

# Locking Up for the Longer Nights Maximise Sales with Sterling

With Autumn looming it's the time of year that people start to think about locking up their houses. It's a natural reaction to the colder weather and the darker nights, but it means good news for security retailers! This year, retailers can seize those seasonal sales with a little help from security specialist Sterling.

Press Release

Don't forget to remind customers to make sure their doors are bolted and their gates guarded – perimeter security is a property's first line of defence. Gates need a tough padlock, and Sterling has a range of locks to suit, ranging from simple **brass** and **weatherproof** options to heavy security **closed shackle** and **hardened steel** padlocks that will make any would-be burglar think twice. Doors need protection too – a door is only as good as its lock! Sterling's **British Standard Mortice Locks** are insurance approved and perfect for securing doors front and back. Don't forget to mention **door bolts**, heavy duty **door chains**, **patio door locks**, and **sash jammers** for upvc doors and windows.



Even though August was a washout, there's a chance that garden furniture has still been left outside. The best way to keep it safe is to lock it in a shed secured with a tough **padlock** and **hasp**, but if it is staying outside remind customers they can lock it together with Sterling's **Link & Lock security cables**. These are also perfect for guarding items inside a shed, and can even be paired with a **Ground Anchor** for maximum protection.

Sterling is committed to helping retailers get great sales, which is why Sterling's tough locking products offer exceptional quality for exceptional value and also come with the Sterling 10 Year Guarantee. To find out more about how Sterling could help you secure sales this autumn, call 0113 250 3603 or visit [www.sterlinglocks.com](http://www.sterlinglocks.com) **ENDS**