

# Displaysense reveals Valentines Day weddings downsizing



Released on: January 26, 2009, 8:29 am

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Industry: [Consumer Services](#)

Press Release Summary: [Displaysense](#) reports sales of catering equipment increasing in the lead up to Valentines Day, as more people are downsizing their romantic wedding plans and looking to do more themselves as a result of the economic downturn

Press Release Body: [Displaysense](#) reports that while Valentines Day is renowned as the most romantic day of the year, with couples expressing their love for each other with gifts and for many, tying the knot, making it one of the busiest marriage periods in the year, it's not just flowers and chocolates that are in demand this February.

This busy marriage period has lead to [Displaysense](#) (<http://www.displaysense.co.uk>), the UKs leading supplier of affordable [shop fittings and catering equipment](#), having to double their stock of [cake displays](#), after increasing demand from customers who are intending to cut down on the big day expenses due to the ongoing credit crunch by doing a lot more themselves rather than payout for caterers.

After various calls to the Displaysense sales team, a number of customers have indicated that other businesses are also benefiting from the downturn, as a number of people are renting equipment or making items for the big day, rather than purchasing it.

**Steve Whittle** the marketing manager at Displaysense said, *"There definitely seems to be a growing trend of people looking to DIY their wedding day. If this trend continues, we may change our future new product plans and introduce more wedding related products"*.

Steve commented further by saying, *"Some of our customers have been very inventive with their purchases, one example was a customer who cut*

*down on their wedding stationary and purchased some note clip holders from our [leaflet holders](#) range and used them for table and name placements as well as [menu holders](#)".*

On speaking to suppliers and the local business community, Displaysense has learnt that certain businesses are even planning to extend their January sales to cover the first two weeks of February to pick up this marriage trade and supply products to couples who are working with a tighter wedding budget.

With wedding numbers decreasing by an estimated 35% since their peak in 1972, couples have preferred to co-habit, rather than tie the knot. However, the race to exchange vows on Valentines Day always leads to a surge in the Marriage figures and the numbers of people filling the countries church pews.

With the credit crunch in place tightening the purse strings on everything from the dresses to the catering, Displaysense wishes all those couples good luck and hope the trend for more DIY weddings continues in 2009.

## **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 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.

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

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