



WHY YOU SHOULD USE A DISPLAY STAND TO PROMOTE YOUR PRODUCTS

Every company needs to promote its products and services in order to create awareness and make sales. No matter what type of product your business makes or what service you provide, you need to get out in the marketplace and reach your target audience.

However you choose to do this, one of the most important promotional tools you can use is a display unit. From a simple carousel stand to a bespoke shelving system, display stands allow you to show your product in its best light, or to provide people with easy access to leaflets and other promotional material. Whether you're in retail, manufacturing or the hospitality industry, there's a display stand that can help you to promote your business.

1. Leaflet and information stands

There's no limit to the number of uses for leaflet and information display stands. From tailor-made units at international exhibitions to the "What's on" boxes in your local leisure centre, leaflet display stands are the ideal way to showcase a range of product or service leaflets, and to make it easy for delegates or members of the public to pick up the information that interests them.

2. Shelving and cabinets

Perhaps you want to use your reception or waiting area to display your products, or you are holding a road show and need to have your products on show for potential customers and investors to see. Cleverly-designed shelving and cabinet units allow you to showcase your products whilst keeping them safe. Get shelving designed to your own specification, so that it fits into a particular space, or is easy to take apart for transportation. Good shelving or clear cabinetry is an excellent way to let customers see your products from all angles.

3. Retail product displays

Birthday cards, magazine racks, newspaper bins and wrapping paper all need effective means of display in order to attract customer attention. Using both floor-standing and wall mounting display units, you can make the most of the space in your store or retail area whilst ensuring that customers have total access to your products. Whatever you are selling, a good display arrangement is crucial to attracting customers to your store and convincing them to buy.

4. Advertisement displays

Whether you are conducting a wide advertising campaign or just using the wall space inside your business to promote health and safety or teamwork principles, you need to consider the best way to display your information. From public transport campaigns down to your local business event, there is a display system that will work for you. Free standing or wall mounted, advertising posters or displays make the most impact when they are housed in a well-designed and well-made display stand.

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