The present invention relates to a detachable display case which is realized to display articles easily. The object of the present invention provides a detachable display case that can maximize the efficiency of display space because the display case can be set up, moved and applied easily regardless of the size, shape and quantity of articles to be displayed. To achieve the object, the present invention provides a detachable display case provided with a display plate for displaying articles, which includes: at least one article separator detachably attached to a top of the display plate with a magnetic force for separating a part of articles displayed on the display plates from the remaining articles; and an article storing means detachably attached to an upper side of the display plate with a magnetic force for displaying articles, wherein the article storing means is positioned parallel to the article separator.
DISPLAY CASE CAPABLE OF ATTACHMENT

Description

Technical Field

The present invention relates to a display case embodied to display articles easily; and, more particularly, to a detachable display case that can maximize the efficiency of display space because the display case can be set up, moved and applied easily regardless of the size, shape and quantity of articles to be displayed.

Background Art

Generally, display cases display various articles to be shown outside. They are used at home for the purpose of home decoration by displays possessions and collections, or they are used in shops to store commercial articles and show the articles to consumers to promote purchase. In exhibitions and museums, the display cases contain and show exhibits to visitors.

Hereinafter, a conventional display case will be described with reference to the accompanying drawings.

Fig. 1 is a perspective view showing a general display case.

As shown in Fig. 1, the general display case includes a storing space 10 of a predetermined size inside, a case body 20 with one or more open side, mostly a front side, to show the storing space 10 to the outside, and one or more display plates 30 inside to display articles in multistory.

Also, it can include a plurality of partitions 31 extended in the back and forth to display articles in a plurality of rows in the display plates 30.

However, the general display cases are produced with the partitions 31 fixed on the upper surface of the display cases 30. Therefore, when articles having a width narrower
than the space between the partitions 31 are displayed in the general display cases, the articles are arranged unstably due to the gap between the articles and the partitions 31 and this requires frequent manual work to rearrange the displayed articles and leads to wasteful use of the space between the articles. Moreover, since the conventional display cases cannot display articles having a width wider than the space between the partitions 31, various display plates 30 are needed according to the size and shape of articles and it even frequently occurs that the display plates remain vacant. Therefore, the display space is not used efficiently.

In order to solve the problems, some display cases come out with segmental partitions 31 that can be assembled onto the display plates 30 and moved upon necessity. However, since the display cases with segmental partitions 31 should use coupling means for coupling the partitions 31 with the display plates 30 detachably, such as bolts and nuts, there is a problem that it is troublesome to assemble and disassemble the partitions 31 to be moved to another location. In addition, if the coupling means are embodied as protrusions and grooves to be engaged, the assembly and disassembly may become simple, but there is a problem that the partitions 31 can be fixed only at locations where there are protrusions and grooves and thus the partitions 31 cannot be fixed with a space that fits in with the article size. The restricted setup location problem of the partitions 31 occurs, too, when the coupling means is embodied as bolts and nuts.

Fig. 2 is a perspective view illustrating a conventional shop display case.

As shown in Fig. 2, the conventional shop display case includes a plurality of display plates 40 for displaying articles, i.e., commercial articles; a blocking member 50 formed on a display plate 40 to block the
articles on the display plates 40 from getting out of the
display plates 40; and information tags 41 on one side of
the display plate 40 for making the consumers recognize the
articles and providing information on the displayed
articles, such as article names and prices. Herein,
although not shown in the drawing, article partitions can
be set up on the display plate 40 to display one or more
articles in a plurality of rows.

The problems of the general display cases appear
conventional shop display cases. In other words, in
conventional shops, commercial articles are simply piled up
on the display plates 40. Thus, the display arrangement of
the articles is disarranged when a consumer purchases an
article and the articles should be rearranged, which
requires additional cost for rearranging and displaying the
articles. Also, although article partitions (not shown)
can be set up in the display plates 40 of the conventional
shop display cases, the assembly and disassembly of the
display plates 40 are complicated and difficult and thus
the article partitions are not used. In addition, since
the displayed articles are disarranged, consumers can
hardly recognize the articles and this degrades the
efficiency of the display cases. Therefore, the display
cases need to be improved.

