



## From Anxious Parent To CEO of Magnetic Child Safety Lock Company - Mother of Two Tells Her Story

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As a mother of two, CEO of Concepts of Spring LLP, Sharon Ring places a high value on child protection. She wrote in a recent article of what prompted her to develop the Spring Safe and Sound product. She wrote, "All of us with children are aware of the safety issues our precious little ones face out there in the big wide world but much more worrying for me was the statistic that a child was more likely to experience an accident or a fatality inside their own home. I found this to be a shocking statistic and focused my efforts toward accident proofing our home, however it was impracticable and unfair to try and wrap them in cotton wool, albeit very tempting."

Fortunately, injuries in the home can be easily avoided with a little education and thought on prevention measures. One of the primary prevention measures was to keep the children from gaining access to potentially dangerous storage areas in the home.

During my quest to childproof our home, it concerned me greatly that all too often I found purchasing reliable and effective Child Safety products very hit and miss. I tried many different child proofing systems with varying degrees of success until I purchased and used the US made Magnetic Cabinet Safety Locks. I was just so impressed by the effectiveness of the lock's secure and invisible fitting with the key feature of no part opening doors, thereby, completely eliminating the trapped fingers experience of other lesser products, that I decided to launch this company to sell them and other child safety products. For Sharon, the rest as she says, is history.

Concepts of Spring have been selling these products for over a year now and have recently extended their product range for their Spring Safe and Sound magnetic child safety cabinet locks. Their original single product comprising a pack of 8 locks and 2 keys, has been complemented by a choice of other options.

They now offer packs containing just 2 locks and one key, or 4 locks and one key - as well of course, as their regular 8 pack. This, they assert, is enabling customers to plan the safety strategy of their home environment more strategically. They are also hoping that other child minders who are responsible for looking after children in their homes, such as grandparents will feel able to buy and fit these products.

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## **Spring Safe and Sound**

*Spring Safe & Sound is a brand of quality Child Safety Products brought to you by Concepts of Spring. The Magnetic Cabinet Locks are the jewel of their range and as a company they strive tirelessly to provide an outstanding buying experience as standard.*

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