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(54) **DISPLAY UNIT FOR A CONSUMER ARTICLE**

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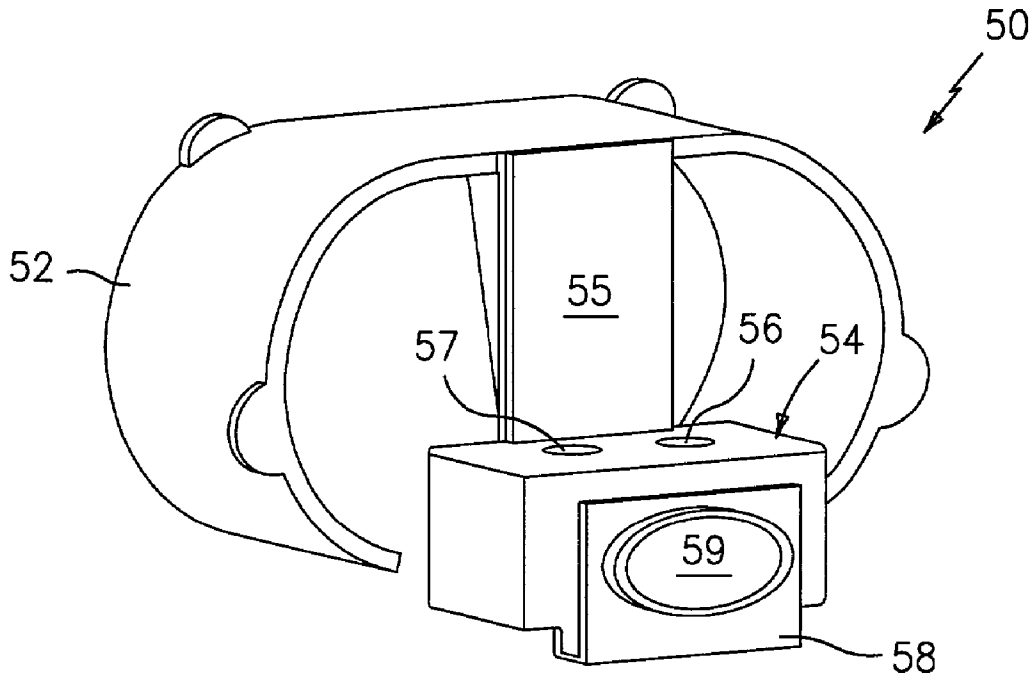
(57) **ABSTRACT**

A display unit for a consumer article comprising a housing, a mount disposed in the housing, wherein the mount comprises at least one aperture therethrough, and an article support unit, the article support unit comprising an article support platform for supporting a consumer article, a cap, the cap being coupled to the article support platform and positionable on the mount, the cap further comprising at least one aperture in at least essential alignment with the at least one aperture in the mount, a tongue member, the tongue member extending from the article support unit and including a tab on a surface thereof, wherein the tab cooperates with a side wall of the housing to releasably lock the article support unit in place when the cap is positioned on the mount, wherein the side wall provides for the decoupling of the tab therefrom, and a connector, threadable through the respective apertures of the cap and the mount, for maintaining a coupling of the cap and the mount when the tab of the tongue is decoupled from the side wall of the housing and the cap is removed off of the mount. The maintenance of a coupling of the cap and the mount discourages the unauthorized decoupling and removal of the article support unit and the article from the housing.



