

# Pet coffins – Displaysense go barking mad with a new display box



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Press Release Author: Stephen Whittle

Industry: [Retail](#)

**Press Release Summary: Displaysense, the UK's leading supplier of retail display products have received a peculiar request from one of the UK's largest pet product retailers to source a range of Perspex pet coffins and display boxes**

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The pet shop retailer plans to promote these acrylic displays as a way for customers to create elaborate memorials in their gardens for their beloved deceased stuffed pets. It is thought that this pet shop retailer has asked [Displaysense](#) due to the retail display suppliers wealth of experience in [acrylic display](#) products and display boxes.

This enquiry has arisen due to a growing demand from the pet shop chains customers to be able to see their pet after it has passed away. According to the BBC's website, although the number of people owning a pet is on the decrease pet owners in the UK are spending an estimated £3.8bn a year on their pets with one in three adults admitting that they love their pets more than their children.

*"With our experience in the display industry and the retail experience of the pet product chain, we are looking forward to a successful partnership",* said **James Crawford, Sales Director at Displaysense.**

The fact that deceased animals could soon be on display in gardens around the country could anger some animal activists saying that this is a step too far. However people's love for their pets, along with a wish to preserve them after death is not a recent trend. There have been many discoveries of the ancient Egyptians mummifying their pets, especially cats, dogs and birds, although many other species of animals have also been found, which could then be buried in sanctified plots. **James Crawford** commented on this point by saying, *"We will be working closely with the retailer, its customers and the animal rights groups to ensure that the views of the different parties are taken into account so we can get a product that is tasteful and not an eye sore in any community. There are currently various ranges and designs of pet coffins available on the internet, however an acrylic coffin for a garden display is a unique product."*

The **pet coffin** is essentially a larger version of a [display box](#) and **Displaysense** plan to work closely with the retailer to ensure that the acrylic coffin is secure, preventing animals or even thieves from stealing the stuffed pet or the entire display.

While the development of the unusual display range is in its early stages and isn't planned to be available until summer 2008, it is expected that the cost of the product range would start at a RRP of around £99.

## **About**

## **Displaysense**

**Displaysense** was established in September of 1978 as a manufacturer of quality point of sale [displays](#). They have a wealth of experience in design and manufacturing and have been able to develop their ever growing standard range of over 1500 displays. The range is now hugely diverse including display boxes, display cabinets, Perspex displays, display stands, acrylic displays and trays.

**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.

**Displaysense** is a one-stop-shop for retail display products and all shop display, catering display and exhibition display requirements.

**Web Site:** <http://www.displaysense.co.uk/>

**Contact Details: Contact Details**

**Stephen Whittle  
Marketing Manager**

**Displaysense Ltd**

**Unit 5**

**Raynham Close**

**Bishop's Stortford**

**Herts**

**CM23 5PJ**

**UK**

**Tel: 0845 200 8139 ext. 28**

**Fax: 0845 200 8149**