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(54) DISPLAY SHOWCASE WITH FRAMES FOR COVERING SLOTTED STANDARD ENDS AND HAVING INTERCHANGEABLE FEATURES

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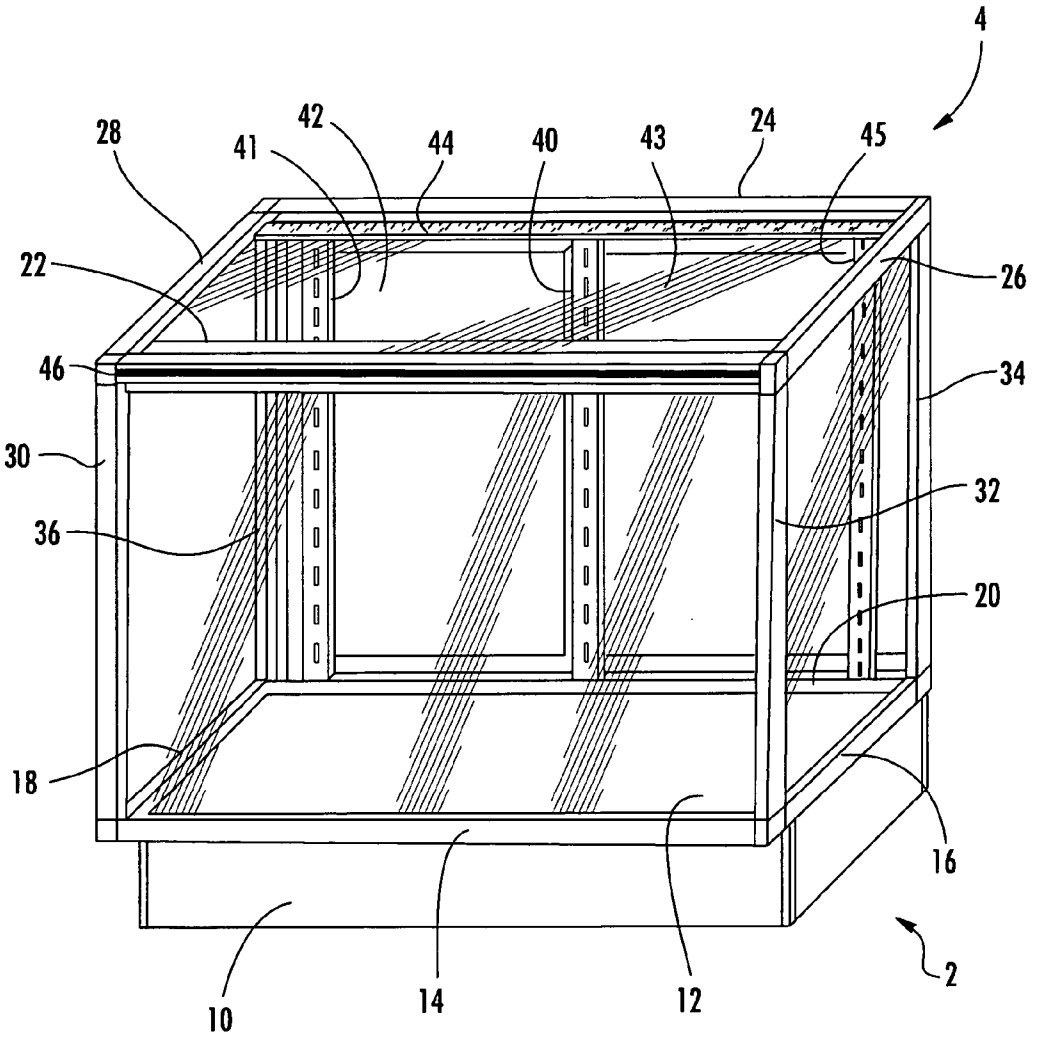
(57) **ABSTRACT**

The present invention concerns a display showcase with frames that receive and cover the ends of the slotted standards without the use of a separate slotted standard holder. The present invention further comprises frames with built in interchangeable housing design for changing items. Items in these interchangeable housings may be changed to modify, add onto or otherwise alter the appearance of the outer portions of the frames.



