

## **Displaysense Announce Bullet Proof Display Cases, Whatever Next?**

*Displaysense have announced they are developing a range of bullet proof glass display cases for retailers who are concerned about the growth in the use of firearms in high street robberies*

**Oct. 4, 2007** - [PRLog](#) -- Displaysense already supplies a large range of floor standing and wall mounted display cabinets made from toughened safety glass with aluminium frames, however in the last 12 months alone, the company have seen a massive 55% rise in demand for their existing toughened safety glass display cases. In most cases the current range will withstand a hefty attempt to smash and grab products on display, but what they are not designed to withstand is the sheer force of firearms.

When purchasing a display case

(<http://www.displaysense.co.uk/display-cases-and-cabinets/floor-standing-display-cases> ) retailers are unlikely to consider is that if a gun was to be fired, splinters from the glass or bullet rebounds could be equally as lethal as a bullet straight from a gun. To help overcome this threat, James Crawford, Sales Director at Displaysense said, "We are developing the bullet proof range of display cabinets (<http://www.displaysense.co.uk/display-cases-and-cabinets/floor-standing-display-cases> ) due to growing demand from our customers for higher safety features on the retail display products we sell". He continued, "Even a year ago we never expected to be developing a bullet proof display cabinet range but now our customers are asking us to help make their store a safer environment for both staff and shoppers with the increase of violent robberies".

Some might consider a bullet proof glass display cabinet a bit excessive and over the top but for a number of retailers whose lives and businesses have already been affected by gun crime, it is a welcome development. The bullet proof display case range is expected to be launched early 2008 and will initially be available in 3 different sizes. Furthermore, there will also be a bullet proof warning sign on the display case to help act as a deterrent to any potential criminal.

Retail display cases (<http://www.displaysense.co.uk/display-cases-and-cabinets> ) are used to promote a large array of products, from diamond necklaces to small figurines all of which need to be protected from theft. Products such as ipods, cameras and expensive sunglasses that are not secured in lockable display cabinet are always easy targets for people to steal.

It is believed that once launched, this would be the first 'off the shelf' bullet proof display cabinet range of its kind anywhere in the world thereby making it accessible to larger retailers as well as smaller retailers who may only want to purchase one or two units.

The company has received several notes of interest from independent retailers during the research and development stage of the display cases, along with a promising large volume enquiry from a leading high street retailer.

If the new display case range is successful, Displaysense has plans to expand into other display products which will offer the same level of security and peace of mind.

About Displaysense

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

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

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