

Displaysense fighting crime in Swindon



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Press Release Author: [Displaysense](#)

Industry: [Retail](#)

Press Release Summary: Displaysense has supplied a factory in Swindon with three mannequins to act as security guards on their site premises over night to try and put a stop to the factories recent plight of vandalism

Press Release Body: A factory based in Swindon has recently purchased three mannequins from **Displaysense**, the UK's leading supplier of retail displays, to create security guards that will protect their site from local youths who are frequently vandalising the premises on a nightly basis.

Displaysense sell a wide variety of point of sale and retail displays including [display cases](#) and mannequins, but the company admits this is the first time they have heard their mannequins being used in this way. The factory owner rang **Displaysense** in the first week of May to propose the idea, as their premises has become a target for vandalism within the past few months and nearly every morning there are fresh reports of broken windows, attempted break ins and graffiti on the walls.

At present the factory only hires one security guard to patrol the small site at night, which unfortunately has not been enough to deter those who are doing the vandalism. The company's cost effective plans originally had them hunting for [display busts](#) to carry out this task but felt that a mannequin would be far more believable. The plan is to dress each [mannequin](#) in appropriate clothing and place them in vandalism hotspots around the site. To add to the effect, the factory owner plans to attach MP3 players with a set of small speakers to the clothing of the mannequin security guards that will play sounds of whistling, coughing and footsteps. With the cover of night, it

is hoped that the shady silhouette of the [display mannequins](#) and the sound recordings will prevent people from approaching the site and breaking in.

Steve Whittle, marketing manager of Displaysense said, *"This is a very clever way of adding security to premises. It is very low tech but I am positive the idea will generate the necessary results."* He then commented, *"Not only will the site be protected, but the mannequins won't need to take a day off for sickness or require any holidays"*. It is thought that the mannequins will act as a permanent nightly deterrent as the factory owner fears that the vandalism issue is a sign of the times that will not just disappear over night.

After a hard nights graft, the mannequins will be disassembled and stored away, in order to rest for yet another night of crime fighting action.

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.

Displaysense is a one-stop-shop for retail display products and all shop display, catering display and exhibition display requirements.

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