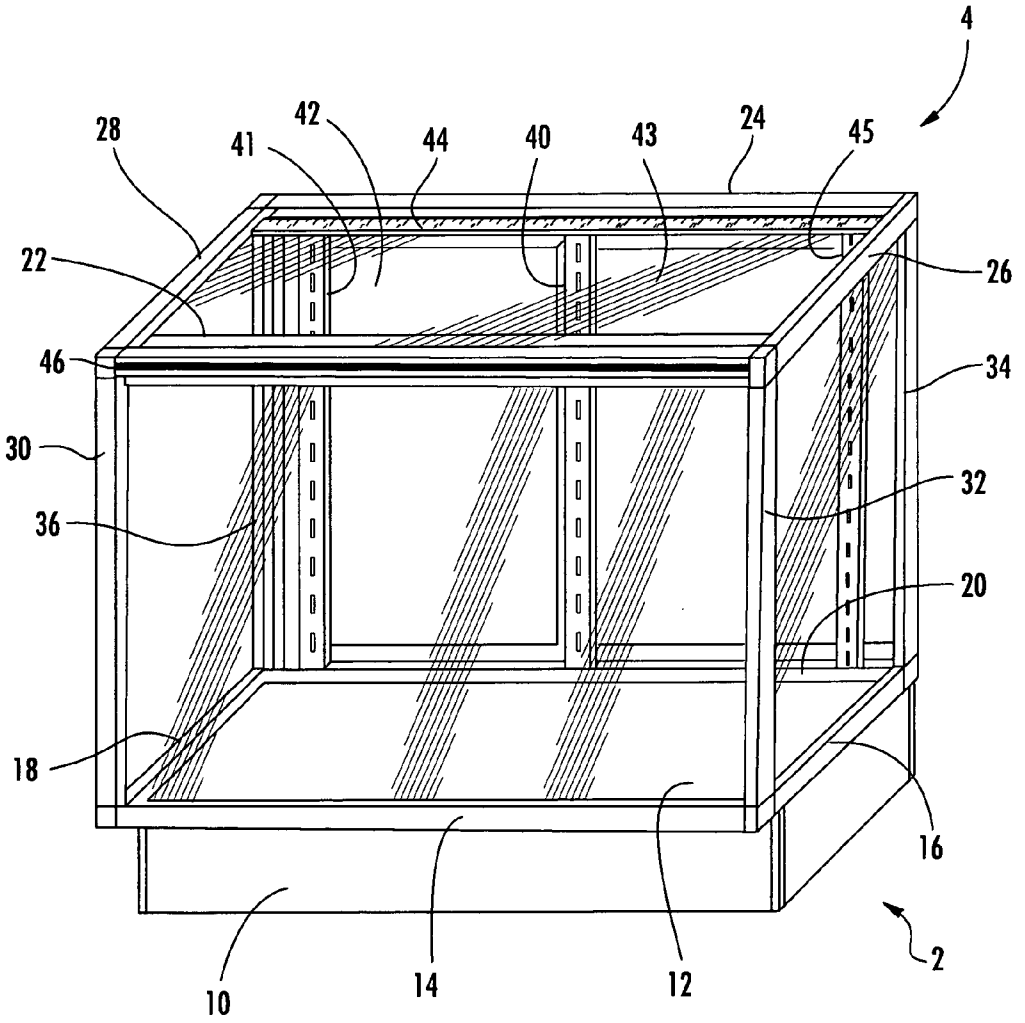


FIG. 1

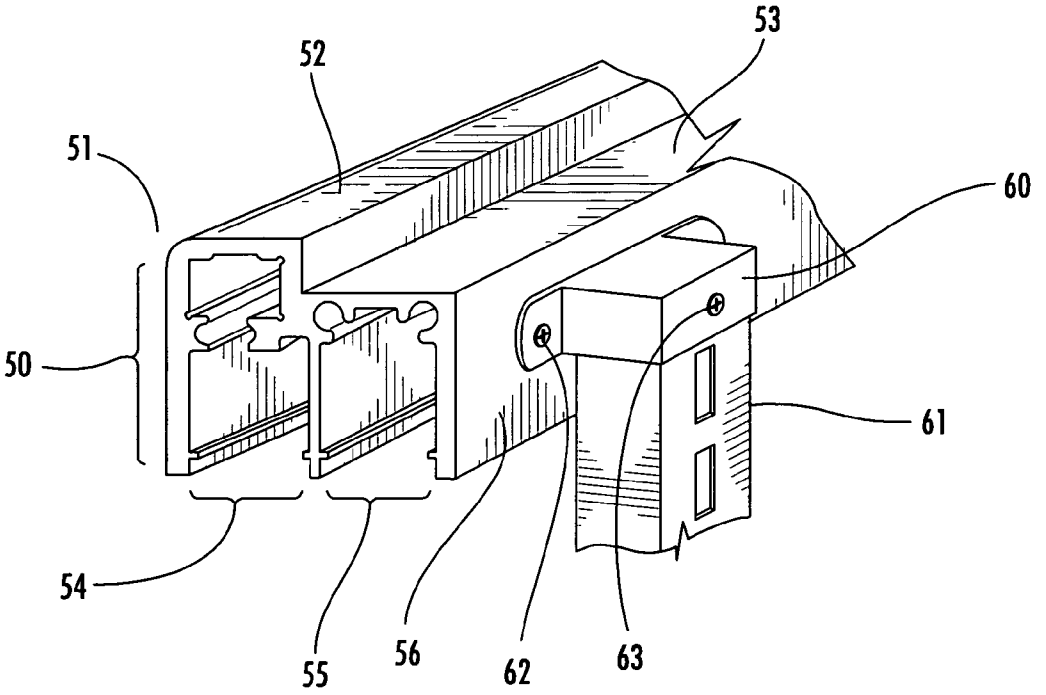


FIG. 2
(PRIOR ART)

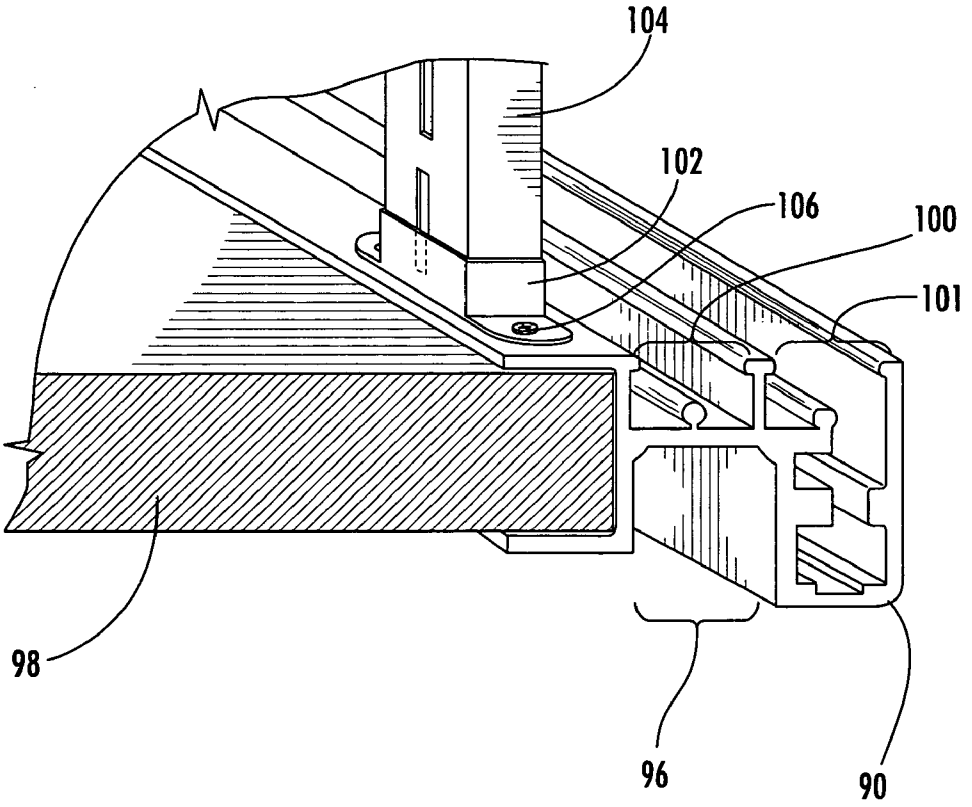


FIG. 3
(PRIOR ART)

