

# Displaysense focus on stopping shoplifters this sales season



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**Press Release Summary: Displaysense, the UK's leading supplier of display cases and retail display products, announce they will be extending their range of lockable display cases to combat the increasing trend in shoplifting, an ever present concern to shop owners at this time of year**

Press Release Body: Seasonal sales are a positive way of tempting consumers out into the bitter winter cold in order to help boost sales after the Christmas rush, however, the threat of shoplifting also dramatically increases. To combat this worrying trend, **Displaysense**, the UK's leading supplier of display cases and retail display products have announced that they will be extending their range of lockable display cases, providing shop owners and staff with a greater choice and allow them to clearly and safely display products away from the ever present risk of theft.

**Displaysense** already sell a wide variety of [display cases](#) in a range of sizes and colours ensuring they are a modern and highly secure way of displaying products during this busy sales period. These sorts of safety precautions are nothing new however, as shoplifting retail costs have risen to a ten year high of £205M according the **British Retail Consortium**.

There is no clear definition of a shoplifter, they can be of any age, gender, religion, or of any social and economic background but most will fall into a 'casual shoplifter' category who do not necessarily need to steal because of lack of money, but more likely due to peer pressure or simply because they think they can get away with it.

Some shoplifters actually suffer from kleptomania, which is a compulsive urge to steal, however in the majority of cases it is not this psychological disorder that leads to retail theft. This psychological issue does need to be distinguished from shoplifting however as shop lifters make a choice and usually plan their theft in advance, whereas kleptomania is an uncontrollable compulsive disorder according to psychnet-uk.

*"After some recent research on shoplifting, we were amazed at the losses that the high street stores have to recover"* said **Steve Whittle the marketing manager at Displaysense**. He then went on to say, *"The figures placed on retail loss are greatly under valued as 75% of all thefts go undetected which is why having lockable [display cabinets](#) and cases are so important to shop owners and has driven us to extend our range"*. With these sorts of disturbing figures being thrown into the mix, it is no wonder some retailers are getting anxious heading into 2008.

It has been noted however, that although locking products away in something like a wall mounted [display case](#) is adequate protection from shoplifters, the rest of the law abiding shoppers may feel distant from products as there is less customer interaction. The human senses such as touch and sight play a heavy role in the selection of everyday products we choose to buy and if one is taken away, this may have an effect on sales of even the smallest of products. **Steve Whittle** commented, *"We appreciate that at times putting products in a [display cabinet](#) creates restrictive access, which is why we recommend they are primarily used to protect expensive products such as jewellery, MP3 players and SAT-NAV systems."*

No matter what products go inside the display case, the **Displaysense** display cabinets are constructed from reinforced glass which means that store owners can rest peacefully throughout the New Years as their products are well protected from the ever increasing threat of shoplifters.

**About**

**Displaysense**

**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 brochure and leaflet displays, window mannequins, modular shelving units, exhibition displays and general display boxes and trays.

**Displaysense** is a one-stop-shop for retail display products and all shop display, catering display and exhibition display requirements.

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