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(54) **MODULAR DRAWER CONSTRUCTION FOR PERFUMES, OPTICAL ARTICLES AND JEWELS**

(57) A modular drawer construction (1), for perfume, optical and jewel products and/or the like, comprises a front exhibition box-like portion (2) which is adapted to

be slidably associated with a rear box-like storing portion (3) and being removably supported on a withdrawable guide system (4).

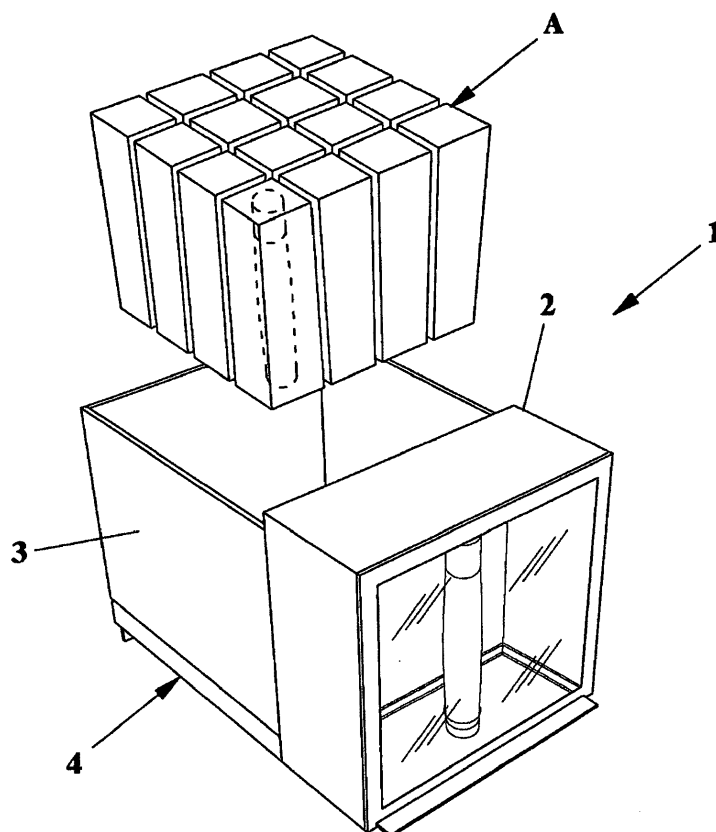


FIG.3

Description

BACKGROUND OF THE INVENTION

[0001] The present invention relates to a modular drawer construction to be used for perfume, optical and jewel products.

[0002] As is known, in the above mentioned merchandise fields, the products on retail sale are usually exhibited in a disordered and unhomogeneous manner on shelves and/or shelf arrangements, which makes confusing a proper selection of the products, even considering the fact that the exhibited products are continuously handled and displaced by the seller and/or clients.

[0003] Moreover, prior shelves or shelf arrangements have generally a very large size and a poor aesthetic aspect, and require corresponding large installing spaces which are difficult to be "customized" for target applications.

SUMMARY OF THE INVENTION

[0004] Accordingly, the aim of the present invention is to provide a modular drawer construction for perfumes, optical articles, jewels and the like which is adapted to hold in an ordered and preset manner the desired products and which is moreover adapted to immediately indicate or signaling a lacking of one or more possible sold products.

[0005] Within the scope of the above mentioned aim, a main object of the invention is to provide a modular drawer construction which may be easily assembled to same drawers constructions to provide a broad range of product holding capabilities.

[0006] Another object of the present invention is to provide such a modular drawer construction including an article or product front exhibition portion and a product storing rear portion, in which said products may be easily and quickly arranged at preset positions and may moreover be correspondingly easily and quickly taken by the seller or client.

[0007] A further object of the present invention is to provide such a modular drawer construction constituting a novel exhibition solution having very good aesthetic characteristics, adapted to enhance or improve the aesthetic features of the spaces in which the modular drawer construction is installed.

[0008] Yet another object of the present invention is to provide such a modular drawer construction which may be easily and quickly removably associated with same drawers constructions to provide a plurality of exhibition configuration of very good aesthetic properties, and which may be easily modified in its side both against an abutting wall and in a vertical resting condition.

[0009] According to one aspect of the present invention, the above mentioned aim and objects, as well as yet other objects, which will become more apparent hereinafter, are achieved by a modular drawer construction,

in particular for holding perfume, optical, jewel and the like products, characterized in that said modular drawer construction comprises a front exhibition portion which is telescopically associated with a rear storing portion, and being removably supported on a withdrawing guide system.

BRIEF DESCRIPTION OF THE DRAWINGS

[0010] Further characteristics and advantages of the modular drawer construction according to present invention will become more apparent from the following disclosure of a preferred embodiment thereof, being shown, by way of an indicative but not limitative, example, in the accompanying drawings, where:

Figure 1 is a perspective view of the modular drawer construction according to the present invention;

Figure 1A is a perspective view showing the modular drawer construction according to the present invention optionally provided with customizing lighting means;

Figure 1B is analogous to Figure 1A and shows the modular drawer construction of the invention including inner interexchangeable graphic means;

Figure 1C is a view analogous to Figures 1A and 1B and shows the modular drawer construction according to the invention optionally provided with rear illuminating means;

Figure 1D is a view analogous to Figures 1A to 1C and shows the modular drawer construction of the invention optionally including inner video means;

Figure 2 is a further exploded perspective view showing the main parts of the modular drawer construction according to the present invention, holding a generic perfumery product;

Figure 3 shows a further exploded perspective view of yet another possible embodiment of a modular drawer of the invention, holding an alveolate or cell-like body made of a clear plastic materials for holding a plurality of products or articles;

Figure 3A is a further exploded perspective view analogous to Figure 3 and showing the modular drawer construction of the invention including an alveolate or cell-like body made of an opaque plastic material for holding a plurality of products or articles therein;

Figure 4 shows a composite back construction constituted by a removable association of a plurality of modular drawers constructions according to the invention;

Figure 4A is a schematic front view of Figure 4;

Figure 4B shows a further possible bearing configuration which may be made by joining a plurality of modular drawers constructions according to the invention;

Figures 5, 5A, 5B and 5C show respectively perspective views of the modular drawer construction ac-

cording to the present invention including an optional protective front glazing (Fig. 5), an optional aesthetic customizing arrangement (Fig. 5A), an optional front tester bearing assembly (Fig. 5B) and optional inner elements for indicating service application, metal strip and price bearing application and so on; Figure 6 is a further exploded perspective view showing yet another configuration of the modular drawer construction according to the present invention, in which is clearly shown a sliding system (SS) of a side bearing wall type.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0011] With reference to the above mentioned figures, preferred embodiments of the modular drawer construction according to the present invention will be hereinbelow disclosed.

[0012] In this connection, it should be pointed out that, even if the modular drawer construction according to the present invention is discussed herein with reference to a use thereof for storing perfumery articles, it could also be likewise used for storing optical articles, jewel articles and any other desired articles which at present are stored in a loose and disordered arrangements on shop shelves and/of shelf patterns.

[0013] In Figure 1, the modular drawer construction according to the present invention has been generally indicated by the reference number 1.