Disclosure

Technical Problem

It is, therefore, an object of the present invention
to provide a detachable display case that can maximize the
efficiency of display space by setting up, moving and
applying the display case easily regardless of the size,
shape and quantity of articles to be displayed and keep the
displayed articles in order all the time by using
detachable magnetic partitions.
Technical Solution

In accordance with one aspect of the present invention, there is provided a detachable display case provided with a display plate for displaying articles, which includes: at least one article separator detachably attached to a top of the display plate with a magnetic force for separating a part of articles displayed on the display plates from the remaining articles; and an article storing means detachably attached to an upper side of the display plate with a magnetic force for displaying the articles, wherein the article storing means is positioned parallel to the article separator.

Herein, the article storing means includes: a storage table attached to the upper side of the display plate with a magnetic force for storing the articles to be displayed; a blocking member provided with an information tag to display information and connected to a front end of the storage table to block the articles stored in the storage table from getting off the storage table; and a pushing means provided to the storage table movably for pushing forth the articles stored in the storage table with an elastic force.

The storage table includes: a storage table bottom formed in a shape of a rectangular plate; a storage table attachment plate attached to the lower side of the storage table bottom and formed of a magnetic material; a storage table position determiner formed to be protruded downward from one end of the storage table bottom and in contact with one end of the display plate; a pair of storing units connected with both ends of the storage table bottom over the storage table bottom and include a plate-shaped horizontal member and a plate-shaped vertical member which form a "T" shape together; a pushing guide formed in the
inside of the storing units to provide a space in which the lower part of the pushing means moves; and a stopper connected to the front side of the pushing guide to thereby prevent the pushing means from seceding from the front side.

The storage table is formed to be protruded from the upper side of the horizontal member of a storing unit and further includes one or more storage table protrusions provided with a protruded surface formed in a predetermined width to thereby reduce a frictional force with the articles, when the articles are moved, and make the articles move smoothly.

Also, the protruded surface of the storage table further includes a storage table anti-frictional tape of a predetermined length longitudinally.

Herein, the vertical member of the storing unit is formed to be slanted so that the height of the vertical member increases, as the vertical member goes from the front part of the storage table bottom to the rear part, to thereby move the stored articles efficiently.

The pushing means includes: an article pressing member which is formed in a plate shape of a predetermined size and moves in the storing unit; a supporting member of a plate shape which is connected to a rear side of the article pressing member orthogonally to support the article pressing member; a moving member which moves in a moving space formed by the pushing guide and is connected to the lower part of the supporting member; and an elastic member of which one end is connected to the stopper and the other end is provided to a space of the supporting member to thereby push forth the pushing means.

The article pressing member includes a logo tag attached to one side of the article pressing member to prevent the articles from disarrangement and present an advertisement, and includes one or more pairs of wheels in both sides of the moving member so that the pushing means
move smoothly.

Herein, the logo tag attached to the article pressing member is formed of a resin material or a rubber material for preventing the articles from disarrangement when the pushing means pushes the articles.

Also, the elastic member is formed of a mechanical spring or a wound wire spring.

The blocking member is formed in a plate shape of a predetermined size with a housing space for housing the information tag to display information of the articles from the upper part of the housing space and connected to a front end of the storage table.

The blocking member further includes a blocking member grip which is formed in one side of the blocking member to attach and detach the article storing means to and from the upper side of the display plate easily; and a blocking member ad connector provided to one side of the blocking member grip to present a pop-up advertisement of the articles.

Herein, the blocking member grip is formed of any one among a plate, a stick and an opening.

The article separator includes: an article separator bottom having a rectangular plate shape; an article separator attachment plate which is attached to a lower side of the article separator bottom and formed of a magnetic material of a predetermined size; an article separator position determiner of a predetermined size which is formed to be protruded downward from one end of the article separator bottom and contacts one end of the display plate; and an article partition having a plate shape which is connected to the upper side of the article separator bottom.

The article separator includes: one or more article separator protrusions which are formed to be protruded from both confronting ends of the article separator and include
a protruded surface formed in a predetermined width to reduce a frictional force when the articles stored in the article storing means moves; an article separator grip which is formed in one side of the front part of the article partition for attaching and detaching the article separator easily; and an article separator ad connector which is provided to one side of the front part of the article partition to present a pop-up advertisement of the articles.

