

UK POS Kick Starts 2010 World Cup Promotion With POS Kit



Released on: May 07, 2010, 12:08 pm

Author: **UK Point Of Sale**

Industry: [Advertising](#)

Leading manufacturer and supplier of point-of-sale products is offering retailers a 2010 World Cup Point of Sale kit

With the 2010 World Cup only a few of weeks away UK Point of Sale Group Ltd (UK POS) is launching a 2010 World Cup POS kit to help retailers maximise their World Cup promotions this summer. The promotional kit, which includes such things as [snap frames](#), will be offered at a special rate of £225 as a further incentive to encourage retailers to maximise sales during this event period.

The 2010 World Cup, which takes place between 11th June and 11th July, is predicated to give the UK's economy a much needed boost this summer. According to a South African online news source, Daily News: "the British Retail Consortium estimates that the 2006 World Cup generated £1.25bn in retail sales and anticipates similar for 2010, with more if England progress further."

Sales and Marketing Director of UK POS, Debra Jamieson said: "The World Cup POS kit has been devised with independent retailers in mind. It is designed to optimise World Cup promotions in a cost effective way, but without compromising on the overall quality of the materials provided. We are advising our customers to make the most out of the World Cup by preparing for it in advance and even dedicating a space in-store for all related sales promotions."

“The level of sales we expect will be in comparison to other seasonal events such as Christmas and Easter. The fact it only comes around every four years makes it even more important, so we expect that both consumers and retailers will be making the most of it.”

The	pack			includes:
•		A1	Pavement	Signs
•	Two	A1	Snap	Frames
•	10	A4	Snap	Frames
•	100		Shelf	Talkers
•	100		Wobbler	Arms
•	100	Suspended	Ceiling	Hangers
•	100 Extending Wire for ceiling posters			

The promotion kit includes some of UK POS’ leading products to maximise the use of space both inside and front of store. The kit provides retailers with the essential tools to fulfil all their PoS requirements and help guide customers through the store.

High hopes are pinned on the England squad to progress well throughout the competition and it is expected that this will be reflected through consumer spending. Branded novelty promotion items, new flat screen TV, and BBQ items are likely to be on people’s shopping lists this summer as fans prepare for the month long event. This indicates the importance to retailers that preparation is key when taking advantage of consumers more relaxed attitudes in their World Cup spending.

The Daily News further comments: “A recent survey by PricewaterhouseCoopers showed nearly 15 percent of consumers intended to buy more if England won the World Cup in South Africa, treating themselves to new purchases or celebrating in pubs and restaurants.”

UK POS will offer the kit at £225 excluding VAT as a special discounted offer. For customers to take advantage of this they will need to quote ‘OFFER’ when ordering the pack. With UK POS’ next day delivery service, the World Cup POS kit can also be delivered in time for kick off, you can also visit the site for other products [A boards](#) so kick off the World Cup in style.

Debra Jamieson concludes:
 “We ran a similar offer last autumn for retailers to prepare for the

Christmas season. It proved so successful that we decided we'd like to run a similar offer in the build up to the 2010 World Cup."

ENDS

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

Contact Details: Fiona Shackleton at Manifest Communications on 01484 469601 or email: fiona@manifestcomms.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)