

Displaysense Put Shop Displays In The Spot Light This Christmas



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Displaysense the UK's leading supplier of shop fittings, understand that a bit of festive cheer can go a long way, especially as the nights get longer and the days get colder, and are encouraging their customers to send in pictures of the best and worst Christmas displays on their local high streets, to help highlight the importance of a well thought out display presence at this time of year.

Displaysense who sell a wide variety of [shop fittings](#) including [display cabinets](#), believe that traditional in-store Christmas decorations are not enough to encourage those all important sales this December and need to think up new and unique methods of drawing customers in store.

In order to keep retailers on their toes, Displaysense are encouraging their customers to send in photos of some of the countries best and worst displays that they spot on their local high streets, with the customer sending in the picture of the most impressive display, winning a festive Christmas hamper. The store that is found to have the countries worst display, will be sent a whoopee cushion from Inflatable Everything, the sister site of Displaysense.

Steve Whittle the marketing manager at Displaysense commented, "Simply adding a bit of tinsel and some snowflakes won't have the same impact as previous years and stores will now need to do a lot more to attract attention. Unusual shop window displays or decorations and props really need to engage with the customer in order to work and the smart money would be on the companies who figured this out and set some extra budget aside in order to fulfill this."

Not only will the Displaysense customers be sending in pictures of the displays, but they will also be the judges of this competition. Displaysense plan to send an email out to their customers at the start of January with the top 5 best and worst pictures sent in and will encourage customers to reply with a vote for which one they like and which one should be put on Santa's naughty list.

It is not only shop window displays that see a dramatic face lift at Christmas, but all things down to the air freshener scent in store will need proper consideration. Stores that look closely at the finer detail of their displays will be more successful in persuading customers into purchasing. Whether it's a change to their food displays with new [cake stands](#) or investing in more [clothes rails](#) to space out their stock, it can all make a big difference.

From Lakeside shopping centre all the way up to the Forge shopping centre, retailers need to make more of an effort to encourage consumers in store and part with their hard earned cash. But with the Displaysense customers acting as judge, jury and executioner, it is not only the retailers who could make a killing this Christmas and New Years.

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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