Sportslock - avoid the risk of a ruined holiday this ski season

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With the height of the ski season fast approaching, Sportslock is a brand new, pocket-size lock available now for people looking to secure their skis and snowboards while on resort, hence avoiding the risk of a ruined holiday.

Developed in response to a fast-growing problem of theft - around 80,000* ski/boards were stolen in Europe last year - Sportslock is a tough, yet easy to use combination lock, with a retractable steel cable, costing under Â£10.

One ski enthusiast who would have benefited from Sportslock recently is Warwick Stacey, who commented: â€œLast year I had my skis stolen in Val dâ€™Isere and it cost me around Â£300, plus the inconvenience of time wasted filling out insurance forms and two mornings at the police station with no skiing. Sportslock is a great solution, and good value â€“ Iâ€™ll certainly be buying one in preparation for this yearâ€™s ski season.â€•

A typical scenario is for skiers and snowboarders to visit a mountain restaurant, leave their kit outside and, by the time they have finished eating, the most critical â€“ and expensive - elements of their holiday equipment have disappeared, eagerly snatched up by opportunist thieves. To make matters worse, many big name insurers aren't covering the theft of skis or boards, which is even more reason to buy a Sportslock.

Joe Walker, founder of the Sportslock product, said: â€œWith Sportslock, we believe we have created an extremely effective and affordable deterrent against the escalating problem of ski and snowboard theft at resorts around the world. Many people invest hundreds, if not thousands of pounds in their ski and board equipment, so spending an additional Â£10 to ensure it remains safe is a no-brainer. After all, who wants their holiday ruined by the loss of expensive kit, numerous trips to the police station and hire shop, plus the prospect of facing excess charges from an insurance claim?â€•

Priced at Â£9.99 (plus Postage & Packaging), Sportslock is available to buy now via www.sportslock.co.uk. For those who forget to order one before going on their ski or snowboarding holiday, they can request a Sportslock to be sent directly to their destination, wherever they are in the world.