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(54) **SHELF DIVIDER AND SHELF MANAGMENT SYSTEM**

(57) A shelf divider (40, 50, 60, 70, 90) exhibiting a longitudinal direction and comprising; an elongate base (41, 51, 61, 71, 91) member extending in the longitudinal direction and being arranged to be supported on a shelf (1). The base member has a front edge (95) extending perpendicular to the longitudinal direction, said front edge being provided with front fixation means arranged for fixation of the shelf divider to a front fixation member (20) attached along a front portion of a shelf. A longitudinally extending divider wall (42, 52, 62, 72, 92) is fixed to and projects upwards from the base member. The base mem-

ber is provided with first product supporting means (97a, 97b) and first feeder guiding means (98), arranged to guide a longitudinally displaceable feeder (100, 120, 220), which first product supporting means and feeder guiding means are arranged at a first longitudinal side of the divider wall. The shelf divider further comprises second product supporting means (97a', 97b') and second feeder guiding means (98') which second product supporting means and feeder guiding means are arranged at a second longitudinal side of the divider wall.

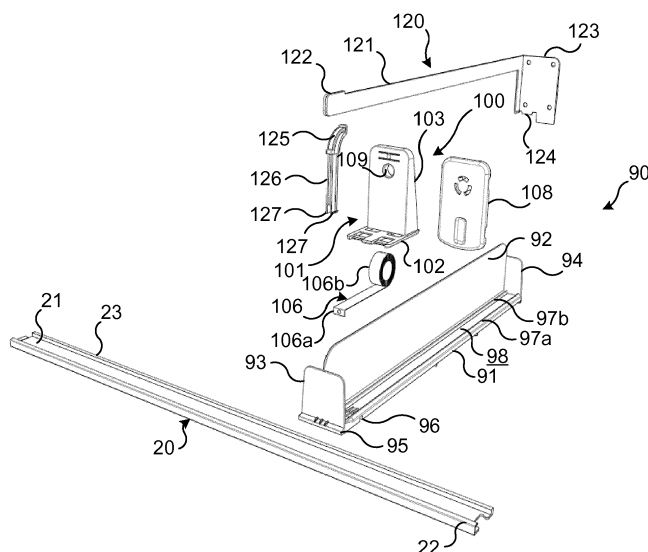


Fig. 2a

Description

TECHNICAL FIELD

[0001] The present invention relates to a shelf divider configured for mounting on a shelf. The invention also relates to a combined modular shelf divider and feeder device and a shelf management system comprising such a shelf divider.

BACKGROUND

[0002] Stores that retail convenience goods or commodities on a daily basis often present their goods on shelves. In order to create an ordered display of these displayed goods and to enhance their presentation there is used shelf management systems comprising a number of different accessories, such as shelf dividers, different types of feeder devices for pushing the goods and different types of trays, etc. Such accessories are often mounted on the upper surface of the shelf.

[0003] Known technology allows these accessories to be affixed to the shelf in a number of different ways, for instance mechanically with the aid of screws or corresponding devices, by frictional engagement or by adhesion with the aid of double-sided adhesive tape or by corresponding means.

[0004] The devices used to fasten the accessories to the shelves will preferably have some fundamental properties. One important property resides in the ability to fasten the accessories at selected positions along the length of the shelving, so as to position the accessories in a selected space relationship that is adapted to suit different packages and different quantities of goods.

[0005] It is also particularly important that the accessories are securely held to the shelving. The fixing device should, of course, prevent the accessories from being loosened inadvertently from the shelving. It is also important that the accessories will not be displaced inadvertently along the shelving.

[0006] For reasons of space and also for aesthetical reasons it is preferable that the accessory fixing arrangement projects as slightly as possible from the upper surface of the shelving and its front side.

[0007] Shelf dividers are an example of accessories with which the space relationship of the accessories is particularly important. The shelf dividers often consist of partitioning walls which are fastened to the shelving such as to extend at right angles to the longitudinal direction of the shelving and to project perpendicularly therefrom. The primary purpose of the shelf dividers is to separate different groups of goods from one another and to create order on the shelving. Particularly when a goods pushing means is placed between two shelf dividers, it is essential that the shelf dividers are not displaced towards one another, not even to the slightest extent, since the friction between goods and shelf dividers may then become so great as to prevent advancement of the goods.

[0008] Feeder devices for merchandising in general are used for example in grocery stores where goods are exposed on the shelves. Feeder devices are used to push forward placed goods or store items, one behind the other, to the shelf edge, to facilitate the picking of the goods, improve visibility of the goods and make the shelf aesthetic appearance more appealing.

[0009] The feeder device may include a base or web which is placed on the shelf so that it extends from the shelf front edge in a rearward direction. A feed sled is slidably disposed on the base along its length. At automatic feeder devices the sled is forwardly biased, for example by a spring which is arranged on the backside of the sled and which at one end is attached to the front end of the base.

[0010] To improve the system of the shelves and to separate neighbouring goods from one another often feeder devices are used together with shelf dividers or partitions. The dividers comprise a dividing wall that extends from the shelf front edge in an essentially rearward direction. Dividers may also comprise a front stop plate or front extending perpendicularly to dividing wall on one or both sides of said wall, to prevent goods from falling off the shelf. The dividers are attached to the shelf next to each other to form compartments in which the feeder devices are placed. The distance between dividers is chosen in accordance with the relevant goods width, so that the goods are brought into line with each other in their respective compartments. This minimizes the space required to store the goods on the shelf, while the shelf aesthetic appearance becomes more appealing. To fit the different products and product packaging, dividers can be designed in a variety of ways. For example, the dividing wall height may vary widely. Furthermore, the fronts of the dividers can be designed in a variety of ways, for example as regards the width, height and contour, to suit different goods and to provide desired visual impact for every occasion.

[0011] Feeder devices and dividers should be easy to assemble and disassemble from the shelf. The feeder devices and the partitions are possible to fix at arbitrary positions laterally along the shelf, to thereby provide goods compartment with the desired width.

[0012] EP 0 337 340 discloses a shelf divider system comprising a divider wall mountable in a channel member secured to the front of a shelf. A spring-urged pusher member is slidably mounted on a track having a pair of rails integral with the divider wall. In one embodiment, the operationally mounted divider wall is vertically oriented and the pusher member extends horizontally therefrom so that displayed merchandise resets directly on the shelf surface but is automatically urged forwardly by the retracted pusher member. In another embodiment, the track provides the supporting surface for displayed merchandise and a vertical divider wall is integrally formed with the track.

SUMMARY

[0013] It is an object of the present invention to provide an enhanced shelf divider.

[0014] Another object is to provide a shelf divider which allows for an efficient use of the space available on a shelf.

[0015] A further object is to provide a shelf divider which allows for that an efficient shelf management system may be accomplished by the use of only a limited number of different constituent components.

[0016] Yet another object is to provide a shelf divider which may efficiently be used in connection with products that vary widely with regard to their geometry, size and weight.

[0017] A still further object is to provide a shelf divider which may be flexibly used at various positions on a shelf and which may be flexibly positioned in relation to other shelf dividers.

[0018] These and other objects are achieved by a shelf divider as set out in the preamble of claim 1, which shelf divider exhibits the special technical features specified in the characterizing portion of said claim. The shelf divider exhibits a longitudinal direction and comprises an elongate base member extending in the longitudinal direction and being arranged to be supported on a shelf. The base member has a front edge extending perpendicular to the longitudinal direction, said front edge being provided with front fixation means arranged for fixation of the shelf divider to a front fixation member attached along a front portion of a shelf. A longitudinally extending divider wall is fixed to and projects upwards from the base member. The base member is provided with first product supporting means and first feeder guiding means, arranged to guide a longitudinally displaceable feeder, which first product supporting means and feeder guiding means are arranged at a first longitudinal side of the divider wall. The shelf divider further comprises second product supporting means and second feeder guiding means which second product supporting means and feeder guiding means are arranged at a second longitudinal side of the divider wall.