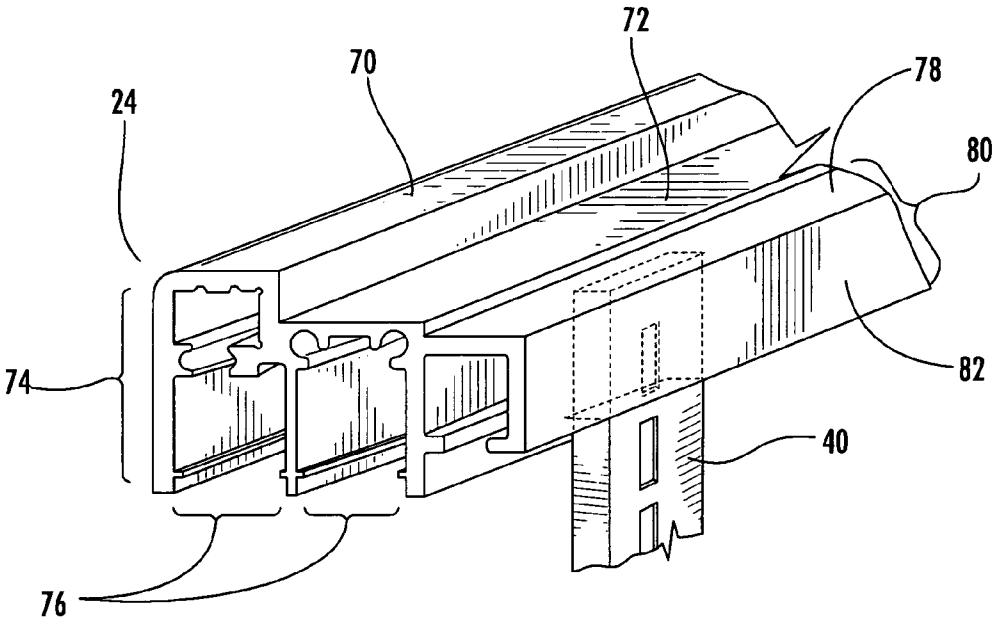


FIG. 4

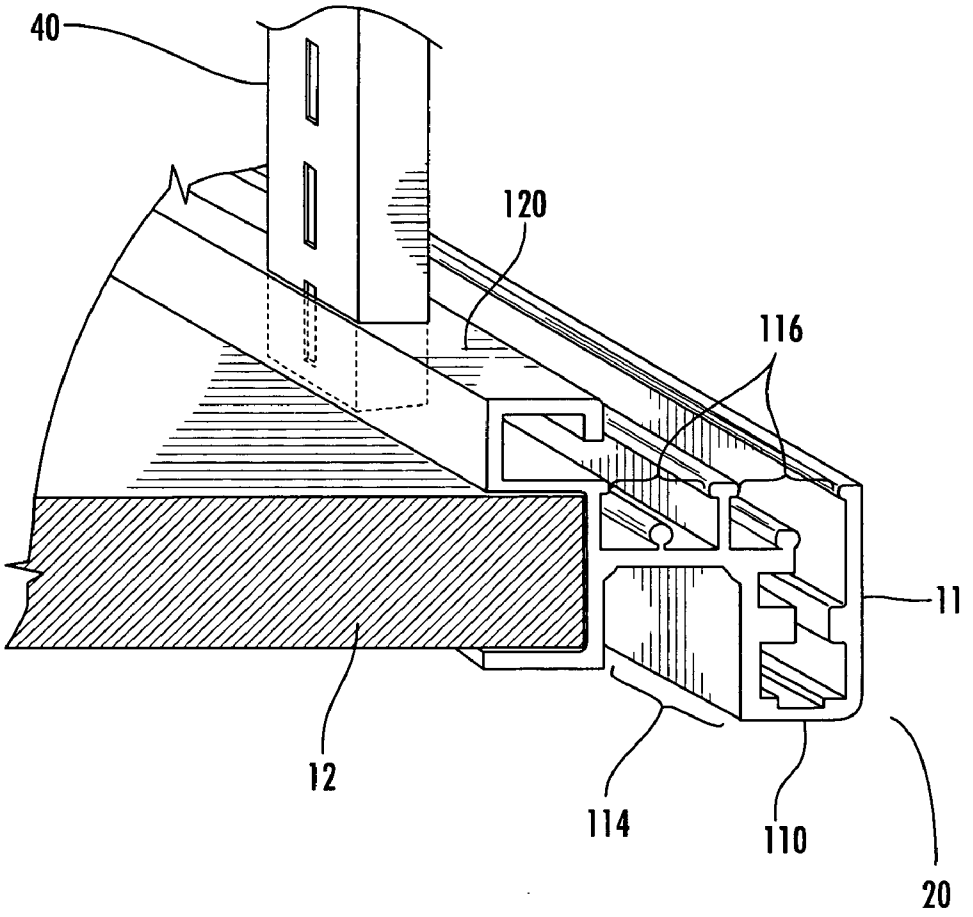


FIG. 5

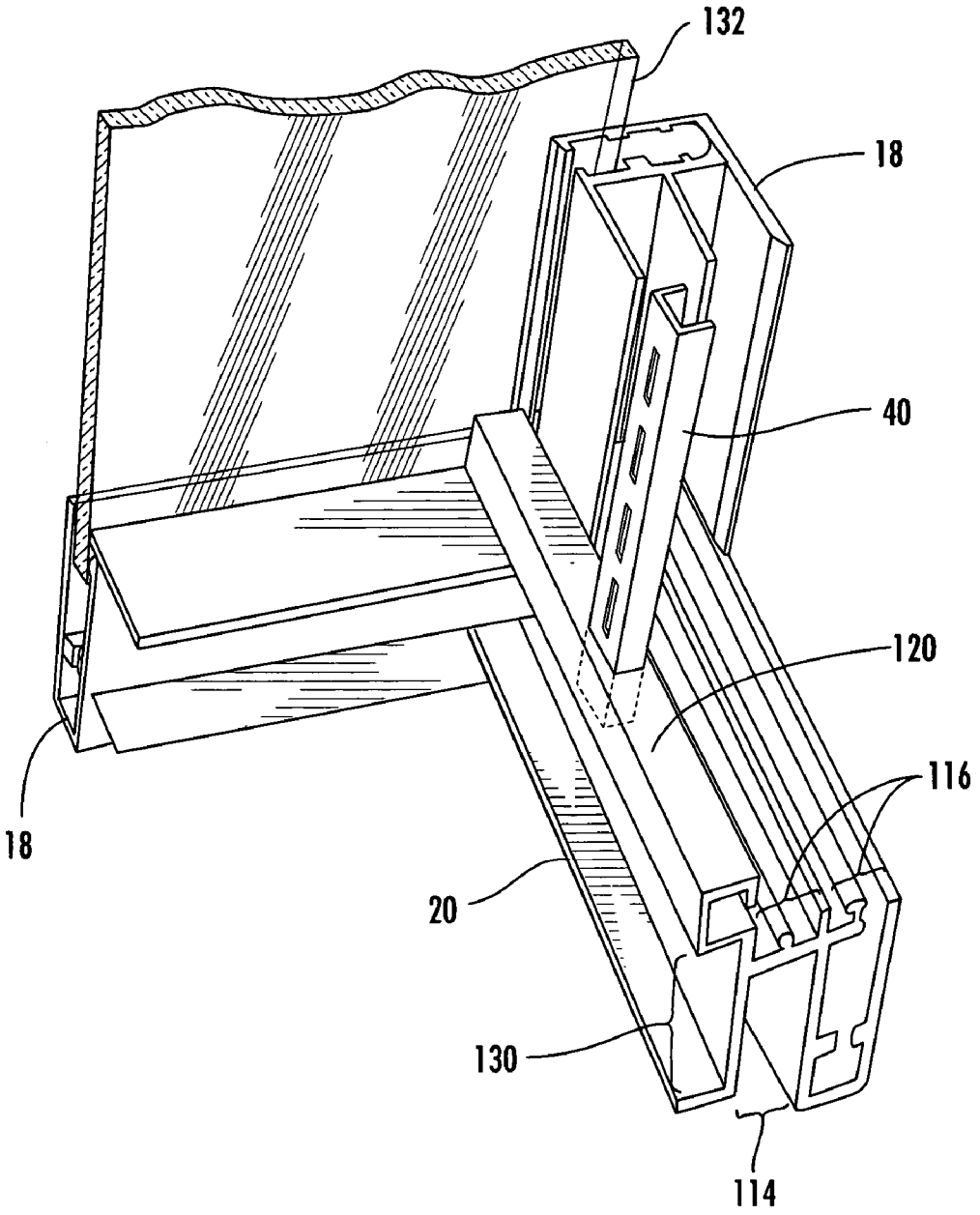


FIG. 6

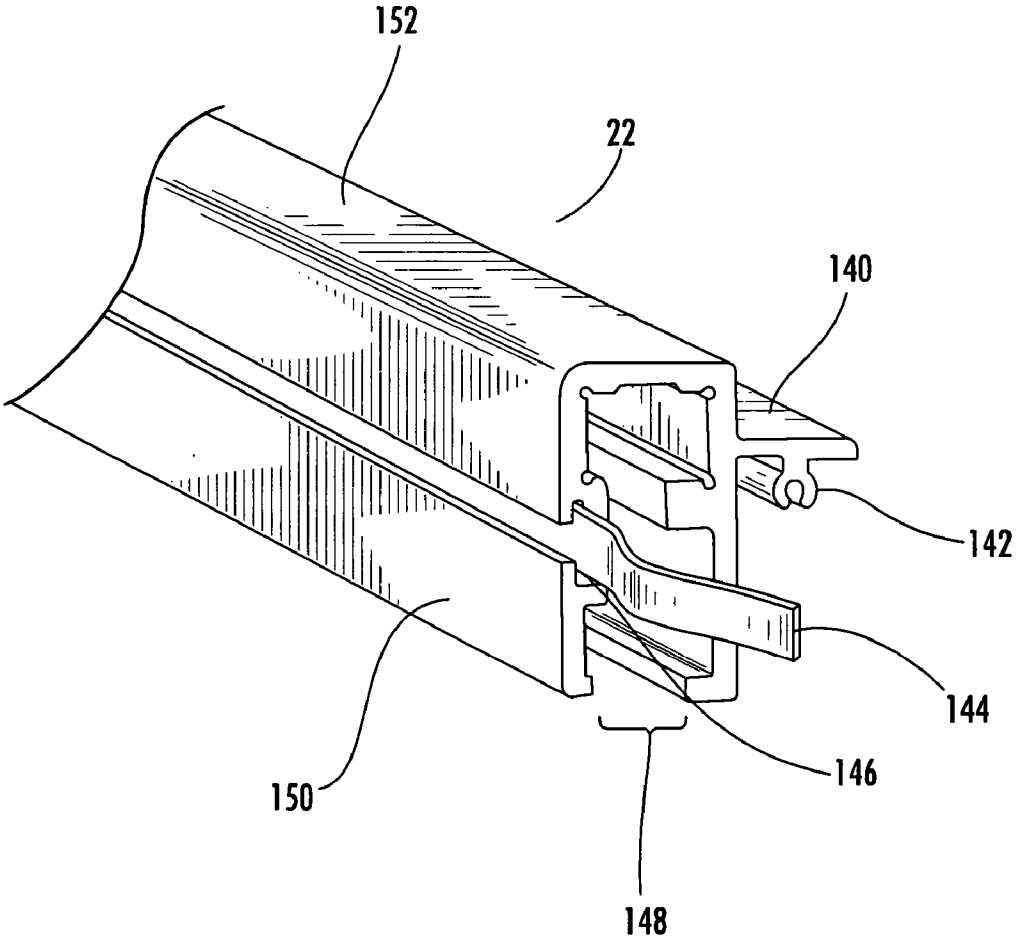


FIG. 7

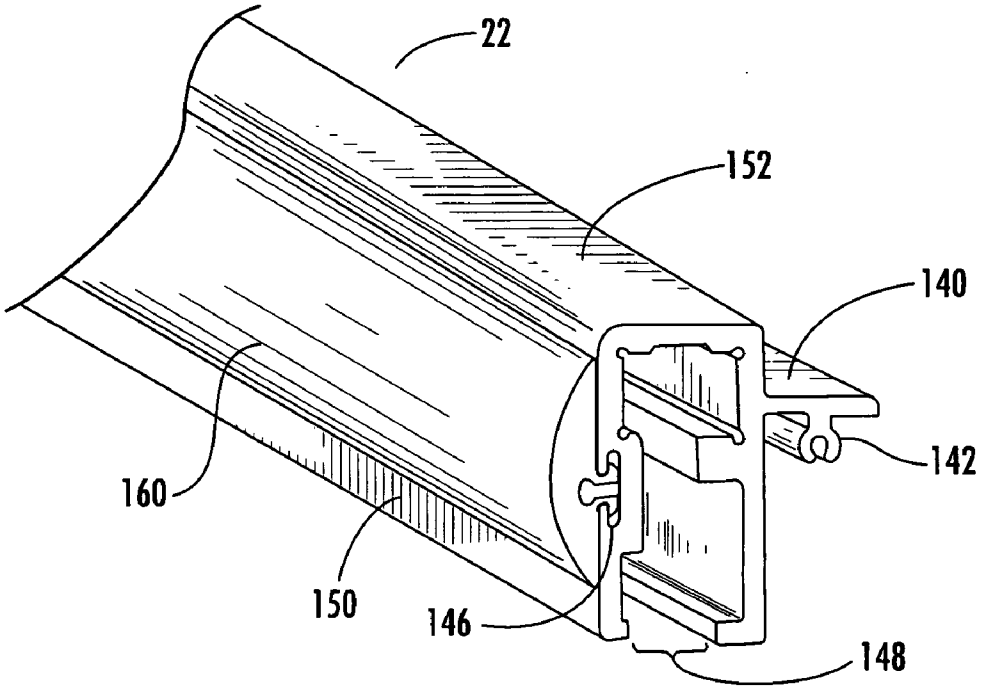


FIG. 8

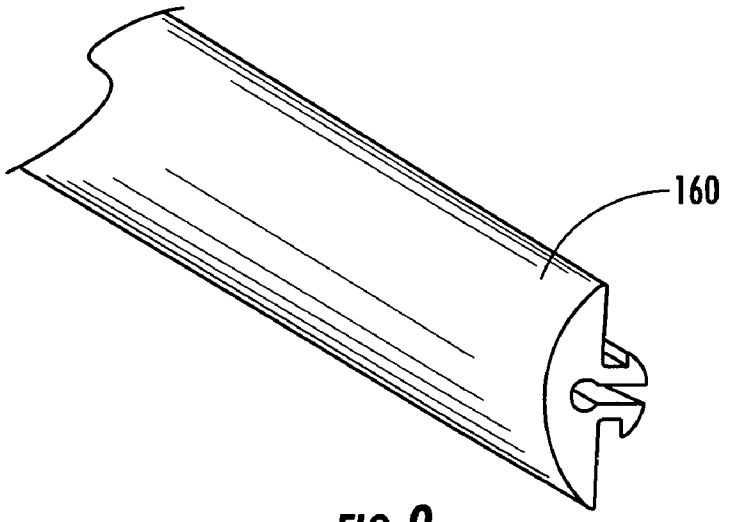


FIG. 9

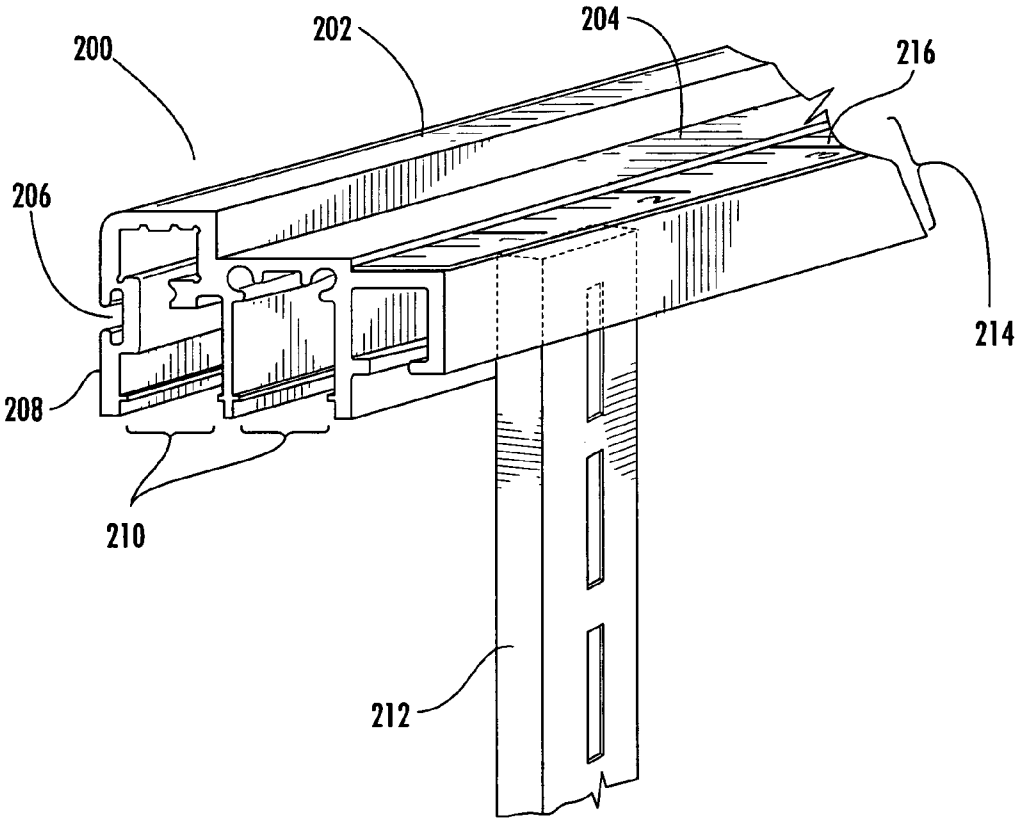


FIG. 10

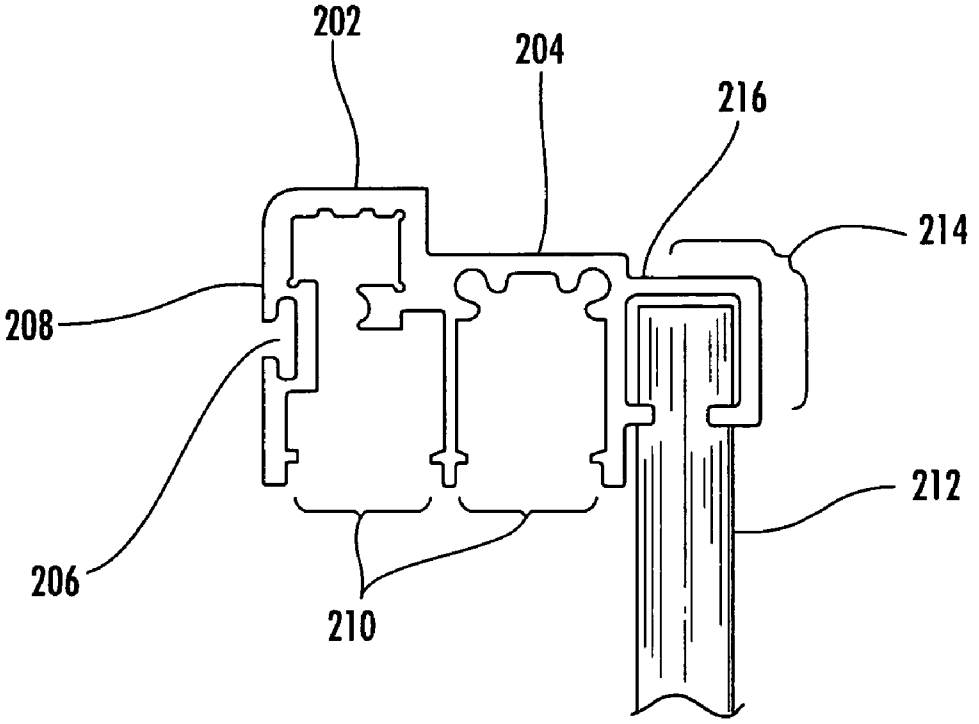


FIG. 11

DISPLAY SHOWCASE WITH FRAMES FOR COVERING SLOTTED STANDARD ENDS AND HAVING INTERCHANGEABLE FEATURES

INTRODUCTION

[0001] The present invention concerns display showcases. Display showcases are widely used to display merchandise and products of all types. From large department stores to small retail businesses, they are used by distributors and sellers of all kinds of goods. Display showcases are critical tools for prominently and attractively displaying the showcased items. They protect the merchandise from the elements and prevent against damage. Display showcases also limit access to the merchandise and provide security.

[0002] Display showcases vary widely in style, size, shape, color, design and price. Some display showcases are custom made and may involve intricate and elaborate designs. In a conventional display showcase, small items such as jewelry, watches, small items, toys, food, and any other suitable merchandise may be displayed for sale. They can be free-standing as in island-style display showcases or be designed to stand against a wall. Additional varieties include tower cases, corner cases, trophy cases, glass display cases, counter showcases, corner showcases, revolving showcases, wall cases, showcases with drawers, security cases, slanted showcases, jewelry showcases, pedestal cases, and more. Display showcases can be supported by one or more bases. Other display showcases may be placed on elevated surfaces such as table tops, while others are designed to be carried by a vendor. Display showcases may also comprise multiple parts and elements. A multiple piece showcase can be built around an enclosed area. Other display showcases display items on its outer surfaces for viewing as people walk around the display.

[0003] The present invention, as described herein, can be applicable to these and other types of display showcases as described below.

SUMMARY OF INVENTION

[0004] The present invention concerns a showcase with frames that cover and hold the ends of the slotted standards without the use of separate cover and/or attachment means. The present invention further comprises frames with built in interchangeable housing for changing items. Items in these interchangeable housings may be changed to alter the appearance of the outer portions of the frames.

