United States Patent

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[54] **COSMETIC STORAGE AND DISPLAY UNIT**
1 Claim, 3 Drawing Figs.

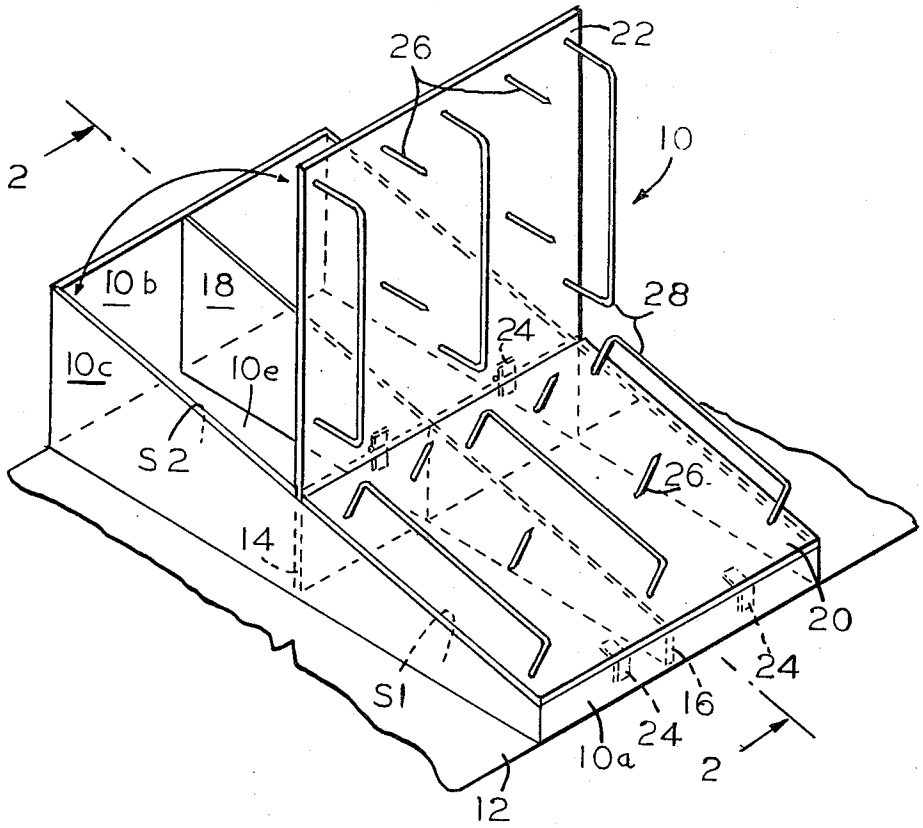
[52] **U.S. Cl.** **312/234,**
206/44.11, 206/44.14, 312/280
[51] **Int. Cl.** **A47b 81/00**
[50] **Field of Search** 312/234,
201, 231, 233, 280; 206/44.11, 45.13, 45.14,
45.18, 45.2, 45.23, 45.28; 217/8, 9, 10, 11
312/280

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ABSTRACT: A combination counter display and storage unit for cosmetic merchandise wherein the unit has internal storage compartments for additional merchandise and the displayed merchandise is engagingly supported on pivotally mounted compartment covers so that during opening movement thereof, to obtain access to the stored merchandise, there is no spillage of the displayed merchandise from the display surfaces of the covers.



