

Rewarding Achievement at the Retail Awards

October 2006



Sterling is delighted to be sponsoring the new category 'Best Security Retailer' at this year's Retail Awards. Security is a thriving retail category, and the introduction of this category is an excellent chance for security retailers to reap the rewards for their hard work and endeavour.

Sterling – which itself was named Best Growth Supplier at the 2006 BHF Awards – is committed to providing quality and value. For this reason, Sterling is pleased to be able to celebrate these qualities in British retailers.

The Retail Awards 2006 is judged by a panel of experts from various industry sectors. The winners will be announced and the awards presented on November 2nd at the Hilton Hotel in Manchester.

Rex Atkins, Sales and Marketing Director of Sterling, said: *"The Retail Awards are a chance to recognise the way security retailers have responded to the opportunities in this sector, including building seasonal sales and extending the choice to customers so they can get the right product for the right job. Sterling works constantly to provide retailers with the support they need to generate great sales, and to help them provide customers with quality and value. We are therefore absolutely delighted to be a part of this, and help celebrate their successes in 2006."*

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