[0005] The display showcase of the present invention comprises frames that receive and cover the ends of the slotted standards. Slotted standards are widely used in the industry as vertical supports to support and/or hold the shelf brackets. The shelf brackets in turn hold and/or support the glass shelves. Varying the position of the shelf brackets along the different slots allow the shelves to be placed at different positions. Although reference is made herein to a slotted standard (e.g., a single slotted standards with ¾" square tubing shape), the present invention contemplates other slotted or adjustable shelf holders as known in the art.

[0006] There are generally two or more vertical slotted standards, preferably in the rear portion of the display showcase. In the prior art, slotted standards are secured directly onto the frames so that the attachment parts (such as a slotted standard holder and screw) are exposed to view.

[0007] The frames of the display showcase of the present invention have an added portion that is designed to receive and cover the ends of the slotted standards. The slotted standards are preferably attached to horizontal frames in the rear area of the display showcases.

[0008] Taking a rectangular-box shaped display showcase as an example, the frames generally comprise the top frames, the bottom frames, and the vertical side frames. In the example of a rectangular-box shaped display, a customer faces the front of a display showcase and the sliding doors are located at the rear. The top frames further comprise a top rear frame, a top front frame, a top right frame, and a top left frame. They connect at their ends to form a rectangular shape to make up the top frames. The bottom frames likewise comprise a bottom rear frame, a bottom front frame, a bottom right frame, and a bottom left frame. There are also four vertical side frames, which further comprise a front left, a front right, a rear left and a rear right vertical frame. The vertical frames connect the corresponding corners of the top and the bottom frames. Therefore, the frames outline the edges of the display showcase. The frames provide support for the glass frames.

[0009] Generally, the vertical slotted standards are placed in the rear portion of the display showcase so that the customer's view will not be obstructed by the slotted standards and the shelf brackets. In the prior art, the slotted standards are attach directly to the top rear frame and the bottom rear frame. The slotted standards are usually held in place by a slotted standard holder, which is in turn attached by a screw or other known parts to the top rear frame and the bottom rear frame.

[0010] The present invention concerns an improved frame, wherein the frames have an additional element for receiving and covering the ends of the slotted standards. With the present invention, the slotted standards do not need to be attached to the rear frames by slotted standard holders. Instead, the rear frames of the present invention are designed and extrude to contain an additional element, a slotted-standard holder & cover, which receives, holds and covers the slotted standards. The slotted-standard holder & cover portion is preferably an extension of the extruded frames. The frames may be made of extruded aluminum and can be shaped as designed.