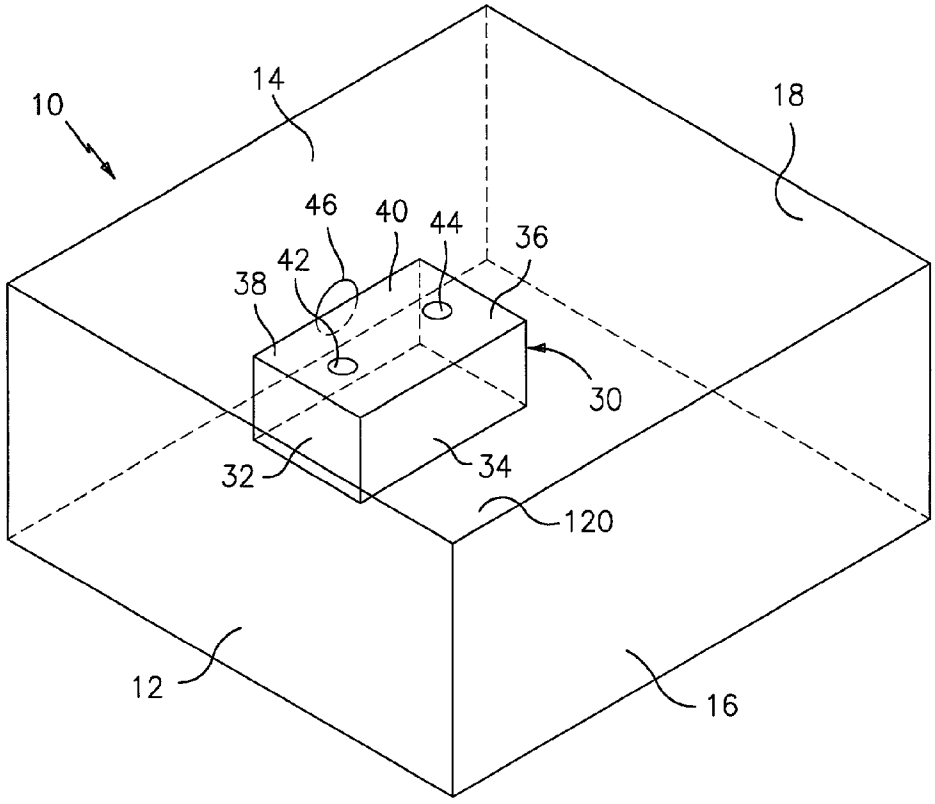


FIG. 1

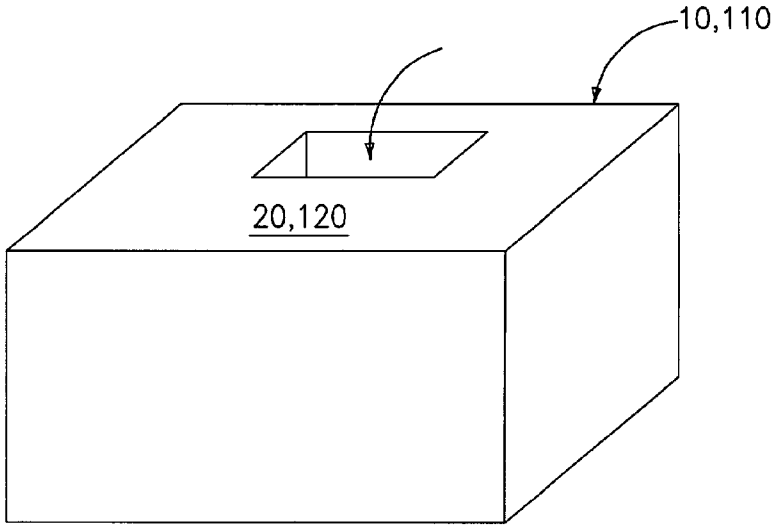


FIG. 4

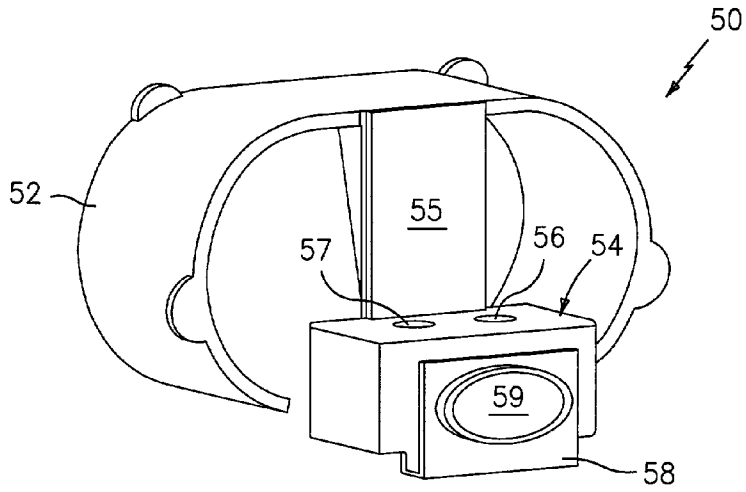


FIG. 2

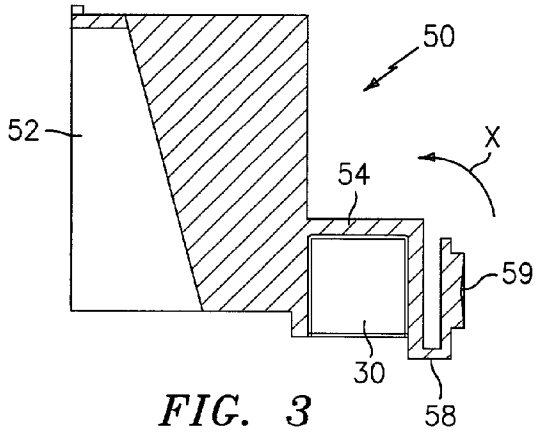


FIG. 3

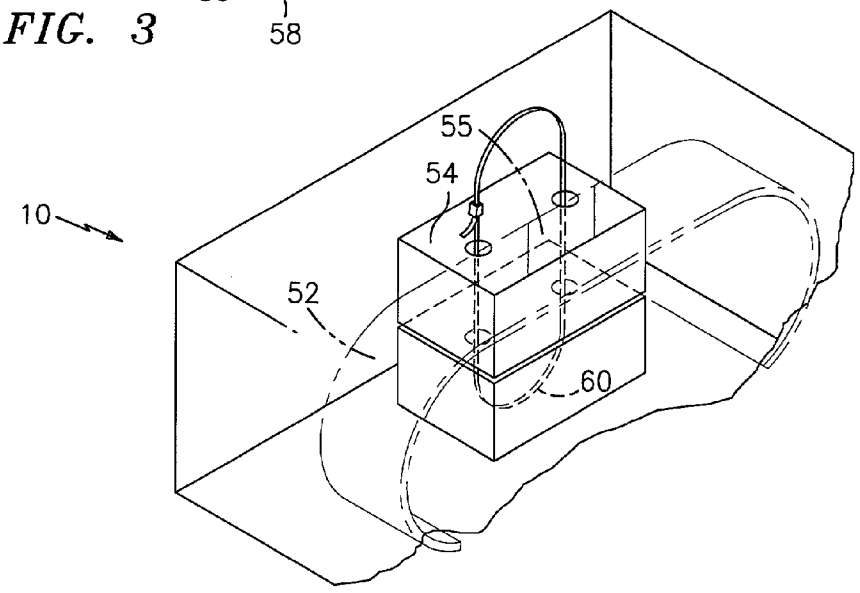


FIG. 5

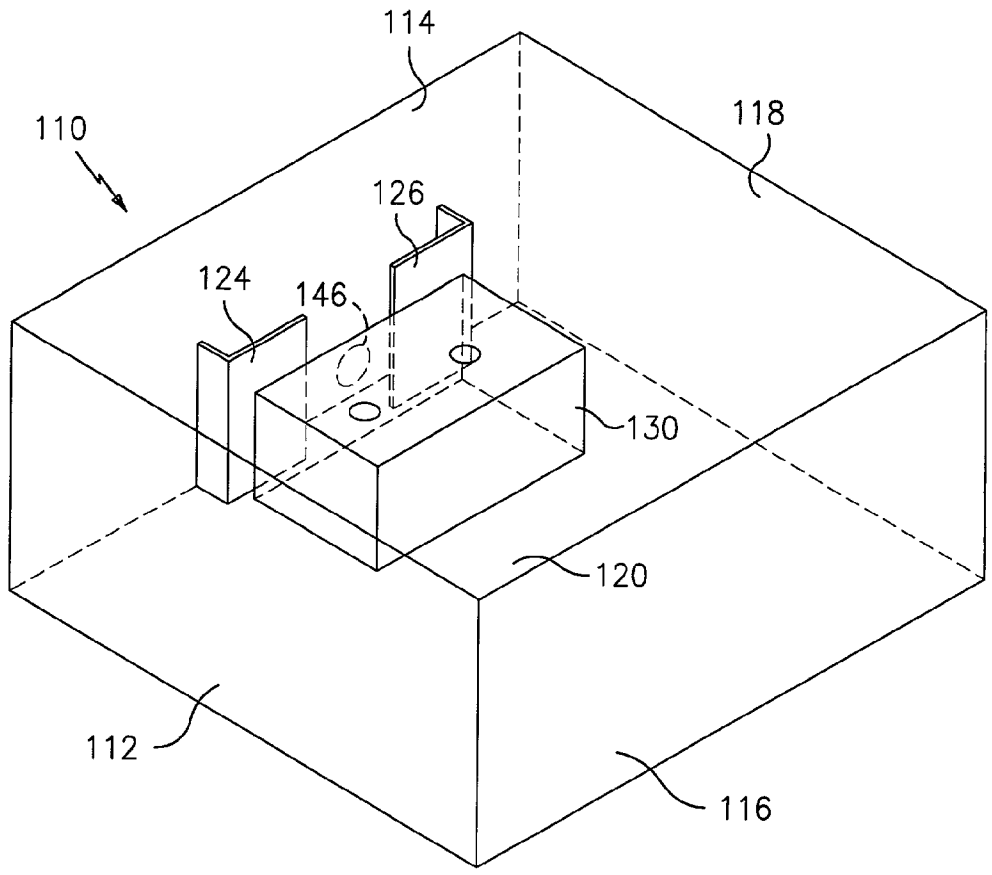

114
110
118
126
124
146
130
120
112
116

FIG. 6

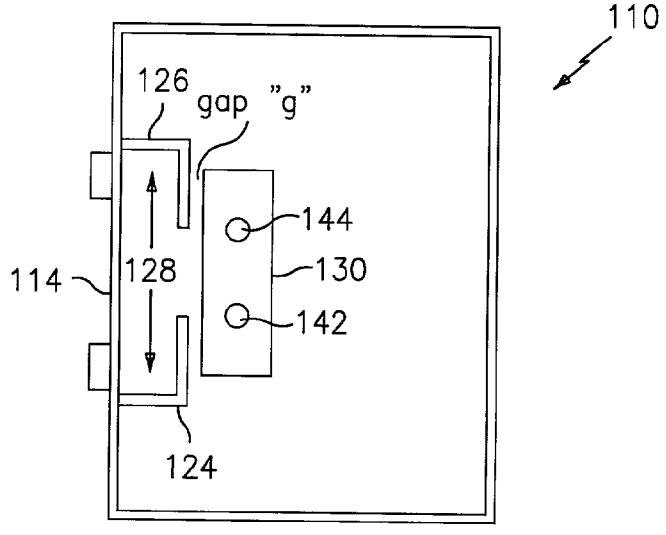

110
126
gap "g"
144
114
128
130
142
124

FIG. 7

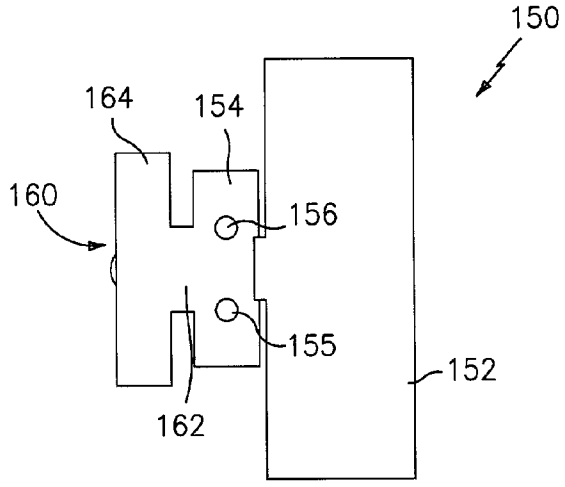


FIG. 8

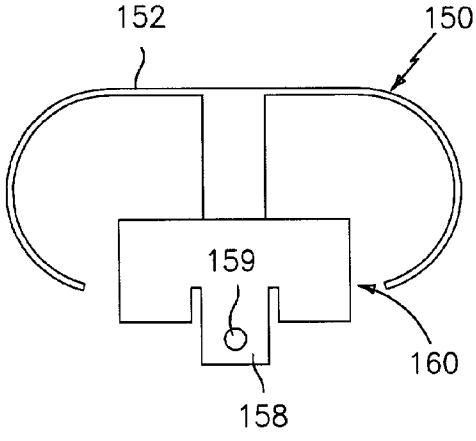


FIG. 9

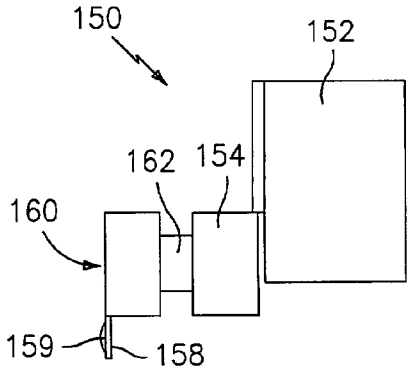


FIG. 10

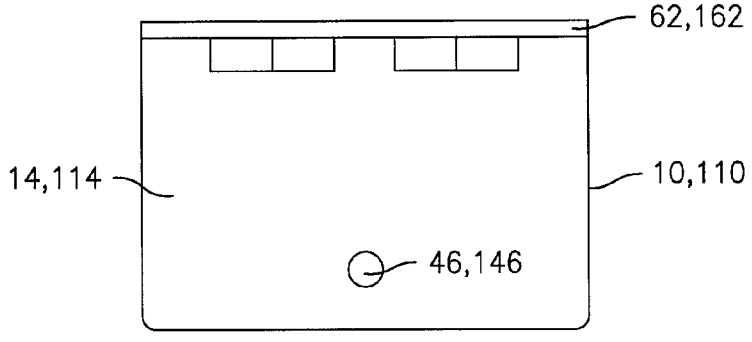


FIG. 11

DISPLAY UNIT FOR A CONSUMER ARTICLE

BACKGROUND OF THE INVENTION

[0001] The present invention relates generally to display units for protecting consumer articles from theft, and more particularly, to an improved construction of a display unit for securely storing and displaying consumer articles such as timepieces, while at the same time facilitating inspection and appreciation of the consumer article by the potential consumer prior to purchase.

[0002] It is well known to provide a package or display box for storing and displaying a consumer article during shipping and for exhibiting the article for sale in retail sales establishments. Typically, a retail sales establishment will exhibit the consumer article, i.e. a timepiece, in its individual display box on a rack or, alternatively, may arrange the display box on a counter top so that a prospective purchaser may see and touch the consumer article. Such counter top exhibitions may include the consumer article within its display box or removed therefrom. To permit the exhibition of the consumer article within the display box, the display box typically has a transparent cover.

[0003] In order to permit a closer inspection of the consumer article, many prior art display boxes permit the consumer article to be removed therefrom. That is, if the consumer article is a timepiece for example, the timepiece and a C-shaped member of the display box may be removed from an interior cavity of the display box. The C-shaped member, generally referred to as a C-clip, is adapted to support the timepiece thereon. This manner of removal enables potential purchasers to more closely examine the timepiece to assist in their purchasing decision but, however, also increases the likelihood that the timepiece may be stolen.

