[0030] Frame structure 60 comprises a rear part extending behind the shelf. The rear part comprises two uprights 61 and 62. Uprights 61 and 62 may be each made of metallic tube having e.g. a square or rectangular cross-section.

[0031] Uprights 61 and 62 are rigidly connected together e.g. via a wall 63 defining a back wall for the multi-shelf stand. Back wall 63 thus extends between uprights 61 and 62. Uprights 61 and 62 may alternatively or additionally be rigidly connected together by transverse bars 64 and 65 made of e.g. square or rectangular cross-section.

[0032] Frame structure 60 can easily be fixed on a wall of the shop or in ornamental surrounding furniture by means e.g. of screws through back wall 63 or uprights 61, 62. Holes 69 may be provided in the latter to simplify the fixing operation in the shop.

[0033] Upright 61 has a series of bars 15, 25, 35, 45, 55 extending in the forward direction. Similarly, upright 62 has a series of bars 16, 26, 36, 46, 56 extending in the forward direction and parallel to those of upright 61. Said bars may also be of the metallic tube type having preferably a square or rectangular cross-section. They may be arranged on the corresponding upright by welding.

[0034] Each shelf is mounted slidably on a pair of corresponding bars of uprights 61, and 62. In other words, shelf 10 is mounted slidably on bars 15, 16, shelf 20 on bars 25, 26, shelf 30 on bars 35, 36, shelf 40 on bars 45, 46 and shelf 50 on bars 55, 56.

[0035] Each shelf may be mounted slidably on the corresponding pair of bars with the help of roller drawer slides - in particular ball bearing slides - e.g. of the type usually used for chests of drawers. The tracks of the

slides are preferably arranged on the bars of uprights 61, 62.

[0036] The slides are preferably arranged to provide a backward movement of the shelves when they are in the pulled-out position and the user releases the shelf. This effect may be obtained by inclining the tracks of the slides slightly upwardly.

[0037] Frame structure 60 may also comprise a box 66 for containing electrical elements of the multi-shelf stand. Such a box is preferably located in a downward location against back wall 63 behind the lowest drawer 10. In particular, each demonstration product track of the shelves - except the lowest one - may comprise a lighting tube - e.g. a fluorescent tube - extending below it so as to light up demonstration products placed on the demonstration product track of the shelf immediately below. In this case, a respective ballast - see reference numeral 67 - for each lighting tube may be advantageously placed in box 66. The output of each ballast may be connected on a socket arranged on box 66. Thus, the lighting tube of each shelf may be powered via a respective electric cable having a plug at its end which fits a socket on box 66. Thus, establishing electrical connection between the lighting tube and the ballast is easy and quick when installing the multi-shelf stand in a shop. For each shelf, the corresponding electric cable may extend under the shelf from the lighting tube up to the back wall 63 where it goes through a corresponding hole 68. From there, the electric cable extends down to box 66 where the plug of the cable is inserted into a socket for supplying the lighting tube with power. The electric cable is preferably held under the shelf in folded fashion when the shelf is in its backward position so that the electric cable unfolds when the shelf is pulled forward and folds again when it goes back to the backward position.

[0038] The fact that the ballasts are located behind the shelves is advantageous because the heat dissipated by the ballasts does not reach the retail products and/or the demonstration products on the shelves and hence these are not deteriorated by the heat while this risk is increased if each ballast was fixed below the corresponding shelf.

[0039] The same frame structure 60 may be common to several type of multi-shelf stands having different of shelf widths. Therefore, the width 'A' of frame structure 60 and the space required for the sliding mechanism on the shelf is smaller than or equal to the width 'B' of the shelf whatever shelf is used with frame structure 60. As an example, the multi-shelf stand may have a width of either 780 mm, 936 mm or 1170 mm which correspond to width 'B' of its shelves. Therefore, width 'A' may be defined at 730 mm. Thus, the same frame structure 60 can be used for receiving each of the mentioned size of drawers.

[0040] The multi-shelf stand is well adapted for quick installation in shops. Indeed, the only operations consists in fixing frame structure 60, mounting the shelves on it, plugging the cables of the lighting systems into the

sockets of electric box 66 and plugging the supply cable of electric box 66 to a supply socket of the shop.

[0041] The invention has been described with reference to preferred embodiments. However, many variations are possible within the scope of the invention. In particular, the number of shelves may be varied. It is also possible to add a fixed shelf above shelf 50 by mounting it on the upper ends of uprights 61, 62.

[0042] In figs. 1 and 2, the front edge of the shelves are vertically aligned when in their backward position: this is a usual configuration when used in wall installations. Although the same frame structure 60 is used, the depth of each shelf may be varied so that each shelf is protruding forward with respect of the shelf immediately above when the shelves are in a backward position. This gradation improves the visibility of the displayed products and is especially adapted for use of the multi-shelf stand as a gondola. In this configuration, the backward-forward movement range of each drawer may be identical despite the different depths.

[0043] We will hereunder describe a retail product display system according to the invention. Such a retail product display system includes a shelf support track, a frame track, a demonstration product track and a demonstration product locator.

[0044] The shelf support track is adapted to be secured on a shelf. The frame track is arranged on the shelf support track. The demonstration product track carries the demonstration product locator. The demonstration product track is designed to receive at least one demonstration product via the demonstration product locator. In other words, the demonstration product locator carries the demonstration product(s).

[0045] The demonstration product track is releasably mounted on the frame track. Thus, different types of demonstration product tracks can be mounted on the frame track. As a result, different designs - in particular different shapes, dimensions and/or colors - of the demonstration product track can be used to customize the retail product display system without changing the shelf support track and the frame track. This is advantageous for modifying quickly the design of retail product display systems when already in shops.

[0046] Further, the design of the demonstration product locator does not depend upon the frame track, but only upon the demonstration product track. Thus, the design of the retail product display system is mainly defined by the demonstration product locator and/or the demonstration product track. The design of the demonstration product locator can be varied to a large extent as the design of the demonstration product track can be varied in correspondence.

[0047] Furthermore, the design of the demonstration product track does not need to provide a great mechanical strength in comparison to the frame track which supports the demonstration product track and the demonstration products as well as other possible components mounted on the frame track such as a communication

track and/or a lighting system. Thus, the demonstration product track may be of low cost.

