

Displaysense equip retailers in their fight back against shop lifters

Submitted by: pr-sending-enterprises

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Displaysense has reported a large rise in demand for its security related products as retailers seek security equipment and alternative preventative methods that can be introduced to aid in the fight on crime.

In better times, retailers would be happy to see products 'flying off the shelves'. However, the recession has led to an increase in the reported cases of shop lifting, which is costing the economy billions of pounds a year.

In order to stop shop lifters in their tracks, retailers are turning to companies such as Displaysense, for security equipment and alternative preventative methods that can be introduced to aid in the fight on crime.

The Hertfordshire company, which sells a variety of shop display

(http://www.displaysense.co.uk/Retail-Displays/?utm_source=internal&utm_medium=PR&utm_campaign=shoplifting)

equipment through to lockable security display cabinets

(http://www.displaysense.co.uk/Display-Cases-and-Cabinets/?utm_source=internal&utm_medium=PR&utm_campaign=shoplifting)

has reported a 46% increase in the demand for security related products over the past year, emphasizing the changing demands on retailers.

After receiving numerous requests from customer, Displaysense has recently introduced a new range of security equipment including safes, locks and security mirrors that should help act as a deterrent in the nations' stores against would be thieves.

Steve Whittle the spokesperson at Displaysense commented on this worrying trend by saying, "The demand for security related items has really shot through the roof, with a large proportion of these products being purchased by retailers who had previously never had to worry about protecting their wares. We are looking to source further security products based on the types of customer enquiries we have had, but the worrying thing is that a lot of people are looking to go far beyond the solutions we currently supply".

Steve went on further to say, "We have even seen an increase in demand for our range of sign holders and snap frames

(http://www.displaysense.ie/Poster-and-Snap-Frames/?utm_source=internal&utm_medium=PR&utm_campaign=shoplifting)

from the likes of supermarkets, who have had an equally tough time from shop lifters as of late with increasing petty theft, and are presumably having to warn customers about their policies on theft".

Not only have retailers had to contend with the obvious drop in sales associated with a recession, but are now having to invest extra into security, reducing their profit margins even more - a worry for any store manager and company director during these critical times.

It is hoped that with these extra security measures in place, the threat of shop lifting could decrease dramatically and allow retailers to concentrate more on stock shifting rather than shop lifting.

About Displaysense (<http://www.displaysense.co.uk/>)

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 5,000 displays for retail, exhibitions, office and home. The range is now hugely diverse including literature displays, display cabinets, mannequins, office displays, exhibition displays

(http://www.displaysense.co.uk/Exhibition-Display/?utm_source=internal&utm_medium=PR&utm_campaign=shoplifting), 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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