Herein, the article separator grip is formed of any one among a plate, a stick and an opening.

Also, the protruded surface of the article separator protrusions further includes an article separator anti-frictional tape of a predetermined length longitudinally.

Herein, the storage table, the blocking member, the pushing unit, and the article separator can be formed of a resin material; and the blocking member ad connector and the article separator ad connector can be formed of one or more bosses, openings or grooves.

**Description of Drawings**

The above and other objects and features of the present invention will become apparent from the following description of the preferred embodiments given in conjunction with the accompanying drawings, in which:

Fig. 1 is a perspective view showing a general display case;

Fig. 2 is a perspective view illustrating a conventional shop display case;

Fig. 3 is a perspective view describing a detachable display case in accordance with an embodiment of the present invention;

Fig. 4 is a perspective view showing an article storing unit in the detachable display case of Fig. 3;
Fig. 5 is a perspective view illustrating a blocking member in the detachable display case of Fig. 3; Fig. 6 is a perspective view depicting a storage table and a pushing unit in the detachable display case of Fig. 3; Fig. 7 is a side view illustrating the storage table and the pushing unit of Fig. 6; Fig. 8 is a bottom view describing the storage table and the pushing unit of Fig. 7; Fig. 9 is a perspective view depicting an article separator in the detachable display case of Fig. 3; Fig. 10 is a side view depicting the article separator of Fig. 9; and Fig. 11 is a cross-sectional view showing the article separator of Fig. 10 cut along a line A-A.

Best Mode for the Invention

Other objects and aspects of the invention will become apparent from the following description of the embodiments with reference to the accompanying drawings, which is set forth hereinafter.

Fig. 3 is a perspective view describing a detachable display case in accordance with an embodiment of the present invention. The present invention, which keeps articles in neat order and maintains display space efficiently by using a detachable display case having a magnetic material, includes an article separator 200 and an article storing unit 300 to display articles (not shown) on the display case having display plates 100 which is formed of metal. The article separator 200 is attached detachably on the upper side of a display plate 100 with a magnetic force and separates a kind of articles displayed on the display plate 100 from another. The article storing unit 300 is provided detachably to the upper side of the display
plate 100 with a magnetic force, and it is located between the article separators 200 or between the article separator 200 and a sidewall (not shown) of the display plate to display the articles.

Herein, the article separator 200 and the article storing unit 300 can be directly applied to existing display cases of shops. That is, the problems that appear in the conventional display cases can be improved by directly attaching the article separator 200 and the article storing unit 300, which are suggested in the present invention, to metallic display plates 100 of the display cases. This will be described more in detail hereinafter.

Fig. 4 is a perspective view showing an article storing unit in the detachable display case of Fig. 3, and Fig. 5 is a perspective view illustrating a blocking member in the detachable display case of Fig. 3.

As illustrated in Figs. 3 to 5, the article storing unit 300 is attached to the upper side of the display plate 100 detachably with a magnetic force and it includes a storage table 400 for storing articles, i.e., commercial articles to be displayed, a blocking member 500 having an information tag 512 to show information on the articles, e.g., article names and prices and connected in the front end of the storage table 400 to block the stored articles from getting out of the storage table 400, and a pushing unit 600 formed on the storage table 400 for pushing forward the articles stored in the storage table 400 with an elastic force, that is, pushing the articles toward the customers in shops.

Herein, generally, the storage table 400, the blocking member 500 and the pushing unit 600 are grouped as one set. It is preferable to fabricate them in an integrated form, and it is possible to fabricate storage table 400, the blocking member 500 in one structure.
In the present embodiment, the storage table 400 is attached to the upper surface of the display plate 100 and articles are put thereon actually. The articles arranged on the storage table 400 are moved by the pushing unit 600 so that customers can purchase the articles easily.

The blocking member 500 includes a housing space 511 for housing the information tag 512 inserted from the upper part to thereby display information on the articles and a blocking plate 510 which is formed in a predetermined size of plate and connected to the front end of the storage table 400.

Also, the blocking member 500 further includes a blocking member grip 520 formed in one side of the blocking plate 510 to attach and detach the article storing unit 300 to and from the upper side of the display plate 100 easily and a blocking member ad connector 530 which is provided to one side of the blocking member grip 520 to present a pop-up advertisement of the articles.

