

Summer 2011

A safe partner for a secure future

The year is in full swing especially at Sterling Locks. We have been extremely busy and have lots of news to share! As business gets tougher, we are working to create demand for Sterling. We have developed over 30 exciting new products and will all be launched by August 2011. A new product catalogue to include all the new lines will be available for July.

Totally Award Winning!

Sterling Locks has been recognised in two major DIY industry awards already this year. The CPL170 Disc Combination Padlock picked up first prize as 'Gold Winner' for Best New Security Product at the Totally Secure Show. Not stopping there, it has also received a 'Silver Award' at DIY Week's Product of the Year.

Sterling's prize-winning innovative Disc Combination Padlock has all the practical properties and functional performance that everyone expects from Sterling padlocks, and the judges really liked the way it provided a good value solution that is well designed.

The stainless steel body provides good corrosion resistance and ideal for outdoors. With no keys to lose, the combination padlock is perfect for multiple users and suitable for work and domestic environments.



New Product Alert

The next new product to be launched in June will be Sterling's CLB110BK Combination Locking Bolt. This 122mm bolt provides simple security, has a corrosion resistant zinc diecast body and is supplied with anti-tamper security screws. It can be mounted horizontally or vertically and is ideal for sheds, gates, doors and cupboards. The 4 dial resettable combination makes it easy to use and there are no keys to lose.



New



Sterling's extensive market leading range of post boxes are available in a choice of styles, sizes and colours. Recently introduced, Sterling's new MB05 Compact Post Box has been designed to be large enough for A4 sized envelopes but the compact size is perfect where space is limited. The stylish embossed designed post box is available in black or white and its affordable price is already proving popular.

August will see the start of a number of exciting new products being launched, all designed to deliver excellent quality, great value with good margins for our customers.



Home Security News

The West Midlands Police Force has just launched its Spring and Summer Crime Prevention campaign. This is just one of several initiatives from **police forces and insurance companies** to remind people that household crime is a serious issue. As the weather gets warmer, people tend to open doors and windows and then forget to lock them.

The tendency to leave valuable barbeque and gardening equipment outside and expensive furniture on the patio makes a tempting proposition to thieves. More information is available at www.west-midlands.police.uk

Sterling's **Link&Lock** range is the perfect solution to secure the garden and provide the opportunity to boost sales.



New members for "Team Sterling"

Sterling has expanded the team by appointing three new staff members. Together the new team additions bring an extensive range of skills to Sterling, supporting an expanding business and ensuring all customers receive greater levels of support.



Andrew Field, Strategic Business Development Manager, is experienced within the DIY industry, and has worked with some of the largest brands. Andrew's responsibilities include supporting Sterling's larger customers, developing the company's increasing export base and assisting with the strategic company growth.



Kiran Bachra has been appointed to a new position of Marketing Assistant. Kiran will be responsible for communications, managing and developing the website. Kiran will also be supporting our growing and varied customer information needs.



Sam Zhang is Sterling's new Business Manager based in Shanghai, China. He provides logistic support, product sourcing, and the very important quality controls. This is key to ensuring products are delivered to the UK on time and to our exact specifications.

Sterling Twitter

Sterling has joined the Twitter craze. Twitter has been online for 5 years and has been a successful social networking website for everyone to keep in touch. It's a simple and a fun tool to help you network with others of the same interest online.

If you are on twitter follow '**SterlingLocks**' for the latest updates.

follow us on
twitter

Say "Yes" and get the Latest

To help Sterling's commitment to deliver great value to you, our customer, feedback is always appreciated and welcome.

Would you like to receive future Sterling newsletters and special offers by email throughout the year? Simply email to webinfo@sterlinglocks.com with your company name and quote 'Receive Sterling News' today!

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