[0004] To deter the theft of such consumer articles, it is well known to provide surveillance systems that include, for example, scanners which establish an electromagnetic or magnetic field at entrances and exits of the retail sales establishment. As is known, an electronic article surveillance (EAS) marker or tag may be attached to, for example, the display box or to the consumer article itself. When activated, the EAS marker interacts with the electromagnetic or magnetic field to indicate that the tagged article is entering the field. In this way, the presence of an active EAS marker activates an alarm indicating that a display box, i.e. the consumer article, containing an active EAS marker, is being removed from the premises.

[0005] The foregoing systems have been somewhat successful in deterring theft. However, in some conventional display box configurations an EAS marker may easily be removed to defeat the surveillance system. Further, certain merchandise such as, for example, timepieces, have heretofore not be able to be tagged with an EAS marker in a manner which ensures the ability to pick up and examine the timepiece while simultaneously reducing the likelihood of theft of the timepiece. Thus, one perceived deficiency in prior art display box arrangements is an inability to reliably discourage the theft of the consumer article itself.

[0006] Accordingly, an improved construction for securely storing and displaying a consumer article, such as a timepiece and watches in particular, and for more reliably reducing the likelihood of theft thereof, is desired. The present invention overcomes the aforementioned deficiencies and provides the objectives and advantages set forth below.

OBJECTS AND SUMMARY OF THE INVENTION

[0007] Therefore, it is an object of the present invention to provide an improved display unit for a consumer article for reducing or eliminating the theft thereof. In a preferred, yet nonexclusive use of the present invention, the consumer article, may be a timepiece, and more preferably a watch. Hereinafter however, reference to a consumer article should be understood to include watches, but not be limited thereto. Similarly, reference to a timepiece or watch should not imply limitations thereby, so that it should be understood that all references to timepieces, watches or other particular consumer articles should be understood to include consumer articles of all types and descriptions to which the present invention may be applicable for displaying.