Herein, the blocking member grip 520 can be embodied as any one among a plate, a stick and an opening. However, it is not limited to them and it can be embodied as another arbitrary form as long as the article storing unit 300 can be attached and detached easily and include the blocking member ad connector 530.

In the present embodiment, the blocking member 500 not only prevents the articles arranged in the storage table 400 but also improves the display effect of a shop by raising the level of recognition of the customers with the information tag 512 in the housing space 511 of the blocking plate 510. In addition, since the above-described article storing unit 300 is provided in an integrated form and the article storing unit 300 can be easily attached to and detached from with the use of the blocking member grip 520, managers of shops can easily move the articles to another display cases in the shops. In other words, the
managers can hold the blocking member grip 520 with hands without using any other physical instrument and detach and attach the article storing unit 300 easily.

Herein, the blocking plate 510 is formed in any size as long as it does not spill the articles arranged in the storage table 400.

Meanwhile, the advertisement effect of the article can be maximized by forming the blocking member ad connector 530 in the blocking member grip 520 and fixing a pop-up advertisement on the blocking member ad connector 530. In the present embodiment, the blocking member ad connector 530 is suggested in a form of a boss-type screw but the present invention is not limited to it. The blocking member ad connector 530 can be embodied in any forms (for example, in a form of one or more advertisement connection openings or grooves to be engaged with one end of the pop-up advertisement) as long as it does not injure appearances and it is connected with the pop-up advertisement 531.

Also, the information tag 512 and the pop-up advertisement 531 presented in the present embodiment and drawings are mere examples and the present invention is not limited to them.

Fig. 6 is a perspective view depicting a storage table 400 and a pushing unit in the detachable display case of Fig. 3, and Fig. 7 is a side view illustrating the storage table 400 and the pushing unit of Fig. 6. Fig. 8 is a bottom view describing the storage table 400 and the pushing unit of Fig. 7.

As illustrated in Figs. 6 to 8, the storage table 400 includes a storage table bottom 410, a storage table attachment plate 420, a storage table position determiner 430, a pair of storing plates 440, a pushing guide 460, and a stopper 470. The storage table bottom 410 is attached to the upper side of the display plate 100 and has a predetermined size of rectangular plate. The storage table
attachment plate 420 is attached to the bottom of the storage table bottom 410 and formed of a predetermined size of a magnetic material. The storage table position determiner 430 is formed in a predetermined size to be protruded to the lower part of an end of the storage table bottom 410. The storing plates 440 over the storage table bottom 410 are connected to both ends of the storage table bottom 410 and have a horizontal member and a vertical member, which form a "T" shape together, and forms a plate form of a size corresponding to the storage table bottom 410. The pushing guide 460 is set up in the inside of the storing plates 440 (that is, in a predetermined space between the storage table bottom 410 and the storing plates 440) in a longitudinal direction. The stopper 470 is connected with the front part of the pushing guide 460.

Also, the storage table 400 further includes one or more storage table protrusions 450 which are formed to be protruded out of the upper side of the horizontal member of the storing plates 440.

Herein, the storage table 400 can be applied directly to display plates set up in the shop, i.e., existing display plates 100, by adjusting the size of the storage table 400 to be suitable for the length, direction and size of the display plates.

In the present embodiment, the storage table attachment plate 420 is attached to the upper side of the metallic display plates 100 detachably by being formed of a magnetic material and positioned stably without being moved due to the magnetic force.

Also, the storage table position determiner 430 is positioned easily in the display plates, when the storage table bottom 410 is attached to the upper side of the display plate. In other words, when the storage table 400 is attached to an arbitrary location on the upper side of the display plate 100 and then pushed, the surface of the
storage table position determiner 430 contacts the side of the display plate 100 to thereby determine a location.

The storing plates 440 are formed with a predetermined tilt. That is, the height of storing plates 440 is raised as it goes from the front part of the storage table bottom 410 to the rear part. Thus, when a customer purchases an article stored in the storage table 400, the remaining articles are moved forth efficiently by the pushing unit 600.

