

November 12th, 2010

Find accredited locksmiths with the Sun Online Business Directory
- Touch Local is helping their users find certified locksmiths through partnership with the MLA

London, November 12th, 2010: In conjunction with the Sun Online Business Directory, Touch Local have partnered with the Master Locksmiths Association to highlight the importance of using fully qualified and vetted tradesmen.

A new feature on the Sun Online Business Directory allows users to search for MLA approved locksmith companies via a quicklink on the directory homepage. In addition, all approved company members of the MLA advertised on the Sun directory will have the MLA logo as an endorsement on their profile – a clear indicator that they have met the strict approval criteria of the UK's leading association for locksmiths.

James Moore, Business Development Director at Touch Local, says: "One of the natures of the Directory business is that we publish free of charge a full UK database from our licensed data providers, and it is difficult to differentiate one trader from another. We hope that by collaborating with the MLA, we can help our users to choose qualified MLA members over other tradesmen."

The recent court case that saw the sentencing of Mark Makowski, the infamous rogue locksmith, has brought to light the dangers of hiring tradesmen with no certification. Despite having been exposed on BBC's 'Rogue Traders' programme, Makowski kept trading under different company names. He has now been convicted of 15 counts of fraud and jailed for four years.

Dr George of the MLA says: "We would strongly recommend that any locksmiths you use have been vetted (ideally via a standard level CRB check), are regularly inspected (and have the paperwork to prove it) and employ a qualified locksmith (qualified by exam and not simply by having been on a course)." The easiest way to do this is to look out for the MLA Approved Company logo.



Note to editors:**About TouchLocal**

Established in 2004, TouchLocal is the expert in connecting local businesses with local consumers, each and every day. The company has always been committed to providing small to medium sized businesses with innovative and effective ways of promoting their business online. This was formally recognised in May 2010 at the Media Momentum Awards, when they were recognised as one of Europe's Top 50 fastest growing and most innovative digital media companies.

The TouchLocal online business directory, touchlocal.com, offers blanket UK coverage and contains over 2 million business listings. It attracts 4 million unique visitors a month who in turn undertake 6 million searches for local businesses. TouchLocal also enables users to review and rate businesses they have used, so local people can make an informed choice based on the feedback of others.

About the MLA

The Master Locksmiths Association is a non-profit making body; established to set and promote standards of conduct, practice and materials within locksmithing. It also encourages its members to further their knowledge through ongoing education, regional meetings, seminars and the information disseminated through its membership magazine Keyways.

As the largest and longest established locksmiths association in the UK, standards of entry to the MLA are high and its motto of "Skill and Integrity" emphasise its determination to ensure that the public, government and industry receive the correct service and advice on security matters from its members.

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