

# LOCKED & LOADED

MAGAZINE  
JANUARY 2015



## INNOVATION *SHOWROOM*

THE BASIS OF FUTURE GROWTH

**APERIO TECHNOLOGY**

**HENLEY** *ONTODD*

JOIN US IN THE FUN & GAMES  
AS WE RETURN IN 2015!

**WE WON!**

HELP US CELEBRATE OUR AWARD WINNING  
PADLOCK PACKAGING AS IT HITS THE SHELVES

**ASSA ABLOY**

# MESSAGE FROM

## THE GENERAL MANAGER



Hello to you all and welcome to the first edition of Locked & Loaded for 2015.

So what does this year hold? Well for us here at ASSA ABLOY Australia, in 2015 there is a lot of enthusiasm about many of the activities and events that we have planned. Some sensational marketing activities such as the return to Lockwood on your television screens and some exciting product launches, all shape up for what will be a busy year ahead.

In this edition of Locked & Loaded you will hear some details about our new Innovation Showroom planned for the Melbourne Manufacturing facility. We believe that this investment will provide the market with the opportunity to view the latest in global door opening solutions, that are either in the market today or will be in the near future. While visiting this facility it's also a great opportunity to then complete a factory tour, as I

can confirm to you that our commitment to continue to manufacture in Australia is as strong as ever. This is something that we as an organisation are extremely proud of. We welcome all of our customers whether they be existing or new, to come and visit the factory some time for one of our tours.

As for the market conditions we are seeing some positive signs with the significant upswing in new residential construction still powering on. On the commercial side of the business, our specification activity is very positive in comparison to the corresponding period last year. This is a good indicator for sales in the upcoming months and 2015 as a whole.

Although consumer confidence is somewhat down, the Retail & Locksmith markets are going strong and as we develop more exciting products for these segments we can only expect positive times ahead in this area.

We are looking forward to what 2015 will bring for both your business as well as our own, and as I have mentioned previously there is plenty of activity ahead!

Once again, thank-you for your support and I hope you enjoy the read.



**Tom Devine**  
—General Manager

### Give us your feedback and you could win \$500 of travel vouchers.

ASSA ABLOY, in conjunction with Quantum Research, will once again be conducting a study to understand the customer experience of working and dealing with ASSA ABLOY. You may be contacted in the next few weeks to take part in a short online survey. All feedback you provide is anonymous.

The survey is designed to provide us with feedback that will help us improve the products, service and support you receive from us.

Your feedback is really important to help us achieve this and ensure we are supporting you in the best possible ways. We understand that your time is valuable and as such, this questionnaire should take no more than 10 minutes of your time. As a token of our appreciation you will be given the opportunity to win \$500 of travel vouchers on completion of the survey.

So look out for an email from us with a link to the survey.

If you don't receive an email but would like to be included in the survey (and be in with a chance to win!), then please email your contact details to [media.au@assaabloy.com](mailto:media.au@assaabloy.com).



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# NEW PRODUCT LAUNCH

## 2015 WELCOMES NEW PRODUCT TECHNOLOGY

ASSAABLOY.COM.AU

### APERIO TECHNOLOGY

Aperio has been named as the top performer in the ASSA ABLOY Electronic Access Control (EAC) division after achieving 200% growth in 2014. The cutting edge technology was developed to complement existing access control installation by integrating mechanical and electronic systems together as a single system. Offering a simple and intelligent way to upgrade the controllability and security level of buildings and facilities, Aperio is proving a hit with Facilities Managers across the country.

ASSA ABLOY was recently appointed to fit Aperio technology at Sydney University and Latrobe University; which by winning these key reference sites has grown installations of Aperio locks to just under 4000 doors Australia Wide. Aperio's ability to convert mechanical door locks to wireless online access control, eliminates key management issues and provides a cost effective solution for facility managers. In addition, Aperio's integration with Gallagher Security Systems and ICT has opened up an extensive customer base; combined with the additional integration level with Inner Range (Integriti panel) about to be released, further opportunities for growth are expected.