[0008] It is another object and advantage of this invention to provide a consumer article display unit for securely storing and displaying a consumer article, while at the same time facilitating inspection and appreciation of the consumer article by the potential consumer prior to purchase.

[0009] Still other objects and advantages of the invention will in part be obvious and will in part be apparent from the specification.

[0010] The invention accordingly comprises the features of construction, combination of elements and arrangement of parts that will be exemplified in the disclosure hereinafter set forth, and the scope of the invention will be indicated in the claims.

[0011] The foregoing and other problems are overcome and the objects and advantages are realized by a display unit constructed in accordance with embodiments of this invention, wherein an improved arrangement for a consumer article display unit is disclosed.

[0012] Generally speaking, the present invention is directed to a display unit for a consumer article. In a preferred embodiment, the display unit comprises a housing, a mount disposed in the housing wherein the mount comprises at least one aperture therethrough, and an article support unit which itself may comprise an article support platform for supporting a consumer article, a cap being coupled to the article support platform and positionable on the mount and itself comprising at least one aperture in at least essential alignment with the at least one aperture in the mount, and a tongue member, the tongue member extending from the article support unit and including a tab on a surface thereof, wherein the tab cooperates with a side wall of the housing to releasably lock the article support unit in place when the cap is positioned on the mount. The sidewall of the housing preferably provides for the decoupling of the tab therefrom, such as, but not limited thereto, by including an aperture therethrough. A connector, threadable through the respective apertures of the cap and the mount, maintains a coupling of the cap and the mount when the tab of the tongue is decoupled from the side wall of the housing and the cap is removed off of the mount. In this way, there is a maintenance of a coupling of the cap and the mount to discourage

the unauthorized decoupling and removal of the article support unit and the article from the housing.

