

For great late season sales try Sterling Lock's New Keyminder 3

Sterling Locks knows that every sale counts especially for good margin products. Which is why Sterling has extended its great **KeyMinder** range to give retailers an even better opportunity to generate more sales this autumn. The Sterling KeyMinder Range successfully solves that 'locked-out' issue for families, flatmates and home-owners saving time, inconvenience and money in the process. The key selling point for the KeyMinder is that it allows secure access to keys – avoiding the cost of broken windows or other forced entry damage, and keeping the stress of being locked out down to manageable levels.



New for
Autum 2011



The NEW **Sterling KeyMinder 3** retains the simple idea of safely making a spare set of keys available at point of entry – but only to code holders. The KeyMinder 3 features a larger storage area which is ideal for small bunches of keys or the longer key. Alternatively it can be used as a small indoor safe for valuables and credit cards. The strong zinc diecast body and four dial combination lock can be securely attached to walls with the hidden fixings.

As school and colleges get into the Autumn term and the days close in – it's more important than ever to avoid anyone getting locked out and left in the cold waiting for flatmates or family to return. Retailers can create a surge in seasonal sales by featuring KeyMinder as an autumn 'shop today' item. Contact Sterling Locks about their seasonal product plans – matching great marketing support with Sterling's usually good value and great service. To find out more about how Sterling can help build business, call 0113 250 3603 or visit www.sterlinglocks.com.

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Press Release