

# Displaysense reveal the retail nightmare before Christmas



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Press Release Author: [Displaysense](#)

Industry: [Retail](#)

**Press Release Summary: Displaysense reports the high street is struggling as increased demand by stores for 90 per cent off sales banners leads to stocks running out in late October**

Press Release Body: As the recession strikes and tightens its grips on British high streets, **Displaysense** report a worrying time ahead for retailers, with shops going to extreme lengths to encourage customers to part with their cash. The result of some stores taking up to 90% off of their prices has led to stocks of certain sales banners running out.

The move towards massive sales which reveals the desperation of some high street stores, comes at a time when spending is usually on the increase as a result of consumers flocking to the streets for Christmas related gift ideas. **Displaysense**, a supplier of sale banners and [display stands](#), is one such company that has been overwhelmed with orders for their sale product range, highlighting that the panic surrounding this Christmas sales period is leading retailers into uncharted territory.

**Displaysense** has been selling sale related banners and signs as well as other retail supportive products such as [display cabinets](#) for some years now, but has suddenly noticed a sharp increase in the demand for their 70%, 80% and 90% off sale banners, so much so that they sold out in October. Good news for Displaysense that they are meeting their audiences needs for products but worrying for the wider economy.

The retail display company is attempting to restock the items as soon as possible but feel that the demand for these sale banners will continue into the New Year alongside the overwhelming amount of orders received for their new range of sale related products.

**Steve Whittle the marketing manager of Displaysense** commented on this startling high street move by saying, *"It's a worrying trend for the economy in this run up to Christmas and the high street stores are really taking a big gamble"*. He continued, *"Normally this is the time of year for stores to hold their nerve on their pricing but it looks as if some have shown their cards early and we've noticed a great deal of shops with [literature holders](#) displaying major discounts"*.

Not only are some of the stores taking up to 90% off their prices to encourage Christmas sales, but some are already beginning to revamp their look for 2009 as **Displaysense** highlight an increase in sales of their shop fittings such as their range of [display cases](#). With the economy not set to recover for some time, a store with a unique look just might have what it takes to prosper in the forthcoming year.

With a tough 2009 predicted, **Displaysense** is preparing for the tough times ahead for retailers and has already tripled the stock of their 'buy one get one free' sale signs but hope they don't sell any 'closing down' signs .

#### **About**

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, slatwall, 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,

Displaysense provide a full service to UK, Ireland and Europe with their dedicated websites [www.displaysense.co.uk](http://www.displaysense.co.uk), [www.displaysense.ie](http://www.displaysense.ie) and [www.displaysense.com](http://www.displaysense.com).

**Web Site:** <http://www.displaysense.co.uk>

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