Also, one or more storage table protrusions 450 formed in the upper part of the horizontal member of the storing plates 440 to be protruded forward to reduce a frictional area in contact with the articles so that the remaining articles move forth efficiently by the pushing unit 600 when the customer purchases an article stored in the storage table 400. Further, a storage table anti-frictional tape 451 of a predetermined length is attached longitudinally to the upper side of the storage table protrusions 450 to thereby reduce the friction between the articles and the storage table protrusions 450 for smooth motion.

Herein, the pushing guide 460 is formed to provide a space for the pushing unit 600 to move and push forth the articles with an elastic force. Also, when the pushing unit 600 moves in the pushing guide 460 and there is no article stored, the pushing unit 600 stops by a stopper 470 connected to the front end of the pushing guide 460.

The pushing unit 600 includes an article pressing member 610, a supporting member 620, a moving member 630 and an elastic member 640. The article pressing member 610 is formed in a plate shape of a predetermined size to push forth the articles stored in the storage table 400 with the elastic force and moves on the storage table protrusions 450. The supporting member 620 is formed to be protruded in a predetermined length from and combined with the rear
side of the article pressing member 610 to thereby support the article pressing member 610. The moving member 630 is combined with the lower part of the supporting member 620 and moves. The elastic member 640 of which one end is combined with the stopper 470 and the other end is provided to the space of the supporting member 620 so that the pushing unit 600 pushes forth the articles stored in the storage table 400 with the elastic force.

In the present invention, a logo tag 611 is attached to one side of the article pressing member 610 to prevent the articles from being scattered and present an advertisement. In other words, the logo tag 611 is formed of a resin, e.g., epoxy resin, or rubber. Thus, the pushing unit 600 can move forth the articles without being scattered by the characteristics of the resin or rubber, i.e., adhesiveness or frictional force. Also, the logo tag 611 contributes to improve the degree of recognition of the shop or articles.

Herein, more than a pair of wheels 631 are provided to both sides of the moving member 630 so that the pushing unit 600 could move along the space between the pushing guide 460 and the upper plate of the storing plates 440 smoothly. Although the present embodiment suggests a wheel 631 as a moving means, the present invention is not limited to it but the moving means can be realized in any other form as long it can move the pushing unit 600.

The elastic member 640 can be realized as a mechanical spring or wound wire spring in the present embodiment, but the present invention is not limited to it and it can be realized in any other forms as long as it has an elastic force.

Fig. 9 is a perspective view depicting an article separator in the detachable display case of Fig. 3, and Fig. 10 is a side view depicting the article separator of Fig. 9. Fig. 11 is a cross-sectional view showing the article
separator of Fig. 10 cut along a line A-A.

As shown in Figs. 9 and 11, the article separator 200 includes an article separator bottom 210, an article separator attachment plate 220, an article separator position determiner 230, and an article partition 240. The article separator bottom 210 is attached to the upper side of the display plate 100 and has a rectangular plate shape of a predetermined size. The article separator attachment plate 220 is formed of a magnetic material of a predetermined size and attached to the lower side of the article separator bottom 210. The article separator position determiner 230 has a predetermined size and it is formed to be protruded toward the lower part of an end of the article separator bottom 210. The article partition 240 is connected to the upper part of the article separator bottom 210.

Also, the article separator 200 further includes one or more pairs of article separator protrusions 250 which are formed to be protruded from both confronting ends of the article partition 240.

Herein, the article separator 200, as described above, is formed to fit to the display plate 100 in the length, direction and size. Thus, it can be directly applied to the display plate of the shop, i.e., the existing display plate 100.

In the present embodiment, the article separator attachment plate 220 is formed of a magnetic material just as the storage table attachment plate 420 so that it can be attached detachably to the upper side of the metallic display plate 100 and it is prevented from disarrangement by the magnetic force to be positioned stably.

Also, since the article separator position determiner 230 plays the same role as the pre-described storage table position determiner 430, description on the article separator position determiner 230 will be omitted herein.
Since the article separator 200 separates the articles displayed on the display plate 100 from other articles, it is formed in a size sufficient to separate the articles with the article partition 240 and it is fabricated in a streamlined shape in consideration of the appearance.