[0014] Said construction comprises a box-like front exhibition portion 2, which may be telescopically associated with a box-like rear storing portion 3, said portions 2 and 3 being removably supported on a withdrawable guide system, generally indicated by the reference number 4.

[0015] In Figures from 1A to 1D, the modular drawer construction according to the present invention has been shown according to further embodiments and, more specifically:

Figure 1A shows an optional customizing or customizable lighting drawer 5;

Figure 1B shows a further possible drawer with an inner interexchangeable graphic means 6;

Figure 1C shows yet another optional embodiment of a drawer including an optional rear lighting system 7;

Figure 1D, finally, shows another modular drawer 8 including optional inner video means.

[0016] In this connection, it should be pointed out that even if the lighting and/or graphic and/or video means have not been specifically shown, they could be easily designed by one skilled in the art.

[0017] As shown in Figure 2, the withdrawable guide system, generally indicated by the reference number 4, comprises a plate-like element 9, having at least an edge longitudinal guide 10 and further edge longitudinal guide

means 11.

[0018] The plate-like element 9 is operatively coupled to a further plate-like element 12, also operating as a support for the front exhibition portion 2.

[0019] Figure 2 also shows a generic perfumery product, included in the front exhibition portion 2.

[0020] Figures 3 and 3A show a further optional embodiment of a drawer according to the present invention in which in the rear storing portion 3 is removably engageable from upward a substantially alveolate or cell-like body generally indicated by the reference letter A which, in Figure 3, is preferably made, for example, of a clear or transparent plastics material, whereas in Figure 3A it is made of an opaque or mat plastics material.

[0021] More specifically, the alveolate or cell-like body A comprises a plurality of cells (not shown) to allow the precisely ordered placement therein of at least a perfumery product or article.

[0022] Figure 4 shows a possible arrangement which may be made by removably coupling a plurality of modular drawer according to the present invention thereby defining a back body, generally indicated by the reference number 100, which is defined, at the front thereof, by a plurality of front exhibition portions, each pertaining to a respective drawer.

[0023] Figure 4A shows a further schematic front side view of the body 100, whereas Figure 4B shows a further possible configuration achieved by removably associating or coupling a plurality of drawers according to the present invention, with a bearing type of coupling or association.

[0024] Figures 5 to 5C show further possible embodiments of the drawer according to the present invention, in which Figure 5 shows a drawer optionally provided with a front protective glazing 101; Figure 5A shows yet another drawer including an optional aesthetic customizing arrangement 102; Figure 5B shows yet another embodiment of the inventive drawer, including an optional front tester bearing element 103 and, Figure 5C shows yet another possible embodiment of the drawer according to the present invention, with optional inner element for indicating/servicing an indicating strip, price and so on bearing element 104.

[0025] Finally, Figure 6 shows a further perspective view of the inventive drawer, in which, in particular, is clearly shown a side bearing wall sliding system SS, a clear or transparent U small bracket 130 supporting a generic article 150 and an intermediate transparent panel 140.

[0026] From the above disclosure it should be apparent that the invention fully achieves the intended aim and objects.

[0027] In fact, the invention has provided a modular drawer construction having remarkable aesthetic and functional advantages, allowing to store in an ordered manner a plurality of articles or products which may be individually seen and which may be easily arranged and taken.

[0028] Moreover, the modular drawer construction according to the present invention may be easily customized by lighting means graphic and video means further improving at low cost, the aesthetic characteristic and operating capabilities of the subject drawer.

[0029] Finally, the drawer construction according to the present invention may be quickly and easily associated with like constructions to provide composite arrangements of very good aesthetic characteristics and with any desired storing capabilities.

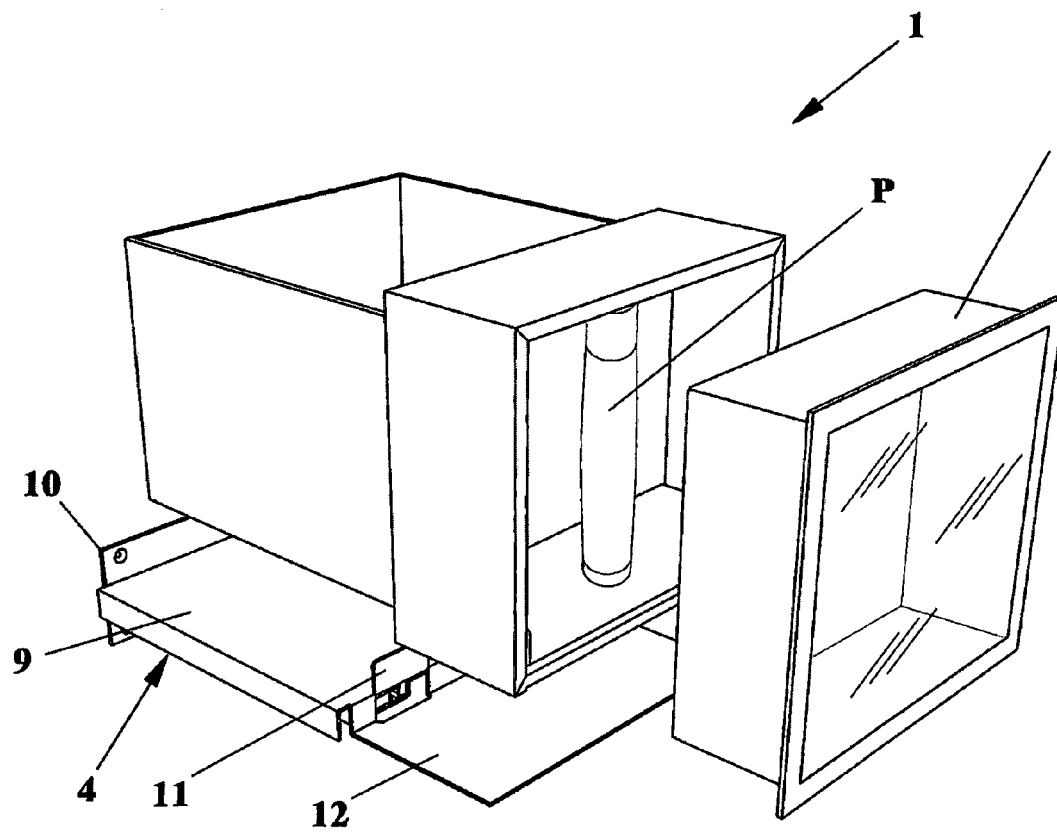
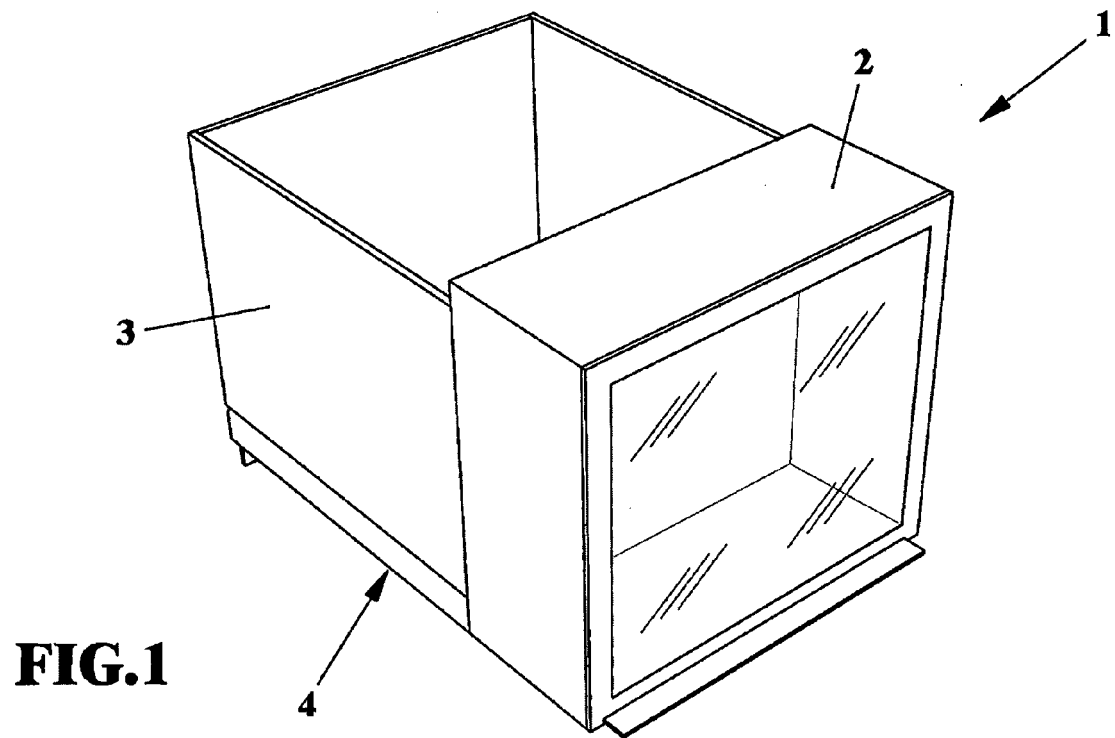
[0030] In practicing the invention, the used materials, as well as the contingent size and shapes may be any, depending on requirements.