[0048] Fig. 5 and 6 shows a preferred embodiment of a retail product display system 100 according to the invention. Reference numeral 101 designates the shelf support track, 102 the frame track, 103 the demonstration product track and 104 the product locator. Retail products 151 (not shown on fig. 6) can be placed on the shelf behind retail product display system 100.

[0049] Retail product display system 100 may further comprise a communication track 105 which is mounted on frame track 102. Communication track 105 is intended to hold labels e.g. labels with prices and/or technical information regarding the displayed products. Communication track 105 slidably engages with the free edge of a front wall of frame track 102. Alternatively, communication track 105 may also be made integral with frame track 102.

[0050] Shelf support track 101, frame track 102, demonstration product track 103 and communication track 105 have each the same cross-section throughout their respective length, but this is not necessary.

[0051] Shelf support track 101 has a U-shaped cross-section defined by two substantially parallel leg members. Shelf support track 101 may be secured at a corresponding edge of a shelf 150 by inserting said edge between the leg members down to the bottom of the U-shaped cross-section in a press-fit manner. Additionally or alternatively, shelf support track 101 may also be secured by means of screws or similar passing through one or both of its leg members and pressing on, or optionally passing through the shelf.

[0052] Shelf support track 101 and frame track 102 are made integral in one piece. But alternatively, shelf support track 101 and frame track 102 can be two distinct spare parts, frame track 102 being then mounted on shelf support track 101 preferably in a releasable manner.

[0053] Frame track 102 comprises a bottom wall 102b extended on each lateral edge by a respective upward-oriented wall 102a, 102b.

[0054] Demonstration product track 103 also has a bottom wall 103b extended on each lateral edge by a respective upward-oriented wall 103a, 103c.

[0055] Demonstration product track 103 is mounted onto frame track 102. A bead member 110 of wall 103c of demonstration product track 103 engages a channel 109 of back wall 102c of frame track 102 in order to position demonstration product track 102 correctly on frame track 102. Further, back wall 103c of demonstration product track 103 abuts wall 102c of frame track 102 with a protuberance 111. Front wall 103a of demonstration product track 103 rests on front wall 102a of frame track 102 at a location referenced 112.

[0056] Demonstration product locator 104 is here a flat and thick plate with three round locations for receiving make-up powder. Demonstration product locator 104 on retail product display system 100 is here prefera-

bly inclined so that consumers will see the make-up in it. As can be seen on fig. 6 showing two of such demonstration product locators 104, several demonstration product locators 104 may be mounted side-by-side on demonstration product track 103.

[0057] A lighting system 106 is arranged on front wall 102a of frame track 102. Lighting system consists of a fluorescent tube with a transparent or frosted screen 106a (not shown on fig. 5). Lighting system 106 extends between wall 102a of frame track 102 and communication track 105 and below an upper portion of wall 102a which is bent towards the forward direction. As a result, lighting system 106 illuminates the products of another retail product display system 100 which may be arranged on a shelf laying underneath. The fact that lighting system 106 is mounted on front wall 102a which extends upwardly causes the fluorescent tube to be located more towards the front direction in comparison with lighting systems on retail product display systems of the prior art, and thus provides better illumination of the demonstration products on the retail product display system of the shelf underneath.

[0058] Further, communication track 105 may be made of transparent material and thus is lit from the back by lighting system 106. Similarly, front wall 102a of frame track 102 may have a longitudinal open window or transparent portion at the level of the fluorescent tube so that lighting system 106 also backwardly illuminates demonstration product track 102 which can be made of translucent or transparent plastic material. Product locators may also be of transparent or translucent plastic material. This enhances the aesthetics and visibility of retail product display system 100.

[0059] The ballast 107 of lighting system 106 may advantageously be secured on shelf support track 101. Thus, it is possible to fix it on retail product display system 100 before installing the latter on a shelf in a shop. The wires 108 for feeding lighting system 106 by ballast 107 can advantageously be located between frame track 102 and demonstration product track 103 which may form a closed space inaccessible to the fingers of the consumers. Thus, wires 108 are not accessible to consumers, providing required safety. Wires 108 pass from ballast 107 to the inner space defined between frame track 102 and demonstration product track 103 via a hole made in back wall 102c of frame track 102. Similarly, wires 108 pass from the inner space defined between frame track 102 and demonstration product track 103 to the lighting system 106 via a hole made in front wall 102c of frame track 102 or via the cited window made therein.

[0060] Fig. 7 and 8 shows the retail product display system of fig. 5, but with another demonstration product track 133 and another demonstration product locator 134.

[0061] Demonstration product locator 133 has a shape which is different from the shape of demonstration product locator 103. Demonstration product locator

134 has three circular recesses for receiving perfume bottles or other fragrance products. Therefore, demonstration product locator 134 extends horizontally.

[0062] For providing an aesthetic effect, demonstration product locator 134 is transparent and a flat plate 135 is accommodated horizontally in demonstration product track 133 below demonstration product locator 134. Flat plate 134 is made of a colored plastic material which is seen by consumers through demonstration product locator 134. Flat plate 135 may be translucent so that it may be illuminated from the back by lighting system 106 as described previously in relation with fig. 5 and 6.

[0063] Shelf support track 101 and frame track 102 are preferably made of aluminum in view of the mechanical strength to be provided, but plastic materials may also be used. Demonstration product tracks 103 and 133 and demonstration product locator 104 and 134 are preferably made of plastic materials.

[0064] The retail product display system according to the invention may of course comprise an L-shaped frame track such as e.g. disclosed in WO 00/24297.

[0065] Fig. 9 shows a retail product display system 200 of the type disclosed in WO 00/24297 wherein the frame track 202 is made of plastic material instead of aluminum, although a frame track of similar general shape but made of aluminum can also be used.

[0066] Retail product display system 202 has further a shelf support track 201 and a communication track 205. In fact, frame track 202 was used as a demonstration product track in the cited prior art.

[0067] Shelf support track 201 is adapted to be secured to a shelf as already described for shelf support track 101. Shelf support track 201 has a longitudinal bead member 201a with a rib 201b which engage a matching channel 202a with a groove 202b for mounting frame track 202 on shelf support track 201. Similarly, frame track 202 has a longitudinal bead member 202b with a rib which engage a matching channel 205a with a groove for mounting communication track 205 on frame track 202.