[0013] In a specific embodiment of the present invention, the mount includes a second aperture and the cap includes a second aperture in at least essential alignment with the second aperture in the mount, wherein the connector is threadably looped through the respectively aligned apertures. The tab of the tongue member may be displaceable out of the aperture by the pressing of a finger of a user against the tab to release the tab from the aperture. When the tab is released from the aperture, the cap of the article support unit can be removed from the mount. When the article support unit is removed from the mount, the connector maintains a coupling of the mount and the cap.

[0014] In an alternate embodiment of the present invention, the display unit may further comprise facing brackets connected to an inner surface of a selected side wall of the housing, and the article support unit may further comprise a stabilizer member with the tongue member extending from the stabilizer member, such that when the cap is positioned on the mount, the stabilizer is disposed between the brackets to increase the securing, stabilization and positioning of the article support unit in the housing and in particular, on the mount.

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] For a fuller understanding of the invention, reference is made to the following description taken in connection with the accompanying drawings, in which:

[0016] **FIG. 1** is a perspective view of a portion of a housing for a display unit for a consumer article constructed in accordance with the present invention;

[0017] **FIG. 2** is a perspective view of an article support unit constructed in accordance with the present invention and adapted to hold a consumer article, such as a watch;

[0018] **FIG. 3** is a side elevational view of the article support unit of **FIG. 2**;

[0019] **FIG. 4** is a perspective view of a portion of a bottom of the housing for the display unit illustrated in **FIG. 1** and **FIG. 6**;

[0020] **FIG. 5** is perspective view of the housing of **FIG. 1** illustrating the coupling of the mount of the housing with the article support unit to provide a potential consumer with the opportunity for a more intimate and detailed inspection of the consumer article;

[0021] **FIG. 6** is a perspective view of a portion of a housing for a display unit for a consumer article constructed in accordance with an alternate embodiment of the present invention;

[0022] **FIG. 7** is a top plan view of the housing illustrated in **FIG. 6**;

[0023] **FIG. 8** is a top plan view of an article support unit constructed in accordance with the present invention and for use in combination with the housing of **FIG. 6**;

[0024] **FIG. 9** is an end view of the article support unit of **FIG. 8**;

[0025] **FIG. 10** is side view of the article support unit of **FIG. 8**; and

[0026] **FIG. 11** is an end view of the housing constructed in accordance with either the first or the second embodiment.

[0027] Identically labeled elements appearing in different ones of the above-described figures refer to the same elements but may not be referenced in the description for all figures.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0028] In the preferred embodiment, the consumer article may be a timepiece, and a watch in particular, but the invention is not limited thereby. Therefore, references to a watch, timepiece or other consumer article should be understood to be interchangeable references, and is intended by the disclosure as such.

[0029] Turning to the particular figures, reference will first be made to FIGS. **1-5** for a disclosure of the first embodiment of the present invention. The present invention, a display unit for a consumer article, is preferably comprised of a plurality of elements, one of which is a housing, generally indicated at **10** (**FIGS. 1, 4** and **5**), and an article support unit, generally indicated at **50** (**FIGS. 2 and 3**).

[0030] Housing **10**, which in the preferred embodiment is rectangular or square, may comprise sidewalls **12**, **14**, **16**, **18** and a bottom surface **20**. A preferably rectangular shaped **25** mount, generally indicated at **30**, is disposed in housing **10** and protrudes upward from bottom surface **20**. **FIG. 4** more clearly illustrates how mount **30** is preferably formed as part of the mold for housing **10**. Mount **30** itself may have four side walls **32**, **34**, **36** and **38** and a top surface **40**, all which may be formed during the molding of housing **10** in a known manner.

[0031] Mount **30** includes at least one aperture **42**, and preferably at least a second aperture **44**, both of which are preferably, but not necessarily, through a top surface **40**. Although a matter of design choice, mount **30** is preferably positionally molded so as to be closer to one side wall than directly in the middle of the housing compartment. This is clearly illustrated in **FIG. 4**, the arrow illustrating the interior cavity of mount **30** from the molding process. An aperture **46** to accept a tab (discussed below) is formed in one of the sidewalls (sidewall **14**, by example). Aperture **46** may be round, oval or any other shape that coordinates with a tab **59** discussed below. In the preferred example, housing **10** is rectangular shaped, with sidewalls **14** and **16** being longer than opposing sidewalls **12** and **18**. In this configuration, mount **30** is formed closest to sidewall **14** and hence aperture **46** is formed therethrough. However, one skilled in the art would understand that each of these minor details could be altered while remaining within the scope of the invention. For example, the entire housing **10** could be circular or oval, and the invention would still be appreciated. Likewise, mount **30** need not be rectangular, regardless of the shape of housing **10**, and in fact may itself be round or oval. The important features however are apertures **42** and/or **44** (or other equivalent securing means as will be understood below) in the surface of mount **30** and aperture **46** in a sidewall, most preferably, but not necessarily, proximate mount **30**. That is, aperture **46**, as will be understood below, could, in theory, be in any sidewall of housing **10**.

[0032] Reference is now made to **FIGS. 2 and 3** for a detailed description of article support unit **50**. Specifically, article support unit **50** includes an article support platform **52** for supporting a consumer article, such as a watch (not shown). Article support platform **52** may have a "C-clip" shape as is well known in the watch industry for displaying watches and the like. Likewise it can be oval. However, the actual shape of article support platform **52** is really one of design choice.

[0033] Coupled to article support platform **52** is a cap **54**. In the preferred embodiment, cap **54** is integrally formed with article support platform **52** via a molded neck **55** because the elements are formed together during molding. However, if so desired, the elements to form article support unit **50** can be joined together by adhesive or the like. Preferably, cap **54** has a shape complementary to mount **30** so as to be easily disposed thereon as described below. Cap **54**, hollowed out on the inside, also includes at least one aperture **56**, and preferably a second aperture **57**, which are intended to be consistent with and at least essentially aligned, if not perfectly aligned, with the respective apertures **42** and **44** in mount **30**. The reasons therefor will be further explained below.

