

Lost in translation – the unusual tale of a taxi and a Displaysense display cabinet



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Press Release Author: [Displaysense](#)

Industry: [Retail](#)

Press Release Summary: For a 19 year old girl from South London ordering a taxi to take her to Bristol International airport proved too much as she accidentally ordered a display cabinet from Displaysense instead

Press Release Body: For a 19 year old girl trying to order a taxi to Bristol International airport, it all proved too much, as she accidentally ordered a display cabinet from **Displaysense** instead.

The 19 year old girl from South London rang directory inquires looking for a taxi to take her to Bristol International airport the following morning. However, the young girl was using rhyming slang and what she actually said was that she wanted a '**Joe Baxi**'. The confused operator said that she was unable to find anyone by that name, at which point the young girl replied, "*It ain't a person, it's a cab, in it*". Upon hearing this, the operator located the nearest supplier of cabinets, [Displaysense](#), and put the girl through to the company.

Displaysense deal with thousands of customers on a daily basis and offer a variety of products including their all new display cabinet and [display case](#) ranges. The sales staff are quite used to dealing with a range of customers and accents, but this young woman proved to be something quite different. Speaking to a member of the **Displaysense** sales team, the short tempered girl demanded the cheapest **Joe Baxi** to take her to the airport the following morning, at which point the sales advisor questioned her order.

The now frustrated girl replied by saying, "*Look love, how hard is it? All I want is your cheapest cab in it. I need it for 10am. How much is it?*" At this point the sales advisor told the girl that it would be £180. The amount didn't

phase her and she abruptly leapt in with her address details and declared, "I wanna pay by card, 'cause I got no cash". Before the **Displaysense** sales staff could say anymore, the young girl was gone, leaving the member of staff to process the order of a display cabinet for £180.

Steve Whittle the Marketing manager of Displaysense commented, "*The very next morning we received an irate call from this same girl asking why she had a big glass [display cabinet](#) outside her house, when all she wanted was a taxi*".

Displaysense apologised and gladly offered the young lady a refund on the [display unit](#) she received and suggested that maybe she should speak a bit clearer on the phone. Steve remarked, "*We still don't know if she made it to the airport on time but she did ask our delivery driver if he could give her a lift.*"

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 acrylic containers, [display cabinets](#) mannequins, modular shelving units, exhibition displays and business card holders.

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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