[0068] Fig. 10 shows a demonstration product track 203 adapted to be mounted on frame track 202. Demonstration product track 203 is generally L-shaped, the back wall being referenced 203a and the bottom wall being referenced 203b.

[0069] A longitudinal protuberance 207 projects from wall 203a and a longitudinal leg 208 projects downwardly from wall 203b. Further, wall 203a extends below wall 203b. Demonstration product track 203 is mounted on frame track 202 with the lower edge 209 of wall 203a abutting on the bottom wall of frame track 202, protuberance 207 engaging a U-shaped channel 210 arranged at the upper edge of the back wall of frame track 202 and leg 208 engaging a U-shaped channel 211 arranged at the front edge of the bottom wall of frame track 202.

[0070] Fig. 10 also shows a demonstration product lo-

cator 204 carried by demonstration product track 203. A label holder 206 is associated to demonstration product locator 204. Labels may be inserted through an end slot into label holder 206 so as to be visible behind a transparent front face of label holder 206. Label holder 206 is preferably made of transparent plastic material.

[0071] Label holder 206 is spatially associated with the demonstration product locator 204 so that consumers understand that the labels carried by the label holder relate to the demonstration products carried by demonstration product locator 204. It is advantageous that demonstration product locator 204 with label holder 206 can be located at different positions along demonstration product track 203 with the possibility to maintain the spatial relationship of label holder 206 with the demonstration product locator 204 identical for each of said positions of demonstration product locator 204. Therefore, label holder 206 may have a horizontal wall 206a matching a longitudinal channel 212 of bottom wall 203b of demonstration product track 203, thereby positioning label holder 212 on demonstration product track 203. Label holder 206 is maintained on demonstration product track 203 by the weight of demonstration product locator 204 which rests on wall 206a as well as on wall 203b of demonstration product track 203. It is preferable that the thickness of wall 206a is chosen so as to be flush with the upper surface of wall 203b.

[0072] As a result, when the longitudinal position of demonstration product locator 204 on the demonstration product track 203 is changed, it is also possible to change in correspondence the position of corresponding label holder 204. Thus, labels easily follow the corresponding demonstration products on the retail product display system in comparison with information placed on communication track 205. This allows to change quickly the position of demonstration product locators 204 - as well as the corresponding displayed information - on the retail product display system.

[0073] Label holder 206 may even be secured e.g. by means of glue on demonstration product locator 204 so as to be sure that the corresponding labels remain with the demonstration product locator 204.

[0074] The length of label holder 206 is preferably comprised between 0.5 and 2 times - and more advantageously equal to - the length of demonstration product locator 204, both being measured according to the longitudinal direction of frame track 202 and demonstration product track 203.

[0075] Demonstration product locator 204 may be designed for receiving a single demonstration product as depicted. Thus, each demonstration product may be located independently from the others on the retail product display system.

[0076] It is to be understood that the described combination demonstration product locator - label holder as well as the fact that the demonstration product locator can be designed for receiving a single demonstration product may also be implemented in any retail product

display system of the prior art, in particular of the type having a demonstration product track arranged on a shelf support track with possibly a communication track arranged on the demonstration product track.

[0077] Of course, a lighting system may further be arranged on communication track 205 such as e.g. disclosed in WO 00/24297 or on frame track 202.

[0078] Fig. 11 shows a retail product display system 200 with three similar demonstration product locators 204, 234 and 244 having each a corresponding label holder 206, 236 and 246 and accommodating a corresponding demonstration product 300, 301 and 302. End caps 250 are arranged on retail product display system 200 at each end (only one end is shown). Reference numeral 251 points a side wall of a multi-shelf stand, retail product display system 200 being mounted on a front edge of a shelf thereof.

[0079] An L-shaped demonstration product track of the type of demonstration product track 203 may also be designed for use with retail product display system 100 of fig. 5 and 6. Demonstration product locators of the type of demonstration product locator 204 and label holders of the type of label holder 206 can then also be used with retail product display system 100.

[0080] Further, a three-walled demonstration product track similar to demonstration product track 103 or 133 may also be designed for retail product display system 200.

[0081] More generally, the shapes and dimensions of the demonstration product track whatever frame track is considered can be varied to a large extent - as well as the demonstration product locators to be used therewith - as long as the demonstration product track is adapted for mounting it on the frame track.

[0082] The retail product display system of the invention has been described with reference to preferred embodiments. However, many variations are possible within the scope of the invention. In particular, the demonstration product track may be in one piece and as long as the frame track. But, the demonstration product track may be shorter than the frame track so that several demonstration product tracks may be mounted side by side on the frame track.

[0083] Although the retail product display system of the invention is independent from the multi-shelf stand of the invention and can be mounted on any shelf, the retail product display systems of the invention may advantageously be mounted on shelves of a multi-shelf stand according to the invention.

Claims

1. A retail product display system, comprising:

- a shelf support track (101; 201),
- a frame track (102; 202),
- a demonstration product track (103; 203), and

- a demonstration product locator (104; 134; 204),

wherein:

- the frame track is arranged on the shelf support track,
- the demonstration product track is releasably mounted on the frame track, and
- the demonstration product track carries the demonstration product locator.

2. The retail product display system according to claim 1, comprising a communication track (105; 205) arranged on the frame track.

3. The retail product display system according to claim 1 or 2, comprising a lighting system (106) arranged on the frame track.

4. The retail product display system according to claim 3, wherein the frame track (102) has a front wall (102a) extending upwardly, the lighting system (106) being arranged on said front wall.

5. The retail product display system according to claim 3 or 4, wherein a ballast (107) for the lighting system (106) is secured on the shelf support track (101) and the ballast feeds the lighting system (106) via wires (108) passing between the demonstration product track (103) and the frame track (102).

6. The retail product display system according to any one of claims 1 to 5, further comprising a label holder (206) spatially associated with the demonstration product locator (204) and wherein the demonstration product locator with the label holder can be located at different positions along the demonstration product track (203), the spatial relationship of the label holder with the demonstration product locator being identical for each of said positions of the demonstration product locator.

7. The retail product display system according to claim 6, wherein the label holder (206) is secured on the demonstration product locator (204).

8. The retail product display system according to claim 6 or 7, wherein the label holder (206) has a wall (206a) projecting therefrom, said wall being sandwiched between the demonstration product track (203) and the demonstration product locator (204).

