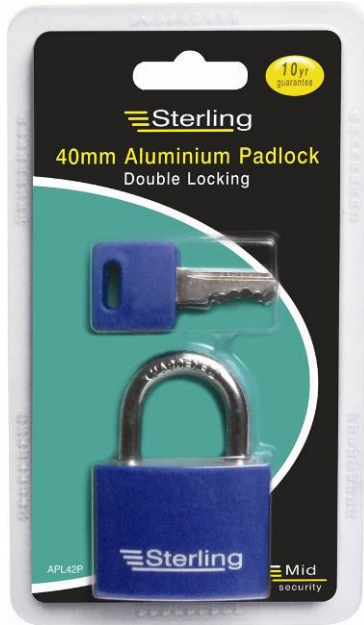


Coming up Colour: New trends from Sterling Locks



When it comes to the New Year, retailers are always looking for the latest trends to catch the consumer's eye. Colour is definitely the story for security products for 2012. The conservative choices of yesteryear were certainly limited to shades of brass with the occasional laminated steel option thrown in for light relief. The shopper always got an extremely functional solution – but perhaps not always fun! So the good news for the New Year is that Sterling Locks is turning on the colour.



Press Release

Colouring up Security

Sterling's new key operated **Aluminium Padlocks** are a really bright prospect for retailers. They have corrosion resistant aluminium bodies with a protective coloured sleeve. The chrome plated shackle is hardened and while the padlock looks pretty, it also offers great performance thanks to its brass key cylinder. Sterling's aluminium range offers a choice of keyed and combination padlocks, all in a selection of jewel-bright colours. While the keyed version has a protective plastic cover, the combination locks have attractive durable anodised aluminium bodies. For customers travelling with cases, a coloured **Travel Padlock** will help identify their luggage from others and also provides that all important extra level of security that keeps the contents safe in transit. Incidentally coloured padlocks make great gym lockers so it's worth stocking up in time for the peak in gym membership uptake as people join as part of their New Year resolutions.

Bringing a little colour into your customer's lives is always a good idea – and while locking things up is a serious business, at least with Sterling Locks, it doesn't need to look dull. For more information about how to make security trends work for your business, contact Sterling Locks on 0113 250 3603 or visit www.sterlinglocks.com.

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