

Displaysense shelving units to dive for



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Press Release Author: [Displaysense](#)

Industry: [Retail](#)



Press Release Summary: Displaysense supply 250 wire shelving units to well known hotel chain to create underwater furniture for new pool room which is due to be unveiled shortly



Press Release Body: A well known hotel chain recently purchased **250 WCS10 wire cube shelving** units from **Displaysense**, the UK's leading supplier of retail displays. **Displaysense** sell a variety of products from business card holders right up to mannequins, but never have their products been fully submerged in water. Chairs, sun loungers and even a table will be developed in order to create an all new tourist attraction that allows customers to hire tanks and wet suits to swim and rest for up to 2 hours at a time.



The hotel chain spotted these [display shelving](#) units online and immediately noticed the products potential for underwater room décor. At the time of ordering, the **Displaysense** sales advisor dealing with the request mentioned that these [shelving units](#) were not designed for this use but was reassured that a protective coating would be added by the hotel to prevent rust and prolong the products life.



Customers who visit the hotel will be able to rent out the room by the hour for a maximum of 3 hours and can take full advantage of the unique experience. **Steve Whittle the**

Marketing manager of Displaysense commented, "An underwater room is definitely a unique idea, utilising the innovative [shop shelving](#) that the hotel chain have purchased to create this new experience for divers." He went on to say, "It is possible to create a variety of shapes and sizes of display, so why not design underwater furniture which is sure to attract customer and media attention alike."

The concept of an underwater hotel room may seem unusual at first but there are other concepts out there that support the idea that people like to live underwater. Hydropolis, inspired by the tales of Jules Verne, is to be the worlds' first underwater hotel. Being constructed off the coastline of Dubai in the Arab Emirates, this submarine hotel will offer visitors a unique luxurious underwater oasis.

It is hoped that not only will this under water hotel room attract new customers, but can also provide entertainment to holiday makers as they can view the room, with the [cube shelving](#) furniture, and divers through a glass wall. If this type of voyeurism takes off, who knows, the next edition of Big Brother could be underwater.

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 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.

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