[0019] By this means products that are to be placed and displayed at the shelf may be positioned and supported by the base member at either or both sides of the divider wall. Additionally a feeder, such as a pusher or a manually operable feeder may be arranged at either or both sides of the divider wall. This allows for a great flexibility when setting up and arranging a shelf with multiple product compartments. For instance, a compartment formed by two such neighbouring shelf dividers may be provided with either no, one or two feeders. Identical shelf dividers may further be used for forming product compartments irrespective of the geometry, size and weight of the product in question. By positioning the shelf dividers at a mutual distance which corresponds to the width of the products, these products will automatically, without the use of any additional support means, be supported

at both side portions by a base member of a respective shelf divider. Additionally, the so formed compartment may readily be provided with two feeders, especially two automatic pushers, working in parallel. This may constitute a considerable advantage in cases where the products are wide and/or heavy. The dividing wall may preferably extend along a longitudinal centreline of the base member.

[0020] The base member may be symmetrical with respect to a longitudinal centre line.

[0021] The shelf divider may further comprise a longitudinally displaceable pusher which is arranged to be urged towards the front edge of the base member.

[0022] Such a pusher may be arranged to be guided optionally by the first and the second pusher guiding means.

[0023] The pusher may be arranged to be removably attached to the base member, optionally at either longitudinal side of the divider wall.

[0024] The first and second product supporting means may each comprise at least one longitudinally extending ridge which protrudes upwards from the base member.

[0025] The first and second feeder guiding means may each comprise at least one longitudinally extending recess arranged in the base member, between the respective longitudinally extending ridge and the divider wall.

[0026] The pusher may comprise a spiral spring, a free end of which is removably fixable to a front portion of the base member.

[0027] The pusher may further comprise a spring housing which accommodates a wounded portion of the spiral spring.

[0028] The shelf divider may comprise a feeder in the form of a manually operable product feeder for manual forward feeding of products, which product feeder is removably fixable to the base member or the divider wall.

[0029] The manually operable product feeder may be arranged to be removably attached to the base member, optionally at either longitudinal side of the divider wall (92).

[0030] The manually operable product feeder may comprise a manoeuvring stem and back rest plate which is symmetrical in relation the longitudinal axis of the stem and provided with first and second guiding means arranged to optionally cooperate with the first and second feeder guiding means of the base member (91). The pusher may comprise an extendable and retractable extender plate.

[0031] The extender plate may be rotatable between a non-extended position, a first horizontally extended position, a vertically extended position and a second horizontally extended position, the second horizontally extended position being separated from the first horizontally extended position by 180° rotation.

[0032] The invention also relates to a shelf management system comprising a front fixation member arranged to be fixed along a front portion of a shelf and a plurality of shelf dividers as set out above.

[0033] Further objects and advantages of the invention will appear from the following detailed description of embodiments and from the appended claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0034] Embodiments will be described, by way of example, with reference to the accompanying drawings, in which:

Fig. 1a and 1b are perspective views obliquely from the front and the back respectively of a shelf provided with a shelf management system comprising a number of shelf dividers according to the invention.

Fig. 2a and 2b are exploded perspective views of a shelf management system comprising one shelf divider according to a first embodiment of the invention.

Fig. 3 is a cross section through the shelf divider shown in figs. 2a and 2b.

Fig. 4 is a perspective view obliquely from the front of a shelf divider according a second embodiment of the invention.

Fig. 5a-c are perspective views obliquely from the front of a shelf divider according a third embodiment of the invention and illustrates the shelf divider in respective operational modes.

Fig. 6a is a perspective view of a shelf divider according to a fourth embodiment of the invention and fig. 6b is an exploded perspective view thereof.

DETAILED DESCRIPTION

[0035] Embodiments will now be described more fully hereinafter and with reference to the accompanying drawings, in which certain embodiments are shown. However, other embodiments in many different forms are possible within the scope of the present disclosure. Rather, the following embodiments are provided by way of example so that this disclosure will be thorough and complete, and will fully convey the scope of the disclosure to those skilled in the art. Like numbers refer to like elements throughout the description.

[0036] Figs 1a and 1b illustrates a shelf 1 provided with a shelf management system 10. The shelf management system 10 comprises a front fixation device 20 and a number of shelf dividers, 30, 40, 50, 60, 70, 80. The front fixation device 20 is formed by extrusion of a polymer material and exhibits a base plate 21, a backwardly open channel portion 22 and a guiding flange 23. The front fixation device is fixed along the front portion of the shelf by means of double sided adhesive tape (not shown).

[0037] The shelf dividers 30-80 each exhibit a longitudinal direction which, when mounted to a shelf (as seen in figs 1a and 1b), extends generally perpendicular to the front edge of the shelf 1 and to the longitudinal direction of the front fixation device.

[0038] The two shelf dividers 30, 80 being arranged outermost are single sided. These shelf dividers 30, 80 each comprises a base member 31, 81 and a divider wall 32, 82 extending vertically upwards from a respective side portion of the base member 31, 32. A front stop plate 33, 83 and a rear stop plate 34 are arranged at the front and rear portions respectively of the single sided shelf dividers 30, 80.

[0039] The shelf dividers 40, 50, 60, 70 arranged between the single sided shelf dividers 30, 80 represent shelf dividers according to different embodiments of the invention. Each of these shelf dividers 40, 50, 60, 70 comprises a base member 41, 51, 61, 71 and a divider wall 42, 52, 62, 72. These shelf dividers 40, 50, 60, 70 are double sided and the divider walls 42, 52, 62, 72 extend upwardly from a longitudinal centre line of the respective base member 41, 51, 61, 71. These shelf dividers 40, 50, 60, 70 also exhibit front stop plates 43, 53, 63, 73 and rear stop plates 44, 54, 64, 74. The front 43, 53, 63, 73 and rear 44, 54, 64, 74 stop plates extend symmetrically on both sides of the respective divider wall 42, 52, 62, 72 in a plane which is vertical and perpendicularly to the longitudinal direction of the respective shelf divider.

[0040] Figs 2a and 2b are exploded views of such a double sided shelf divider 90 according to the invention. The base member 91 comprises a front edge 95, which is arranged to be received by the rearwardly open channel portion 22 of the front fixation device 20. A fixation channel 96 is arranged at the lower surface of the base members 91 front portion. The shelf divider may be fixed to the shelf by introducing the front edge 94 into channel portion 22 and engaging guiding flange 23 with fixation channel 96.

[0041] The base member 91 comprises first product support means which are formed of two first upwardly projecting ridges 97a, 97b that extend in parallel with the longitudinal direction of the base member 91. These ridges 97a, 97b define between them a longitudinally extending first recess 98 which forms a guiding means for a feeder which may be constituted by automatic pusher 100 or a manually operated product feeder 120, which forms part of the shelf divider according to this embodiment.

[0042] As best seen in fig. 3, the base member is symmetrical with respect to the centre line and the divider wall 92. The base member 91 thus comprises second product support means which are formed of two second upwardly projecting ridges 97a', 97b' that are arranged on the opposite side of the dividing wall 92 and extend in parallel with the longitudinal direction of the base member 91. The second ridges define between them a second recess 98' which forms a second guiding means for a further pusher or manually operable feeder (not shown) which may be used with the shelf divider 90.

[0043] Again referring to figs 2a and 2b, the pusher 100 comprises a sled 101 which is rectilinearly displaceable along the longitudinal direction of the base member 91. The sled 101 exhibits a base portion 102 and a back support 103 which is arranged to make contact with a rear surface of the rearmost product in an array of products (not shown) placed on the shelf. The base portion 102 may be supported by the upwardly projecting ridges 97a, 97 on either side of the dividing wall 92. The base portion 102 further comprises a first 104 and a second 105 downwardly projecting guide protrusion. The first guide protrusion 104 is arranged to be guidingly received in the first guide recess 98 for guiding the pusher 100 when arranged at the first side (the right side as seen in fig 2a) of the divider wall 92. The second guide protrusion 105 is correspondingly arranged to be guidingly received in the second guide recess 98' for guiding the pusher 100 when arranged at the second side (the left side as seen in fig 2a) of the divider wall 92.