9. The retail product display system according to claim 8, wherein said wall (206a) projecting from the label holder (206) matches a channel (212) of the demonstration product track (203), said wall being flush with a surface of the demonstration product track.

10. Use of the retail product display system according to any one of claims 1 to 9 with cosmetics.

the frame structure.

11. A multi-shelf stand, comprising:

19. The use of a multi-shelf stand according to any one of claims 11 to 18 for cosmetics.

- a frame structure (60); and
- at least one shelf (10; 20; 30; 40; 50) mounted slidably with respect to the frame structure, the shelf being slidable between a backward position and a forward position,

wherein:

- the frame structure slidably cooperates exclusively with at least one part of the shelf, said part including neither of the lateral edges of the shelf; and
- a retail product display system according to any one of claims 1 to 9 is arranged on a front edge of the shelf.

12. The multi-shelf stand according to claim 11, wherein the frame structure has:

- a rear part extending behind the shelf; and
- at least one member exclusively held by said rear part;

the frame structure slidably cooperating with the shelf exclusively with said at least one member.

13. The multi-shelf stand according to claim 12, wherein the frame structure comprises two members exclusively held by said rear part and projecting from the rear part towards the front of the multi-shelf stand, the frame structure slidably cooperating with the shelf exclusively with said two members.

14. The multi-shelf stand according to claim 13, wherein the rear part comprises two uprights (61, 62), and each of said two members is fixed on a respective one of said uprights.

15. The multi-shelf stand according to claim 12, 13 or 14, wherein the rear part comprises a back (63).

16. The multi-shelf stand according to any one of claims 11 to 15, wherein a demonstration product track (11) is arranged at the front edge of the shelf.

17. The multi-shelf stand according to claim 16, wherein the shelf comprises a space for retail products delimited by surrounding walls, said space being located behind the demonstration product track.

18. The multi-shelf stand according to claim 16 or 17, wherein a lighting system is arranged on the shelf and is electrically supplied by a ballast arranged on

