

Displaysense To Sell Relaxation And Motivation



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Displaysense, the Hertfordshire-based retail display provider, is looking to play its part in stimulating the UK by sourcing office display equipment that provides a healthier, enjoyable working environment.

Displaysense, the country's leading supplier of shelving units and display cabinets, is encouraging businesses around the country to create more home like environments for their employees to work in, in order to encourage productivity and increase motivation.

To do this, the company is launching its "Late Summer Break Out" campaign that will see the introduction of ergonomic computer desks as well as other display items that might be expected at home such as plants, comfy sofas, paintings, lamps and other relaxing display equipment.

In order to spread the "Late Summer Break Out" message, Displaysense will also be sending leaflets out to a selection of their business customers highlighting the importance of a relaxed, fun working environment. The leaflet will show how they can make the most out of their office space by using some of the new Displaysense display systems, as well as ideas to assist in motivating the workforce.

Steve Whittle, the marketing manager at Displaysense, commented on the concept, "A lot of people spend the majority of their days at work and constant exposure to these stressful environments can not only lead to a loss in productivity, but also serious health issues. Having fun is a basic human requirement and we believe that businesses should do more to make employees comfortable and provide a slice of home and pleasurable places to escape within their office environment."

Motivational theorist, Abraham Maslow, noted in the 1940's that employees have certain criteria that need fulfilling in the work environment and the basic psychological needs, such as having fun, are the most important requirements of all.

A number of businesses use these more relaxed environments to stimulate idea generation. Call centre businesses might have a games room to help staff have a break from the routine, ensuring they return to work fresh and stimulated.

Steve Whittle said: "Why should it be left to such businesses to lead the way? In the present difficult times, you need all the help you can get to ensure your staff are creative in problem solving and motivated to work". Displaysense itself regularly has lunch time table tennis tournaments to generate staff morale and healthy competition.

Regardless of the size of the business, the UK is reportedly working longer hours than other countries in the EU, emphasising the need for a more relaxed workplace.

About Displaysense

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. Displaysense has a wealth of experience in design and manufacturing and has been able to develop an ever growing standard range of over 5,000 displays for retail, exhibitions, office and home. The range is now hugely diverse including literature displays, display cabinets, mannequins, office displays, exhibition stands, catering supplies and even items for the home.

Displaysense works with a large range of clients including, retailers (multiple and independent), blue chip corporate clients, cafés, bars, restaurants and night clubs, shop and office fitters, marketing and promotions companies, designers and architects, product distributors, exhibition contractors and exhibitors, printers, councils and NHS trusts, charities, schools and universities and even home consumers.

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