[0044] The pusher 100 also comprises a spiral spring 104 exhibiting a free end 104a and a wounded portion 104b. The wounded portion 104b is received in a spring housing 107 formed in the back support 103. The free end 104a may be removably fixed to the base member 91, at either side of the dividing wall 91. This is accomplished by snap engagement of a through hole arranged at the free end 104a of the spiral spring 104 onto a respective one of two fixation studs (not shown) arranged at a respective side of base member's 91 front portion. By this means the pusher 100 may either be arranged at the first longitudinal side of the shelf divider 90, as illustrated in fig. 4a or at the second longitudinal side of the divider, as illustrated at shelf divider 60 in figs. 1a and 1b. Alternatively, two pushers may be arranged at one and the same shelf divider, one pusher at each respective longitudinal side, as illustrated at shelf divider 70 in figs. 1a and 1b.

[0045] The pusher 100 further comprises an extension plate 108 which is rotatably fixed to the back support 103. The extension plate 108 comprises three resilient tongues 108a which are received in a cylindrical through opening 109 of the back support 103. The resilient tongues 108a are arranged to allow the extension plate 108 to be rotated about an axis which is generally parallel with the longitudinal direction of the base member 91. Thereby the extension plate 108 may be rotated between four different operational orientations depending on the dimensions and weight of the products to be pushed forward. In fig. 4a it is illustrated how the extension plate 108 has assumed a retracted position. In fig. 4b, the extension plate has been rotated 90° counter clockwise to a first horizontally extended position. In fig. 4c, the extension plate has been rotated 180° counter clockwise, from the retracted position, to a vertically extended position. In addition to the positions shown in the figures, it is readily understood that, in cases where the pusher is arranged at the left side of the divider wall (as seen from the front) the extension plate 108 may also be rotated

90° clockwise from the retracted position, thereby to assume a second horizontally extended position (not shown). If deemed suitable, the tongues 108a and the cylindrical through opening 109 may be arranged such that the extension plate 108 is releasably snap engaged at the above described different operational orientations.

[0046] The shelf divider 90 may further comprise a manually operable product feeder 120. The feeder 120 comprises a manoeuvring stem 121 with a front grip portion 122. When mounted to a shelf divider 40 as seen in fig 1a, the manoeuvring stem 121 extends along the upper edge of the divider wall 42. At the rear end of the feeder 120, it comprises a back rest plate 123 which is arranged in a vertical plane being perpendicular to the longitudinal direction of the base member 91 (see again fig. 2a). The back rest plate 123 is provided with a downwardly projecting guide tab 124 which is arranged to be guidingly received in the guide recess 98 of the base member 91, for guiding the rear portion of the feeder 120. The stem 121 with grip portion 122 may be introduced through a guide slit 125, arranged in a front fixation bracket 126. The front fixation bracket comprises two legs with a respective downwardly projecting hook member 127. The fixation bracket may be releasably fixed to the base member 91 and the dividing wall 92 by slipping the legs downwardly at a respective side of a front portion of the dividing wall 92 and snap-engaging the hook members 127 into a respective engagement opening or recess (not shown) arranged at the front portion of the base member 91. By this means the feeder device 120 will be removably fixed to the base member. During manual operation of the feeder, a user grabs the grip portion 122 and pulls the feeder 120 forwardly, whereby products being positioned in front of the back rest plate 123 will be moved forwardly towards the front edge of the shelf. During this movement the stem 121 is guided in the guide slit 125 and the back rest plate 123 is guided by the guide recess 98.

[0047] Figs. 6a and 6b illustrates a further embodiment of a shelf divider 290 according to the invention. At this embodiment the base member 91, the divider wall 92, the front 93 and back 94 stop plates, the front edge 95 and the fixation channel 96 are identical with the shelf divider 90 shown in figs. 2a and 2b. However, at this embodiment the manually operable feeder 220 differs from the one shown in figs. 2a and 2b. At this embodiment the shelf divider 290 is provided with two mutually identical manually operable feeders 220. In the following only one of the identical feeders will be described. The manually operable feeder 220 comprises a manoeuvring stem 221 with a front grip portion 222. At the rear end of the feeder 120, it comprises a back rest plate 223 which is arranged in a vertical plane being perpendicular to the longitudinal direction of the base member 91. At this embodiment the feeder 220 is symmetrical with respect to a longitudinal centre axis defined by the stem 221. The back rest plate 223 is provided with a projecting first guide tab 224 which is arranged to be guidingly received in the

first guide recess 98 of the base member 91, for guiding the rear portion of the feeder 220. At this embodiment the back rest plate is further provided with a projecting second guide tab 224', which is arranged to be guidingly received in the second guide recess 98' (see fig 3) of the base member 91.

[0048] Just as in the embodiment shown in figs 2a and 2b, the stem 221 with grip portion 222 may be introduced through a guide slit 225, arranged in a front fixation bracket 226. The front fixation bracket 226 comprises two legs with a respective downwardly projecting hook member 227. The fixation bracket 227 may be releasably fixed to the base member 91 and the dividing wall 92 by slipping the legs downwardly at a respective side of a front portion of the dividing wall 92 and snap-engaging the hook members 227 into a respective engagement opening or recess (not shown) arranged at the front portion of the base member 91. By this means the feeder device 220 will be removably fixed to the base member. During manual operation of the feeder, a user grabs the grip portion 222 and pulls the feeder 220 forwardly, whereby products being positioned in front of the back rest plate 223 will be moved forwardly towards the front edge of the shelf. During this movement the stem 221 is guided in the guide slit 225 and the back rest plate 223 is guided by the guide recess 98.

[0049] Since the feeder is symmetrical and provided with a first 224 and a second 224' guide tab, one and the same feeder may optionally be used at either longitudinal side of the divider wall 92. When arranged at the first side (the right hand side as seen in figs 6a and 6b) the back plate 223 will be guided by engagement of the first tab 224 in the first guide recess 98. When arranged at the second side (the left hand side as seen in figs. 6a and 6b) the manually operable feeder 220 is simply rotated 180° about its longitudinal axis, such that the rear plate 223 will be guided by engagement of the second guide tab 224' in the second guide recess 98' (see fig. 3). Such a symmetrical arrangement of the manually operable feeder thus provides for that the number of different constituent parts of a shelf management system may be reduced even further.

[0050] At the embodiment shown in figs. 6a and 6b the front fixation bracket 226 is provided with a single guide slit 225 for guiding the stem 221 of a single or two feeders arranged side by side. It is however also possible that the front fixation bracket is provided with two slits arranged side by side for guiding a respective one of two manually operable feeders. Such a two slit arrangement may enhance guiding of the stem, especially in cases where only one manually operable feeder is applied to the shelf divider. As indicated in figs. 1a and 1b, the shelf divider and the shelf management system according the invention provides for a great flexibility when arranging and setting up a shelf. With only a few constituent parts the system may be readily adapted for use with products that varies to a great extend with regard to dimension, shape and weight as well as varying needs for automatic,

manual or no forward feeding.

[0051] The present disclosure has mainly been described above with reference to a few embodiments. However, as is readily appreciated by a person skilled in the art, other embodiments than the ones disclosed above are equally possible within the scope of the present disclosure, as defined by the appended patent claims. For example, the first and second product support means of the base member need not to comprise upwardly projecting ridges, but may instead be formed e.g. as an upper generally flat surface of the base member. The arrangement of the first and second feeder guiding means of the base member may also be varied. They may e.g. be arranged as a recess between a single protruding ridge and the divider wall or as a recess formed in a generally flat upper surface of the base member.