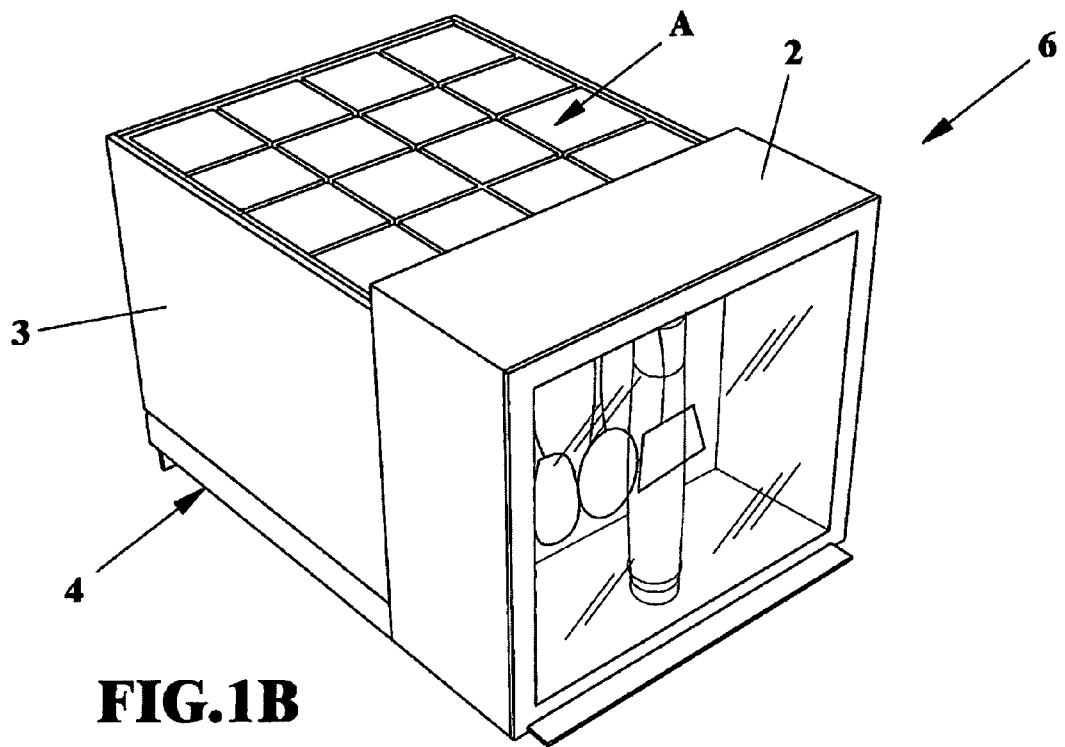
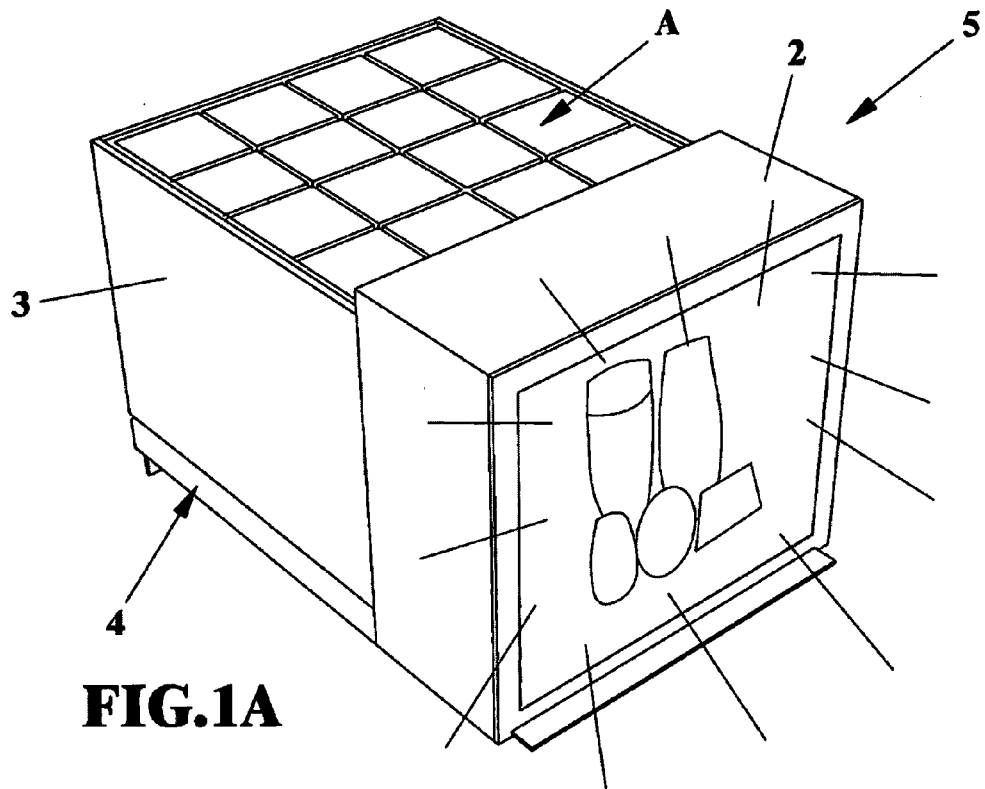
Claims

