

Displaysense receive £48,000 order for gold leaflet holders



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Industry: [Retail](#)

Press Release Summary: Displaysense, the UK's leading supplier of literature holders and retail display products have announced that they have received an order worth just under £48,000 for gold leaflet holders from a bank in the United Arab Emirates

Press Release Body: **Displaysense** has a vast selection of literature holders to choose from for shops, restaurants, reception areas and exhibitions but it is their gold leaflet displays which have caught the Middle Eastern banks' eye.

Displaysense has only been selling their exclusive gold [leaflet holders](#) for the past 6 months, but the response to this unusual product has far exceeded the company's expectations. Even more of a surprise was the order for just under £48,000 from a bank in the United Arab Emirates. The unique **Displaysense** gold [leaflet display](#) product is at the heart of this order which will be in use by the end of November.

*"At first we weren't even sure if the order was real or not, as it isn't everyday you receive an export order for £48,000 worth of opulent gold leaflet displays", said **James Crawford, Sales Director at Displaysense**. He was also reported to have said, "This order is further confirmation of the growing demand for more expensive and lavish display and promotional products around the world, which we have already seen signs of here in the UK."*

The gold leaflet display, which can also be used as a [magazine rack](#) is in fact made from stainless steel with a special gloss titanium effect gold finish that puts across a believable look of gold. The current price tag on the gold leaflet display is £299 +VAT, a far cry from the display

companies plastic leaflet holders which start at just £1.32 +VAT. The manufacturing process of the gold literature holders is nevertheless a very time consuming process done by hand using the finest materials.

The bank making the purchase has asked for their name to remain confidential until the units are on display. It has, however, been confirmed that the leaflet displays are to be used as part of a large promotion to advertise mortgages in hotels to foreigners on some of the country's most expensive new freehold developments.

It is expected that interest in the gold [leaflet holders](#) is set to increase during the coming months, with the possibility of more gold display products being added to the **Displaysense** range in the near future aimed at high end retailers all over the world.

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 brochure and leaflet displays, window mannequins, modular shelving units, exhibition displays and general display boxes and trays.

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.

Web Site: <http://www.displaysense.co.uk/brochure-literature-and-menu-holders>

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