

Recycled Christmas trees pack a punch at Displaysense



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Press Release Summary: Displaysense, a retail display company in Hertfordshire, is requesting used Christmas trees in January as part of a unique and environmentally friendly packaging solution

Press Release Body: Since the introduction of Christmas trees to these shores by Queen Victoria and Prince Albert in 1841, the Christmas tree has played a big part in Festive celebrations all across the UK. Now in 2009, 169 years later on, **Displaysense** plan to put used and unwanted Christmas trees to further use, rather than filling up the countries landfill sites.

Displaysense, one of the UK's leading suppliers of [display cabinets](#) and shop fittings, is asking for people all over the country to take part in testing an innovative packaging solution by sending them their used Christmas trees which will then be put through their hired Excelsior Machine to produce curly wood shavings and help protect customer orders before being dispatched.

The company, which trialed popcorn packaging in the first quarter of 2008 with some of their [display stands](#), are certain that this form of unique packaging will not only help in preventing damage to products during transit, but will also welcome the customer with a pine fresh scent when opened and will revive memories of previous Christmases.

Steve Whittle, marketing manager at Displaysense, commented, *"With an estimated 22 million households in England alone, recycling unwanted Christmas trees makes for an ideal and cost effective alternative to traditional packaging methods"*.

Steve continued, *"All people have to do is drop their tree off at our head office and this wood shaving machine will be hired to process the trees"*.

[Displaysense](#) plan to run this concept packaging idea throughout January. However the time scale of this project is highly dependent on the amount of trees received and the feedback left by customers. The customers that do receive the Christmas tree packaging will also receive a fact sheet showing them how they can continue to be environmentally friendly by adding the curly wood shavings to a compost heap or mulch in their garden.

It is hoped that the Christmas tree packaging can be used across the range of high stock items, including a range of [clothes rail](#) and even large products such as [display cases](#). Whatever products customers are looking to purchase in 2009, Displaysense hope that a hint of Christmas magic will continue on well into the New Year.

About

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, cafes, 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

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