1. A modular drawer construction for perfumes, optical products and jewels, **characterized in that** said modular drawer construction comprises a front exhibition portion telescopically associated with a rear storing portion and being removably supported by a withdrawing guide system. 20
2. A modular drawer construction, according to claim 1, **characterized in that** said front exhibition portion and storing exhibition portion comprise box bodies which are substantially parallelepipedal and telescopically engageable, said front exhibition portion comprising a face transparent panel and said withdrawable guide system comprising a substantially rectangular plate element including at least longitudinal edge guiding elements. 25 30
3. A modular drawer construction, according to claim 2, **characterized in that** said construction comprises moreover lighting / graphical / video means adapted to customize said modular drawer construction. 35
4. A modular drawer construction, according to claim 1, **characterized in that** said construction comprises an alveolate or cell like body removable engageable from upward in said box body of said rear storing portion; said cell-like or alveolate assembly defining a plurality of cells each of which is adapted to hold at least one of said product. 40 45
5. A modular drawer construction, according to claim 1, **characterized in that** each said modular drawer is adapted to be removably associated with a plurality of same modular drawers to form a back drawer pattern having the same plurality of said front exhibition portions, each of which presents to the view at least one product. 50 55
6. A modular drawer construction, according to claim 1, **characterized in that** each said modular drawer is adapted to be removably associated with a plural-

ity of same modular drawers to form a side bearing drawers patterns.

7. A modular drawer construction, according to claim 5, **characterized in that** said front portion is a lighting and customizable front portion. 5
8. A modular drawer construction, according to claim 1, **characterized in that** said construction comprises an inner interexchangeable graphic arrangement. 10
9. A modular drawer construction, according to claim 1, **characterized in that** said construction comprises lighting rear means. 15
10. A modular drawer construction, according to claim 1, **characterized in that** said modular drawer construction comprises inner video means.





