

Displaysense Aid Retailers In Their Fight Against Swine Flu



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Displaysense has announced that, with the number of swine flu cases continuing to rise across the UK, retailers and manufacturers are now going to extreme lengths to prevent the spread of the highly contagious illness throughout their customers and staff.

Demand for swine flu protection equipment has gone through the roof over the past few weeks, with Displaysense, a Hertfordshire based [shop fittings](#) provider, reporting that sales of their face masks and antibacterial hand wash have more than trebled and stock of the items is having to be ordered daily to keep up with demand. Not only has the retail display company seen a dramatic increase in sales of their face masks, but the range of searches on the company's website for swine flu preventive products has gone up ten-fold, overtaking the more popular searches for products such as [business card holders](#).

Steve Whittle, marketing manager at Displaysense, commented on the findings by saying, "We have had a big increase in demand for a lot of our products, from small clothing manufacturers purchasing a large quantity of masks to protect their work force, to retail stores purchasing antibacterial wipes and disinfectant hand gel to encourage customer and staff usage as well as keeping work surfaces sterile."

Not only has the sale of face masks rocketed, but the sale of storage devices related to the virus has also been on the up, with products such as [medical display cases](#) and [leaflet holders](#) seeing an equally as large increase in sales.

"With the economy as it is, the fear of what swine flu can do to a struggling high street workforce and the potential reduction of footfalls

of consumers, has many retailers reeling," continued Steve Whittle. "We are just glad that we can supply such products to help these businesses combat this potential threat."

The government are tackling the outbreak head on by distributing a leaflet to homes across the country this May, informing people of the symptoms and actions to take to prevent contracting and passing on the illness. Displaysense are also playing their part, by creating a dedicated page on their site that not only provides information on swine flu related products, but also provides links through to the government's advice website and a health protection agency website.

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 20,000 displays for retail, exhibitions, office and home. The range is now hugely diverse including literature displays, display cabinets, mannequins, office equipment, exhibition stands, catering supplies and even items for the home.

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 and even home consumers.

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