Aperio is on track for another strong year of market share growth with an extensive marketing schedule lined up and a number of high profile projects in the pipeline.

For further information on how Aperio can benefit your customers contact [info.au@assaabloyasiapacific.com](mailto:info.au@assaabloyasiapacific.com) or visit [aperiotechology.com.au](http://aperiotechology.com.au)

#### What is Aperio?

Aperio is a new technology developed to complement new and existing electronic access control systems, providing end users with a simple, intelligent way to upgrade the controllability and security level of their premises.

Aperio is a wireless communication protocol combined with RFID reader capabilities and a locking mechanism. It is designed to serve as the link between an online electronic access system and a mechanical lock.



### SEVERE DUTY STAINLESS STEEL HINGE

ASSA ABLOY is pleased to introduce the Lockwood Severe Duty Stainless Steel Hinge to the Australian market. Available in 100x100mm and 100x75mm sizes, the high performance butt hinge is suitable for heavier or frequently used doors making them a good choice for schools, universities, offices and public buildings. Each hinge features lubricant contained within the phosphorous bronze bushes making them maintenance free and therefore also ideal for use in hospitals and clean room environments. The hinges are fire rated and perfect for fire doors with door closers that place extra stresses on hinge fittings.



For more information please scan the QR code.





**MIGHTY HELPFUL  
MITRE 10**

### ASSA ABLOY GETS MIGHTY ON THE GOLD COAST

On Tuesday 10th February, the Gold Coast Convention and Exhibition Centre opened its doors for the annual Mitre 10 Conference and Expo 2015. ASSA ABLOY hosted a stand at the prominent trade show, which saw nearly 1500 visitors attend across the three day event. The ASSA ABLOY interactive stand featured a whole retail solutions offering, alongside a comprehensive product range, from keyless solutions to Velocity® door furniture. A large plasma screen played the 'Give 'Em The Finger' new TVC campaign to Mitre 10 staff and visiting members. Regarded as a success across the board, ASSA ABLOY is now looking forward to its involvement in the 2016 Expo.

# ABLOY® SENTRY

## Security for extreme environments

*ABLOY® SENTRY is a new evolution of the unique ABLOY® rotating disc technology that provides a smooth and reliable function in every environment.*

ABLOY® SENTRY is a patented cylinder platform specifically designed for professional end users and original equipment manufacturers. It is an ideal solution whenever high security and resistance in harsh conditions is needed. ABLOY® SENTRY is offered in a range of cam locks, cabinet locks and padlocks.

With ABLOY® SENTRY your security is ensured today as well as into the future. ABLOY® SENTRY worldwide patents are valid until 2027.

### IDEAL SOLUTION FOR:

- > Transportation
- > Government and Defence
- > Telecom industry
- > Mining industry
- > Water industry
- > Power industry
- > Vending, gaming
- > Showcases, museums

### FEATURES:

- > Patented until 2027
- > Fully resistant against bumping
- > Durable design and smooth operation without pins and springs
- > AWT™ Anti Wear System - A patented mechanism in the key and cylinder that prolongs the life cycle
- > Key - The ABLOY® SENTRY all metal key is a symmetrical design offering convenience and ease of use



# HENLEY ON TODD

**ASSA ABLOY AUSTRALIA IS PROUD TO ONCE AGAIN BE THE NAMING (ADMIRAL) SPONSOR OF THE ICONIC HENLEY ON TODD REGATTA.**

Reg Smith was the creator of the Henley On Todd, a unique, mad-capped event, which had its inaugural regatta in December 1962.

Earlier that year members of the Rotary Club of Alice Springs met for a picnic at 16 Mile Creek, where over a few beers they discussed ways to raise money for charity. Reg came up with the idea of holding a waterless 'Regatta' on the dry bed of the Todd River.

"Okay, what about the boats - do we tow them or push them?"  
"Neither," said Reg. "We cut the bottoms out and carry them!"

