

Spring into great sales with Sterling



Sterling Locks got a flying start to the year, winning two major awards and getting great feedback from retailers on its new products. The company is determined to make sure its customers gain the maximum benefit from all this success this Spring.

Locking products are a key area for early sales success as the year gets warmer.

Sterling's new award winning **Stainless Steel Disc Combination Padlock** is a great answer to shed security. **Link and Lock Security Cables and Chains** make securing awkward items like ladders and mowers a simple job. From sheds to patio furniture and barbeques there's plenty of sense in spending a small amount on security rather than a large amount on replacing stolen property. A decent spade can cost £25 and if not secured it might be the tool the unwelcome visitors choose to use to open a door or window!



Offering a security double act can also help boost sales. If a shopper wants a padlock for the garden shed, Sterling's great range of **Hasps and Staples** makes sure the job is done properly. For bikes, ladders and mowers in the garage, Sterling's **Security Anchors** with a Link and Lock cable is enough to put off an opportunistic burglar. A secure garden shed is a good bargain for the shopper and provides great margins for the retailer.

Easter and May Bank Holidays (not to mention a Royal Wedding) are important holiday times. Stock up on travel padlocks, especially Sterling's colourful **Travel Padlocks**, and remind customers that even the luggage on board budget airlines needs protecting! TSA travel padlocks keep luggage safe and the easy to spot coloured lock body makes finding luggage in the collection area easier, too.

A little sunshine is all it takes to get the British out in the gardens and away from the home. For every way to shut, lock, secure or bind, look to Sterling's great value and rely on its great service to warm up your sales this Spring. All of Sterling's products are designed to deliver the highest possible quality at a great value price, meaning that Sterling is continuing to deliver on its commitment to help retailers maximise sales. To find out more about the Sterling's range, or about how Sterling can help your business, call 0113 250 3603 or visit www.sterlinglocks.com

**All media enquiries to Bobbi or Jodie-Ann @ Clear PR
T: 020 7689 5155 e: sterlinglocks@clear-group.co.uk**

Press Release