

Stand out from the crowd with Sterling

With fear of crime at an all time high, you might think security products would sell themselves. But good retailers know that this just isn't the case. Not only do customers need to be told what's on offer, they also need to be helped out with a bit of info about the products. This is why Sterling is helping retailers gear up for autumn with a brand new range of eye-catching merchandisers and Point of Sale options.

Now 1m wide, with stand-out colours, prominent packaging and helpful header boards, Sterling's 5 all-new stands are guaranteed to get noticed. Sterling knows that customers want easy-to-understand information, which is why graphics and pictograms show how the products fit their needs. And because Sterling is committed to helping retailers maximise on sales, merchandising material is designed to complement the retail environment as well as displaying the goods.



It's never been a better time to get on board with Sterling. One of the fastest growing security suppliers in the UK, Sterling has 8 new product launches scheduled for autumn 2010 and is developing all the time. For more information, or to find out how Sterling could help your business, call 0113 250 3603 or visit www.sterlinglocks.com **ENDS**

Press Release