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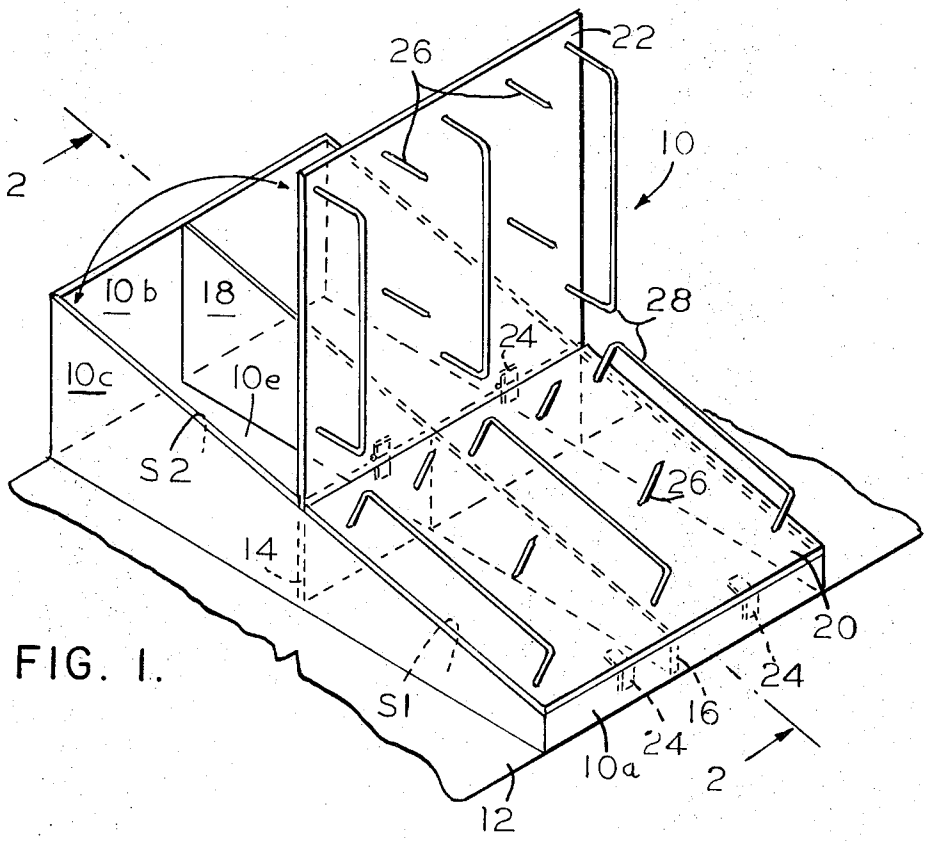


FIG. 1.

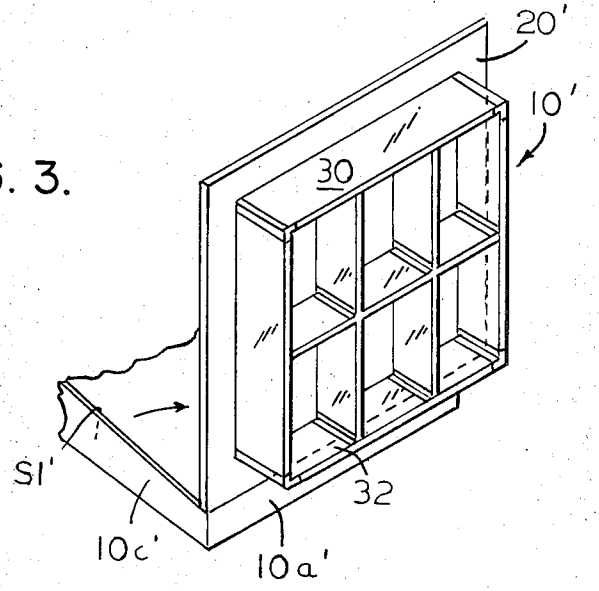


FIG. 3.