In the present embodiment, one or more pairs of article separator protrusions 250 are formed to be protruded from both confronting sides of the article partition 240 to thereby reduce a frictional area that contacts with the article and move the articles stored in the article storing unit 300 smoothly. Furthermore, a predetermined length of an article separator anti-frictional tape 251 is attached to the protruded side of the article separator protrusions 250 to make the articles stored in the article storing unit 300 move smoothly.

In addition, an article separator grip 241 is formed in a front end of the article partition 240 to help the attachment and detachment of the article separator 200.

Herein, the article separator grip 241 is formed of any one among a plate, a stick, and an opening but the present invention is not limited to the types and it can be formed in any other type as long as it can attach and detach the article separator 200. In the meantime, when the article separator grip 241 is formed of an opening type, the article separator 200 is attached and detached easily by inserting a finger into the opening as a holder.

Also, an article separator ad connector 242 is formed in a front end of the article partition 240. It can maximize the advertisement effect of the articles by housing a pop-up advertisement 243 therein. The present invention realizes the article separator ad connector 242 in a form of a boss-type screw, but the present invention is not limited to it and it can be realized in any other type, for example, one or more ad connecting openings or grooves to which an end of a pop-up advertisement can be
inserted, as long as it can be connected with the pop-up advertisement 243 with good appearance.

The information tag 512 and pop-up advertisements 243 and 531 presented in the present embodiment or drawing are no more than examples and the scope of present invention is not limited by them.

In the present embodiment, it is preferable that the storage table 400, the blocking member 500, the pushing unit 600, and the article separator 200 are formed of a resin material, such as acrylic resin, Acrylonitrile Butadiene Styrene (ABS) and Polycarbonate (PC), in consideration of good appearance, but the present invention is not limited to them and they can be formed of another material as long as the material can provide a desired strength and appearance.

Meanwhile, the storage table 400, the blocking member 500, the pushing unit 600 and the article separators 200 can be formed of different materials, respectively, in consideration of the strength and appearance. For example, part of them can be transparent or opaque materials or part of them can be an acrylic resin or ABS.

The magnetic material used in the present invention does not mean only a magnet of a natural state but it includes all conventional magnetic materials processed to have a flexible characteristic or other general physical characteristics.

Hereinafter, a structure of the detachable display case and an attachment and detachment method thereof, which are suggested in the present invention, will be described with reference to the accompanying drawings.

When the article storing unit 300 is put on a predetermined location on the upper side of the display plate 100 by using the blocking member grip 520 of the blocking member 500, it is attached due to the storage table attachment plate 420 of the magnetic material.
Subsequently, when the article storing unit 300 is pushed to the display case at a desired location, it goes into a surface contact by the storage table position determiner 430 and the location of the article storing unit 300 is determined on the display plate. Also, the article separator 200, too, is attached on the upper side of the display plate 100 in the same method. Articles are stored and display in the storage table 400 of the article storing unit 300. If the consumer purchases an article, the other articles are moved toward the consumer by the pushing unit 600 and then rearranged. Herein, the logo tag 611 of resin or rubber is attached to the article pressing member 610 to prevent the articles from disarrangement and present an advertisement effect and smooth motion of articles. The storage table anti-frictional tape 451 is attached to a side of the storage table protrusions 450. Also, the article separator anti-frictional tape 251 is attached to a side of the article separator protrusions 250 of the article separator to make the articles move smoothly. Since the detachable display case of the present invention can be assembled and disassembled easily, it can improve the spatial efficiency of the display case in the shop to thereby improve the problems of the conventional display cases.

While the present invention has been described with respect to certain preferred embodiments, it will be apparent to those skilled in the art that various changes and modifications may be made without departing from the scope of the invention as defined in the following claims.
What is claimed is:

1. A detachable display case provided with a display plate for displaying articles, comprising:
   at least one article separator detachably attached to a top of the display plate with a magnetic force for separating a part of articles displayed on the display plates from the remaining articles; and
   an article storing means detachably attached to an upper side of the display plate with a magnetic force for displaying the articles, wherein the article storing means is positioned parallel to the article separator.

2. The detachable display case as recited in claim 1, wherein the article storing means includes:
   a storage table attached to the upper side of the display plate with a magnetic force for storing the articles to be displayed;
   a blocking member provided with an information tag to display information and connected to a front end of the storage table to block the articles stored in the storage table from getting off the storage table; and
   a pushing means provided to the storage table movably for pushing forth the articles stored in the storage table with an elastic force.