[0011] The top portion of the slotted-standard holder & cover can also be used as a surface for useful items such as rulers or other references. For example, in a display showcase for jewelry, a ruler can be placed across the entire length of a top rear frame, resting on the top surface of the slotted-standard holder & cover. This surface can be used for a number of different items as known in the art.

[0012] The display showcase of the present invention also concerns frames that comprise interchangeable housings that run along about the outer portions of the frames. The interchangeable housing preferably has an opening that runs along the length of the frame so that the exterior of the frame and the interior of the interchangeable housing are connected. Different items may be interchangeably inserted into the interchangeable housing.

[0013] In a typical glass display described above, the top front frame will have two outer surfaces, the top surface and the front surface. Taking the front surface of the top front

frame, an interchangeable housing may be designed into the front surface of the top front frame so that different color strips may be interchangeably inserted into the housing. Different colored strips may thus be displayed. The color strips may be adjusted to match with the base.

[0014] Various items may be inserted into the interchangeable housing. For example, different colored light strips may be inserted into the interchangeable housing. Also, the interchangeable housing may be at different places along the outer surfaces of the frames. For example, the interchangeable housing may also be placed at the edges.

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] A preferred embodiment of the invention has been depicted for illustrative purposes wherein:

[0016] FIG. **1** is an example of a display showcase of the present invention.

[0017] FIG. **2** (Prior Art) is a cross sectional view of a frame of a display showcase, a top rear frame, wherein a slotted standard is attached to the frame using a slotted standard holder and screws.

[0018] FIG. **3** (Prior Art) is a cross sectional view of a frame of a display showcase, a bottom rear frame, wherein a slotted standard is attached to the frame using a slotted standard holder and screws.

[0019] FIG. **4** is a cross sectional view of a top rear frame of FIG. **1**, wherein the frame receives and covers the end of a slotted standard.

[0020] FIG. **5** is a cross sectional view of a bottom rear frame of FIG. **1**, wherein the frame receives and covers the end of a slotted standard.

[0021] FIG. **6** is a partial view of the bottom rear left corner of the glass display of FIG. **1**, wherein the bottom rear frame receives and covers the end of a slotted standard.

