

Displaysense Survey Reveals Weir & Wonderful Usage For Retail Displays



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Displaysense has revealed the results of a new survey that shows many of the unique ways customers utilise the company's products.

Displaysense's recent survey was originally intended to be a standard survey to gauge the spread of their customers across the UK but it quickly became apparent that an entirely unexpected insight into their customers was to be gained.

[Coat hangers](#) being used to create cheap digital aerials and divining rods, [mannequins](#) used as paintball targets, wire chrome shelving units as rabbit runs and clothes pegs altered to make extravagant bottle openers are just some of the ways in which customers surprised the company when they reviewed the survey results.

Other ingenious examples uncovered by the survey included a heavy duty clothing rail used as a 'pull-up' bar as part of a regular exercise routine, storage jars used as goldfish bowls and even acrylic display blocks used as an assault course for a lucky hamster.

Initially surprised by the results, the company has now set about using the data to improve their marketing and advertising campaigns, hoping to reap the rewards of their customer's honesty in outlining how they use their products.

Steve Whittle, marketing director for Displaysense commented: "Whilst we've come across several strange applications of our products in the past, this survey has shown how varied and widespread alternative uses of our products are. Although the survey provided us with more expected data on

customer habits, we're certainly not going to disregard the more abstract ideas customers have employed."

Mr. Whittle continued: "We'd advise other companies to undertake a customer survey - as well as obtaining valuable customer data, you may find more than you bargained for. These unexpected insights can generate valuable marketing strategies for future campaigns as well as ideas for new product lines."

The news follows the revelation that thrifty customers were using Displaysense literature holders as cheaper alternative to bespoke iphone holders. Able to hold the iphones and ipads in a secure position, many saw an opportunity to pay just a few pounds for a Displaysense holder instead of up to £40 for a unit specifically marketed for use with the Apple products.

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 more than 5,000 displays for retail, exhibitions, office and home. The range is now hugely diverse including literature displays, display cabinets, [shopping baskets](#), mannequins, [ballot boxes](#), office displays, 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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