

The shops that stole Christmas - Retailers fight back against online Christmas sales with Displaysense sale signs



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Press Release Author: [Displaysense Ltd](#)

Industry: [Retail](#)

Press Release Summary: Displaysense, the UK's leading supplier of retail display products treble stocks of many sales signs and sale banners after mad rush from retailers organising pre-Christmas sales to entice customers away from purchasing festive products online

Press Release Body: **Displaysense**, the UK's leading supplier of retail display products have had to dramatically treble stocks of many sale signs and promotional banners following a mad rush from retailers organising pre-Christmas sales to entice customers away from purchasing festive products online.

During the latter stages of October, **Displaysense** had an unexpected seasonal demand for stocks of [sale signs](#) and [sale banners](#) due to retailers planning shock pre-Christmas sales to counteract the growing trend of customers shopping for Christmas online. According to a BBC business report published in January 2007, UK consumers spent approximately £7.66bn online in the run up to Christmas last year, which was a 54% increase on the previous year.

Due to heavy price discounting and promotions over recent seasonal events such as Halloween and Bonfire night, and sporting occasions like the Rugby World Cup, retailers have managed to encourage customer to return to the high street according to a November 2007 BBC business report. This has been a much welcome boost for many retailers following the disappointing weather and floods in the summer which drastically impacted on retail sales.

"We normally expect demand for sale posters in December but were surprised when this started a lot earlier than normal and orders are still extremely high presumably as retailers rush to offer sales goods first", said **James Crawford, Sales Director at Displaysense.** James went on to say, *"Retailers are really trying to fight back against their online counterparts and these early Christmas sales just might do the trick".*

Not only have **Displaysense** seen an un-seasonal hike for [sales posters](#) and banners, the company has also benefited from greater demand for retail display items such as [display cabinets](#), mannequins, and display cases. **James Crawford** commented on this by saying, *"We have seen increased orders from clients who have recognised the need to seize the opportunity of the Christmas shopping period to improve the buying experience and use persuasive displays to encourage customers to purchase from the high street as opposed to their virtual counterpart."*

The retail sector in general could well be hit, with the recent increases in interest rates placing even greater pressure on household incomes and the usual pessimistic predictions that are already reaching the consumer press. So this recent trend by some retailers to start their sales early could well be a bold move to secure consumer spend ahead of any further doom & gloom stories reaching buyers ears.

There will always be people who prefer doing their shopping on the high street and having attractive retail displays with the added attraction of a sale will no doubt bring in further business. Traditionally, retailers do not start sales until Boxing Day but for retailers who are looking to get a head start on the competition, are already turning to companies such as **Displaysense** for retail [sale signs](#) to help them get the upper hand.

About

Displaysense was established in September of 1978 as a

Displaysense

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, sale signs, display stands, glass shelving units 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.

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