

# Displaysense Freeze Prices To Aid Cash Strapped Councils



Released on: April 06, 2010, 9:11 pm

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Industry: [Retail](#)

Displaysense has announced it is to freeze prices in an effort to assist public bodies such as councils in the face of budget cuts following the recession..

With the UK economy still teetering on the cliff edge of economic recovery, everyone from small businesses to Alistair Darling are set for a new decade of belt tightening in order to reduce the countries debts. With more than 250,000 people currently employed in the public sector, this area is set to be hit hardest as budgets are slashed and the prospect of major job losses seem inevitable.

In order to help prevent future job losses, Displaysense, a leading supplier of [display cabinets](#) and [cake stands](#) to retailers and public bodies in the UK, has vowed to freeze the prices of its most popular ranges over the next couple of months.

The company, which has experienced price increases from their suppliers and who are also suffering from the ever escalating prices of fuel, has promised to absorb all of these costs until the start of June. As public sector bodies are set to start a new financial year in April, procurement managers are being encouraged to make the most of this price freeze and purchase their [business card holders](#) and [display cases](#) now.

With spending cuts being estimated between 5% and 20% from council to council, not only will those currently employment by a public sector body suffer, but also the general public who depend on grants or support from the government to get by.

Steve Whittle the marketing manager at Displaysense commented: "Throughout the 30 year history at Displaysense, we have always had a long standing relationship with councils. We appreciate their business and are trying to do what we can to ease their short term pressures and their long term concerns."

According to a recent survey carried out by BBC English regions, some councils may experience up to 1000 job losses each, which will only push the level of unemployment back up and impact on the stability of the economies recovery.

Although the price freeze at Displaysense might not be the answer to the public sectors prayers, it is hoped that other suppliers will follow suit and play their part in keeping the countries unemployment level down and keeping the UK economy up.

### **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, mannequins, 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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