"The Henley on Todd, recently officially declared an iconic event by the NT Government, is in its 54th year and continues to be a world famous tourist attraction. We are proud to once again be involved in this iconic event", said Nick Penny - Director of Marketing ASSA ABLOY Australia. "This will be our 12th year as the major partner, over the past 15 years hundreds of ASSA ABLOY customers have travelled with us to Alice to partake in this mad capped event, a once in a lifetime experience."

"In 2015 the event will be raising much needed funds for the Fred Hollows Foundation, with all money raised going towards the eradication of Trachoma in Central Australia. Trachoma is a bacterial infection of the eye that can cause complications including blindness. With the help of local rotary's, the public and ASSA ABLOY crew and guests, we have a target to raise over 100k" said Nick.

The 2015 ASSA ABLOY Henley on Todd will take place in the Todd River Alice Springs on the 15th of August. For more information please email [media.au@assaabloy.com](mailto:media.au@assaabloy.com) or visit [www.henleyontodd.com.au](http://www.henleyontodd.com.au).









# PACKAGING AWARDS

## AWARD WINNING PADLOCK PACKAGING HITTING SHELVES

LOCKWOOD.**COM.AU**

The Lockwood Display Pack Padlock Packaging has received a redesign and is resonating with customers across the country. The stylish new packaging was recently awarded a 2014 Australian Packaging Covenant Award in the Hardware and Homewares category. Replacing the previous blister packaging, the new range incorporates the latest Lockwood graphic design, lending a more premium look and feel to the product whilst ensuring consistency across the retail offer.

The easy to shop packaging offers better visibility and access to the product at point-of-sale. With colour-coded blisters featured on each pack indicating security level and product type, consumers are empowered to make well informed purchasing decisions. In most cases, the overall size of the packaging has been reduced therefore minimising the required shelf space and allowing for additional product facings.

All of the previous display padlock models including single, twin, quad packs and extended shackle variants are included in the update. The consumer packs and shelf ready packaging are currently being phased in across all models.



# Congratulations Warnambool Locksmiths!

Warnambool locksmith, Mick Jungblud, will be taking to the skies after winning \$10,000 worth of travel vouchers from ASSA ABLOY at the Master Locksmiths Association (MLA) Conference and Trade Exhibition. The lucky locksmith took out the top prize after purchasing a three bay retail solutions package and a safe package.

Motivated to fill space in his shop, Mick was initially skeptical about having a retail solutions package in store, however he concedes: 'It actually looks good and makes the shop look good, but most importantly it's translating into some great impulse purchases.

I'm finding customers are browsing the product lines whilst they wait so it's working hard for me and the sales are coming in. Winning the \$10,000 worth of travel vouchers was an unexpected bonus!"

An avid Speedway fan, along with his eighteen year old son, Mick plans to take his family to the States to catch the Knoxville Raceway with plans to pay New York City and Washington DC a visit too. He also hopes to call into some ASSA ABLOY sites whilst he's living it up Stateside.





# RETAIL SOLUTIONS *no worries*

FROM LOCKWOOD



LOCKWOOD PROVIDE RETAIL CUSTOMERS WITH A FUNCTIONAL POINT OF SALE (POS) SOLUTION THAT EDUCATES THE CONSUMER WHILE PROVIDING CUSTOMERS WITH A SUSTAINABLE, STRIKING AND USEFUL IN STORE FACILITY.

**The new solutions from Lockwood** help consumers navigate the Lockwood product range easily with improved on-pack messaging, category management and accompanying point-of-sale. As customers, the new stands will help you to capitalise on the strength of the Lockwood brand as well as act as self-serve areas, designed to turn browsers into shoppers.

#### LOCKWOOD RETAIL SOLUTIONS BENEFITS:

- Consumers often demand a lot of sales associate's time in store. By implementing Lockwood's retail solutions stands, the consumer is managed through the purchase journey
- With the product range on clear display, your team members can talk consumers through available options, understanding consumers needs in order to provide the right solution
- Browseable area for upselling and increasing basket spend
- Interchangeable POS keeps your business up to date while flexible layouts ensure you have the right solution for your business needs and space limitations. And as you grow, so can your Lockwood display unit
- The longevity of the units is ensured by making as many elements as possible interchangeable
- The stands are designed to visually engage the consumer and capitalise on Lockwood's 86% consumer brand recognition.

