



## **Sterling expands out in the South West**

Sterling strengthens its national sales team with the appointment of a new national Key Account Manager and Area Sales Manager in the South West.

Former South West area sales manager, **Matthew Warren**, has been promoted to the position of key accounts manager. "After joining the team from Draper tools in February 2005, Matthew has gone from strength to strength" Ian Brown, National Sales Manager of Phoenix Security Products, said.

Replacing Matthew in the South West will be **David Brooke**. David joins the Sterling team with a vast knowledge of the Hardware, DIY and Locksmith industry in the South West. With over 20 years in the sector, David will be back amongst people who know him well.

Sterling has always demonstrated their commitment to supporting customers and the recent addition of David and the promotion of Matthew further strengthens this. The expanded team will deliver even greater service for retailers. This announcement highlights the end of a very positive year for Sterling. In addition to the newly expanded sales team Sterling intend to introduce more new products and merchandising initiatives in the New Year.

For more information about the Sterling range call Phoenix Security Products on 0113 250 3603.

<ends> (January 2006) 205 words

**All media enquiries to Matt or Bobbi @ Clear PR  
T: 020 7689 5155 E:mlambert@clear-group.co.uk**

**P  
r  
e  
s  
s  
R  
e  
l  
e  
a  
s  
e**