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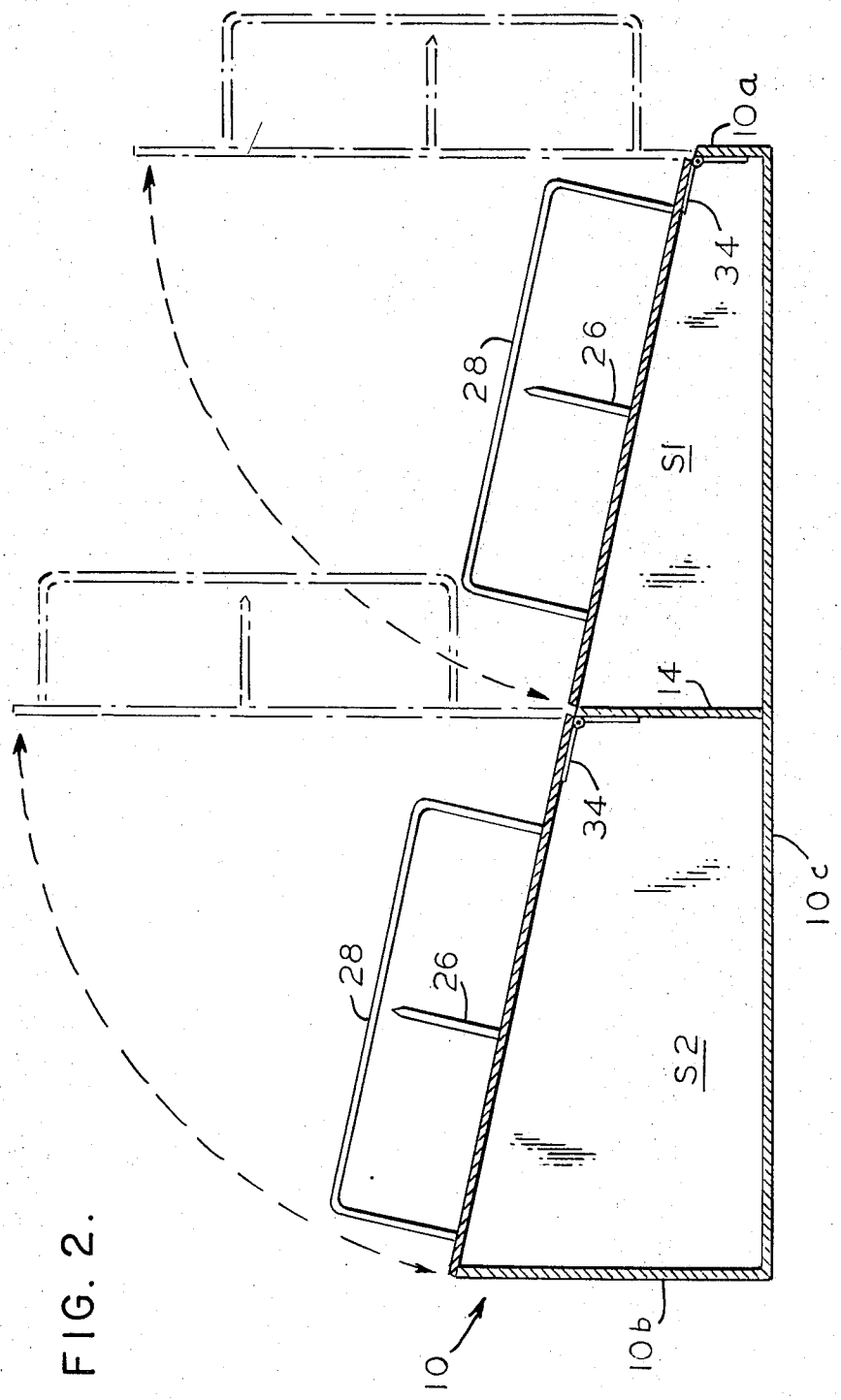


FIG. 2.

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COSMETIC STORAGE AND DISPLAY UNIT

The present invention relates to an improved counter display, particularly for cosmetic merchandise, and specifically to an improved combination display and storage unit on which cosmetic merchandise is attractively displayed and without disturbing this merchandise display, is readily serviced and supplemented by the store clerk with merchandise stored within the unit.

There is currently in use numerous wire racks, stands and similar units for attractively displaying cosmetic merchandise. These units supplement the usual sales counter arrangement in which the numerous classifications of cosmetic merchandise are displayed in compartments formed along the counter top. Less accessible areas, such as possibly shelving arranged below the counter top and within the hollow interior of the counter, is usually reserved for storing additional cosmetic merchandise to replenish that on display. The inaccessibility of these storage areas, however, do not promote and encourage the proper servicing of the displayed merchandise by the store personnel and invariably the point of sales display areas are left empty for a considerable time of merchandise which is plentiful in these storage areas.

Broadly, it is an object of the present invention to provide an improved cosmetic display and storage unit overcoming the foregoing and other shortcomings of the prior art. Specifically, it is an object to provide a display unit with movable display surfaces or panels and wherein the movement of the panels provides access to stored merchandise within the unit but without resulting in any spillage of merchandise from the panels.

A cosmetic storage and display unit demonstrating objects and advantages of the present invention includes a body having an internal storage compartment and which body, in practice, is positioned with its long dimension oriented transversely of a store counter. Pivotally mounted covers form the upper display surface of the unit and have opening movement which provides the store clerk with access to merchandise stored within the unit. During this pivotal traverse, the displayed merchandise is appropriately engaged to the display surfaces and thus there is no spillage therefrom. In one preferred embodiment, this is achieved by pegs projected through accommodating holes in the merchandise product cards and thus is similar to the means used to hand cosmetic merchandise on wire racks or stands.

The above brief description, as well as further objects, features and advantages of the present invention, will be more fully appreciated by reference to the following detailed description of presently preferred, but nonetheless illustrative embodiments in accordance with the present invention, when taken in conjunction with the accompanying drawings, wherein:

FIG. 1 is a perspective view of a first embodiment of a storage and display unit according to the present invention;

FIG. 2 is a side elevational view of the first embodiment, taken in section on line 2–2 of FIG. 1, illustrating further structural details and wherein positions of movement of cover or closure panels for the storage compartments are illustrated in full line and phantom line perspective; and

FIG. 3 is a partial perspective view of a second embodiment of a cosmetic storage and display unit according to the present invention.