Claims

1. A shelf divider (40, 50, 60, 70, 90) exhibiting a longitudinal direction and comprising;
 - an elongate base member (41, 51, 61, 71, 91) extending in the longitudinal direction and arranged to be supported on a shelf (1), the base member having a front edge (95) extending perpendicular to the longitudinal direction, said front edge being provided with front fixation means arranged for fixation of the shelf divider to a front fixation member (20) attached along a front portion of a shelf;
 - a longitudinally extending divider wall (42, 52, 62, 72, 92) which is fixed to and projects upwards from the base member; wherein
 - the base member is provided with first product supporting means (97a, 97b) and first feeder guiding means (98), arranged to guide a longitudinally displaceable feeder (100, 120, 220), which first product supporting means and pusher guiding means are arranged at a first longitudinal side of the divider wall, **characterized by** second product supporting means (97a', 97b') and second feeder guiding means (98') which second product supporting means and feeder guiding means are arranged at a second longitudinal side of the divider wall.
2. A shelf divider according to claim 1, wherein the dividing wall (42, 52, 62, 72, 92) extends along a longitudinal centreline of the base member (41, 51, 61, 71, 91).
3. A shelf divider according to claim 1 or 2, wherein the base member (41, 51, 61, 71, 91) is symmetrical with respect to a longitudinal centre line.
4. A shelf divider according to any of claims 1-3, further

- comprising a feeder in the form of a longitudinally displaceable pusher (100) which is arranged to be urged towards the front edge (95) of the base member (91).
5. A shelf divider according to claim 4, wherein the pusher (100) is arranged to be guided optionally by the first (98) and the second (98') feeder guiding means.
 6. A shelf divider according to claim 4 or 5, wherein the pusher (100) is arranged to be removably attached to the base member (91), optionally at either longitudinal side of the divider wall (92).
 7. A shelf divider according to any of claims 1-6, wherein the first and second product supporting means each comprises at least one longitudinally extending ridge (97a, 97b, 97a', 97b') which protrudes upwards from the base member (91).
 8. A shelf divider according to claim 7, wherein the first and second feeder guiding means each comprises at least one longitudinally extending recess (98, 98') arranged in the base member (91), between the respective longitudinally extending ridge (97a, 97a') and the divider wall (91).
 9. A shelf divider according to any of claims 4-8, wherein the pusher (100) comprises a spiral spring (106), a free end (106a) of which is removably fixable to a front portion of the base member (91).
 10. A shelf divider according to claim 9, wherein the pusher (100) comprises a spring housing (107) which accommodates a wound portion (106b) of the spiral spring.
 11. A shelf divider according to any of claims 1-10, comprising a feeder in the form of a manually operable product feeder (120, 220) for manual forward feeding of products, which product feeder is removably fixable to the base member (91) or the divider wall (92).
 12. A shelf divider according to claim 11, wherein the manually operable product feeder (220) is arranged to be removably attached to the base member (91), optionally at either longitudinal side of the divider wall (92).
 13. A shelf divider according to claim 12, wherein the manually operable product feeder (220) comprises a manoeuvring stem (221) and back rest plate (223) which is symmetrical in relation to the longitudinal axis of the stem and provided with first (224) and second (224') guiding means arranged to optionally cooperate with the first (98) and second (98') feeder guiding means of the base member (91).
 14. A shelf divider according to any of claims 4-13, wherein the pusher (100) comprises an extendable and retractable extension plate (108).
 15. A shelf divider according to claim 14, wherein the extension plate (108) is rotatable between a non-extended position, a first horizontally extended position, a vertically extended position and a second horizontally extended position, the second horizontally extended position being separated from the first horizontally extended position by 180° rotation.
 16. A shelf management system comprising a front fixation member (20) arranged to be fixed along a front portion of a shelf (1) and a plurality of shelf dividers (40, 50, 60, 70, 90) according to any of claims 1-15.

