

# Displaysense counter the retail downturn with slatwall displays for kids



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Press Release Author: [Displaysense](#)

Industry: [Retail](#)

**Press Release Summary: Displaysense have been commissioned to source innovative slatwall panel displays for a large retailer to entertain children and improve the shopping experience for parents**

Press Release Body: **Displaysense**, the UK's leading supplier of retail displays has been commissioned to source innovative slatwall displays by a large retailer in a bid to attract parents with young children back to the high streets. With the credit crunch looming and a depression on the lips of everyone around the UK, retailers are trying their hardest to entice people back to the shops and parents with young children appear to be the key demographic to target.

Displays shaped as cowboys, cars, boats and even a [slatwall](#) display gondola shaped as a tank have been requested and **Displaysense** have jumped to the challenge. It is thought that these imaginatively shaped [slatwall displays](#) will inspire and entertain the children. This unusual concept is set to help parents who are pressured into cutting short their browsing due to the temper tantrums of their children, which can significantly impact financially upon the retailer.

**Steve Whittle, the marketing manager of Displaysense** commented, *"It's a positive sign that a retailer is investing to improve the buying experience of customers in a period when there are fears of shoppers turning away because of the credit crunch."* He continued, *"These innovative [shop fittings](#) are a fantastic idea and will definitely help with the shopping experience for both parent and child"*

The shop which sells products to adults as well as children are considering branching out using these slatwall displays and [display stands](#) throughout

their store to improve the shopping experience from the shop entrance right through to the checkouts.

**Displaysense** are working closely with the retailer to ensure that the designs meet the specifications. The company is also considering fitting games, puzzles and LCD screens with DVD players into some of the slatwall displays to further entertain the children as their parents go about their shopping. **Displaysense** have rarely considered sourcing such products for companies in the past, however, given the innovative nature of the products and the potential benefits of including this in their product range, the company has leapt at the opportunity this presents.

### **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 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.

**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/>

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