



## **SQUIRE UNVEILS SNAPLOK™ FIRST, SETTING NEW STANDARDS IN CYCLE SECURITY**

Cycling security specialist Henry Squire & Sons Ltd is heralding a new era in cycle security with the unveiling of the UK's first combination cycle lock that has achieved Sold Secure 'silver' status,

Squire's Snaplok™ is the trailblazer for a new advanced cycling security product range from Squire purposed designed for urban cyclists.

Unlike any other combination cycle lock, Snaplok™ carries Sold Secure 'silver' status indicating theft resistance against a determined form of attack for at least three minutes.

Made in Britain, Squire's Snaplok™ is made from hardened boron alloy steel and features a unique recodable five-digit combination lock with over 100,000 combinations – and it comes with a 10-year guarantee.

The metal loop shape of Snaplok™ is equally unique as a cycle security product. Its design is based on the appearance of a 'carabiner', more commonly used for mountain climbing.

Additionally, it offers the utmost convenience to urban cyclists with 'no keys to lose' and a specially designed carry bracket to be used when commuting.

Managing director of Henry Squire & Sons Ltd, John Squire says Snaplok™ is the cycling accessory of choice for urban cyclists looking to invest in the most advanced combination cycle lock of its kind.

He said: “The latest statistics show bicycle thefts have dramatically increased to one every 71 seconds, so it has never been a more prominent time for Squire to introduce Snaplok™ to the cycling market.

“We’re delighted to be the first UK manufacturer to achieve this level of security on our new combination lock with the brand new Snaplok™.

“There has been a huge increase in the number of urban cyclists in the UK and in particular London. Urban cyclists need to be certain of the overall quality and performance of their cycle lock whilst leaving bicycles in public places for a long time.

“Equally, there has also been an increasing trend in the number of sales for combination locks from consumers who are looking to invest in a more convenient security solution.

“By using Snaplok™, cyclists can be more than confident in its high level of resistance against the threat of attack from opportunist thieves.”

All Squire cycle security products are rated with the company’s official 15-stage security rating, showing at a glance the lock’s level of security from 1 (low) to 15 (maximum).

Snaplok™ boasts a security rating of 13 demonstrating the lock’s high level of security. Available in two sizes – 210mm (Snaplok™ 210) and 260mm (Snaplok™ 260) – the retail cost for Snaplok™ 210 is £59.99 (inc.VAT) and Snaplok™ 260 is £69.99 (inc.VAT).

For further information about Squire Snaplok™, contact Henry Squire & Sons Ltd on 01902 308050, visit [www.squirelocks.co.uk](http://www.squirelocks.co.uk) or email [info@henry-squire.co.uk](mailto:info@henry-squire.co.uk).

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**Notes to editors:**

**Media representatives are invited to road test Squire's Snaplok™ for demonstration purposes or for a product review. For more information please contact Claire Morris on 01527 881965 or [claire@betterpr.co.uk](mailto:claire@betterpr.co.uk).**

### **About Squire**

Award winning security company Henry Squire & Sons Ltd was established in 1780 and had been manufacturing premium quality locks for over 230 years.

Today, Squire – still an independent family owned business – is recognised as the UK brand leader in padlocks and cycle locks and manufacturers to World Class standards as its state-of-the-art production, research and design headquarters in Wolverhampton. The company also has a production facility in China.

Squire's extensive range of products benefit from a 10-year guarantee, are ISO 9002 approved and meet CEN standards. The Snaplok combination bicycle lock is designed to meet Sold Secure 'silver' approval and stringent European security standards.

### **About Sold Secure**

Sold Secure is a police and government backed scheme administered by the Master Locksmith's Association to promote high security and anti-crime design and construction.