

New Year: Whole New Range!

Spring into action with Sterling

The first ever Totally Secure show this year saw Sterling launch a brand new range of electronic security products. Although well-known in the physical security sector for offering high quality products at great value prices, this is the first time that Sterling has offered its customers an electronic range.

Sterling unveiled a range including a 105 dB **personal attack alarm**, very loud 130 dB **motion sensor alarms**, and **door / window alarms**. The motion sensor alarms are available with either radio remote or keypad arm/disarm. All of these stand-alone products are made to the high quality that Sterling customers expect, and come with a 2 year guarantee. They will be available alongside their existing ranges from mid-February.



Rex Atkins, Marketing Director, said: "Sterling has always concentrated on helping retailers maximise sales through offering exceptional value for money. With crime on the increase security is even more important than ever, so Sterling has decided to extend the range of quality products available to safety-conscious consumers. By reminding customers to take care of themselves, their loved ones and their property without breaking the bank, retailers can still build sales even in difficult times."



The Sterling stand also showcased other new Sterling products including a new colourful **TSA Combination Travel Padlock**. Available in a variety of bright colours, these not only keep bags safe, they also make it easy to identify luggage. Best of all, they are approved by both HM Revenue & Customs and the US Transport Security Administration. This means they are sure to be a hit with holidaymakers throughout 2009 providing more sales opportunities for retailers.

For more information on how Sterling could help you get great sales in 2009, why not visit www.sterlinglocks.com or call 0113 250 3603. **Ends**

Travel Sentry Approved (TSA) is the luggage security system officially recognised by: TSA at all US Airports and HMRC in the UK.

Designed to avoid luggage locks being cut off when security officers need to inspect your luggage, TSA locks enable security personnel to open and reclose your luggage without damage to the lock or item.

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