Fig. 1

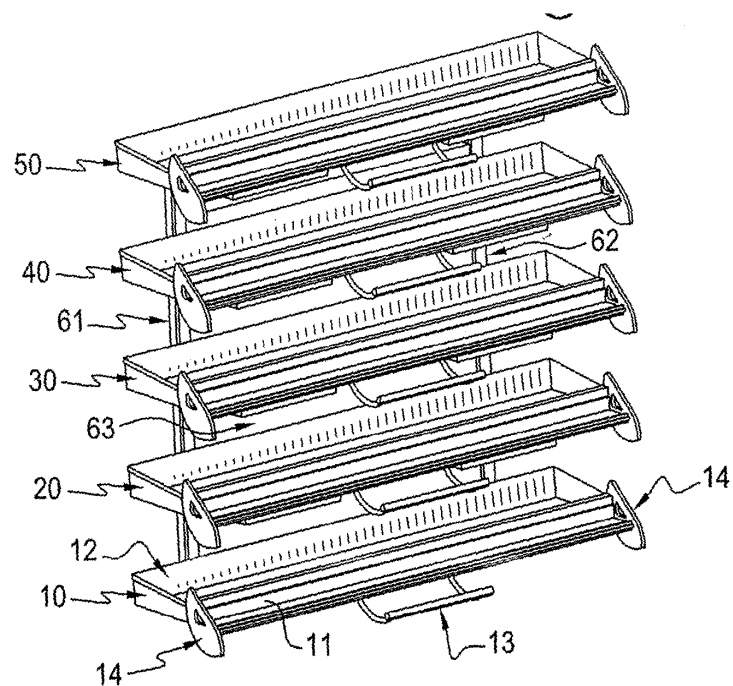


Fig. 2

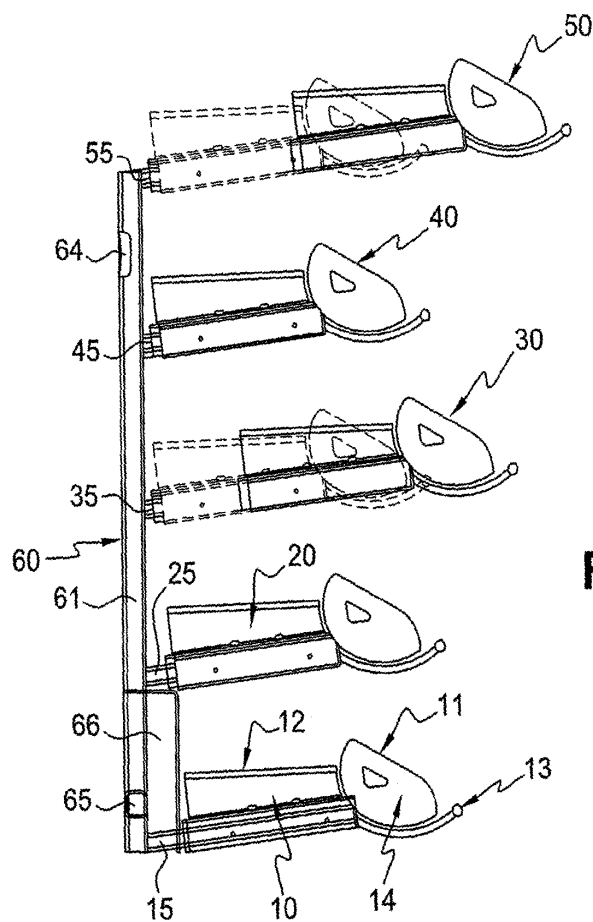


Fig. 3

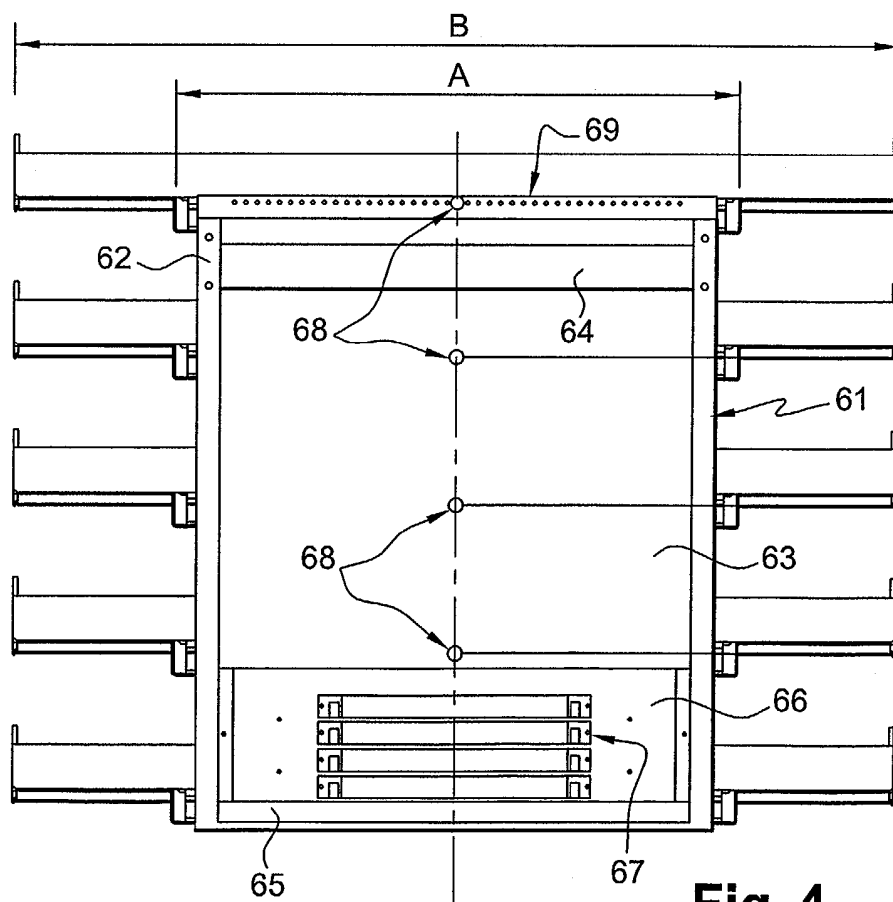
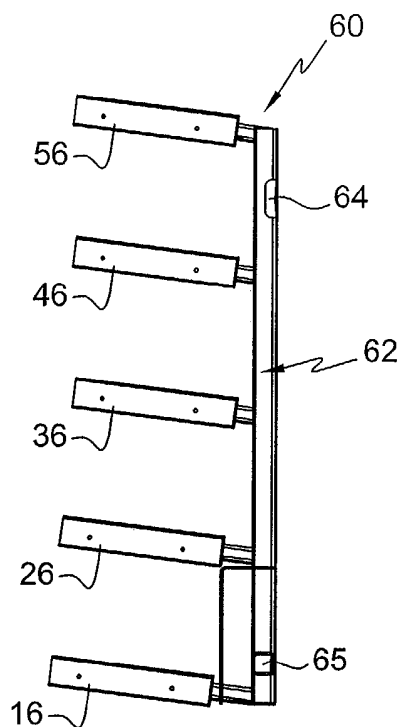


