CLAIMS

1. A modular furniture system, the system comprising:

(a) a first vertical panel having a top end, a bottom end, two front edges and two rear edges to form front and rear surfaces, and two side surfaces;

(b) the first vertical panel having flanges on each front and rear edge, allowing a surface of the first vertical panel to receive a display means;

(c) the first vertical panel having at least one vertical track on a side surface of the panel running from the top of the panel to the bottom of the panel;

(d) a display or storage means adapted to slide along the length of the track; and

(e) a fastening means for securing the display or storage means at a desired position along the track;

wherein the track of the first vertical panel comprises a plurality of notches that are spaced at pre-determined positions and are adapted to engage the fastening means, and the positions of the notches on the track are adapted to correspond to those positions of notches on a track of a second vertical panel opposing the first vertical panel.

2. The system according to claim 1, further comprising:

(a) a second vertical panel opposing the first vertical panel;

(b) the second vertical panel having a top end, a bottom end, two front edges and two rear edges to form front and rear surfaces, and two side surfaces;

(c) the second vertical panel having flanges on each front and rear edge, allowing a surface of the second vertical panel to receive a display means;

(d) the second vertical panel having at least one vertical track on a surface that opposes the first vertical panel, the track running from the top of the panel to the bottom of the panel; and

(e) the display or storage means extends between the first and second vertical panels,

wherein the track of the second vertical panel comprises a plurality of notches that are spaced at pre-determined positions and are adapted to engage the fastening means, and the positions of the notches on the track of the second vertical panel correspond to those positions of the notches on the track of the opposing first vertical panel.

3. The system according to any one of claims 1 or 2, wherein the first and second vertical panels further comprising a plurality of vertical tracks on the surface that opposes each other, each track is adapted to receive at least one display or storage means, wherein the display or storage means is adapted to slide along the length of the track.

4. The system according to any one of the preceding claims, wherein each first and second vertical panels comprising three tracks, the positions of the tracks on the first vertical panel correspond to those positions of the tracks on the opposing second vertical panel.

5. The system according to claim 4, wherein the three tracks comprise a track positioned in the center of the panel, a track positioned near the front edge of the panel, and a track positioned near the rear edge of the panel.

6. The system according to any one of the preceding claims, wherein the fastening means is selected from the group consisting of a releasable latch, a lever lock, a stud, a protuberance, a snap and clip fit arrangement.

7. The system according to any one of the preceding claims, wherein the display and storage means is selected from the group consisting of a crossbar and a shelf.

8. The system according to any one of the preceding claims, wherein the display or storage means is integral with the fastening means.

9. The system according to any one of the preceding claims, wherein the vertical panel is hollow.

10. The system according to claim 9, wherein the hollow of the vertical panel houses an illuminating device.

11. The system according to claim 9, wherein the hollow of the vertical panel houses a communicator for obtaining product information from products on the display or storage means, and transmitting the information to a processor.

12. The system according to any one of the preceding claims, wherein the bottom end of the vertical panel is supported on the ground by a base.

13. A kit for erecting a furniture system, the kit comprising:

(a) a prefabricated first vertical panel having a top end, a bottom end, two front edges and two rear edges to form front and rear surfaces, and two side surfaces;

(b) the prefabricated first vertical panel having flanges on each front edge and rear edge, allowing a surface of the prefabricated first vertical panel to receive a display means;

(c) the prefabricated first vertical panel having at least one vertical track on a surface of the panel running from the top of the panel to the bottom of the panel;

(d) a prefabricated display or storage means adapted to slide along the length of the track; and

(e) a prefabricated fastening means for securing the display or storage means at a desired position along the track; and

optionally instructions for erecting the furniture system,

wherein the track of the prefabricated first vertical panel comprises a plurality of notches that are spaced at pre-determined positions and are adapted to engage the fastening means, and the positions of the notches on the track are adapted to correspond to those positions of notches on a track of a prefabricated second vertical panel opposing the prefabricated first vertical panel.

14. The kit according to claim 13, further comprising:

(a) a prefabricated second vertical panel opposing the prefabricated first vertical panel;

(b) the prefabricated second vertical panel having a top end, a bottom end, two front edges and two rear edges to form front and rear surfaces, and two side surfaces;

(c) the prefabricated second vertical panel having flanges on each front edge and rear edge, allowing a surface of the prefabricated second vertical panel to receive a display means;

(d) the prefabricated second vertical panel having at least one vertical track on a surface that opposes the prefabricated first vertical panel, the track running from the top of the panel to the bottom of the panel; and

(e) the prefabricated display or storage means extends between the first and second vertical panels,

wherein the track of the second prefabricated vertical panel comprises a plurality of notches that are spaced at pre-determined positions and are adapted to engage the fastening means, and the positions of the notches on the track of the second prefabricated vertical panel correspond to those positions of the notches on the track of the opposing prefabricated first vertical panel.