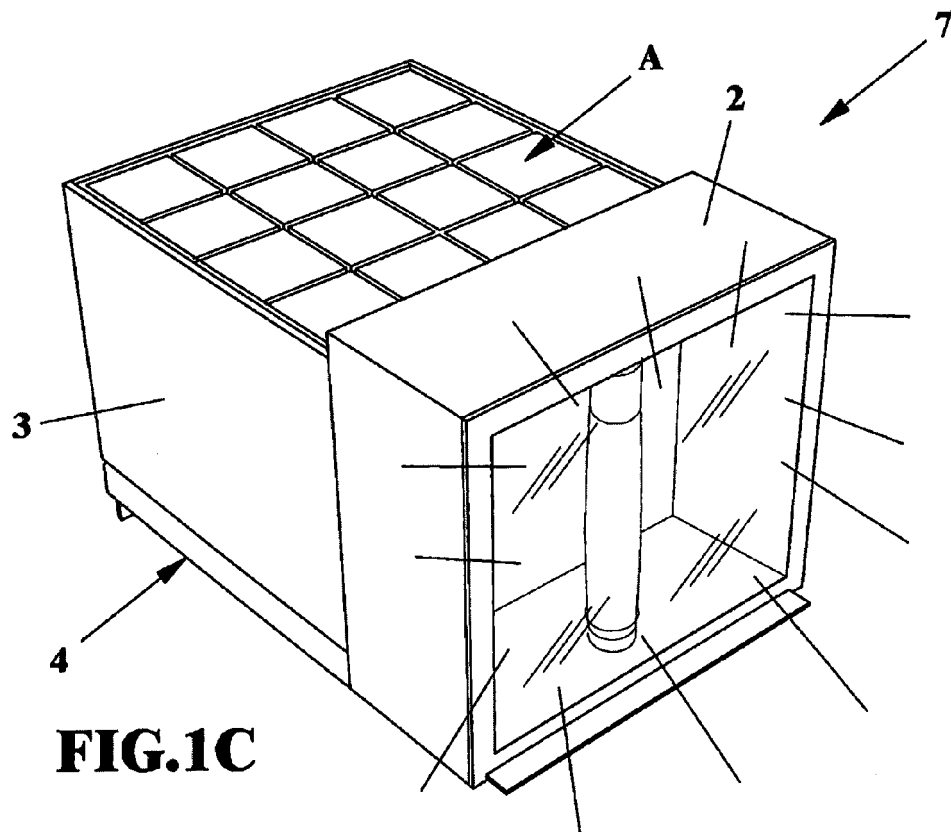


FIG. 1C

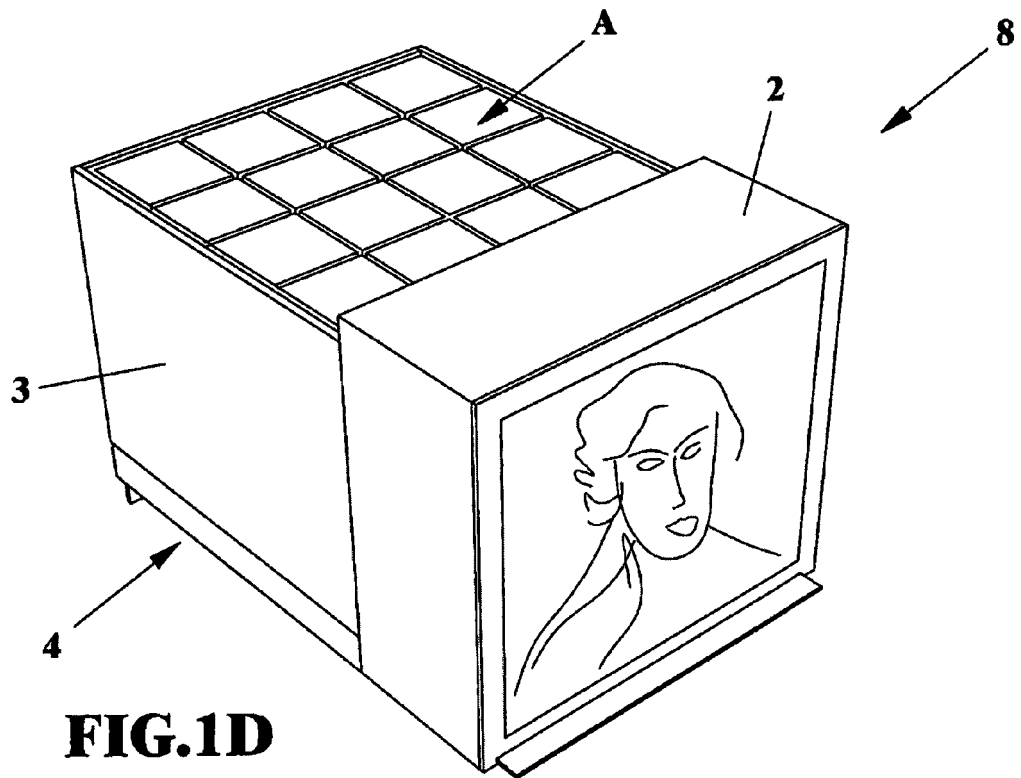


FIG. 1D

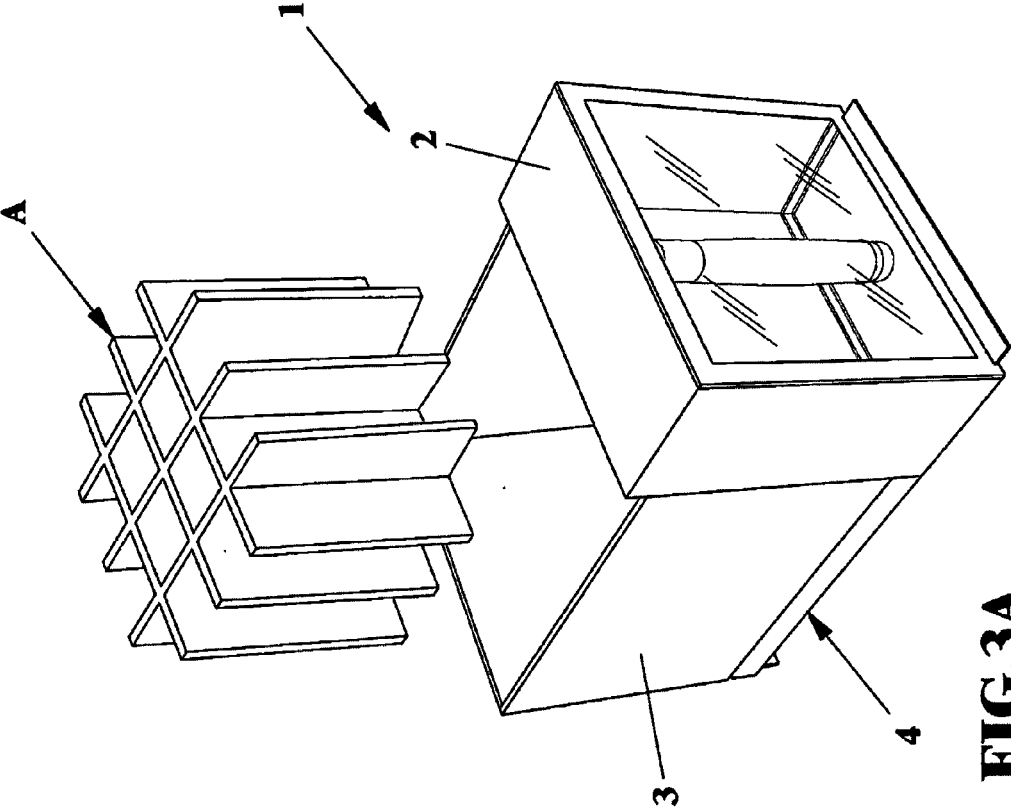