Carrying the core range of Lockwood retail packaging, optional additional accessories include product promotional pillars, interchangeable posters, brochure holders, corner dressings and category management blades. All the units are well-lit and carry strong Lockwood branding.



To view the range of options or register your interest in the scheme, please visit [www.lockweb.com.au/retail](http://www.lockweb.com.au/retail) or scan this QR code.



We take the worry out of protecting what's valuable to you.  
**Lockwood: *no worries***



# TAMWORTH HOSPITAL

## ASSA ABLOY SECURES TAMWORTH HOSPITAL RE-DEVELOPMENT

[ASSAABLOY.COM.AU](http://ASSAABLOY.COM.AU)

ASSA ABLOY is delighted to announce Lockwood's branded products have been specified in the Acute Service Building as part of the \$220 million redevelopment of Tamworth Hospital. ASSA ABLOY'S door hardware solutions will be utilised across 1200 doors at the state-of-the-art, five storey building which will feature a new emergency department, intensive care and high dependency unit, maternity unit and special care nursery and children's ward, amongst many other services.

ASSA ABLOY Sales Representative Stephen Hill, ensured that Lockwood was front of mind from the early stages of the project by working

closely with the architects (McConnel, Smith and Johnson) during initial planning. With an integrated approach with the architect and appointed builder (Abigroup Richard Crookes Joint Venture), the ASSA ABLOY team developed a full hardware solution designed to fit within budget and design constraints. ASSA ABLOY continued its presence with the on site builder and the successful hardware distributor (H W. Frost) to ensure every element of the hardware and auto door operators ran smoothly from conception to installation.

The redevelopment of Tamworth Hospital includes a strategy to 'future proof' facilities

meaning there will be room to grow to match the changing needs of the community. Longevity of specified products was essential, with some services being built with additional space to allow for extra capacity as needed in the coming years. The redevelopment is due for completion in mid 2015 when it will launch as a hub for medical, surgical and other specialities in the wider region.

Lockwood products specified:

- Lockwood 3570 Series Synergy Electric & Mechanical Mortice Locks,
- 2800/70 Furniture, Artefact Push/Pull Plates,
- 7724 Slide Rail Door Controls,
- Lockwood 8002 Auto Swing Door Operators.





# UTS DR. CHAU CHAK WING BUILDING

## ASSA ABLOY OPENS DOORS IN EDUCATION

[ASSAABLOY.COM.AU](http://ASSAABLOY.COM.AU)

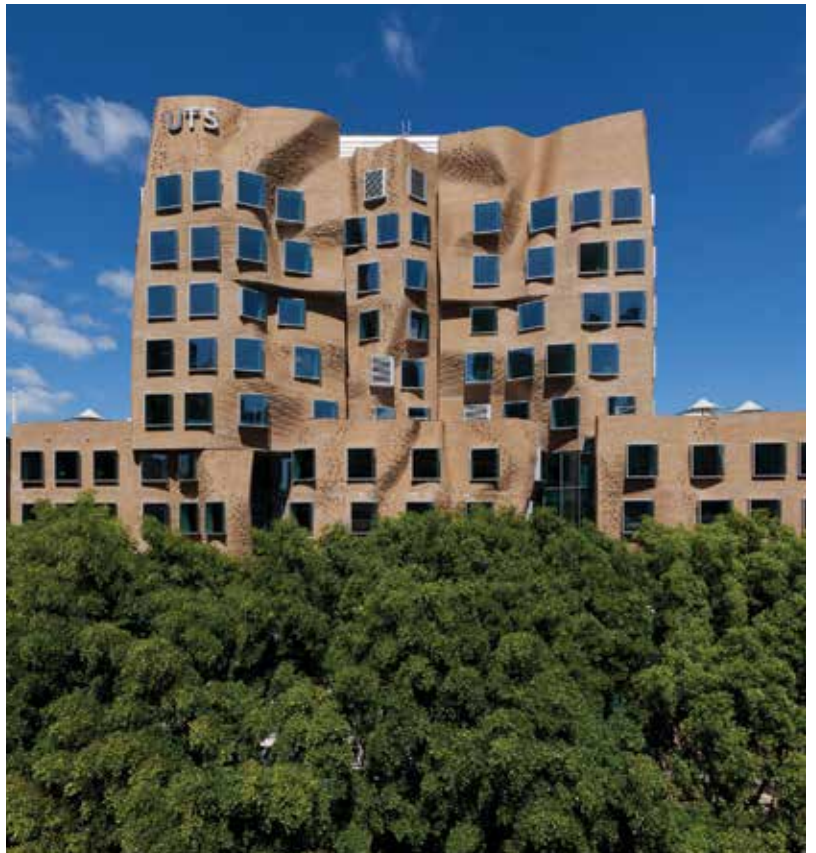
ASSA ABLOY has supplied the architectural door hardware required on the University of Technology Sydney's (UTS) new Dr. Chau Chak Wing Building, through the door hardware specification prepared for the Architects DJRD. The new business school is a key element of the \$1billion redevelopment of the university's city campus that will provide teaching, learning, research and office space for the UTS Business School.