[0022] FIG. **7** is a cross sectional view of the top front frame of FIG. **1**, wherein an interchangeable housing about the front surface of the top front frame allows an interchangeable strip to be changed.

[0023] FIG. **8** is an example of an alternative embodiment of the top front frame of FIG. **7**, wherein the interchangeable insert is different from that of FIG. **7**.

[0024] FIG. **9** is an example of the interchangeable insert used in FIG. **7**.

[0025] FIG. **10** is a cross sectional view of a top front frame, wherein an interchangeable housing about the front surface of the top front frame allows an interchangeable strip to be changed, and wherein the top front frame receives and covers the end of a slotted standard.

[0026] FIG. **11** is a side profile view of the top front frame and the slotted standard of FIG. **10**.

DETAILED DESCRIPTION

[0027] Some of the preferred embodiments of the present invention are discussed below. As the present invention may be embodied in several forms without departing from the spirit or essential characteristics thereof, it should be understood that the description contained herein is not limited by the details of the foregoing description, unless otherwise stated. The present invention should be construed within its spirit and scope, and therefore all changes and modifications that fall within the meets and bounds of the claims, or equivalences of such meets and bounds are therefore intended to be embraced by the invention.

[0028] The present invention is applicable for use with various types of display showcases. Applicants describe herein an example of a rectangular box-shaped display as seen in FIG. **1**. The present invention, however, is applicable to other types of display showcases as well. Examples include self-standing showcases, island showcases, wall showcases, showcases for display on tabletops, counters, and elevated surfaces, portable showcases, and full vision showcases (preferably visible from the top, side, front and/or rear, usually made of clear glass). Additional types of display showcases include tower cases, corner cases, trophy cases, glassware display cases, counter showcases, corner showcases, revolving showcases, wall cases, wall cases with drawers, security cases, slanted showcases, jewelry showcases, pedestal cases, and more. Also, display showcases may be rectangular or square box in shape, may be corner pieces, may have multiple sides (3 sides, 4 sides, 5 sides, or more), may be stand-alone pieces (square, octagonal, etc.), may be tower models of various shapes and sizes, may be trophy cases, may have slanted frontal glass for greater visibility, may be secured cases with security features, and may be wall cases with drawers, among others.

[0029] Display showcases can also be supported by one or more bases and rest on the floor. Other display showcases are placed on elevated surfaces such as table tops. Display showcases may also have multiple parts, partitions and elements. A multi-piece display showcase can be built around to enclose an area (whether against a corner of a room) where the vendors would stand. Some display showcases display items on all of its outer surfaces so that the displayed items can be viewed as people walk around the display. Some display showcases have differing heights, shapes, and sizes in its different components. The present invention, as described herein, can be applied to any one or more of these various types of showcases.

[0030] A display showcase may also have various shapes of glass display with varying combinations of heights, depths, widths, shapes, designs and sizes. The frames of display cases also come in a variety of shapes, sizes and designs. The frames along with the glass and the doors may be referred to herein as the glass display portion of the display showcase. The frames generally provide structural support for the glass and help hold the glass in place. They may be made of any material as known in the art. One preferred example is extruded aluminum.

[0031] The frames generally outline the edges of the glass display. Various designs and shapes are known in the art. The frames together form the support that holds the glass in place. Corners may have various shapes, designs and sizes as known in the art, preferably radial shaped edges and constructed of extruded aluminum.

[0032] The glass walls are preferably clear to allow unrestricted viewing of the displayed merchandise through the glass. They may also be colored, tinted, or otherwise adorned or modified as known in the art. In one preferred embodiment, the thickness of clear glass used in display cases is about ¼".

[0033] Many of the display showcases have adjustable internal shelves. The present invention concerns display showcases with shelves. These shelves may be height adjustable to vary their position within the displays. Shelves generally sit on shelf brackets that insert into vertical slotted standards. Brackets fit within the different slots in the slotted standards to allow for variable positioning of the shelves. Shelves may be made of any material and any size or shape as known in the art. In the conventional shape, it is preferably a glass shelf that sits on brackets that insert into the slotted standards.

[0034] A display preferably has two or more slotted standards. The shelf brackets fit into the different slots along the vertical slotted standard. Changing the position of the shelf brackets changes the height position of the shelves. In a display showcase, the slotted standards are preferably placed near the back of the display cases. In the prior art, they are generally received and secured at the top and the bottom by slotted standard holders that secure the slotted standards to the display showcase frames. In the prior art, these slotted standard holders are also generally secured by screws to the showcase frames. In the prior art showcase, the slotted standard holders and the screws are visible to the consumer.

[0035] Display showcases also generally have doors or access way to reach the interior of the display showcases. Doors for example may be constructed and designed in various ways as known in the art, for example, it may be a hinged door or a sliding door. Preferably, sliding doors with ball bearing rollers that move smoothly on rail-style bottom tracks are used. The location of the doors may depend on the type of display showcase as know in the art. For example, if a showcase is designed for salesperson to stand behind the showcase with the customer in the front, then the door will preferably located in the rear for access by the salesperson. If, however, the showcase is designed to abut the wall with the salesperson and the customer both in front of the display, then the display will preferably have a front glass door access, which may or may not have lock mechanism for security.

[0036] Furthermore, the display showcases of the present invention may comprise base, cap or hood of various sizes, shapes, and designs as known in the art. For example, a base may or may not correlate with glass display on top, e.g., square box base for a square box display. Some may have multiple parts (e.g. elongated display showcase may have two separate bases at each end). There may be multiple tiered bases (narrowing in size from glass to mid base to bottom base, or other multiple parts). Preferably, the base complements the glass display component of a display showcase. There may also be a top, a cap or a hood on top of the glass display. The base may be made of any material as known in the art. In one example, the base is made of ¾" thick melanin particleboard.

[0037] Various optional features include different designs (as well as custom designed displays) as known in the art, lighting systems and lights, and various security features. Furthermore, the present invention may also be applied to various custom-built display showcases.

[0038] The embodiment described below will refer to a generally rectangular-box shaped display showcase as shown in FIG. **1**. The description contained herein may be applied to the various types, shapes, designs, and sizes of display showcases as described.

[0039] In FIG. **1**, one embodiment of the display showcase **2** of the present invention is shown. The display showcase **2** generally comprises a glass display **4** portion and a base **10**. The base **10** shown in FIG. **1** may be wooden in composition and serves to elevate the glass display **4**. The base **10** may be made of any material as known in the art and may be constructed in any manner as known in the arts. In alternative embodiments, the base **10** may be multi-tiered with successively widening or narrowing in cross sectional area away from the glass display **4**. In other embodiments, there may be multiple bases. The base **10** further comprises a base top or a display bottom **12** as shown in FIG. **1**. The display bottom **12** serves as the bottom portion of the glass display **4**, and may be made of various known materials, including but not limited to, melanin surfaced material, glass, wood, metal, and mirror. The height of base **10** may be varied to further elevate or lower the glass display **4**. In additional embodiments, a hood (not pictured) may be placed on top of the glass display **4**. The hood may be made of any material known in the art and may have various designs as known in the art. Such hoods may contain various features, including lighting equipment to increase the aesthetic appeal of the display showcase **2**.

[0040] In FIG. **1**, the glass display **4** portion of the display showcase **2** of the present invention comprises multiple frames **14**, **16**, **18**, **20**, **22**, **24**, **26**, **28**, **30**, **32**, **34** & **36**, glass panels that form the walls of the glass display **4**, rear sliding doors **42** & **43**, slotted standards **40**, **41** & **45**, shelves (not pictured), and shelf brackets (not pictured). The frames may be made of any known material as known in the art. In a preferred embodiment, the frames are extruded aluminum with rounded edges.