Fig. 4

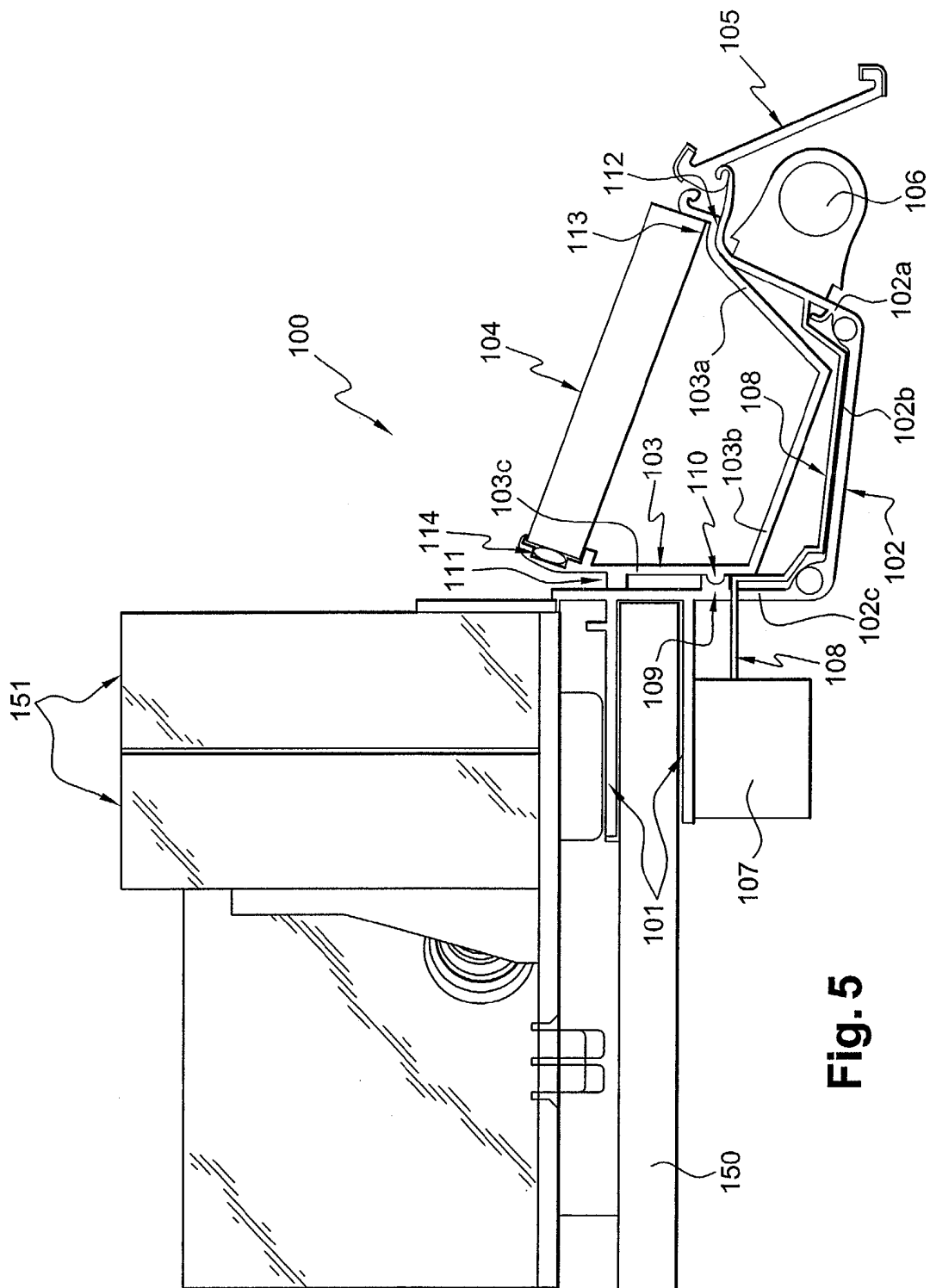
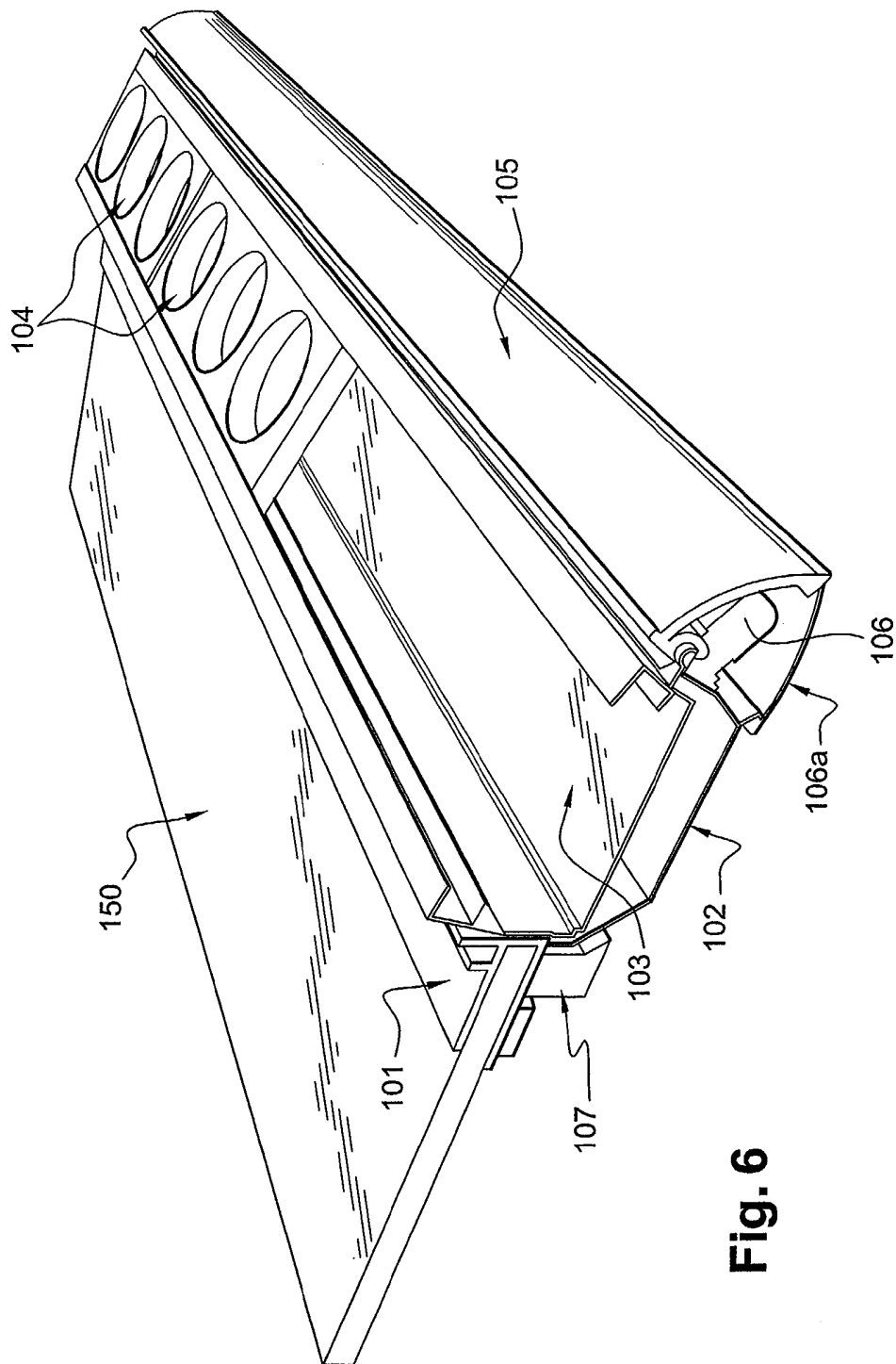