The ASSA ABLOY sales team worked closely with DJRD Architects, Gehry Partners & Daryl Jackson Robin Dyke to deliver highly innovative and cost effective hardware solutions across 630 doors in the 12 storey tower. The supply of hardware was delivered to builder, Lend Lease, in conjunction with Access Hardware's NSW branch.

The 16,0030m2 facility is named after Australian-Chinese businessman and philanthropist Dr. Chau Chak Wing who donated \$20 million to the project, along with \$5million for Australia-China scholarships. The unique building design, based on a treehouse, is being hailed by the UTS as a 'distinctive building for a distinctive style of education'. Architect Frank Gehry wanted to create a building where people could undertake quiet, focused work in offices and other rooms in its 'branches', then meet in formal and informal social spaces in the 'trunk'. The facility was officially opened on Monday 2nd February 2015.

Lockwood products specified:

- 3570 Series Synergy Electric & Mechanical Mortice Locks
- 1220/70 Furniture
- 7714, 7726 and 7724 Door Controllers in both Scissor Arm and Slide Rail Configurations.



# INNOVATION

## THE BASIS OF FUTURE GROWTH

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[ASSAABLOY.COM.AU](http://ASSAABLOY.COM.AU)

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ASSA ABLOY is the global leader in total door opening solutions. Our goal is to be the most innovative as well. We are well on the way.

Since 2005 we have increased our R&D investment by 130% and grown the number of product design engineers to almost 1300, a 70% rise. Sales of new products have risen to 27% of total sales over the past three years, exceeding our target of 25%.

This success rests on understanding our customers and their underlying needs so we focus on the right things. We then apply this knowledge to every step of the value chain ensuring we do things right.

Innovation is the backbone of our success in the marketplace. This combination – doing the right things, and doing things right – gives us the chance to combine good ideas and innovative business models, leading to great outcomes for our customers and the company.

While innovation has been identified as crucial to reaching our organic growth target of 5%, it is by no means a recent addition to our strategy. Just 20 years ago ASSA ABLOY was a Scandinavian mechanical lock company. Today, we design, create, manufacture, install and service the full range of electromechanical and advanced locking solutions.

With the expertise and experience we have gained over two decades, ASSA ABLOY is in a strong position to lead the future development of our industry, not only in terms of product development but business process and sustainable outcomes, ensuring our solutions are also affordable and safe for the planet.

To help demonstrate the ASSA ABLOY Innovation process and future of our product range here in Australia, we are pleased to announce a brand new innovation showroom to be located on our Melbourne site with completion set for Q3 of 2015.

“We are seeing an increased demand for technology driven products in our region”, says Nick Penny – Director of Marketing ASSA ABLOY Australia. “We are in a leading position in our market with our product portfolio and access to global technologies and platforms, for us it’s all about delivering total door solutions to all customer channels in Australia. The new innovation showroom will give us a platform to clearly showcase our local and global capabilities in a fun and very much interactive way”, says Nick.

