

# Displaysense Glimpses A Different Cost Of The Economic Climate



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Displaysense has revealed that throughout the recession and continuing into the gradual economic recovery, a rise in crime targeting retail and fashion retailers has been seen. This is the conclusion reached by the company after speaking to its customers and reviewing its sales figures since the recognised start of the downturn in the winter of 2008.

Displaysense, leading suppliers of [clothes hangers](#) and [clothes steamers](#) has reportedly seen unexpected and continuing growth in parts of their business that seem to back up reports from several customers who cite theft of display units as the motivation behind their purchase.

A 27% rise in demand for individual components for [display stands](#) rather than full units could be interpreted in a number of ways to counter the companies assertion that retail and fashion stores have been targeted for their displays by thieves.

However, last year, Reuters reported that the global economic crisis might not only fuel a rise in crime but also seriously hinder police operations to combat the increase due to sweeping government cut backs. Sociologists indicate that crime has increased during every recession since the late 1950s - a clear sign that people can be persuaded to break the law when they're desperate.

It is directly via their consumers that the Displaysense draws much of its evidence, and being one of the biggest names in the display industry, the Hertfordshire company is well placed to make such claims. It reports that it is seeing an increase in incidents of its customers becoming victims of thieves that appear to be targeting specific display items. These include stolen wheels from mobile clothes rails, particular parts of [mannequins](#) such as the hands and even shelves from wall displays.

Displaysense director of marketing, Steve Whittle commented: "Whilst break ins and robberies are always going to affect businesses, the rise in the amount of cases we've encountered, combined with the increase in sales of items associated with replacement or replenishment of displays has been noticeable over the past couple of years.

"Thankfully in most cases we have been able to supply these businesses before any serious loss of income was incurred. Whatever the reasons behind this apparent surge in crime, recession or otherwise, it helps draw attention to the importance of being well prepared to deal with the unexpected."

**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 more than 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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