

On The First Day Of Christmas UK POS Brought To Me...



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Author: [UK Point Of Sale](#)

Industry: [Retail](#)

UK manufacturer of point-of-sale products highlights must-have display items for Christmas promotions

Stuck for inspiration this season on how to display any last minute seasonal point-of-sale? Well there's still plenty of time to order items for the run-up to Christmas, and to make product selection easier, UK Point Of Sale Group Limited has come up with a quick-fix solution – a Christmas wish list.

The UK manufacturer of point-of-sale ([UK Point Of Sale](#)) materials has created the must-have list as it has been reported that consumers can look forward to seeing significant promotions and early winter sales this year. So UK POS believed a quick call stating the Christmas wish-list would assist retailers with their orders during this extremely busy period.

With UK POS' best possible prices and next day delivery available, the list features six point-of-sale options, including:

- A1 Pavement [A Boards](#) Sign to get customers in store
- A4 [Snap Frames](#) to promote Christmas special offers and deals with interchangeable posters
- Shelf Talkers for stand out pricing displays
- A4 pallet Stacking Card Holders for large displays of product promotions
- Flag Sign Holders to catch the customers attention with special offers

and deals
- Extending Wire Hooks for ceiling posters to guide customers through the store

It was Rob Templeman, the chief executive of Debenhams, who predicted that consumers can look forward to significant promotions this Christmas with retailers looking to boost revenues after a somewhat turbulent year*. However UK POS fears that retail outlets could soon become over run with offers or overcrowded sales, when in fact retailers should be taking the less is more approach.

UK POS' sales and marketing director, Debra Jamieson advises: "Overcrowding shelf space with various offers and promotions can be off putting for consumers and leave shoppers confused as to what product is truly the best value for money. Being clear and concise about your brand offerings is more important than ever this Christmas to ensure retailers secure those all important sales."

"Retailers need to make consumers feel that an offer is too good to be missed. As such, we are advising our customers to rotate displays during the run up to Christmas, creating first come first serve offers that encourage that immediate impulse response."

UK POS' next day delivery service means that retailer's can select their must-have display products and have them delivered in time for the Christmas rush. For further information call UK POS on 0161 431 4400 and quote: Christmas Wish List.

ENDS

IMAGE: ChristmasWishList.jpg

CAPTION: UK Point Of Sale Group Limited makes last minute ordering easy with its Christmas Wish List of essential point-of-sale items

RESOURCES:

http://business.timesonline.co.uk/tol/business/industry_sectors/retailing/article6886546.ece

For more information on this story, please contact Fiona Shackleton at Manifest Communications on 01484 469601 or email: fiona@manifestcomms.co.uk

Notes to editors:

Established in 1989 and with its head office in Stockport, UK Point of Sale Group Limited (UK POS) is a leading manufacturer of innovative point of sale display systems. Already a preferred partner to some of the biggest names in supermarket, department store and high-street retailing, it offers over 3,000 quality items - ranging from acrylic and PVC holders to pavement signs. The majority of these items are made in the UK at the company's own manufacturing facility and all are available for next day, nationwide delivery. The company also offers bespoke solutions and continues to invest into the latest plant and machinery to keep its capabilities abreast of the very latest PoS advances.

For further information visit: www.ukpos.com

Contact Details: Debra Jamieson
Sales Manager
Tel 0161 431 4400
DJamieson@ukpos.com

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