

Ensure Your Customers Are in for a Treat This Halloween Season

Written by Australian Business

MANCHESTER, ENGLAND, September 26, 2013 /**24-7PressRelease**/ -- With UK consumers estimated to spend more than GBP300million on Halloween*, it is fast becoming the third most significant spending festival, behind Christmas and Easter**. Research has shown that the three most popular areas to have seen spending skyrocket are confectionary, pumpkins and fancy dress costumes***, and overall spending increased by 25% from 2011 to 2012, so leading point of sale manufacturer, UK Point of Sale, is looking at the best ways to promote these products before the big day.

To make sure Halloween promotions make an impression this year, [UK POS](#) has recommended its most popular Halloween products; 'A' boards and pavement signs are perfect for highlighting promotions or events and use ceiling hanging kits with suspended ceiling hangers and double hook wires to display spooky poster promotions. Furthermore, shelf talkers, shelf highlighters and clip strips should be used to push any promotional price offers such as '3 for 2', and pallet stacking card holders can be used to display bulk stock from pumpkins to trick or treat sweets. Finally, dump bins located within the till areas will help to push in-store impulse purchases, as up to 90% of shoppers will buy items not on their shopping list****.

Debra Jamieson, Sales and Marketing Director at UK Point of Sale, commented: "As Halloween is now the UK's third most significant spending festival, it is important for retailers to seize the opportunity to become more creative with their point of sale. Using point of sale encourages customers to spend money on a wide variety of products which they may not have looked at otherwise, but retailers will need to be as creative as possible to stand out from the crowd."

UK POS has been manufacturing point of sale products for nearly 25 years and is continually adapting to changing market trends when it comes to working with retailers to market their offers. Best selling products include acrylic free-standing poster holders and snap frames. For more information on UK POS please visit www.ukpos.com or speak to a member of the experienced customer services team on 0161 431 4400. Follow UK POS on Twitter at <http://twitter.com/UKPOSGroup> and join the company on Facebook at <http://www.facebook.com/UKPOS>

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For more information on this story, please contact Laura Manifest Communications 0113 242 9174 laura@manifestcomms.co.uk .

*Source: YouGov <http://yougov.co.uk/news/2012/10/24/bonfire-night-and-halloween/>

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** Source: Retail, Design and Technology <http://www.rdtmagazine.co.uk/2011/10/retail-sales-figures-less-than-frightening/>

*** Source: Service Graphics [http://www.servicegraphics.co.uk/ft/ft-event-summary-documents/hallow ... y-2012.pdf](http://www.servicegraphics.co.uk/ft/ft-event-summary-documents/hallow...y-2012.pdf)

**** Source: Business News Daily <http://www.businessnewsdaily.com/2370-impulse-purchase-survey.html>

Notes to editors:

Established in 1989 and with its head office in Stockport, UK Point of Sale Group Limited (UK POS) is a leading manufacturer of innovative point of sale display systems. Already a preferred partner to some of the biggest names in supermarket, department store and high-street retailing, it offers over 3,000 quality items - ranging from acrylic and PVC holders to pavement signs. The majority of these items are made in the UK at the company's own manufacturing facility and all are available for next day, nationwide delivery. The company also offers bespoke solutions and continues to invest into the latest plant and machinery to keep its capabilities abreast of the very latest PoS advances.

For further information visit: www.ukpos.com