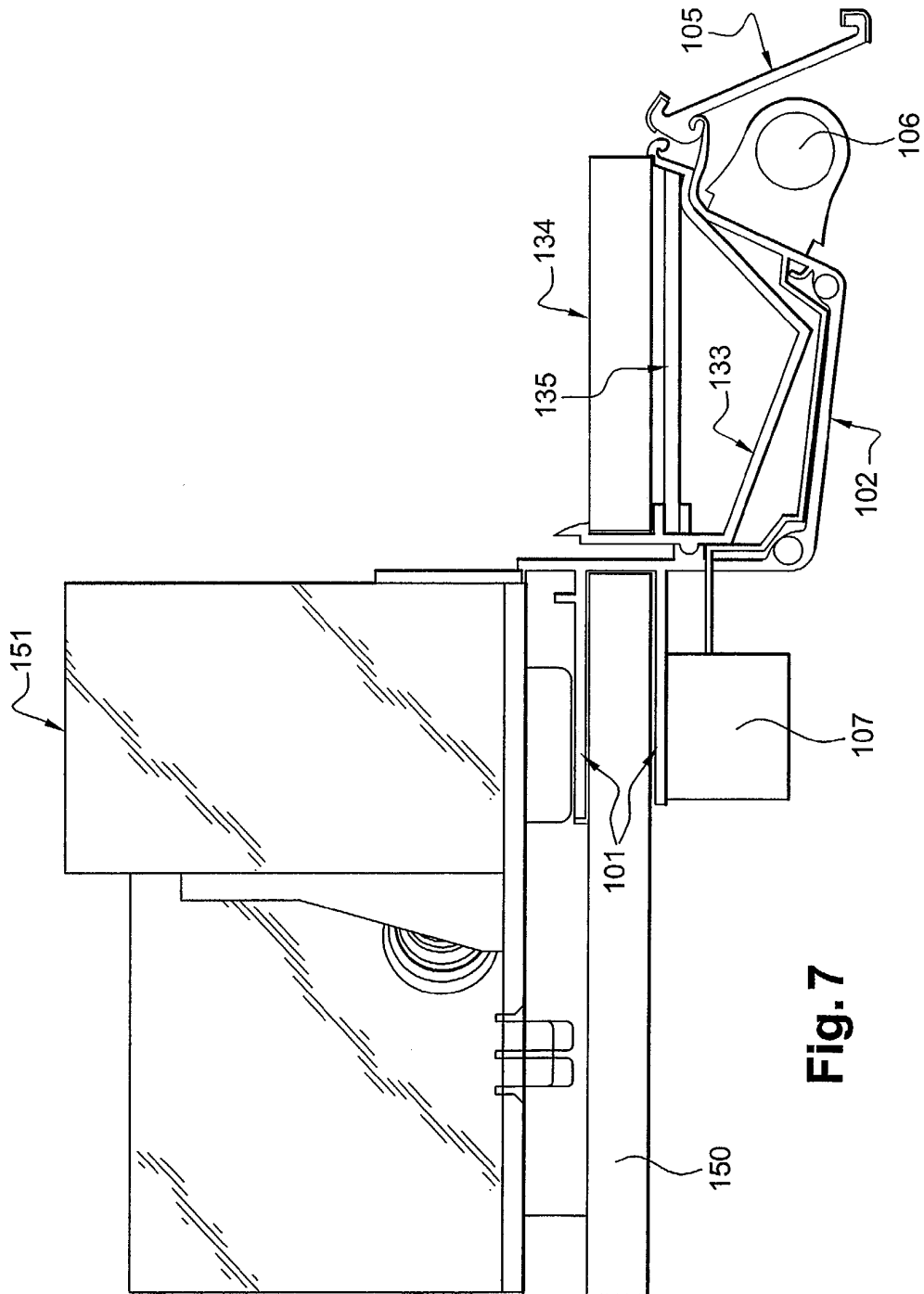
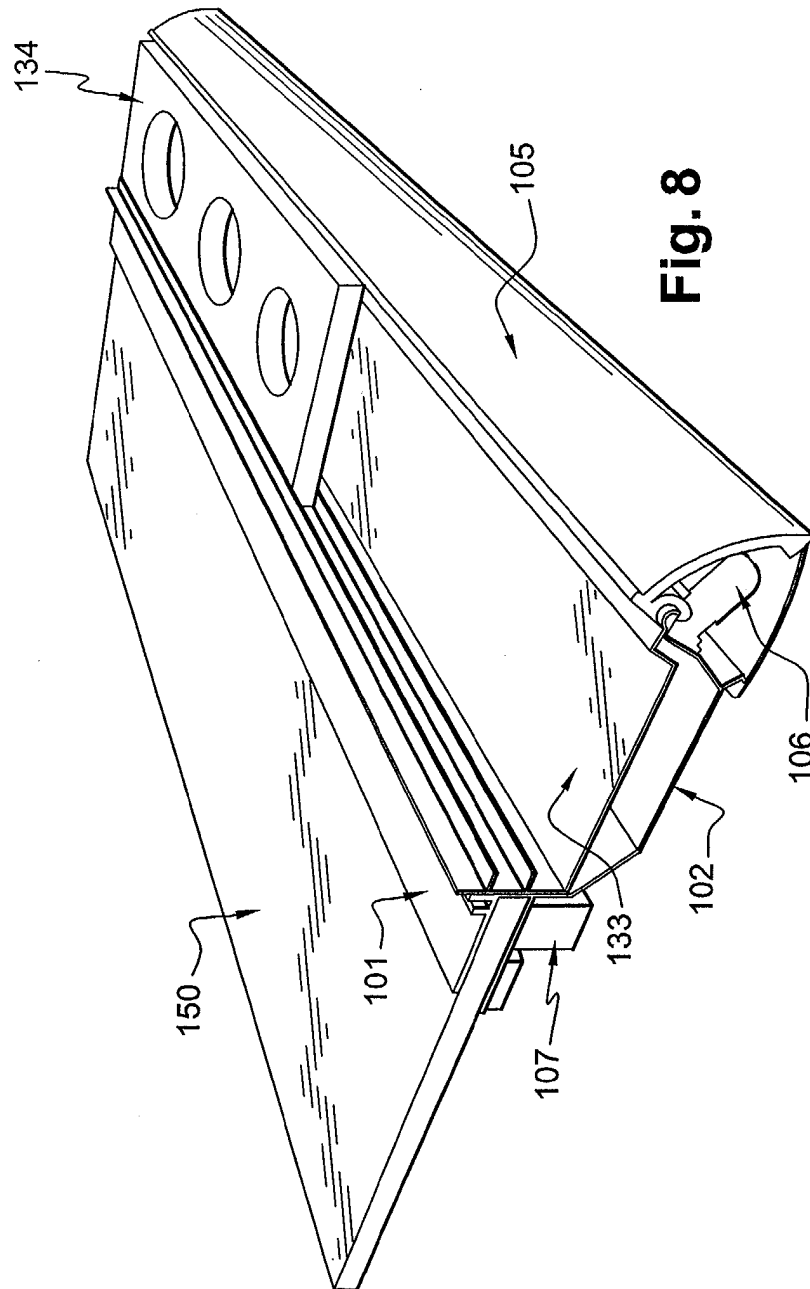