[0034] Article support unit **50** further includes a tongue member **58** extending from the article support unit **50**. In the preferred embodiment, tongue member **58** extends from cap **54**. Tongue member **58** may also be integrally formed during the molding process of article support unit **50**. A tab **59** is provided on the surface of tongue member **58** that faces away from unit **50** and towards the side wall (i.e. side wall **14**) to which tab **59** will releasably latch in the manner discussed below. For this reason, tongue member **58** is constructed to be sufficiently flexible so as to achieve its operational function which is described in detail below. In particular, tab **59** cooperates with aperture **46** in sidewall **14** of housing **10** so as to assist in releasably locking article support unit **50** in place when the cap **54** is positioned on mount **30**. Accordingly, the shape of tab **59** should be the same as the shape of aperture **46**.

[0035] As should now be understood, while the present invention has been described as utilizing a tab **59** on tongue **58** and a correspondingly aligned aperture **46** in sidewall **14**, other configurations are contemplated herein and will fall within the scope of the present invention. For example, sidewall **14** need not have a full aperture **46** (i.e. that goes all the way through the sidewall (see **FIG. 11**)) but rather may have a cavity sufficient enough to capture tab **59** with a type of flexible member that when depressed from the outside of housing **10**, achieves the same functionality as pushing tab **59** through aperture **46**, namely, pushing tab **59** sufficiently out of the cavity so as to permit the decoupling of tab **59** from sidewall **14**. In the preferred embodiment, tab **59** can be pushed out of aperture **46** by a human finger, for example.

[0036] Lastly, a connector **60** (**FIG. 5**), such as those manufactured by 3M out of nylon or plastic, may be threaded through the respective apertures of cap **54** and mount **30** (note **FIG. 5** does not show the entire article support unit **50** but rather only the parts sufficient to clearly and adequately disclose the present invention). As will now be understood, connectors and other plastic clips are well known so as to require only one aperture in each of the cap **54** and mount **30**. In this way, no looping and coupling of the ends of the connector would be needed. However, in accordance with the preferred embodiment, because cap **54** and mount **30** each have two respective apertures, connector **60** can be looped and connected at the ends of connector **60**. In this manner, connector **60** maintains a coupling of cap **54** (and hence article support unit **50**) to mount **30** when tab **59** of tongue **58** is decoupled from side wall **14** of housing **10** and cap **54** is removed off of mount **30**.

[0037] With the construction of the present invention's first embodiment now disclosed, much of the operation and advantages thereof should now be understood, although some particulars thereof will now be set forth to ensure completeness of the disclosure. Specifically, in operation, a watch or other consumer article is placed around article support platform **52**. Article support unit **50** can then be placed in housing **10**, and in particular, disposed onto mount **30**. This is achieved by aligning and disposing cap **54** thereon. Cap **54** preferably is positionable entirely onto mount **30** such that the top surface **40** of mount **30** is in close proximity with the interior top surface of cap **54**. Preferably, the respective aperture(s) (i.e. aperture **42** with aperture **56** and aperture **44** with aperture **57**) will align. The position of aperture **46** (or other releasing mechanism) in sidewall **14** is preferably aligned with the position of tab **59** when cap **54** is sitting flush on mount **30**. This would be quite clear to one skilled in the art. In this manner, when cap **54** is fully positioned on mount **30**, the biasing of tongue **58** will cause tab **59** to "snap" into aperture **46**. As cap **54** is being lowered onto mount **30**, tab **59** may be flexibly biased against sidewall **14** causing tongue **58** to be biased in direction X (**FIG. 3**). In this way tab **59** will easily and timely "snap" into aperture **46** in a direction opposite of arrow X.

[0038] Thereafter, during finalization of the display unit, connector **60** is looped through the respective apertures as shown in **FIG. 5** and thereafter connected at the ends thereof. A cover **62** may be utilized and placed onto housing **10** as illustrated in **FIG. 11**. Corresponding hinge as would be understood in the art, may secure cover **62** to housing **10**. After connector **60** is secured, the objective is not to disconnect (i.e. cut) connector **60** until the consumer article is purchased.

[0039] In the marketplace (i.e. in retail stores), the present invention is quite advantageous over prior art display box constructions. In particular, the present invention affords a potential consumer the ability to open the display unit cover **62**, touch and inspect the consumer article, and now, utilizing the features of the present invention, further provides the ability of the user to remove the consumer article from the housing (although it will remain on the article support platform **52**) and more intimately inspect and admire it. Removal of the consumer article from housing **10** is achieved by releasing tab **59** of tongue member **58** from aperture **46** with a digit or thumb of a hand (not shown). Thereafter, the entire article support unit **50** can be removed from mount **30**. Importantly however, is the critical feature that article support unit **50** remains coupled to housing **10** via the coupling of mount **30** to cap **54** through the use of connector **60**. While the potential consumer is afforded the foregoing abilities, the retailer or merchant is afforded a greater degree of comfort that the consumer article alone or with the article support unit **50**, will not be concealed and removed from the store in an unauthorized manner. As stated

above, the consumer article itself may be secured to the article support unit **50** by a separate tie, wrap, or other security type feature. The consumer is discouraged from taking the consumer article in an unauthorized manner for a variety of reasons, such as because housing **10** would also have to be concealed, a much harder objective than, for example, merely just wearing the watch out of the store. Also, a security device may now be easily placed in or on the housing **10**. After inspecting the article in accordance with the foregoing but without purchasing it, merely replacing the article support unit **50** onto mount **30** resets the display for the next potential customer, as connector **60** remains in tact.

[**0040**] Reference is now made to FIGS. **6-10**, in connection with the following description, in which an alternate embodiment of a display unit in accordance with the present invention is disclosed.

[**0041**] This alternate embodiment has many features corresponding exactly to features of the first embodiment so that details thereof will be omitted, as they should be well understood by one skilled in the art. The differences worth noting between the two embodiments, however, will be discussed in detail.