Reference is now made to the drawings wherein there is shown a first embodiment of a case or a unit **10** intended specifically for cosmetics and adapted, in practice, to be located at the point of sales where it effectively serves as both a storage container for a reasonable supply of cosmetics and as a display rack for the cosmetics. Specifically, it is contemplated that advantageous use of the unit **10** will consist of placement thereof on a commercial store counter **12** with the unit front wall **10***a* adjacent the customer aisle space and the unit rear wall **10***b* adjacent the clerk's working area behind the counter **12**. Thus, cosmetic merchandise, which has been omitted from the drawings in order not to obscure the structural features of the unit **10**, is adapted to be conveniently displayed on the display surfaces of the unit **10** within reach or accessibility of the customer while merchandise storage compartments, situated within the interior of the unit **10**, are readily accessible to the store clerk, all as will now be described in detail.

Unit **10**, in the illustrated embodiment, includes the front wall **10***a* and rear wall **10***b*, as already noted, and also side walls **10***c*, **10***d* and bottom wall **10***e* which cooperate to define an internal storage compartment of a comparatively large extent, the depth of which is coextensive with the size of the side walls **10***c*, **10***d*. In accordance with the present invention, this large-sized compartment is further subdivided into smaller compartments **S1**, **S2** so that the closure members for the openings of these compartments are of a more easily manageable size. Thus, the unit **10** includes a transversely oriented divider wall **14** which delineates the internal storage compartment into a smaller front storage compartment **S1** and a rear storage compartment **S2**. Additionally, unit **10** may include longitudinally oriented divider walls **16**, **18** to permit the storage and segregation of a greater classification of cosmetic merchandise.

Completing the construction of the unit **10** are a pair of covers or closure panels **20** and **22**, respectively pivotally mounted to the front wall **10***a* and divider wall **14** by hinges, individually and collectively designated **24**, so as to partake of pivotal movement between closed and open positions with respect to the openings of the storage compartments **S1**, **S2**.

More particularly, and as best illustrated in FIG. **2** by the positions of movement of the panels **20**, **22** illustrated in full line and phantom line perspective, each panel in its closed position is oriented on a slight incline, or, in other words, subtends an acute angle with the bottom wall **10***e*. In this closed position, there are no problems encountered in engaging a typical blister packaged cosmetic, or more particularly the product card thereof having an appropriate opening through which is projected on one of the upstanding pegs **26** provided on the outwardly facing display surfaces of the panels **20**, **22**. By virtue of this engagement with the cosmetic merchandise, it should be readily appreciated that when the panels **20**, **22** are moved from their closed into their open positions with respect to the storage compartment openings, positions in which the panels **20**, **22** are substantially vertically oriented, the pegs **26** disposed through the cosmetic cards retain engagement to the merchandise and thereby prevent spillage thereof while the clerk is removing additional merchandise from the storage compartments **S1**, **S2** for placement on the panels **20**, **22**. It should be also noted that the panels **20**, **22** include inverted U-shaped wire dividers, individually and collectively designated **28**, which effectively serve as hand-grips for manipulating the panels **20**, **22** through opening and closing movements.

In the second embodiment of a combination storage and display unit for cosmetics according to the present invention, illustrated in FIGS. **3**, similar features are designated by the same but primed reference numerals. Unit **10′** differs from the previously described unit in the use of glass panels or walls **30** to delineate a number of compartments **32** for the cosmetic merchandise, the walls **30** serving as effectively as the pegs **26** to hold the merchandise against spillage during opening movement of the panel **20′**.

A latitude of modification, change and substitution is intended in the foregoing disclosure, and in some instances some features of the invention will be employed without a corresponding use of other features. Accordingly, it is appropriate that the appended claims be construed broadly and in a manner consistent with the spirit and scope of the invention herein.

I claim:

1. A cosmetic storage and display unit comprising a body including side, rear, front and bottom walls operatively arranged to define an open storage compartment of trapezoid shape having a depth of a comparatively large extent, at least one upstanding transversely oriented divider wall operatively

disposed in said storage compartment so as to delineate first and second storage compartments of depths of corresponding lesser extents, first and second closure panels each having an outwardly facing display surface, respectively pivotally mounted on said openings of said first and second storage compartments for movement between a closed position subtending an acute angle with the bottom wall of said unit and a generally vertically open position, at least one inverted U-shaped divider on each said closure panel effective to serve as

a hand-grip for manipulating said panel through pivotal movement, and upstanding pegs on said display surfaces of said closure panels effective to grippingly engage the cosmetics in all said positions of movement of said panels, whereby the opening of said panels provide access to said storage compartments for replenishing the displayed cosmetics without any spillage of said displayed cosmetics.