**The new innovation showcase will feature:**

- 8 unique display zones, each featuring product specific to individual market segments, enclosed within sleek and seamless outer door panels

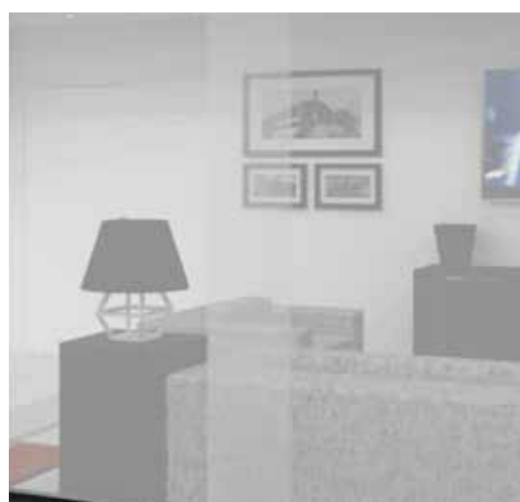
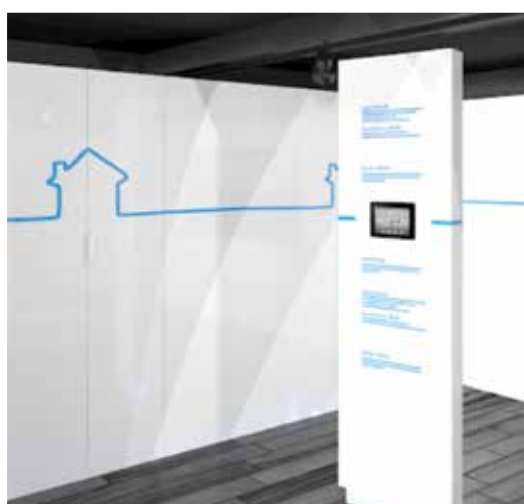
- Product development space. This area will showcase ASSA ABLOY’s capabilities from product concept to commercialised product (phased gate process from gate 1-5) the area will include product at different stages of manufacture including an interactive demonstration of product cycle testing
- Residential zone showcasing keyless solution, home automation for door and window applications. Full residential product offering showcased via builders selection boards
- ASSA ABLOY retail environment, Lockwood branded, showing the complete retail solutions range along with possible store branding options.

Customer visits to the site will include an interactive visit to the innovation showrooms followed by a factory tour to see the products being made at the Melbourne site.

“We are very much committed to local innovation, manufacturing and continuing to deliver our customers innovative quality products”, says Nick. “We are excited about the addition of the innovation space and look forward to welcoming customers from all channels to this exciting new space in 2015”.

For more information or to book your visit please email [media.au@assaabloy.com](mailto:media.au@assaabloy.com)





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## Get a handle on door hardware with ASSA ABLOY training sessions.

**A**SSA ABLOY Australia have a range of training programs for our customers and business partners. Due to the extensive range of products available, these training programs are targeted at specific segments of the market.

The Retail Training Program (RTP) is designed for those working in the retail environment, such as hardware and speciality stores selling door hardware. The program covers locks and hardware suited to residential applications and includes techniques to identify customer needs. It focuses strongly on selling skills for add-on sales.

The Commercial Training Program (CTP) is an ideal introductory to intermediate level training program for anyone working with door hardware for the commercial building environment. The program includes exercises using product catalogues and important information regarding standards, regulations and building codes.