[**0042**] Generally speaking, the display unit corresponding to this alternate embodiment comprises housing **110** which in many respects is similar to housing **10**, such as in inclusion of side walls **112**, **114**, **116**, **118** and a bottom surface **120**. A mount **130**, similar to mount **30**, may be molded therein. In all respects, mount **130** may be similar to mount **30** (i.e. with similar apertures **142**, **144**, etc.).

[**0043**] Housing **110** differs from housing **10** in really one significant respect, but it should be noted that the claims are intended to cover both embodiments and equivalents thereof. Specifically, in this second embodiment, housing **110** includes preferably "L-shaped" brackets **124**, **126**. The function of brackets **124** and **126** will become apparent in a moment. Bracket **124** may be connected to an inner surface of a selected side wall (i.e. side wall **114**) of housing **110** and bracket **126** may also being connected to the inner surface of the selected side wall **114** and in facing alignment with the first bracket **124**. These brackets **124**, **126** may be integrally molded to side wall **114** or adhered thereto in any known manner, i.e. adhesive, etc. A slot **128** is thereby created between sidewall **114** and brackets **124** and **126**.

[**0044**] Turning to FIGS. **8-10**, reference will now be made to a detailed description of article support unit **150**. Article support unit **150** is similar to article support unit **50** in many respects, all of which should become apparent to one skilled in the art after reviewing the figures in conjunction with this disclosure. However, the differences between the respective article support units will now be highlighted.

[**0045**] In particular, article support unit **150** also includes an article support platform **152** for supporting the consumer article, and may be of a similar "C clip" shape. For exemplary purposes, support platform **152** is shown in **FIG. 9** as being somewhat "ovalish" in shape. Coupled to article support platform **152** is a cap **154**, similar in all respects to cap **54**, and therefore details thereof shall be omitted for brevity. For example, cap **154** includes apertures **155** and/or **156** as discussed above with respect to cap **54**. Cap **154** may therefore be considered constructed in all significant ways in a manner similar to cap **54**. However, differing from article support unit **50** is that article support unit **150** includes a stabilizer member **160** coupled to, or integral with article support unit **150**, and in particular, as illustrated in the figures, integral with cap **154**. A neck **162** forms the connection between stabilizer **160** and cap **154**. As an aside, it should be noted that all the figures may not be scaled in perfect relation to one another. For example, **FIG. 8** may not be considered scaled perfectly with respect to **FIG. 7** since the neck **162** of **FIG. 8** may be considered not to appear to fit in the gap "g" between brackets **124**, **126** and mount **130** in **FIG. 7**. However, since such minor details are well within the understanding of one skilled in the art, such scaling discrepancies, if any, in no way detract from the explanation and understanding of the invention.

[**0046**] Preferably, stabilizer member **160** comprises a first shoulder **162** and a second shoulder **164** both preferably integrally molded together. Because of the inclusion of this stabilizer member **160**, the corresponding tongue for this second embodiment; namely tongue **158**, extends from stabilizer member **160** (and not cap **154**). A good illustration of this tongue **158** can be seen in **FIGS. 9 and 10**. Tongue **158** may be formed by using known molding process, details of which should be understood by one skilled in the art.

[**0047**] Operation of this second embodiment is also similar to the operation of the first embodiment, and thus repetitive details will be omitted for brevity. For example, a tab **159** is similarly provided on the surface of tongue member **158**. Tab **159** will similarly releasably latch in sidewall **114** in the manner discussed above with respect to the first embodiment as article support unit **150** is disposed on mount **130**. To this end, housing **110** also includes an aperture **146** or other similar means for allowing tab **159** to releasably latch into, and delatch from, sidewall **114** as should now be understood. For this reason, tongue member **158** is also sufficiently flexible for this purpose.

[**0048**] When cap **154** is positioned on mount **130**, shoulder **162** is disposed in the portion of slot **128** formed between bracket **124** and the selected side wall **114**, while at the same time, second shoulder **164** of stabilizer member **160** is disposed in the portion of slot **128** formed between second bracket **126** and selected side wall **114**. The utilization of stabilizer member **160** and brackets **124** and **126** increase the securing, stabilization and positioning of article support unit **150** in housing **110** and on mount **130** in particular. A connector similar to that of connector **60** can be used in this second embodiment in a similar manner to that discussed above with respect to the first embodiment. That is, the details of **FIG. 5** will be understood to apply to this second embodiment as well.

[**0049**] As can be seen by the foregoing, the maintenance of a coupling between the cap and the mount of the respective embodiments discourages the unauthorized decoupling and removal of the article support unit and the article from the housing, while at the same time facilitating inspection and a more intimate appreciation of the consumer article by the prospective purchaser.

[**0050**] It will thus be seen that the objects set forth above, among those made apparent from the preceding description, are efficiently attained and, since certain changes may be made in the above constructions without departing from the spirit and scope of the invention, it is intended that all matter contained in the above description or shown in the accom-

panying drawings shall be interpreted as illustrative and not in a limiting sense. For example, the preferred material that comprises the present invention is Polystyrene or Polycarbonate, but other materials would be understood to be applicable if desired or appropriate. Also, it should now be understood that tounge **58** and **158** can depend both downward and upwardly from their respective caps. The apertures in the sidewalls of the housing would therefore be positioned accordingly.

[**0051**] While the invention has been particularly shown and described with respect to preferred embodiments thereof, it will be understood by those skilled in the art that changes in form and details may be made therein without departing from the scope and spirit of the invention.

