

Displaysense Reports Retailers Seeking Temporary Solutions To Guarantee A Better Christmas



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Displaysense reports high street retailers and independent stores are heading into the festive period in full force by increasing their retail display solutions to promote and distribute their range of products in defiance of forecasts of a slump in Christmas sales threatening the speed and strength of the UK's economic recovery.

Displaysense, the UK's leading supplier of display cabinets and cake stands has noticed a growing trend in businesses purchasing more in the way of temporary shop displays. This allows retailers the opportunity to have more stock on display, providing customers more choice as well as retailers the chance to reduce their stock and increase sales during this festive period.

With a slump in sales over the summer period, primarily due to poor weather and unrest in the banking system, there is now a surplus in stock at many retailers which needs to be cleared in order to make way for the latest products and gadgets for 2010.

With the opportunity of Christmas and January sales just around the corner, many shops are looking for as many opportunities as possible to sell, sell, sell and recoup their depreciating investment in the stock they hold. As cash is very much king to retailers and with banks still unwilling to lend, businesses are trying to ensure they can make the most of this silly season of sales and buyer demand approaching.

Steve Whittle the marketing manager at Displaysense, commented on this trend in a positive tone by stating, "The fact that a lot of businesses are looking to get rid of their stock shouldn't be seen as a desperate attempt to make some money, but rather that they are ready to move on after a disappointing year. New stock lines bring new opportunities and the lessons learnt over the past year or so should put the majority of companies in good stead for the coming months ahead".

With some ranges of wire chrome shelving units and clothes rails near to selling out at Displaysense, the company is already having to reorder more to fill the demand, which is the opposite to last year's demands which saw the company's 95% off sale signs selling out. The move from desperation to innovation has clearly paved the way for the unexpected upbeat feeling on the high street.

Only time will tell whether the predictions of a gloomy Christmas period will come true, however one thing that is certain, a temporary display isn't just for Christmas. It can be a real life saver for retail shops.

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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