[0041] The frames of the glass display **4** further comprise four pieces for the top portion of the frame: top front frame **22**, top rear frame **24**, top right frame **26**, and top left frame **28**. The frames of the glass display **4** further comprise four pieces for the bottom portion of the frame: bottom front frame **14**, bottom rear frame **20**, bottom right frame **16**, and bottom left frame **18**. There are also four vertical side frames in FIG. **1**, vertical front right frame **32**, vertical rear right frame **34**, vertical front left frame **30**, and vertical rear left frame **36**. The vertical side frames **30**, **32**, **34** & **36** connect the corners of the top frames **22**, **24**, **26** & **28** with the corresponding corners of the bottom frames **14**, **16**, **18** & **20**. Thus, the frames outline the edges of the three-dimension box of the glass display **4**. The glass is held in place by the frame.

[0042] Glass is preferably clear and scratch resistant, but other varieties may be used as known in the art. Clear glass panels preferably make up the front, the top and the two sides of the glass display **4** in FIG. **1**.

[0043] The glass display **4** of the present invention further comprises doors. In the embodiment shown in FIG. **1**, the display showcase **2** is a stand-alone, island-style showcase, where a vendor (not shown) stands behind the display showcase **2**, and a customer (now shown) stands in the front facing the vendor with the display showcase **2** between them. Thus, in the embodiment shown in FIG. **1**, the vendor stands behind the display showcase **2** and opens the glass display **4** through the rear sliding doors **42** & **43**. In alternative embodiments where the display showcase is placed against a wall, the sliding doors may preferably be

made of clear glass and be positioned at the front of the glass display **4**. In alternative embodiments, the doors may be attached by hinges or other means as known in the art. In the embodiment shown in FIG. **1**, the doors are sliding doors **42** & **43**, which slide along slots within the top rear frame **24** and the bottom rear frame **20** using ball bearings. As mentions, alternative embodiments as known in the art may also be used. As the rear sliding doors **42** & **43** slide along their respective tracks, they may pass each other as they are opened or closed.

[**0044**] The glass display **4** further comprises slotted standards **40**, **41** & **45**, which are positioned vertically at the rear of the glass display **4**, in front of the sliding doors **42** & **43**. The slotted standards may be made of any material and in any manner as known in the art. They are preferably made of anodized extruded aluminum and have slots running along their lengths. The shelf brackets (not pictured) insert into the slots of the slotted standards **40**, **41** & **45** as known in the art. The shelves (not shown) may be made of any material and in design as known in the art. Preferably, glass shelves, which allow viewing through the glass shelves, rest on top of the shelf brackets. In the embodiment shown in FIG. **1**, three different slotted standards **40**, **41** and **45** allow for three different shelf brackets to support a glass shelf. Multiple shelves may be inserted into the glass display **4** as known in the art. Thus, one shelf may be placed near the top, another in the middle, another near the bottom, and so forth.

[**0045**] In the embodiment shown in FIG. **1**, the slotted standards **40**, **41** & **45** are in contact with and secured to the top rear frame **24** and bottom rear frame **20** according to the present invention, as will be discussed in more detail below. Furthermore, the top front frame **22** comprises an interchangeable housing, wherein different items may be placed within the interchangeable housing **46**. Various items, such as color strips, lights, and texture elements, among others, may be interchanged to vary the appearance of the frames as will be discussed in more detail below.

[**0046**] FIG. **2** shows an example of a prior art embodiment, wherein the slotted standard **61** is attached to a top rear frame **51** as previously known in the art. The top rear frame **51** is a portion of the frame in a display showcase similar to that seen in FIG. **1**. The top rear frame **51** reveals a cross sectional view to further show its design. The top rear frame **51** further comprises a top surface **52** and a rear surface **50**. In the embodiment shown in FIG. **2**, a glass surface portion **53** provides a horizontally flat surface, upon which the glass top of the glass display rests. The top rear frame **51** further comprises sliding door slots **54** & **55** where the sliding doors fit.

[**0047**] In the prior art embodiment shown in FIG. **2**, the slotted standard **61** is attached directly to the front face **56** of the top rear frame **51** using a slotted standard holder **60**. The slotted standard **61** fit within the slotted standard holder **60**, and the slotted standard holder **60** is in turn secured to the front face **56** of the top rear frame **51**. The slotted standard holder **60** is secured as known in the art, for example as shown pre-drilling a hole and using screws as shown in FIG. **2**. The slotted standard **61** is further attached to the slotted standard holder **60** with an additional screw **63**. The slotted standard holder **60** and screws **62** & **63** are visible through the clear glass.

[**0048**] Similarly in the prior art embodiment shown in FIG. **3**, the bottom portion of the slotted standard **104** is attached to the bottom rear frame **90** by slotted standard holder **102**. The slotted standard **104** fits within the slotted standard holder **102**, which is then attached to the bottom rear frame **90** and to the slotted standard **104** by methods as known in the art (e.g., solder or screws **106**). The bottom rear frame further comprises door slots **100** & **101** for the doors to run along its tracks, a base slot **96** for fitting a portion of the base, and the base top **98**, which also fits within the bottom rear frame **80** as shown in FIG. **3**.

[**0049**] The prior art example is cumbersome to make and requires additional steps, parts, and cost. Furthermore, the ends of the slotted standard **61**, which were covered with the slotted standard holder **103** and the screws **106**, were exposed and visible through the clear glass surfaces of the display showcases and the glass shelves.

[**0050**] In the display showcase **2** of the present invention as shown in FIG. **1**, the slotted standards **40**, **41** & **45** are held and received by the top rear frame **24** and the bottom rear frame **20**. There are no visible slotted standard holder or screw attachments for viewing through the clear glass and the clear glass shelves.

[**0051**] FIG. **4** shows a cross sectional view of the top rear frame **24** of the present invention as seen in FIG. **1**. The top rear frame **24** comprises multiple surfaces and portions as shown. The top surface **70** is preferably at the same level as the top of the glass (not shown) that sits on the glass surface portion **72**. The rear surface **74** faces the rear of the display showcase **2** as seen in FIG. **1**. The sliding door slots **76** as seen in FIG. **4** show slots that will house the sliding doors (not shown). The top rear frame **24** of FIG. **4** is different from the top rear frame **51** of FIG. **2** in that the top rear frame **24** of the present invention further comprises an additional portion, the slotted-standard holder & cover **80**. The slotted-standard holder & cover **80** is preferably continuous with the remainder of the top rear frame **24** and is preferably made through extruded aluminum. The slotted-standard holder & cover **80** receives and covers the ends of the slotted standard **40**. The end of the slotted standard **40** is not visible. A slotted standard sized area may be pre-drilled to allow for a friction fit of the slotted standard **40** within the slotted-standard holder & cover **80**. An additional screw (not shown) may be used to affix the slotted standard **40** to the slotted-standard holder & cover to prevent movement.

[**0052**] In the present invention, the top end of the slotted standard **40** fits within the interior of the slotted-standard holder & cover **80**. Thus, the end of the slotted standard **40** fits within the top rear frame **24**. The ends of the slotted standard **40** are tucked away out of view, resulting in a cleaner and a more aesthetically pleasing display.

[**0053**] Furthermore, as seen in FIG. **4**, the top surface **78** of the slotted standard holder & cover **80** portion of the top rear frame **24** may be used for additional items to be placed under the glass top surface. The top glass (not shown) sits on the glass surface **72** portion of the top rear frame **24**. By placing material (not shown) on the top surface **78**, the material will appear underneath the top glass. In the embodiment shown in FIG. **1**, ruler **44** sits on the top surface **78** and shows measurement spacing to allow the vendor to use the ruler **44** in assisting with sale. For example, the vendor may use the ruler **44** to show the dimensions of a piece of jewelry in an easy and convenient manner. Additional materials may be placed on the top surface **78**.

