

Sterling Locks is accelerating its programme of retailer support via a series of new appointments and the launch of Sterling's biggest ever catalogue, with improved layout, more illustrations and increased level of products to choose from.

New members for Team Sterling

Andrew Field is Strategic Business Development Manager with 20 years of experience within the DIY industry. He is responsible for key customer accounts, supporting the company's increasing export base and assisting with strategic customer and business development. In addition to this, Andrew also has responsibility for expanding Sterling through investigating possible acquisitions to add to the recent purchase of the door closer business Spectra.

Sam Zhang is Sterling's new Business Manager based in Shanghai, China. He supports operations by product sourcing and driving quality improvements through production to ensuring products are delivered to the UK on time. Recent retailer research has identified the combination of quality and value plus reliability in service as a key advantage of trading with Sterling Locks. Retailers are benefiting from his input already with the launch of several innovative new products this year including the new **combination locking bolt** and **anodised aluminium combination padlocks**.

And finally Sterling has appointed **Kiran Bachra** as its new Marketing Assistant. Sterling Locks has always been active in providing marketing support to retailers and will be creating more regular newsletters and promotions. Kiran will continue to develop brand awareness, prompting consumers to purchase Sterling products throughout the year

New Catalogue Launch September 2011

Sterling is committed to helping its customers maximise sales and the company's new catalogue illustrates its meticulous approach to achieving this. Rex Atkins, Marketing Director of Sterling Locks comments. "This new catalogue is designed from the retailers' point of view, making it easy to identify and select the products they want. All the key selling points are highlighted, products are clearly illustrated and ranges are presented in a way that ensures it is easy to select the right products for the shelf space layouts that retailers want to fill". Merchandising and POS support is also on offer to complete the support package that Sterling Locks provides to its retailers.

To help retailers find out more about Sterling's range, or about how Sterling can help build business, there is a support line on: 0113 250 3603 or a trade section within the company's website: www.sterlinglocks.com **ENDS**

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