What is claimed is:

1. A display unit for a consumer article, the display unit comprising:

a housing;

a mount disposed in the housing, wherein the mount comprises at least one aperture therethrough;

an article support unit, the article support unit comprising:

an article support platform for supporting a consumer article;

a cap, the cap being coupled to the article support platform and positionable on the mount, the cap further comprising at least one aperture in at least essential alignment with the at least one aperture in the mount;

a tongue member, the tongue member extending from the article support unit and including a tab on a surface thereof, wherein the tab cooperates with a side wall of the housing to releasably lock the article support unit in place when the cap is positioned on the mount;

wherein the side wall provides for the decoupling of the tab therefrom; and

a connector, threadable through the respective apertures of the cap and the mount, for maintaining a coupling of the cap and the mount when the tab of the tongue is decoupled from the side wall of the housing and the cap is removed off of the mount;

whereby the maintenance of a coupling of the cap and the mount discourages the unauthorized decoupling and removal of the article support unit and the article from the housing.

2. The display unit as claimed in claim 1, wherein the mount includes a second aperture and the cap includes a second aperture in at least essential alignment with the second aperture in the mount;

wherein the connector is threadably looped through the respectively aligned apertures.

3. The display unit as claimed in claim 1, wherein the housing includes sidewalls and one of the sidewalls of the housing includes an aperture that receives the tab of the tongue member, wherein the tab of the tongue member is displaceable out of the aperture by the pressing of the tab through the aperture in the side wall of the housing.

4. The display unit as claimed in claim 3, wherein the tab of the tongue member is displaceable out of the aperture by the pressing of a finger of a user against the tab to release the tab from the aperture.

5. The display unit as claimed in claim 3, wherein when the tab is released from the aperture the cap of the article support unit can be removed from the mount.

6. The display unit as claimed in claim 5, wherein when the article support unit is removed from the mount, the connector maintains a coupling of the mount and the cap.

7. The display unit as claimed in claim 1, further comprising:

a first bracket connected to an inner surface of a selected side wall of the housing and a second bracket also connected to the inner surface of the selected side wall and in facing alignment with the first bracket;

a stabilizer member coupled to the article support unit, the stabilizer member comprising a first shoulder and a second shoulder;

wherein the tongue member extends from the stabilizer member; and

wherein when the cap is positionable on the mount, the first shoulder of the stabilizer is disposed in a portion of a slot formed between the first bracket and the selected side wall and the second shoulder of the stabilizer member is disposed in a second portion of a slot formed between the second bracket and the selected side wall.

8. The display unit as claimed in claim 7, wherein the selected side wall of the housing includes an aperture that receives the tab of the tongue member and the tab of the tongue member is displaceable out of the aperture by the pressing of the tab through the aperture in the selected sidewall of the housing.

9. The display unit as claimed in claim 8, wherein the tab of the tongue member is displaceable out of the aperture by the pressing of a finger of a user against the tab to release the tab from the aperture.

10. The display unit as claimed in claim 8, wherein when the tab is released from the aperture the cap of the article support unit can be removed from the mount.

11. The display unit as claimed in claim 10, wherein when the article support unit is removed from the mount, the connector maintains a coupling of the mount to the cap.

12. The display unit as claimed in claim 1, wherein the mount is rectangular in shape and the at least one aperture is in a top surface thereof; and

wherein the cap is of a corresponding shape to the mount and the at least one aperture in the cap is in the top surface thereof and essentially aligned with the aperture in the top surface of the mount.

13. The display unit as claimed in claim 3, wherein the tongue member is flexible such that the pressing of the tab flexes the tongue member away from the sidewall and out of the aperture in the sidewall.

14. A display unit for a consumer article, the display unit comprising:

a housing;

mounting means disposed in the housing;

an article support unit, the article support unit comprising:

consumer article support means for supporting a consumer article;

positioning means corresponding to the shape of and positionable on the mounting means, the positioning means further comprising means for allowing for the coupling of the article support unit to the mounting means;

latching means, extending from the article support unit, for cooperating with a sidewall of the housing to releasably lock the article support unit in place in the housing when the positioning means is positioned on the mounting means;

wherein the sidewall provides for the decoupling of the latching means from the sidewall; and

a connector for maintaining a coupling of the positioning means to the mounting means when the latching means is decoupled from the side wall of the housing and the positioning means is removed off of the mounting means;

whereby the maintenance of a coupling of the positioning means and the mounting means discourages the unauthorized decoupling and removal of the article support unit and the consumer article from the housing.

15. The display unit as claimed in claim 14, wherein the mounting means comprises at least one aperture therethrough and the positioning means comprising at least one aperture in at least essential alignment with the at least one aperture in the mounting means; and

wherein the connector couples the mounting means and the positioning means by being threaded through the respective apertures in the mounting means and the positioning means.

16. The display unit as claimed in claim 14, wherein the latching means comprises a tongue member, the tongue member extending from the article support unit and including a tab on a surface thereof, wherein the tab cooperates with a side wall of the housing to releasably lock the article support unit in place when the positioning means is positioned on the mounting means.

17. The display unit as claimed in claim 16, wherein the sidewall includes an aperture that receives the tab of the tongue member, wherein the tab of the tongue member is displaceable out of the aperture by the pressing of the tab through the aperture in the sidewall of the housing.

18. A display unit for a consumer article, the display unit comprising:

a housing and a mount, the mount disposed in the housing and comprising at least one aperture therethrough;

an article support unit, the article support unit comprising:

an article support platform for supporting a consumer article;

a cap, the cap being coupled to the article support platform and positionable on the mount, the cap further comprising at least one aperture in at least essential alignment with the at least one aperture in the mount;

a tongue member, the tongue member extending from the article support unit and including means for cooperating with the housing to releasably lock the article support unit in place when the cap is positioned on the mount;

wherein the housing provides for the decoupling of the tongue therefrom; and

a connector, threadable through the respective apertures of the cap and the mount, for maintaining a coupling of the cap and the mount when the tab of the tongue is decoupled from the side wall of the housing and the cap is removed off of the mount;

whereby the maintenance of a coupling of the cap and the mount discourages the unauthorized decoupling and removal of the article support unit and the article from the housing.

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