

Sterling Value Security with BS Door Locks

Press Release

Autumn is approaching which means longer darker nights, and that means more opportunities for dark deeds. It's easy to be wise after the event, but retailers can do customers a favour, and grab some seasonal sales, by reminding homeowners to invest in good quality locks **before** anything happens.

Safeguarding a house begins with having tough, dependable locks on points of entry, so now is the time to tell customers about **Sterling's New British Standard Door Locks**.

Sterling's BS locks meet the latest revised standard – BS3621:2007. This means they are insurance-approved, and ideal as front line defence. More and more home insurance companies are demanding tough British Standard locks, but customers could be put off by a hefty price tag. With a 20mm anti-drill bolt throw, anti-drill plates on both sides of the lock case and anti-pick curtains, Sterling's BS Locks are designed to make any potential burglar think again. Both deadlocks and sashlocks are available in 2½" and 3". Like all Sterling products they are not just great quality but great value too. And to help maximise display options they now come in new stronger packaging, with a double-hanging euro slot.

Sterling is proud of its commitment to quality, value and service, helping retailers to maximise on sales. So whatever the financial forecast, you're guaranteed to be safe with Sterling. To find out more, visit www.sterlinglocks.com or call 0113 250 3603. **Ends**

