

# Discount Stores Growth Increases Spend On Point Of Sale



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As much of the high street struggles in these difficult economic times, one retail sector is growing: discount stores. From budget supermarkets to 'pound' stores, the market share of these shops is growing\* and as a result they are spending more on drawing customers into the store and boosting sales.

With many of these cut-price retailers selling a wide variety of products, from food to homeware, point of sale is an essential part of their artillery, says UK Point of Sale (UK POS), which has seen a significant increase in orders from discount retailers over the past year.

Key point of sale products, such as shelf talkers help retailers to promote their low prices, and maintain a brand image, which is friendly and approachable. While snap frames are simple but effective items which can be reused throughout the shop, dump bins are ideal for near the till area for impulse purchases, both of which are an important part of keeping an image constant throughout the aisles. The pallet cardholders are often favoured by discount stores, as they are able to sell directly from the pallet and can be emphasised with [banner stands](#). While other items such as double hook wires are used for suspending ceiling posters, which can be used to guide

consumers around the aisles in an effort to increase the amount of time spent in store, and therefore improve sales.

Debra Jamieson, Sales and Marketing Director at UK POS, commented: "We have recently seen a huge surge in orders from a number of these discount retailers, which has coincided with news that these cut-price stores are consistently growing in popularity. Items being ordered by these retailers seem to be similar, as they are all aiming to achieve large sales figures by promoting low prices."

She continued:

"These retailers can also be creative with their branding in order to have a greater visual impact; this in turn leads to an opportunity to cross-sell in the aisles or at the tills. Although online shopping is becoming increasingly popular, these stores have an advantage in terms of point of sale, and they are definitely acting on it."

UK POS has been manufacturing point of sale products for nearly 25 years and is continually adapting to changing market trends when it comes to working with retailers to market their offers. Best selling products include acrylic free standing poster holders and snap frames. For more information on UK POS please visit [www.ukpos.com](http://www.ukpos.com) or speak to a member of the experienced customer services team on 0161 431 4400. Follow UK POS on Twitter at <http://twitter.com/UKPOSGroup> and join the company on Facebook at <http://www.facebook.com/UKPOS>.

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\* My Finances:

<http://www.myfinances.co.uk/cut-your-bills/2011/10/12/discount-grocery-retailers-increase-sales-and-market-share>

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Notes to editors:

Established in 1989 and with its head office in Stockport, UK Point of Sale Group Limited (UK POS) is a leading manufacturer of innovative point of sale display systems. Already a preferred partner to some of the biggest names in supermarket, department store and high-street

retailing, it offers over 3,000 quality items - ranging from acrylic and PVC holders to [display shelves](#) and pavement signs. The majority of these items are made in the UK at the company's own manufacturing facility and all are available for next day, nationwide delivery. The company also offers bespoke solutions and continues to invest into the latest plant and machinery to keep its capabilities abreast of the very latest PoS advances.

For further information visit: [www.ukpos.com](http://www.ukpos.com)

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