

Displaysense flips over Pancake Day



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Displaysense, an international retail display provider in Hertfordshire, has decided that local businesses should try to make the most of Pancake Day by encouraging people out of their homes, have fun in these difficult times and part with their hard earned money.

Pancake Day marks the religious period of lent where committed Christians fast to commemorate Jesus' 40 days in the wilderness. For others it is a yearly event marked by eating pancakes with different variations of filling in one sitting.

Displaysense, who provide [shop fittings](#) and [shop shelving](#) to the UK, Ireland and Europe are attempting to help stimulate the economy this pancake day by contacting existing customers in the catering and food industry with a leaflet containing business development campaigns to help encourage footfalls.

The leaflet, which has a few budget friendly recipes, includes great business ideas that will help generate sales on Pancake Day. The other role the campaigns can play is aid in promoting local town spirit which can lead to increased brand awareness and repeat purchasing at a time when consumer spending is down.

Displaysense are also doing their bit to help their customers by offering discounts on many of its catering and promotional products, such as [business card holders](#) and [cake stands](#), ensuring businesses are advertising their events and presenting their produce in the best light.

Amongst the business generating ideas put forward by Displaysense are setting up local activities that are fun for the whole family, such as colouring competitions for children, pancake races between local businesses and even running an eating competition for the public.

Steve Whittle the marketing manager at Displaysense commented, "*Businesses really should try and encourage extra sales from any holiday day and pancake day is the perfect example of a money generating opportunity that is going to waste. Tapping into the local community and making the day an occasion for everyone to take part in is guaranteed to encourage consumer spend. Even the smallest gesture on the day can help to boost sales, which should be of interest to all businesses during this current economic depression*".

The response so far from Displaysense customers has been very positive with comments such as 'Flipping brilliant' and 'Eggcellent'. But when faced with these difficult trading times, it's not much of a toss-up for many businesses to see the benefits of supporting this year's Pancake Day.

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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