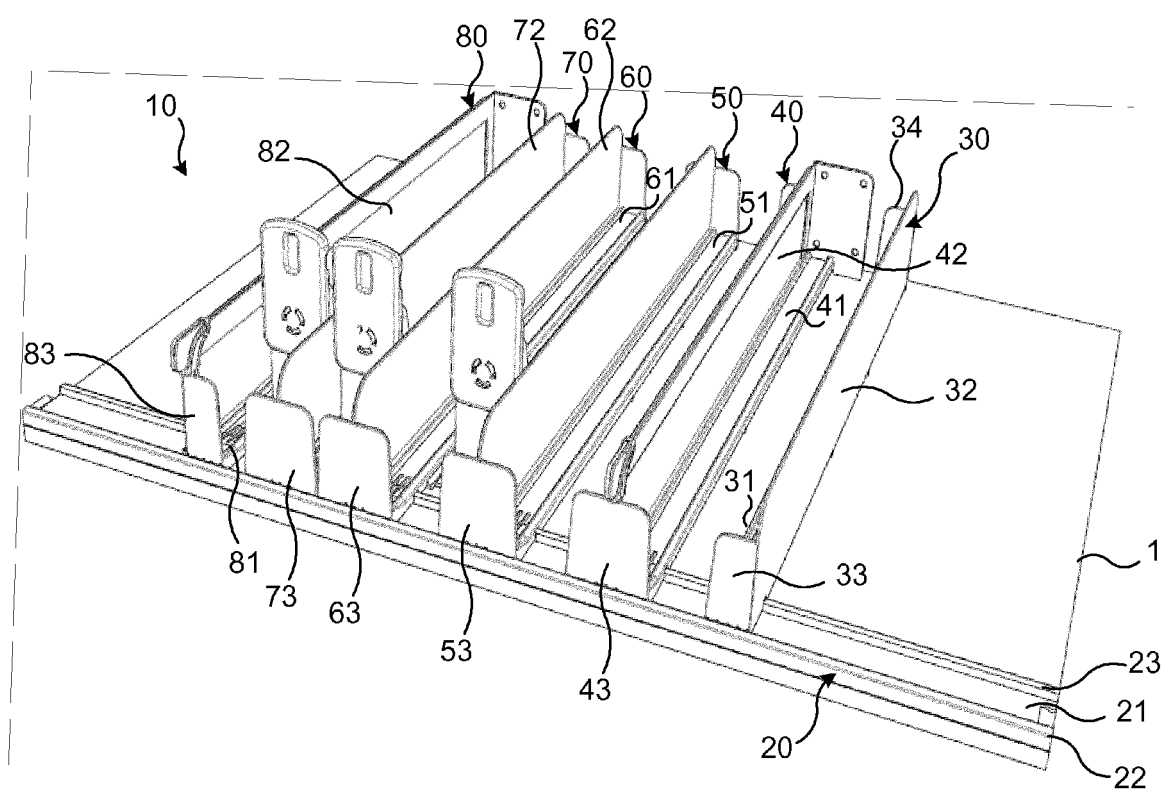


Fig. 1a

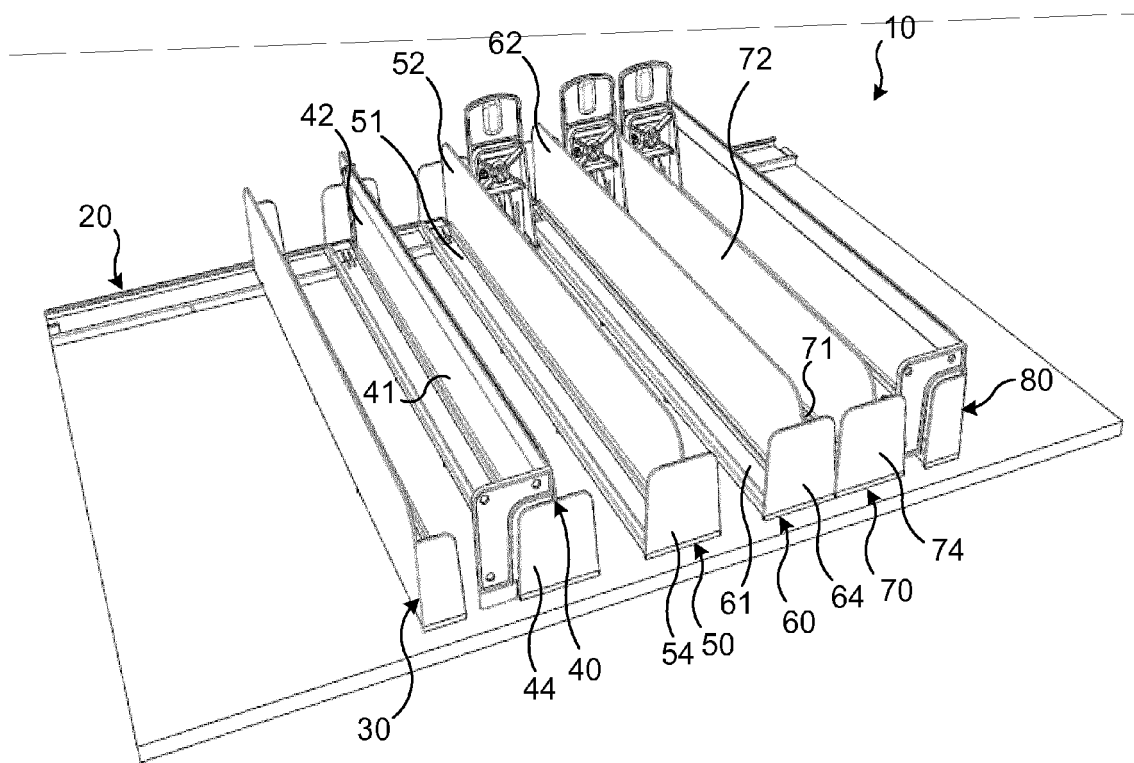


Fig. 1b

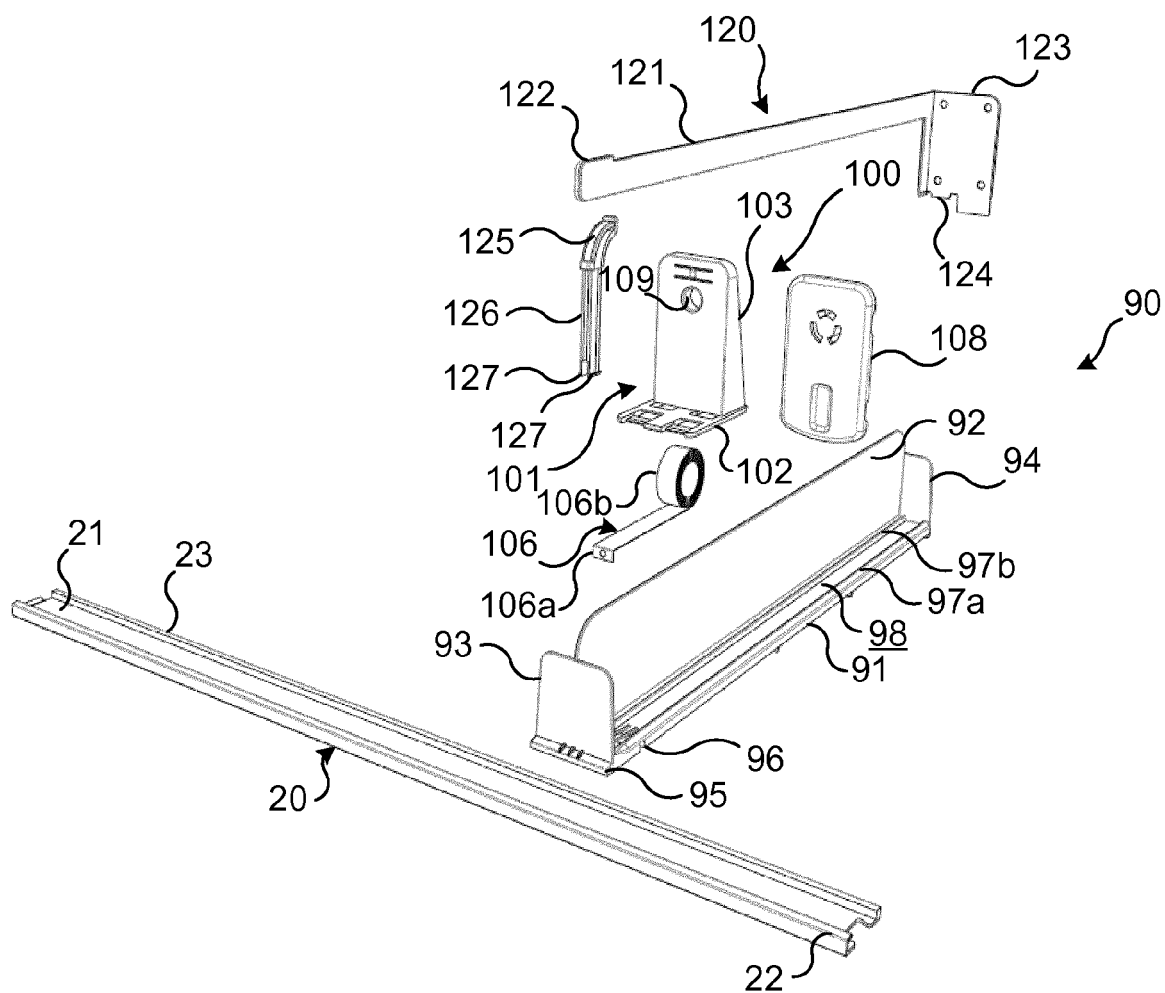