FIG.3A

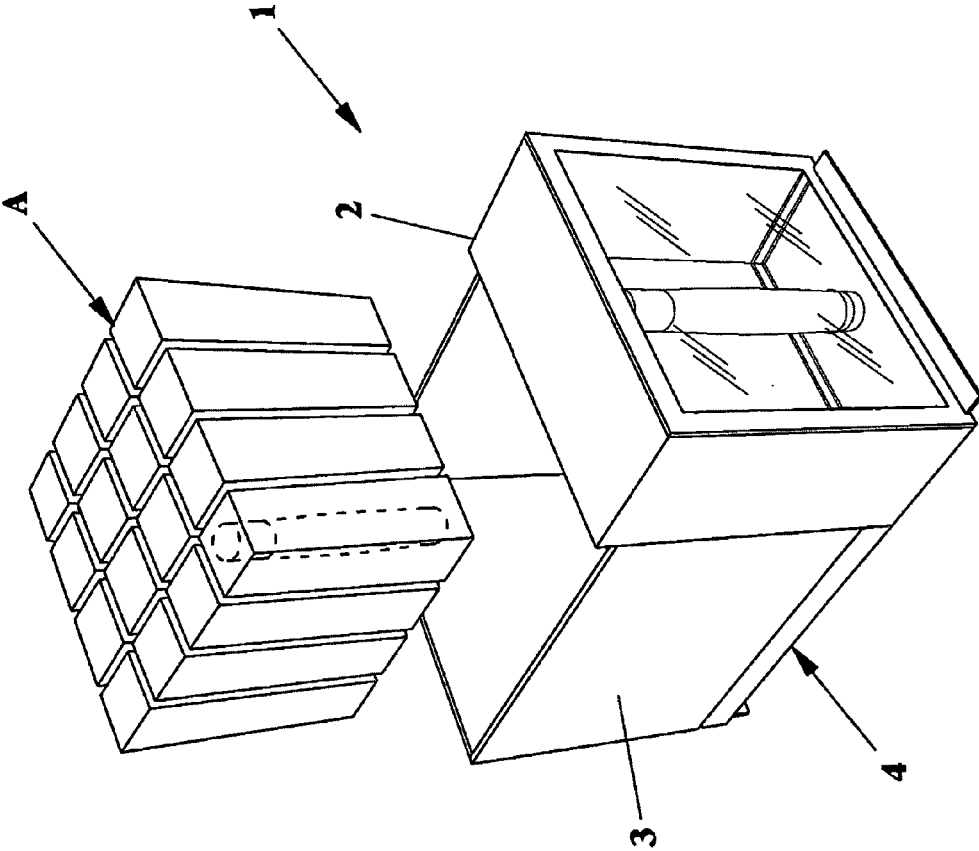


FIG.3

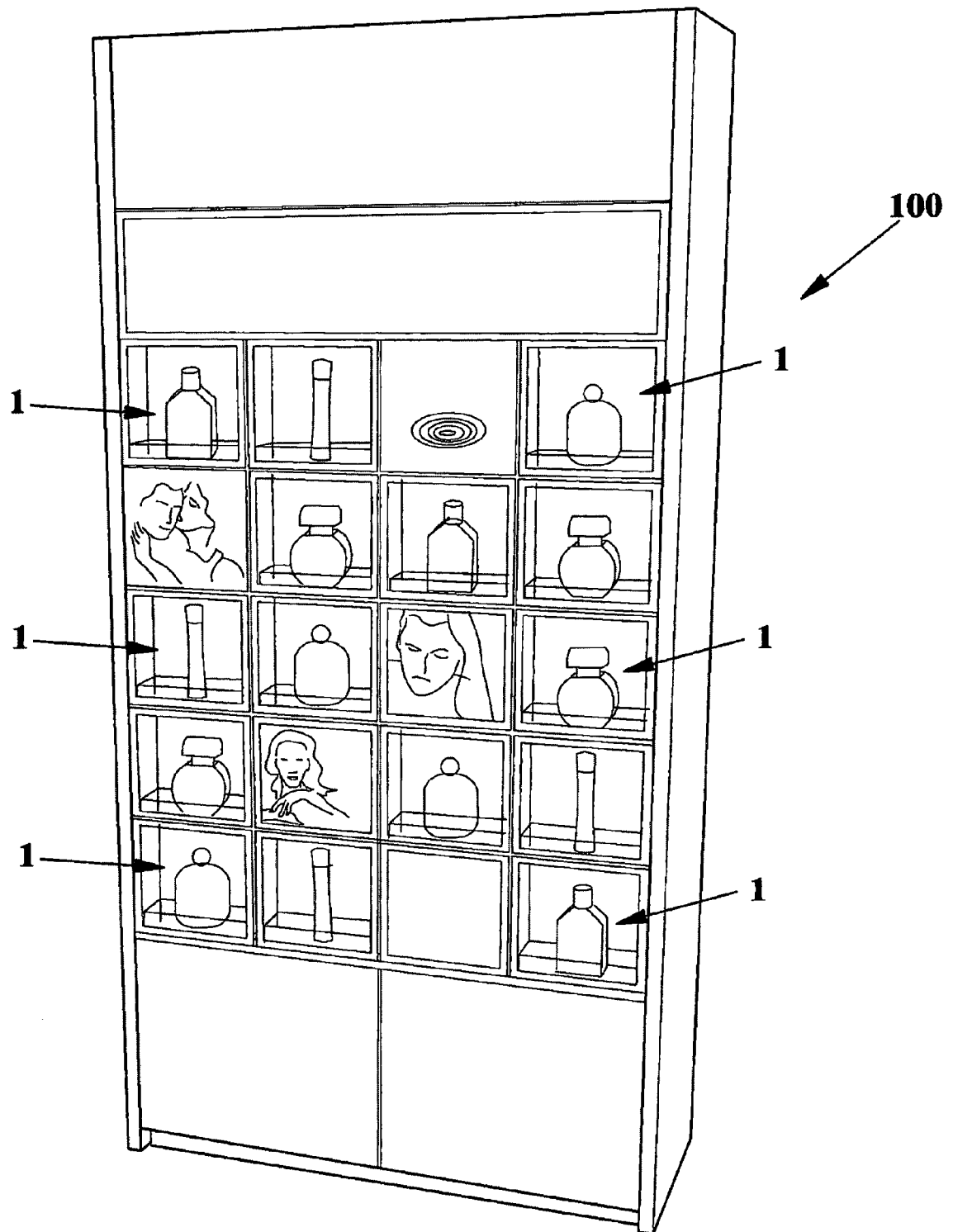


FIG. 4

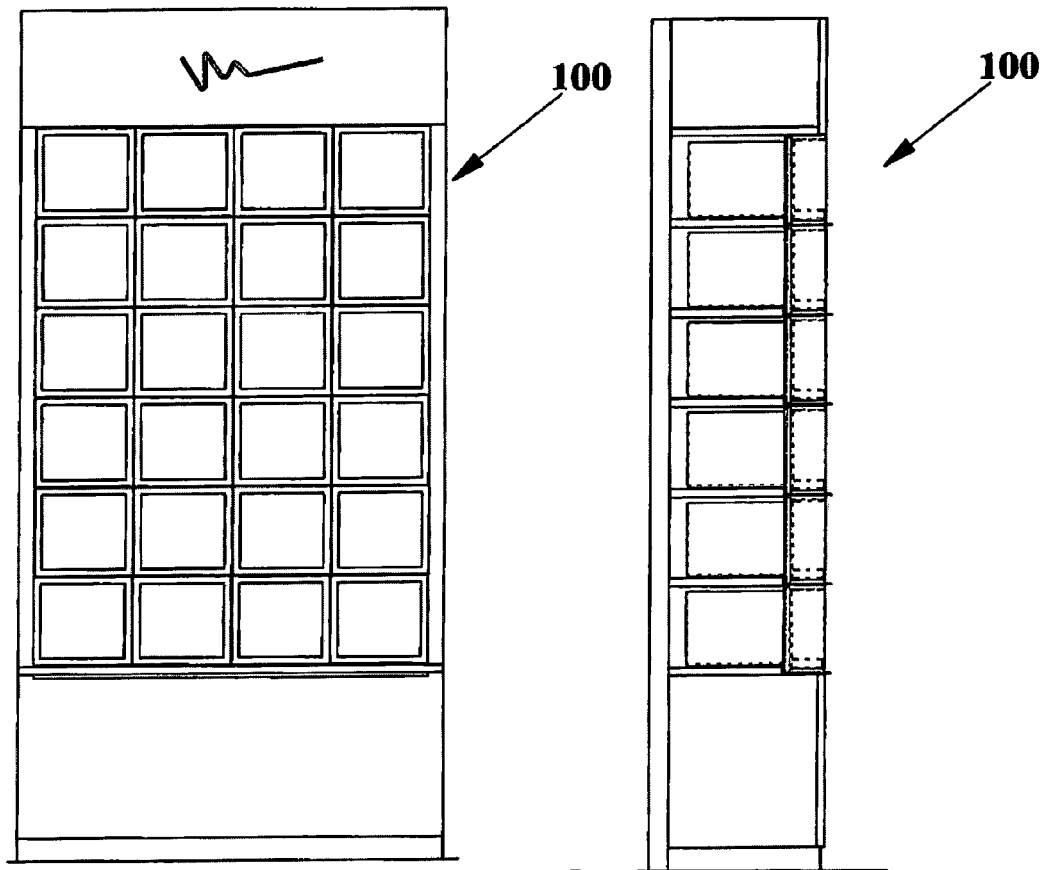