[0054] Similarly, FIG. **5** shows a cross sectional view of the bottom rear frame **20** of FIG. **1**. The bottom rear frame **20** of the present invention differs from prior art bottom rear frame **90** of FIG. **3**, in that there is an additional portion, designated the slotted-standard holder & cover **120** of the bottom rear frame **20**. It is a part of and runs along the length of the bottom rear frame **20**. The slotted-standard holder & cover **120** receives and holds the slotted standard **40**. A space the shape of the slotted standard **40** may be pre-drilled as known in the art. The slotted standard **40** may form a friction fit within the slotted-standard holder & cover **120** or in alternative embodiments, the slotted standard **40** may be affixed as known in the art, for example with a screw (not shown). The bottom rear frame **20** also has sliding door slots **116** that provide tracks for the sliding doors **42** & **43** (as seen in FIG. **1**), a base slot **114** for the base **10**, and a base top or display bottom **12**.

[0055] With the present invention, similar to the top rear frame as shown in FIG. **4**, the bottom end of the slotted standard **40** in FIG. **5** fits within the slotted-standard holder & cover **120** portion of the bottom rear frame **20**. The frame of the present invention eliminates parts and renders construction easier. Furthermore, the ends of the slotted standard **40** are tucked away out of view, resulting in a cleaner and a more aesthetically pleasing display.

[0056] FIG. **6** shows the rear left corner of the glass display **4** of FIG. **1**. Three different frames (vertical rear left frame **36**, bottom left frame **18**, and the bottom rear frame **20**) converge at this corner. A partial view of a glass panel **132** is shown. As discussed, the bottom rear frame **20** has multiple sections, parts, and surfaces. For example, the sliding door slots **116** allow the sliding doors (not shown) to run along its tracks. Further, the base slot **114** fits with the base **10** of FIG. **1**, and the slot for base top **130** of FIG. **1** allows for the base top **12** (not shown in FIG. **6**) to fit. As discussed, the slotted standard **40** is received by and covered at its bottom end by the slotted-standard holder & cover **120** of the bottom rear frame **20**, thereby creating a simpler and cleaner look.

[0057] The display showcase **2** of the present invention further comprises frames with built-in interchangeable housing for replacing insert items as shown in FIG. **1**. In FIG. **1**, the top front frame **22** has an interchangeable housing **46** that contains a color strip. The interchangeable housing **46** runs along the length of the top front frame **22**. The interchangeable housing **46** preferably has an opening that runs along the top front frame **22**. Thus, as the color strip is changed in the top front frame **22**, the color appearing through the opening will change the appearance of the top front frame **22**.

[0058] FIG. **7** is a close up of a cross-sectional view of the top front frame **22** of FIG. **1**. The top front frame **22** comprises a top surface **152**, a front surface **150**, slots for the front glass **148**, and an interchangeable insert housing **146**. The interchangeable insert housing **146** is designed into the top front frame **22** and runs along the length of the top front frame **22**. Preferably, aluminum or other metal may be extruded into a shape as shown in FIG. **7**. The interchangeable color strip **144** may be taken out and replaced with a different color strip. Thus, as the color strip is varied, the outer appearance of the front surface **150** of the top front frame **22** is varied. The shape of the interchangeable insert housing **146** may also vary. For example, the opening (along the front surface **150**) revealing the interchangeable strip **144** may be widened. The interchangeable insert housing **146** may possess variety of shapes and sizes. A light canopy male member **142** may receive a light canopy female member (not pictured).

[0059] An alternative embodiment is shown in FIG. **8**, wherein the interchangeable insert housing **146** remains relatively the same as in FIG. **9**. However, the interchangeable insert **160** is different. Although a portion of the interchangeable insert **160**, here a colored plastic insert, fits within the interchangeable insert housing **146** and therefore makes a secure fit, a portion of the interchangeable insert **160** sits outside the interchangeable housing **146** and on the front face **150** of the top front frame **22**. Various items may be used as interchangeable inserts, including but not limited to, lights, plastic or wood or metallic inserts, and more.

[0060] Further, the position of the interchangeable insert housing **146** may be varied. In alternative embodiments, the interchangeable insert housing may be placed within or about the top surface **152** of the top front frame **22** or even at the edge where the top surface **152** and the top face **150** meet. Various sizes and shapes of interchangeable insert housing **146** are contemplated in the present invention. Furthermore, any of the frame portions as seen in FIG. **1** may have one or more interchangeable insert housing. Thus, not only the top front frame, but one or more of the other frames may also have this feature.

[0061] FIG. **10** shows an alternative embodiment, wherein a display showcase opens from the front of the glass display. In situations where the display showcase backs to a wall, the glass display may preferably be accessed from the front. Thus, sliding doors (or other opening) are positioned in the front of the showcase. In FIG. **10**, the top front frame **200** of such an embodiment is shown. The top front frame **200** comprises a top surface **202**, a front face **208**, sliding door slots **210** for fitting sliding doors, and a slotted-standard holder & cover portion **214**. In the wall unit embodiments of the present invention, the slotted standard may also be preferably positioned in the rear. But as shown in FIG. **10**, the slotted standard **212** may also be positioned near the front. As in previous examples, the slotted standard **212** is fitted within the slotted-standard holder & cover **214**. The top front frame **200** may also comprise the interchangeable insert housing **206** as shown in FIG. **10**.

[0062] FIG. **11** shows a side view of a cross section of the top front frame of FIG. **10**. Again, shown are the top surface **202**, the glass surface **204** where the glass (not shown) sits, ruler surface **216**, slotted-standard holder & cover **214**, slotted standard **212**, sliding door slots **210**, and interchangeable insert housing **206**.

I claim:

1. A display showcase with frames for receiving and covering ends of slotted standards and having interchangeable housing comprising:

a glass display, further comprising frames, glass panels, a display showcase bottom, one or more doors, one or more slotted standards, one or more shelves, and one or more shelf brackets,

wherein said frames together form edges of said glass display,

wherein said frames hold the edges of the glass panels,

wherein said one or more shelf brackets insert into slots of one or more slotted standards,

wherein said one or more shelves are supported by said one or more shelf brackets,

wherein said slotted standards are positioned vertically within the display showcase,

wherein one or more frames further comprise a slotted-standard holder & cover portion for receiving and covering ends of said one or more slotted standards,

wherein one or more frames further comprise one or more interchangeable housing along an outer surface portion of one or more of said frames,

wherein said interchangeable housing forms an opening along said outer surface portion of said one or more of said frames,

wherein said interchangeable housing allows different inserts to fit within said interchangeable housing.

2. The display showcase of claim 1, wherein said slotted-standard holder & cover portion of a top frame further comprises a top surface for placing a ruler beneath a glass panel.

3. The display showcase of claim 1, further comprising one or more mirrored panels.

4. The display showcase of claim 1, wherein said frames are extruded aluminum.

5. The display showcase of claim 1, further comprising one or more bases for supporting said glass display.

6. The display showcase of claim 1, further comprising one or more hoods.

7. The display showcase of claim 1, wherein said one or more shelves are made of clear glass.

8. The display showcase of claim 1, wherein said insert is a color strip.

9. The display showcase of claim 1, wherein said insert is a light strip, wherein a portion of said light strip fits within said interchangeable housing and another portion of said light strip fits on the outer surface of the frame with said interchangeable housing.

10. The display showcase of claim 1, wherein the style of the display showcase is selected from the group consisting of free standing showcase, island style showcase, wall display, tower case, corner case, trophy case, glass display, counter showcase, revolving showcase, security case, slanted showcase, multiple piece showcase, and surround showcase.

11. The display showcase of claim 1, wherein the slotted standard is secured to the slotted-standard holder & cover portion using a screw.

12. The display showcase of claim 1, wherein the slotted standards are placed vertically and near the rear of said display showcase.

13. The display showcase of claim 1, wherein the doors are sliding doors with ball bearing rollers.

14. The display showcase of claim 1, further comprising security features for locking the doors.

15. The display showcase of claim 1, further comprising lighting systems.

16. The display showcase of claim 1, wherein said doors are located at the front of said display showcase.

17. The display showcase of claim 1, wherein said doors are located at the rear of said display showcase.

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