Fig. 2a

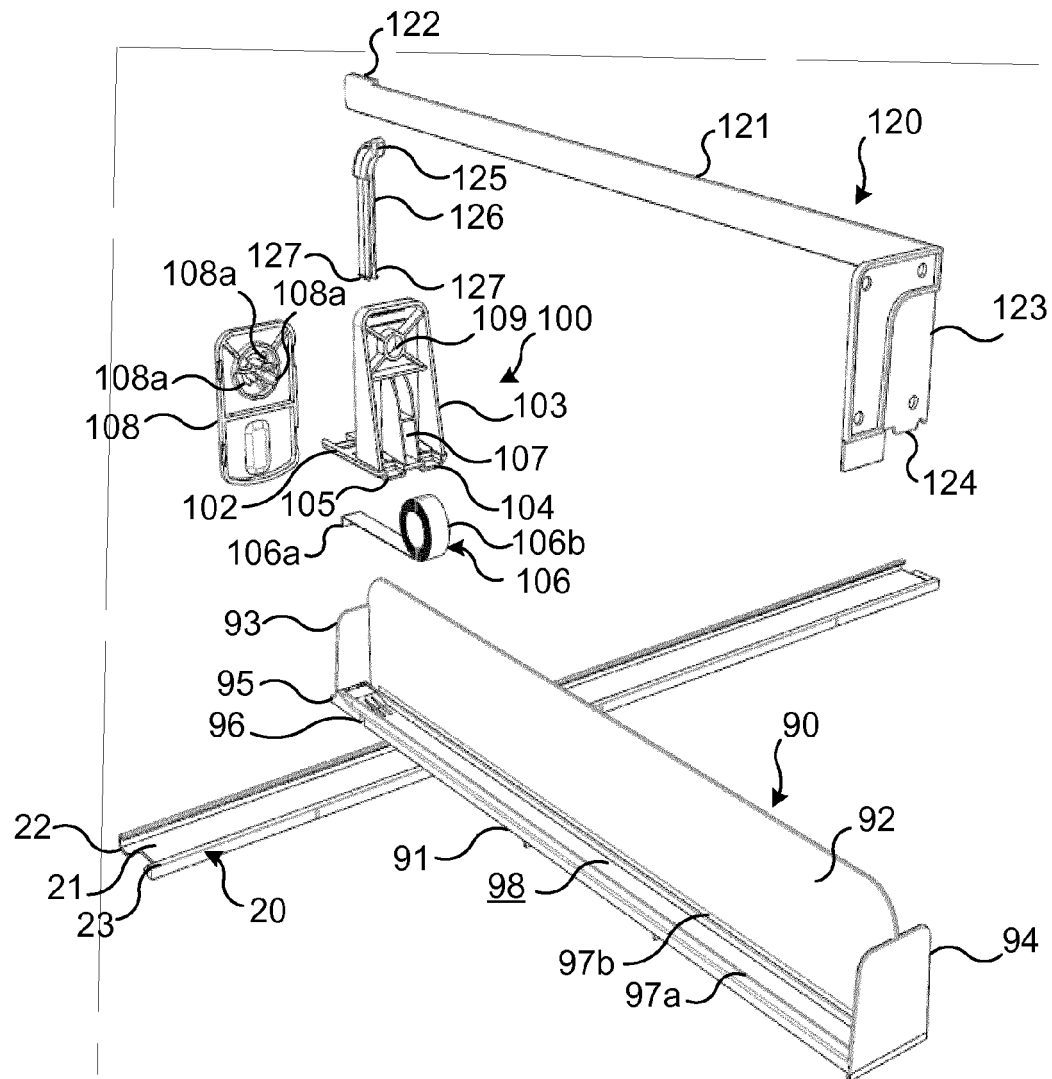


Fig. 2b

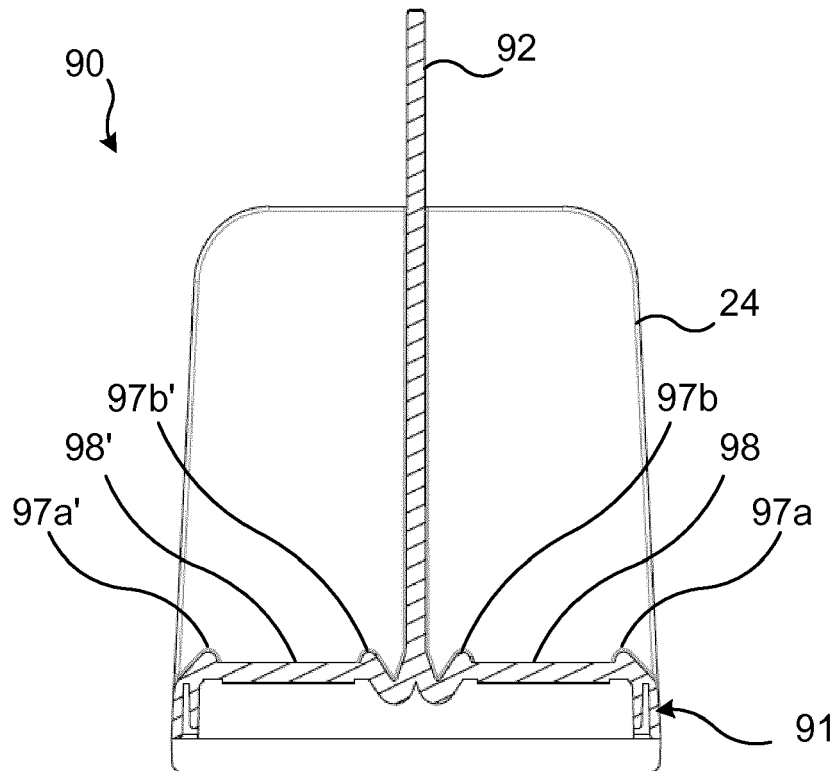


Fig. 3

