

UK POS announces sponsorship for 'Support for Independent Retail'



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February 20, 2013, 7:37 am -- [/EPR NETWORK/](#) -- UK Point of Sale, the Greater Manchester-based manufacturer of point of sale products is delighted to announce its sponsorship of the 2013 Support for Independent Retail Campaign, which will include sponsorship of both 'Independent Easter' and 'Independent Retailer Month'.

The support for this campaign provides year-round support, advice, ideas and inspiration to help independent retailers, and those who serve consumers, to get, and stay, open for business. UK POS will be offering support to these retailers throughout the year with advice on point of sale, marketing campaigns and how best to promote seasonal offers in-store.

Debra Jamieson, Sales and Marketing Director at UK Point of Sale, commented: "After being an official campaign supporter of Independent Retailer Month 2012, we are thrilled to be an official sponsor of the full campaign this year. We will be offering exclusive downloadable resources with advice on point of sale via www.independentretail.co.uk, as well as offering advice to retailers through our Twitter (@UKPOSGroup) and Facebook page (www.facebook.com/UKPOS) throughout 2013.

"Independent retailers have always an important part of our business since we started almost 25 years ago. This year is a very exciting one for us, following the launch of our new [UK Point of Sale website](#) in

January, this announcement is yet another way we are consistently trying to offer support to our customers. 'Independent Easter' is just around the corner, so we're really excited to be involved with this campaign for the first time!"

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 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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For more information on this story, please contact Laura Coyne at Manifest Communications on 0113 2429174 or email: laura@manifestcomms.co.uk

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 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

ABOUT THE SUPPORT FOR INDEPENDENT RETAIL CAMPAIGN

The Support for Independent Retail campaign provides year-round support, advice, ideas and inspiration to help independent retailers and those who serve consumers to get and stay open for business. See www.independentretail.co.uk for details. It was founded by Clare Rayner, The Retail Champion, and it encompasses 3 annual campaign

events:

- Enjoy an Independent Easter (website coming soon www.indieeaster.co.uk)
- Independent Retailer Month (www.independentretailermonth.co.uk)
- Celebrate an Independent Christmas (www.indiechristmas.co.uk)

To aid shoppers in a bid to spend more with local, independent retailers there is also a free-to-use online shops directory – www.independentshops.co.uk – which shoppers can use to find independent shops nearby, by town name or post code.

All aspects of the campaign activities are unfunded, relying solely on sponsors and the goodwill of organisations who are passionate about supporting independent retailers.

The purpose of all the campaign events is to connect local communities with local traders through activities which are fun, rewarding AND which will have a positive social and economic impact in their locale. The campaign is a nationwide effort to improve footfall to our high streets, towns and village centres, to increase consumer confidence, and to boost retail sales.

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