Fig. 5







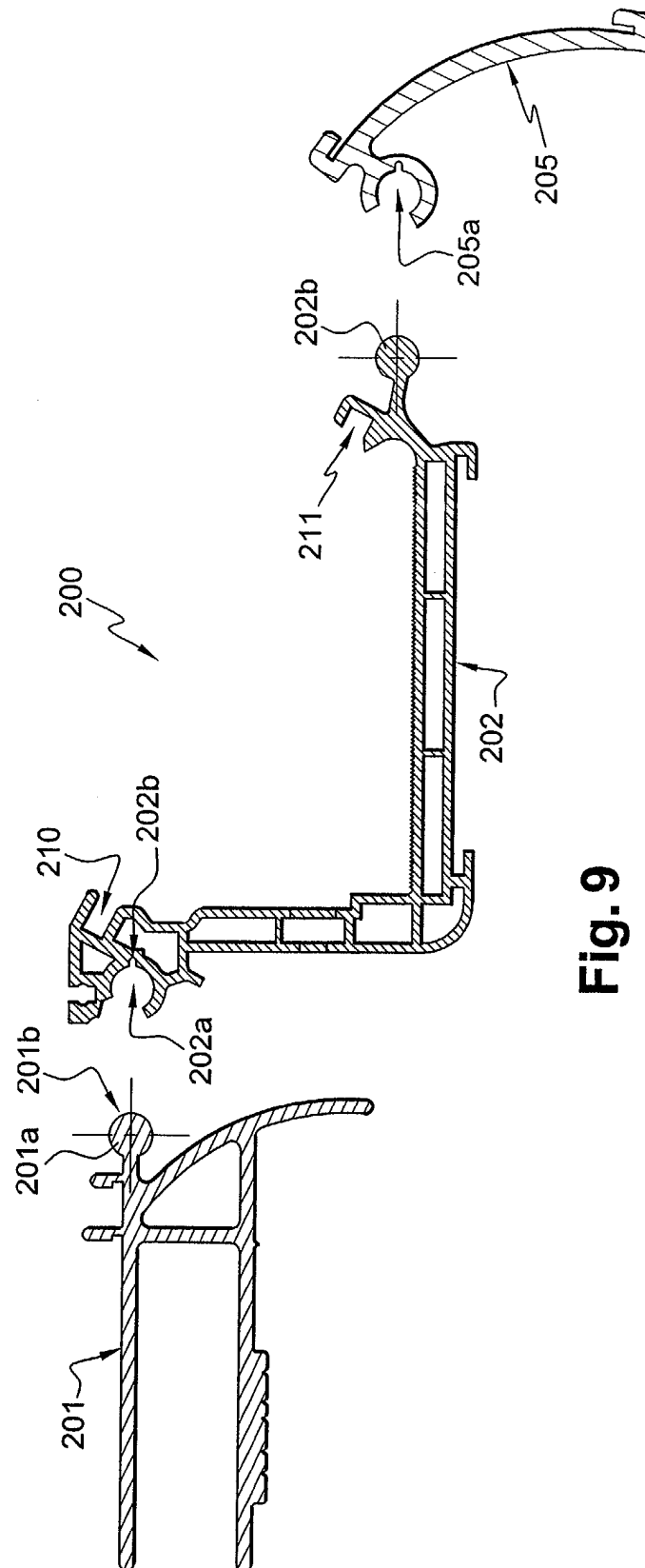
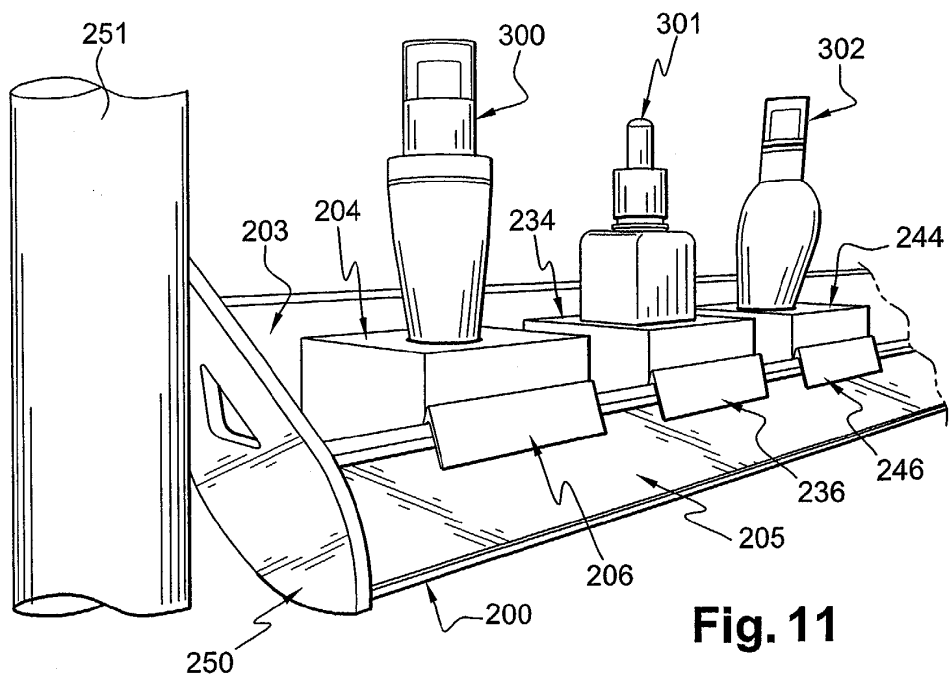
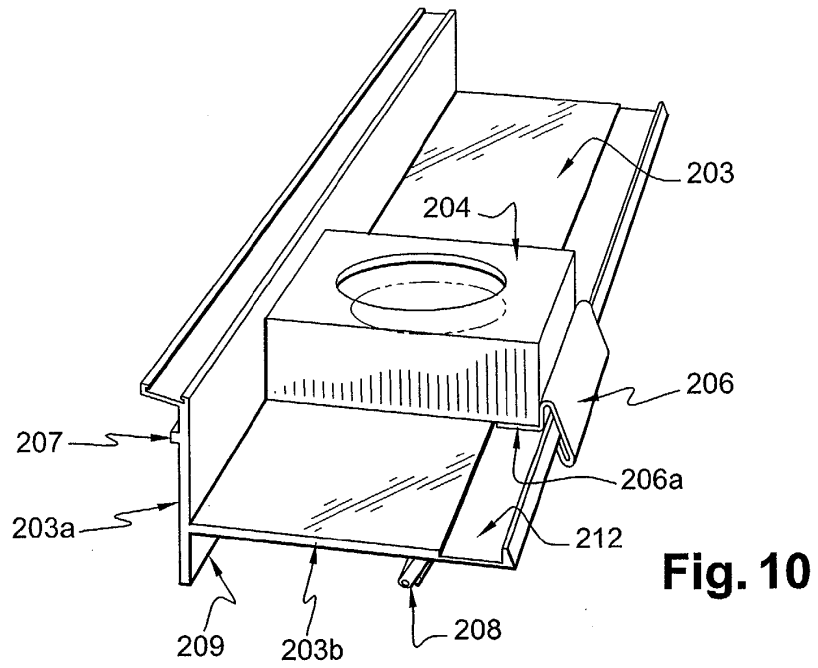


Fig. 9





European Patent
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Application Number
EP 03 07 7007

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Place of search The Hague		Date of completion of the search 7 July 2004	Examiner Pineau, A
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