

Chain up great sales with Sterling Locks

The new range of chains, ropes and related accessories from Sterling Locks has opened up another avenue of sales for stockists. With an innovative merchandiser and a cross section of the most frequently selected sizes of chains and ropes, Sterling Locks has tapped into demand from gardeners and home owners for both decorative and practical options. The range includes strong welded steel chains as well as decorative chains plus steel wire, ropes, webbing straps and bungees.

Fixing accessories are also available such as hooks, clamps, turnbuckles, links, shackles and rings for use with the chains and ropes.

Hardware continues to make headway while the DIY market begins to regroup and this new range sits handily between the two. The chains and ropes all reflect Sterling's core values offering good quality performance and a great price. Serving both functional and decorative purposes for the garden or household, these items sit comfortably alongside Sterling's range of locking cables and security chains.

The merchandiser both displays and dispenses the chain, presenting it on neat reel holders alongside an easy to use hydraulic cutter. This means the chain can be safely cut to the required length either by the retailer or customer. Purchasers are also prompted to consider the necessary accessories as they are displayed in close proximity.

For further information on Sterling Locks' range of products is available at www.sterlinglocks.com.

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