FIG. 4A

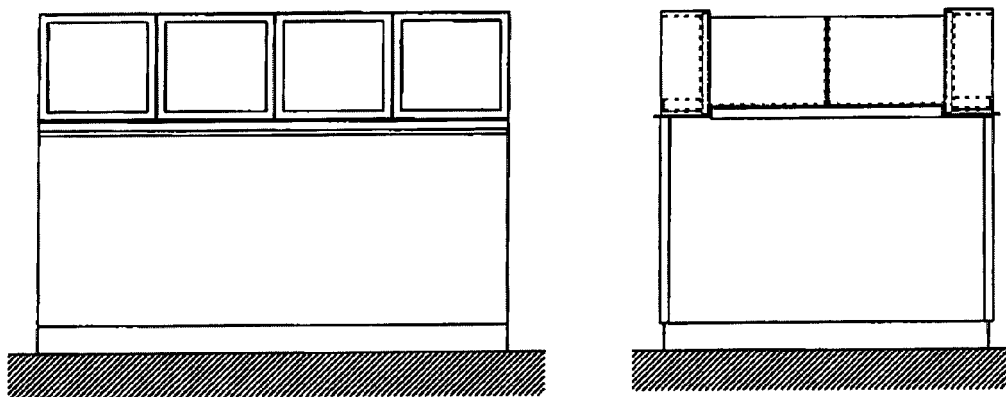
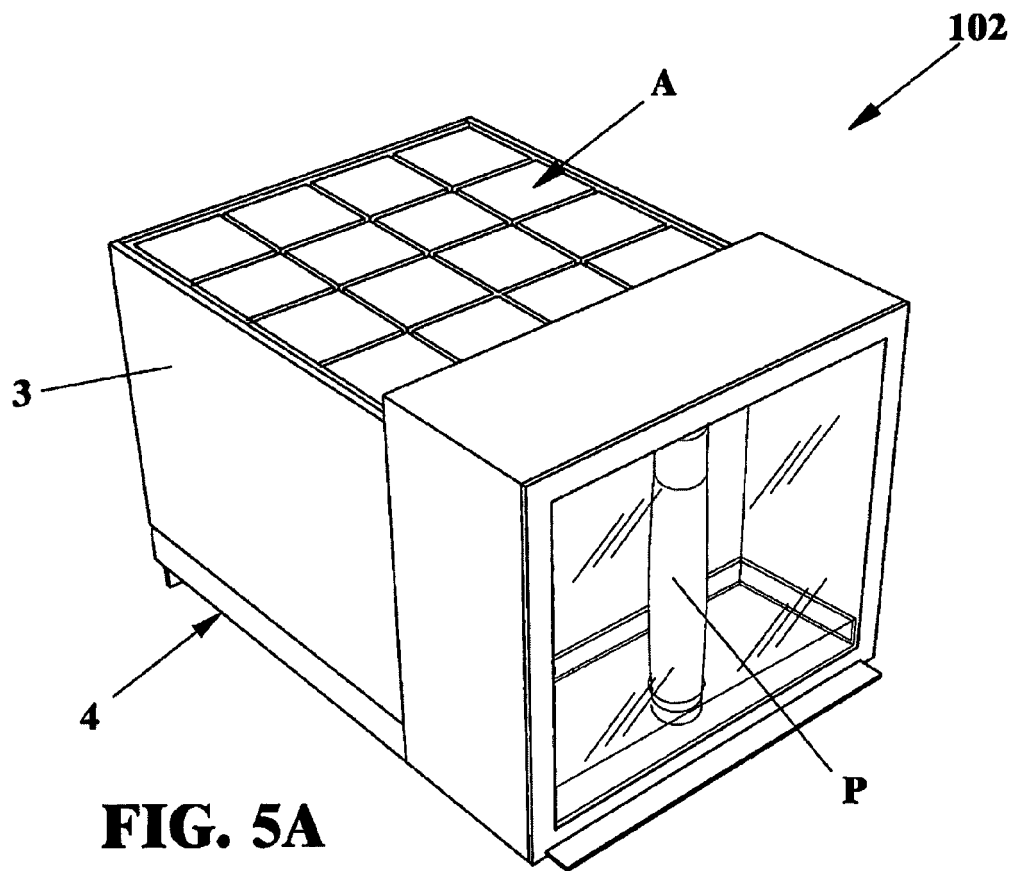
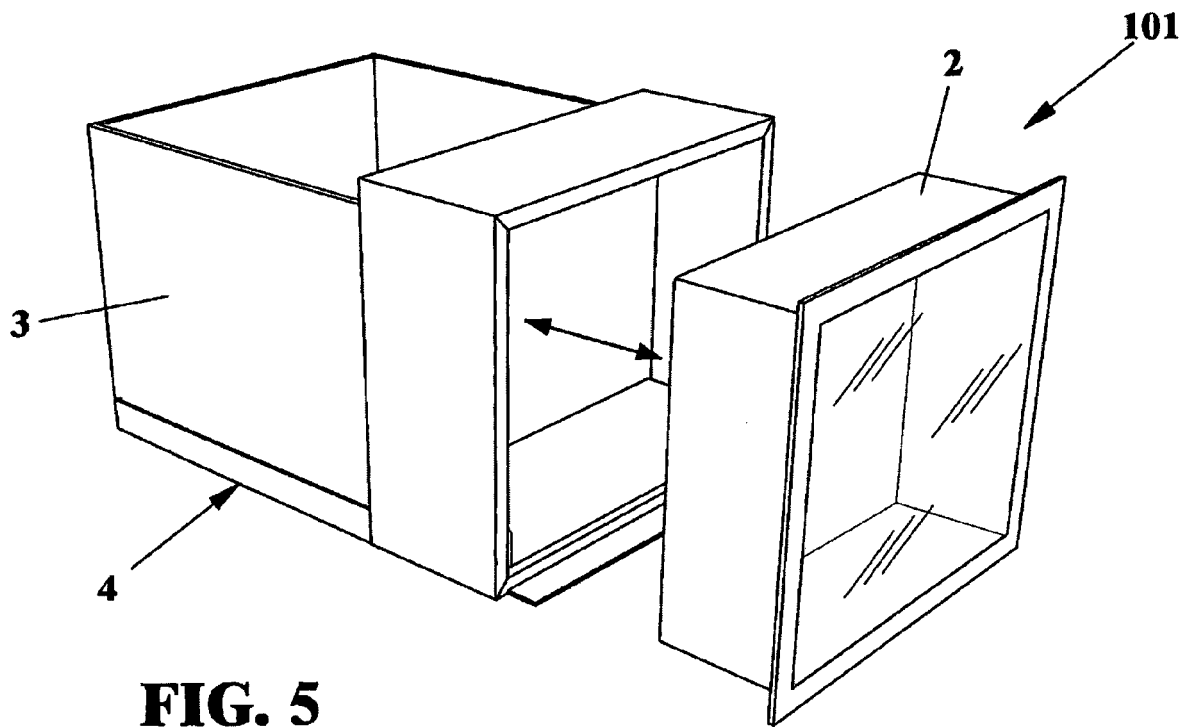


