

Lock Up a Great Year of Sales with Sterling at Totally Secure



STAND NO H29

Close out the competitors, lock up great sales and secure a strong performance with help from Sterling Locks this year. Sterling's stand no H29 at Totally Secure provided visitors with a short cut to all that's best in quality locking products at great value. With Sterling, there is real service too, with on-line or print catalogues; POS; merchandising and special seasonal support.

For every way of securing, shutting, locking or binding – Sterling has the answer. There's a comprehensive selection of sizes across ranges of brass to steel padlocks, with choice of laminated or rubber covered, disc to combination, closed shackle or traditional. The list doesn't stop there: Sterling also provides cables and chains plus household products like post boxes, door closers, window bolts, sash locks, digital door locks and entry-level electronic alarms.

It's a lot for one stand, so this year Sterling highlighted some of its best sellers for the show and also lined up a great list of new products too. Some you'll be expecting and some you'll be surprised at:



Rim Sashlock

Digital Door Locks

Postboxes

Door Closers

Household products: Sterling introduced an extended range of **household hardware** products with innovative packaging for extra sales. In addition, there's a new break-out range of products that bring extra security throughout the home in order to create extra sales for the retailer.

They're all quality products at a great value price - for instance:

Sterling Post Boxes: Sterling launched a new Compact Post Box which is the ideal entry level product for the city or suburbs. For newly converted flats, the boxes can be banked together as a space saving option that still ensures an A4 envelope can be securely accommodated without folding or bending.

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

Press Release

Sterling Door Closers: This is a developing range that's proving popular with retailers and home-owners alike. With a half-hour fire rating, they bring peace of mind, as well as ensuring doors close to keep heat in and the cold out – so they help cut bills too.

New products to brighten up sales

Sterling's new range of **brightly coloured disc padlocks** are perfect for delivering high security without compromising on cost. The steel body and hardened steel shackle are as strong as ever, whilst the protective cover makes the lock easier to handle. Its standout appearance will also deter potential thieves. Weather-resistant and with a strong locking mechanism, these padlocks are available in 70mm, and are perfect for beefing up security while resisting corrosion.



Also brand new from Sterling is the **Satin Stainless Steel Combination Disc** padlock. Disc Padlocks are popular for offering high security with a laser-welded stainless steel body and a hardened, protected shackle. Now they are available as a combination lock as well, meaning no keys to lose. Fully resettable and with 10,000 possible codes, these come with a protective bumper to minimise scratches or damage to underlying surfaces.



To provide another alternative to traditional keyed padlocks, Sterling has also introduced a **Combination Laminated** padlock. Ideal for sheds and outbuildings where multiple access is required without multiple keys. This is a lower cost option offering proper protection all the same.



Press Release

Finally, to round off its collection of new products, Sterling launched two smooth edged **Laminated Steel Closed Shackle** padlocks with a strong ABS plastic protective cover. This product provides increased security at a competitive price and is available in two sizes: 45mm and 55mm.



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

ENDS

More product and lifestyle photography is available. For interviews, articles, commentaries or further details on the products featured, please contact the Sterling Locks Press Office (see below).