3. The detachable display case as recited in claim 2, wherein the storage table includes:
   a storage table bottom formed in a shape of a rectangular plate;
   a storage table attachment plate attached to the lower side of the storage table bottom and formed of a magnetic material;
   a storage table position determiner formed to be protruded downward from one end of the storage table bottom
and in contact with one end of the display plate;

a pair of storing units connected with both ends of
the storage table bottom over the storage table bottom and
include a plate-shaped horizontal member and a plate-shaped
vertical member which form a "T" shape together;

a pushing guide formed in the inside of the storing
units to provide a space in which the lower part of the
pushing means moves; and

a stopper connected to the front side of the pushing
guide to thereby prevent the pushing means from seceding
from the front side.

4. The detachable display case as recited in claim
3, wherein the storage table is formed to be protruded from
the upper side of the horizontal member of a storing unit
and further includes one or more storage table protrusions
provided with a protruded surface formed in a predetermined
width to thereby reduce a frictional force with the
articles, when the articles are moved, and make the
articles move smoothly; and the vertical member of the
storing unit is formed to be slanted so that the height of
the vertical member increases, as the vertical member goes
from the front part of the storage table bottom to the rear
part, to thereby move the stored articles efficiently.

5. The detachable display case as recited in claim
3, wherein the pushing means includes:

an article pressing member formed in a plate shape of
a predetermined size and moved on the storing unit;

a supporting member of a plate shape orthogonally
connected to a rear side of the article pressing member to
support the article pressing member;

a moving member moved in a moving space formed by the
pushing guide and connected to the lower part of the
supporting member; and
an elastic member of which one end is connected to the stopper and the other end is provided to a space of the supporting member to thereby push forth the pushing means.

6. The detachable display case as recited in claim 5, wherein the article pressing member includes a logo tag attached to one side of the article pressing member to prevent the articles from disarrangement and present an advertisement, and includes one or more pairs of wheels in both sides of the moving member so that the pushing means move smoothly.

7. The detachable display case as recited in claim 6, wherein the logo tag attached to the article pressing member is formed of a resin material or a rubber material for preventing the articles from disarrangement when the pushing means pushes the articles.

8. The detachable display case as recited in claim 5, wherein the elastic member is formed of a mechanical spring or a wound wire spring.

9. The detachable display case as recited in claim 5, wherein the storage table, the blocking member, the pushing means and the article separator are formed of a resin material.

10. The detachable display case as recited in claim 2, wherein the blocking member is formed in a plate shape of a predetermined size with a housing space for housing the information tag to display information of the articles from the upper part of the housing space and connected to a front end of the storage table.

11. The detachable display case as recited in claim
10, wherein the blocking member further includes a blocking member grip formed in one side of the blocking member to attach and detach the article storing means to and from the upper side of the display plate easily; and

a blocking member ad connector provided to one side of the blocking member grip to present a pop-up advertisement of the articles.

12. The detachable display case as recited in claim 1, wherein the article separator includes:

an article separator bottom with a rectangular plate shape;

an article separator attachment plate attached to a lower side of the article separator bottom and formed of a magnetic material of a predetermined size;

an article separator position determiner of a predetermined size formed to be protruded downward from one end of the article separator bottom and contacts one end of the display plate; and

an article partition with a plate shape connected to the upper side of the article separator bottom.

13. The detachable display case as recited in claim 12, wherein the article separator includes:

one or more article separator protrusions which are formed to be protruded from both confronting ends of the article separator and include a protruded surface formed in a predetermined width to reduce a frictional force when the articles stored in the article storing means moves;

an article separator grip which is formed in one side of the front part of the article partition for attaching and detaching the article separator easily; and

an article separator ad connector which is provided to one side of the front part of the article partition to present a pop-up advertisement of the articles.
14. The detachable display case as recited in claim 11 or 13, wherein the ad connector is formed of one or more bosses, openings or grooves.

15. The detachable display case as recited in claim 11 or 13, wherein the grip is formed of any one among a plate, a stick and an opening.

16. The detachable display case as recited in claim 4 or 13, wherein the protruded surfaces of the protrusions are provided with anti-frictional tape.