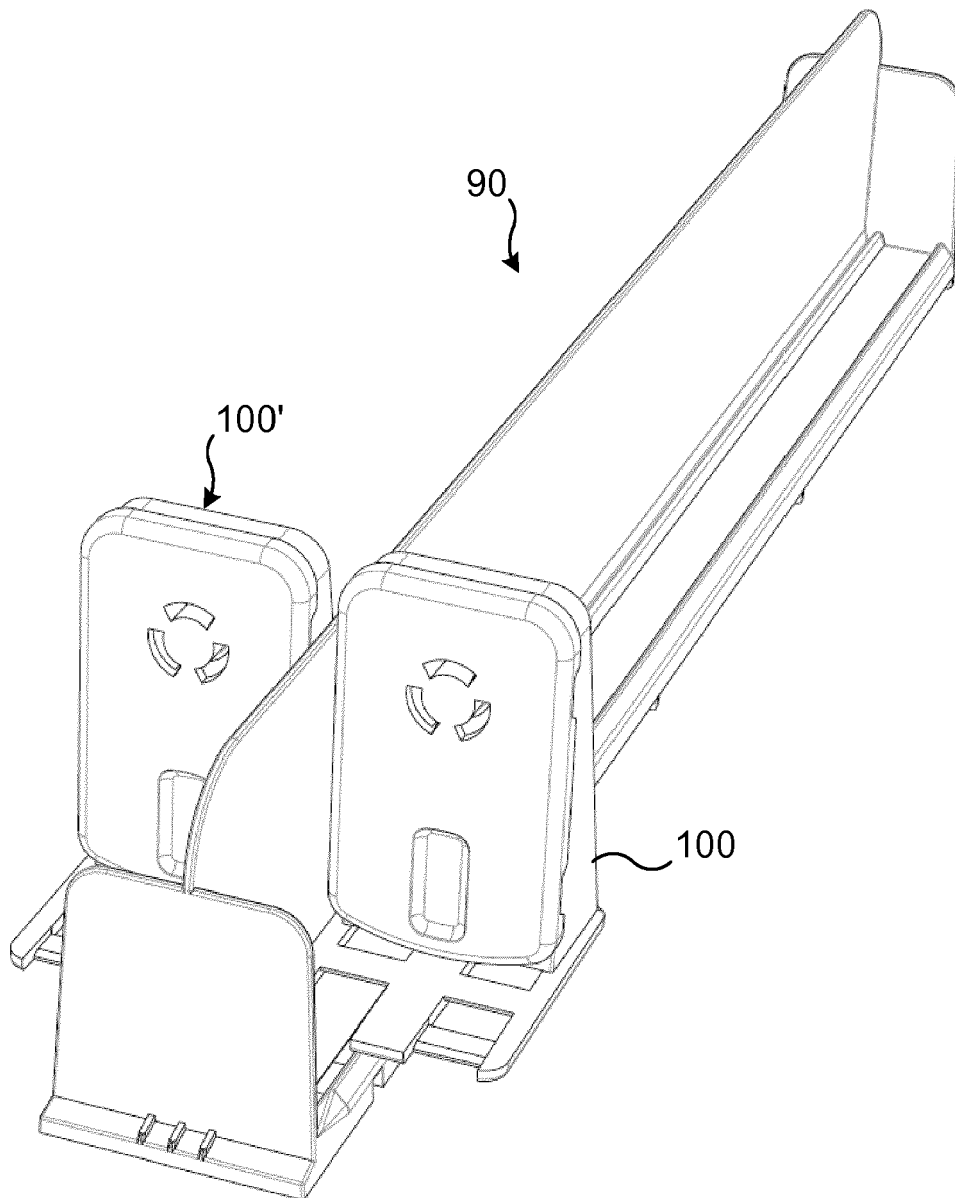


Fig. 4

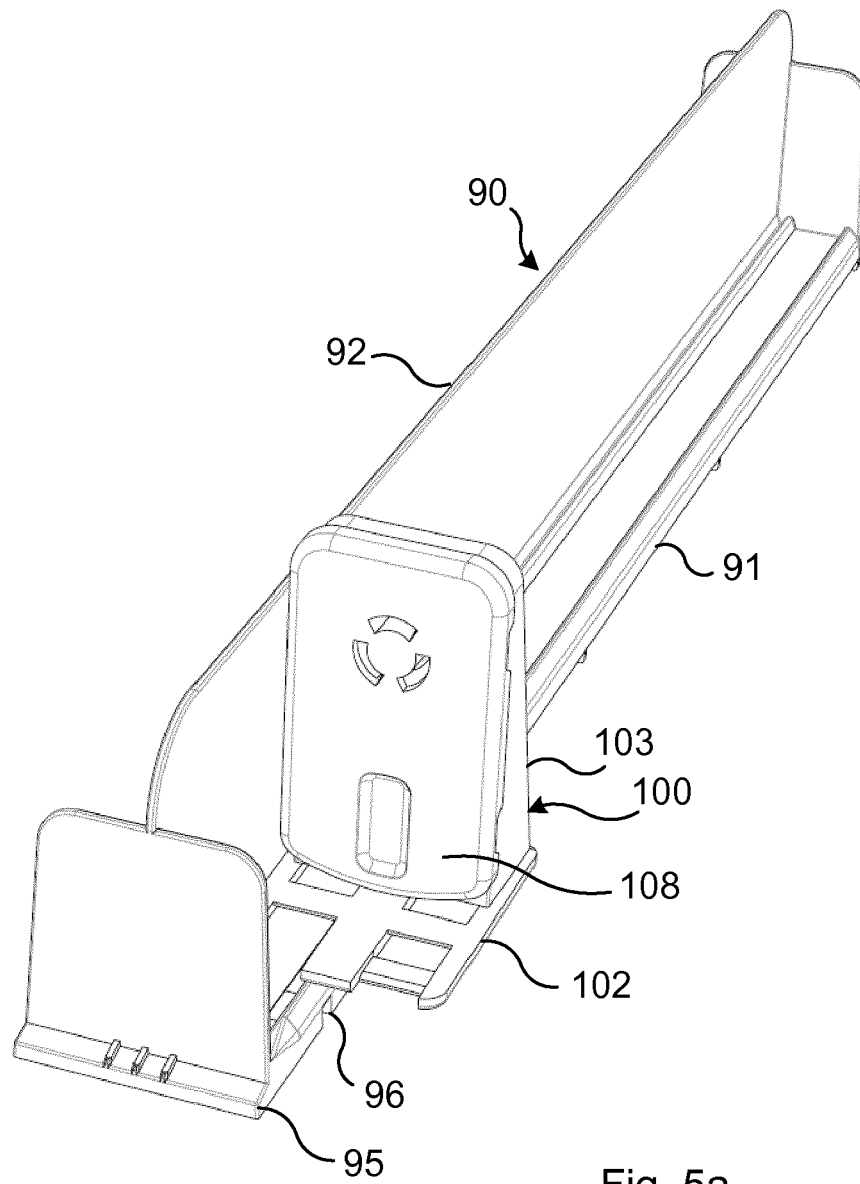
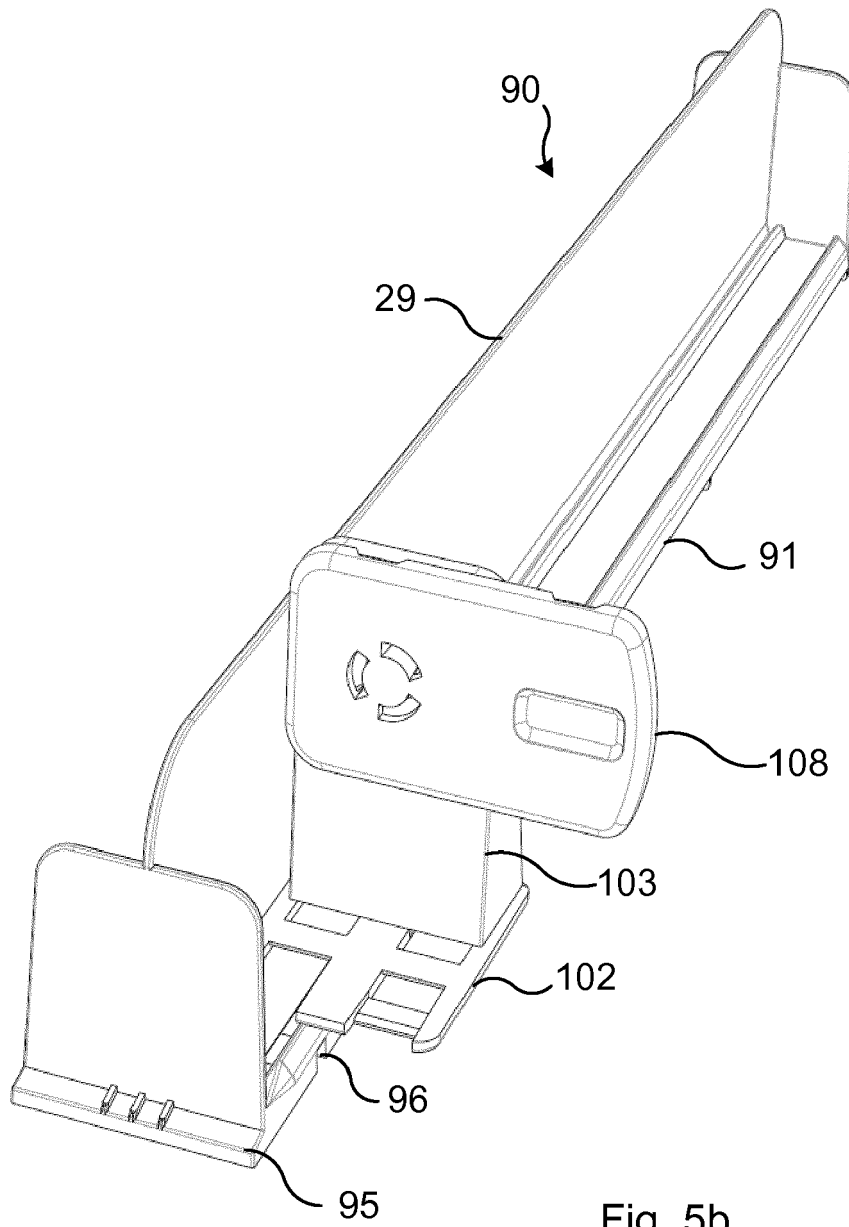


