

# Help Customers Beat Credit Crunch Crime With Great Value Security from Sterling

The rise in credit crunch crime could mean an opportunity for retailers to grab extra seasonal sales with great value locks from Sterling. January has always been the boom month for burglaries, but this year could see property crime rise even higher thanks to the recession according to the Government. Remind customers to lock up safe and sound with Sterling's range of high quality, good value home security.



**British Standard Door Locks** are the best way to make sure that no-one unauthorised gains entry to a property. Meeting the latest revised standard – BS3621:2007 – means they are insurance-approved. Like all Sterling products they are excellent quality, but without a hefty price tag. Which is good news for retailers, who can offer customers a product they can trust at a price they'll like. To help retailers make the most of their display options, they now come in new stronger packaging with a double-hanging euro slot.

Don't forget that gates, gardens and sheds are all vulnerable too. Grab those extra sales by offering tough Sterling **Padlocks, Hasps and Staples**. The extensive Sterling range has a product for every use (and pocket), whether it is securing the smallest hatch or the largest gate. And remember that expensive equipment and furniture can be locked with a single click with Sterling's **Link&Lock** range of **security chains and cables**. The entire Sterling range can now be seen in Sterling's easy-to-use full colour catalogue, which is new for 2009. Retailers can also find details of Sterling's display and promotional materials, which are designed to attract the eye and help maximise on sales.



Sterling will be exhibiting products from their existing ranges and launching **an entire new range** at the all-new Totally Secure Show this January. So why not come on down to Stand **A41** and find out how Sterling can help your business? **Ends**

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Press Release