FIG. 4B



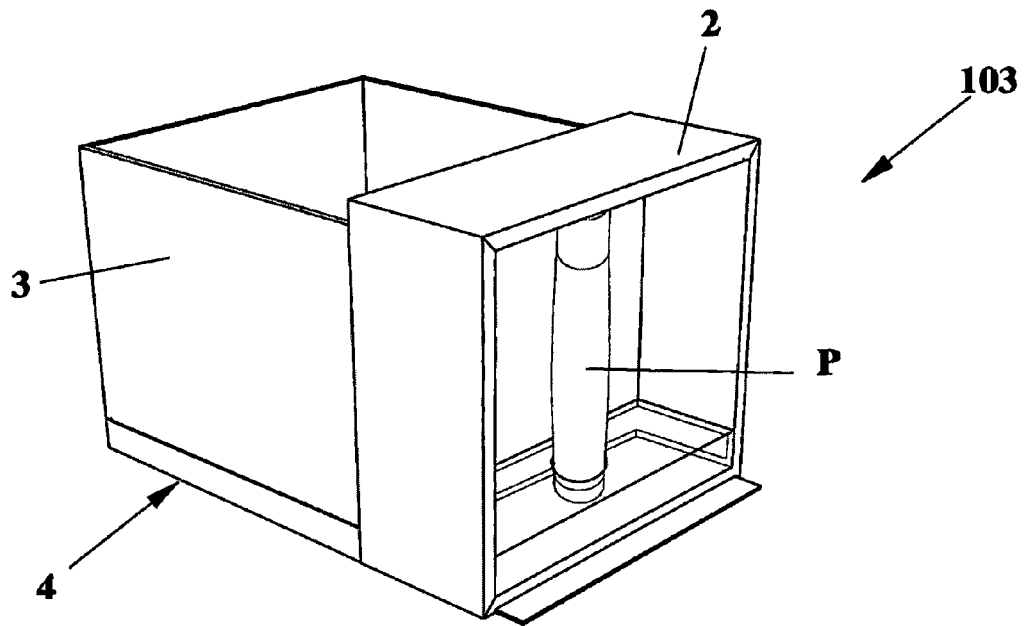


FIG. 5B

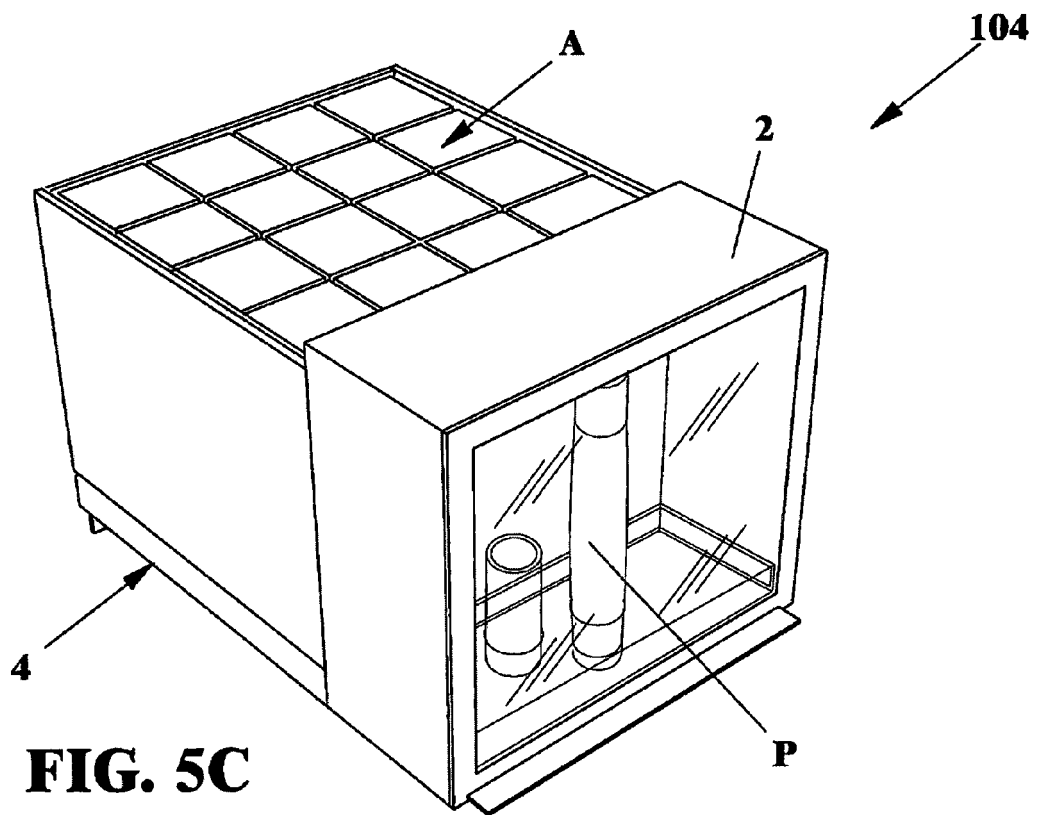


FIG. 5C

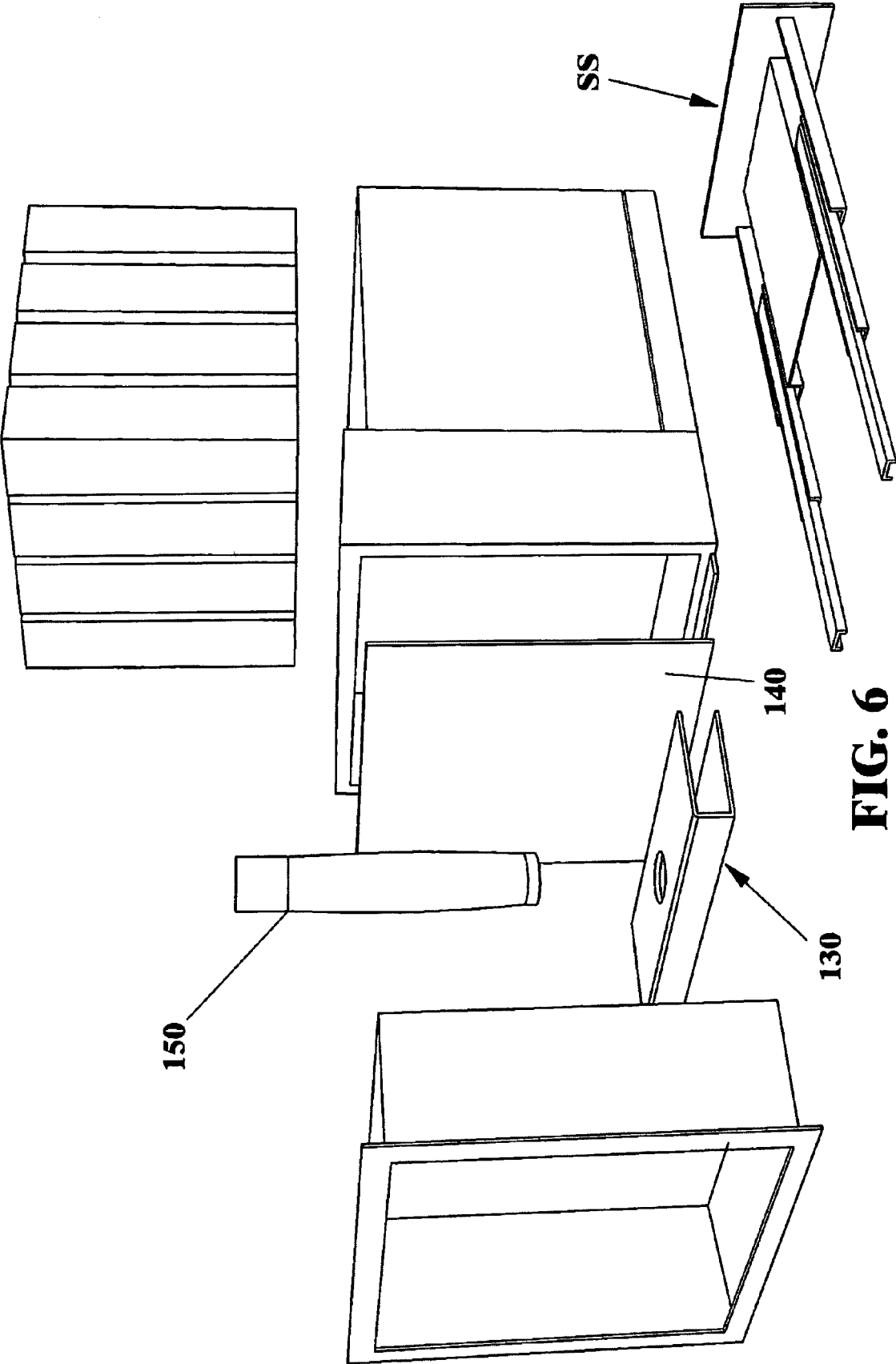


FIG. 6



EUROPEAN SEARCH REPORT

Application Number
EP 16 00 0156

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Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
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			TECHNICAL FIELDS SEARCHED (IPC)
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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 20 April 2016	Examiner Pössinger, Tobias
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document			

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EPO FORM 1503 03/82 (P04C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
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