

# Displaysense Goes Plastic Fantastic With Low Cost Shelving

Display**sense**

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Displaysense has announced it is to offer low cost shelving to retailers in an effort to assist those struggling with the current economic climate.



Over the past year, the retail industry has witnessed a dramatic change to its landscape with big brand names going into administration and consumer confidence hitting new lows. In order to counter this trend and make the most of a bad situation, the high street has turned its back on bespoke retail display products in favour of more affordable low cost alternatives.

Displaysense, the UK's fastest growing supplier of [shop fittings](#) and [shop shelving](#), has been on the look out over the past year for affordable, low cost display equipment to help cash strapped retailers beat the crunch.

Displaysense succeeded in sourcing a good supplier and in May introduced over 30 new shelf solutions to its [plastic budget shelving](#) range. Within a month, more than another 30 low budget solutions were introduced and, by June, the sales really began rolling in.

Not only has the company introduced these budget friendly alternatives to their range of over 21,000 products, but Displaysense also prides itself on being very competitive and has undergone

extensive price reductions to help its past, present and future customers get through these tough times.

Steve Whittle, spokesman at Displaysense, commented on the company's recent crunch busting strategy by saying, "Sourcing affordable display products is imperative at times like these when customers will be looking at price as their primary purchasing criteria. We are proud to be playing our part in the recovery of the industry, so much so that some of our products are being sold at a dramatically lower cost than their recommended retail price."

The introduction of the budget shelving has already proven to be popular, as all forms of businesses, from exhibition centres to independent retailers, are reportedly snapping up these [low price shelving units](#) and other display stands for use at industry events.

### **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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