Fig. 5a



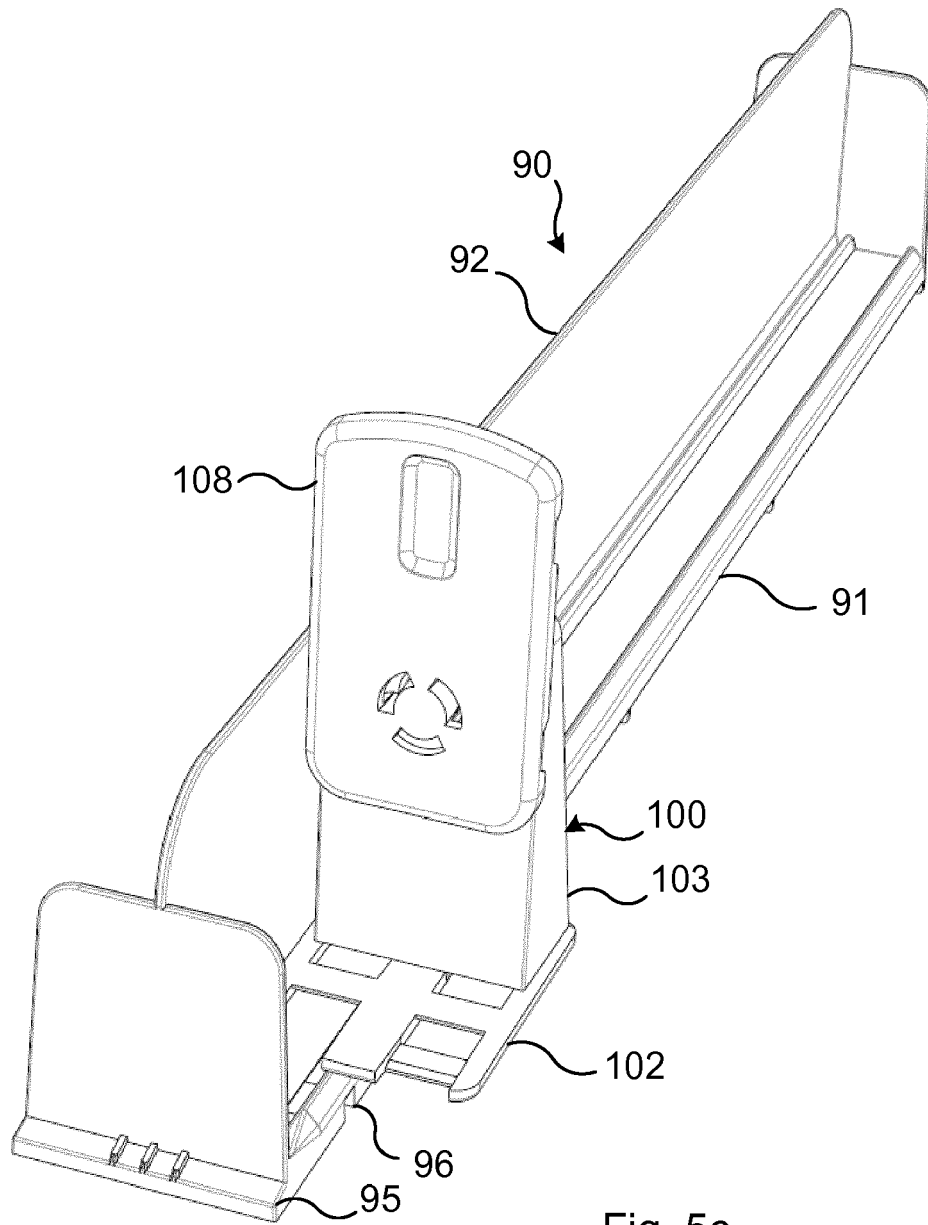


Fig. 5c

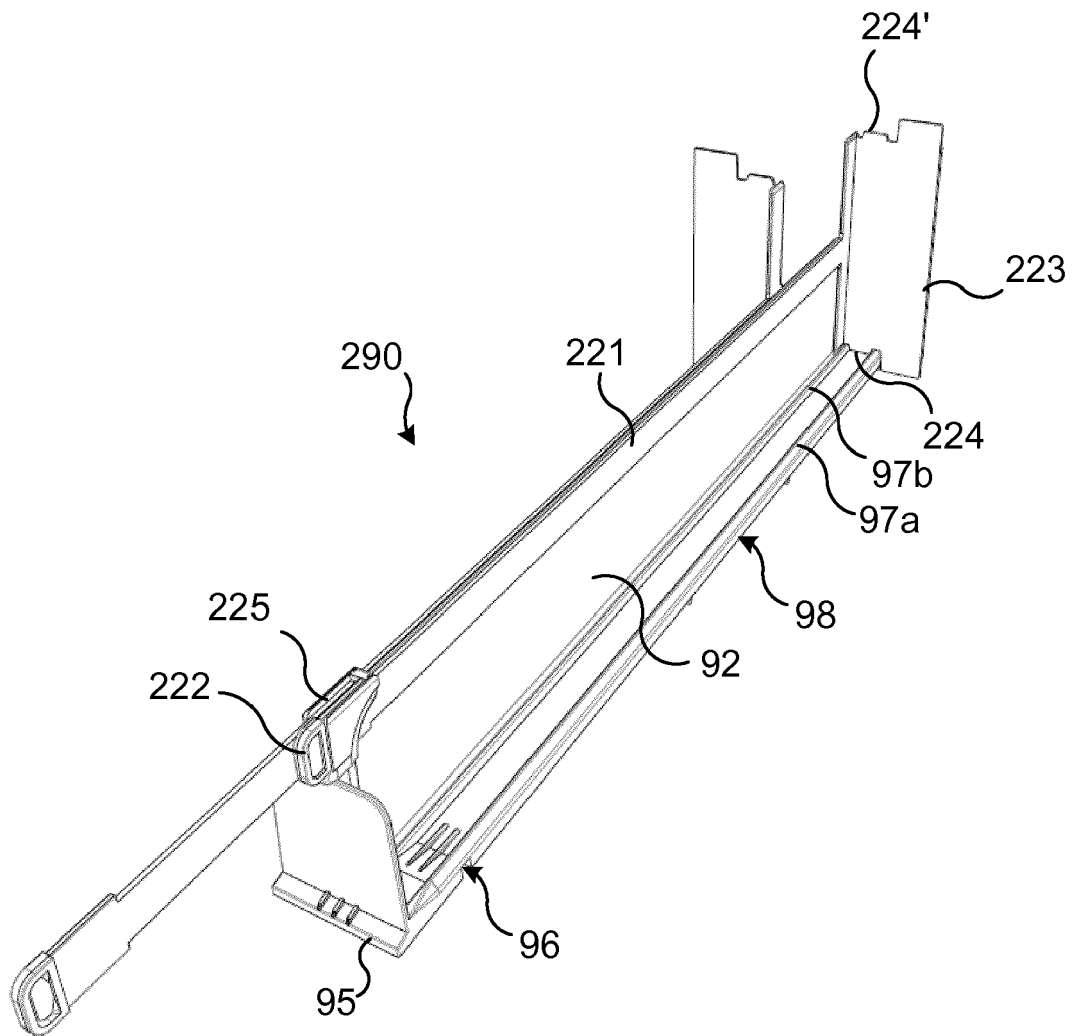


Fig. 6a

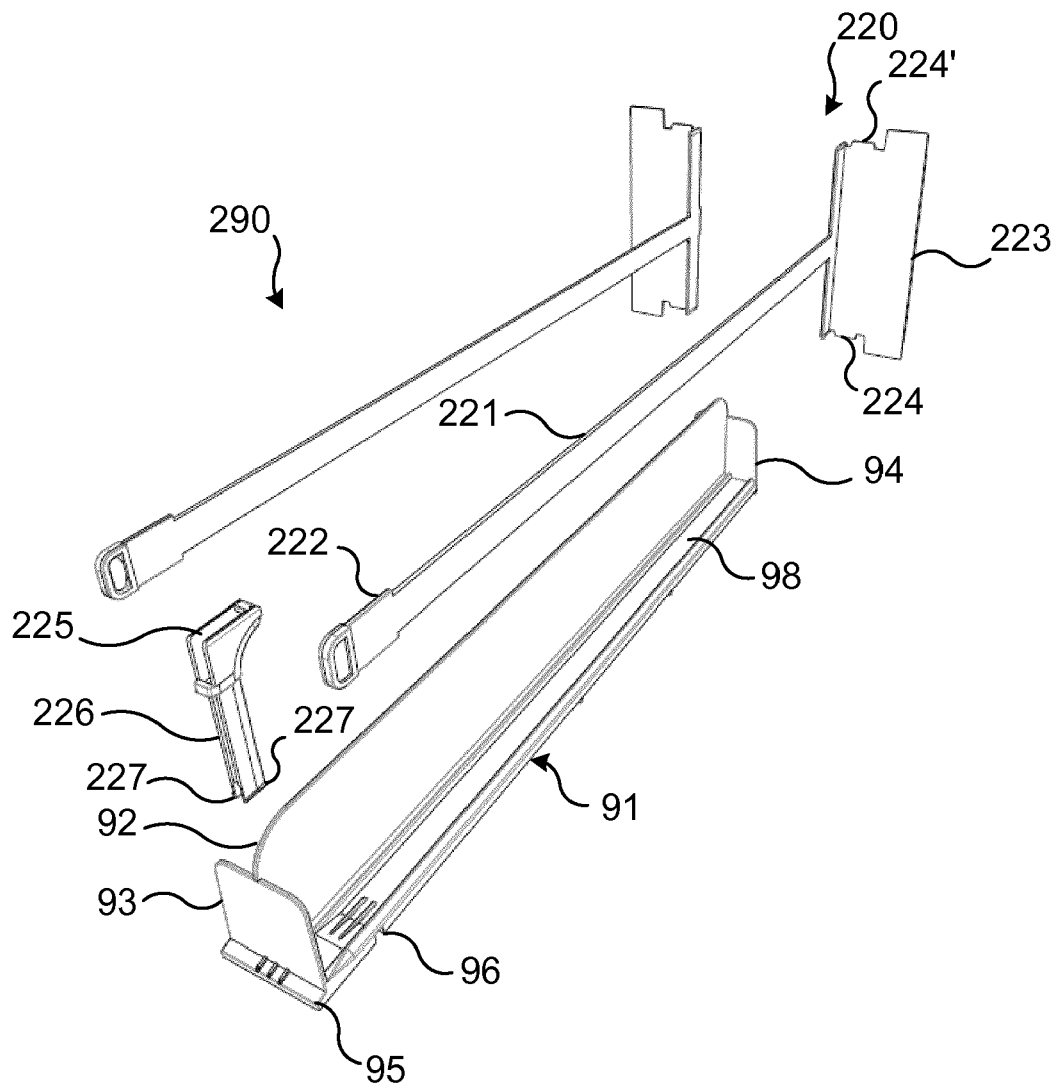


Fig. 6b



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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 28 September 2015	Examiner van Hoogstraten, S
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5 This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report.
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