[0051] In Figure 3, the dispensing device 11 is formed for receiving a storage container 41 formed as a tubular bag. This arrangement differs from that of Figure 1 in that the receiving space 29 is sealed in an air-tight manner after the insertion of the tubular bag, or the tubular bag is attached to an upper edge of the receiving space 29 in such a manner that a closed space between the base 32 of the receiving space 29 and the inserted tubular bag is created. A pressure can thus be built up again in the receiving space 29 in order to discharge the fluid from the tubular bag.

[0052] In Figure 4, an alternative embodiment to Figures 1 and 2 is depicted.

[0053] The embodiment depicted in Figure 4 is described below with regard to the deviations. With respect to the further features and alternatives, reference is made to the above-mentioned description of the Figures.

[0054] In the embodiment according to Figure 4, the spray head 14 is not pivotable, but rather is transferrable from a closed position, as is shown in Figure 4, into an open position by means of a guide 75. This guide 75 can be formed as a sliding guide which independently positions the spray head 14 relative to the housing 12 by a latching, both in the closed position and in the open position. The fluid line 44 and the needle 45 projecting into the closure 42 are led out vertically from the housing 12 by the displacement movement of the spray head 14 during opening or raising of the spray head 14. Subsequently, the receiving space 29 becomes accessible from an end face which also points in the exit direction 65 of the fluid. After the spray head 14 is fully elevated and the needle 45 is fully led out from the closure 42, the storage container 41 can be gripped from the front and led out. Subsequently, a new storage container 41 is firstly inserted into the receiving space 29 according to the direction of the arrow 66, wherein this storage container 29 is then transferred downwards at a right angle onto the connecting piece 31 by a guide surface 77 on the receiving space 29 in an insertion movement. After a further pressure movement onto the storage container 41 according to arrow 66, this storage container latches independently with the cartridge base 56 on the connecting piece 31. Preferably, a self-latching clip connection or similar is provided. Finally, the spray head 14 is, in turn, moved onto the housing 12 and the receiving space 29 is closed.

[0055] In this closed arrangement of the dispensing device 11, the end face which, for example, forms the window 54 in Figure 1, is free, i.e. the viewing window 54 is not present.