### Victoria (235 Huntingdale Road, Oakleigh)

CTP	Apr 15 <sup>th</sup> & 16 <sup>th</sup>	Jul 15 <sup>th</sup>	Oct 13 <sup>th</sup>
RTP	Mar 24 <sup>th</sup>	Oct 21 <sup>st</sup>	
Bunnings RTP	Apr 22 <sup>nd</sup>	Jun 24 <sup>th</sup>	Aug 19 <sup>th</sup> Oct 7 <sup>th</sup>

### New South Wales (Unit 60, 7-9 Percy Street, Auburn)

CTP	Aug 26 <sup>th</sup>		
RTP	Jul 8 <sup>th</sup>		
Bunnings RTP	May 6 <sup>th</sup>	Aug 6 <sup>th</sup>	Oct 14 <sup>th</sup>

### Queensland (Unit 5, 37 Brandl Street, Eight Mile Plains)

CTP	Jul 15 <sup>th</sup>	Sep 22 <sup>nd</sup>	
RTP	May 13 <sup>th</sup>		
Bunnings RTP	Apr 21 <sup>st</sup>	Apr 22 <sup>nd</sup> (GC)*	Jun 24 <sup>th</sup> Aug 19 <sup>th</sup> (SC)* Oct 14 <sup>th</sup>

### South Australia (450 South Road, Marleston)

CTP	Aug 12 <sup>th</sup>		
RTP	May 20 <sup>th</sup>		
Bunnings RTP	May 19 <sup>th</sup>	Jun 17 <sup>th</sup>	Sep 9 <sup>th</sup>

### Western Australia (Unit 1, 348 Victoria Road, Malaga)

CTP	Sep 16 <sup>th</sup>		
RTP	Jun 10 <sup>th</sup>		
Bunnings RTP	May 6 <sup>th</sup>	Jul 22 <sup>nd</sup>	Sep 23 <sup>rd</sup>

\* (GC) Denotes Gold Coast & (SC) Denotes Sunshine Coast.

# Scan & Receive

Who doesn't love something for nothing? Simply scan this QR code and enter in your mailing address to be sent your FREE\* Give em The Finger Lockwood mug. Even better, you can write you name on it so no more stolen morning caffeine hit!

\*Offer ends 30<sup>th</sup> of June, 2015

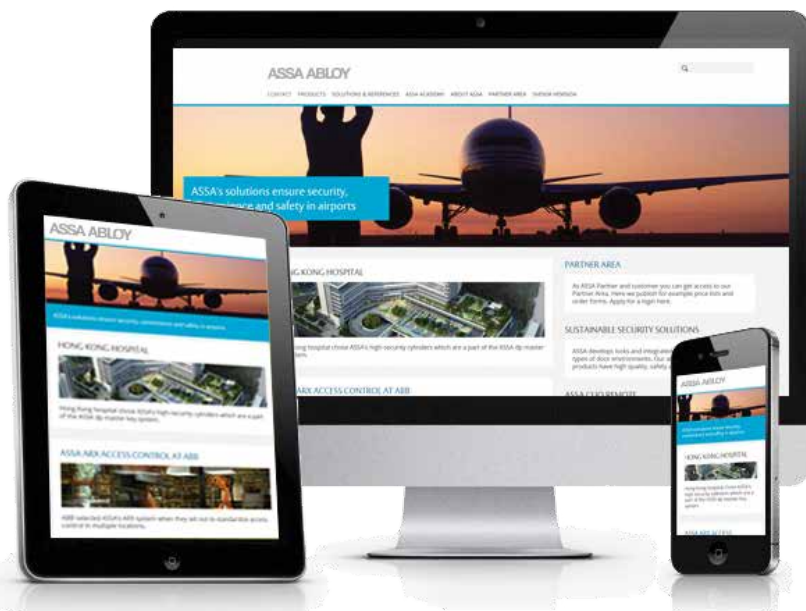


*Don't miss out!  
Scan now!*



## NEW WEBSITE

*GET READY FOR OUR NEW CYBER LOOK FOR 2015*



ASSA ABLOY is preparing to migrate all of their co-endorsed brand websites onto a new modern, mobile and tablet friendly platform. The new and improved layout will make it easier to find the most relevant information, while a new server incorporating faster technology will mean you can access data and downloads quickly. Viewing on smaller devices will become a lot easier, meaning you get info on the go.

Look out for the new and improved sites coming soon and we'll keep you posted with the progress.





# Elevation Window Control System

**Ultimate Control** is only a **Touch Away!**

Lockwood's new Elevation is an easy way to control the opening and closing of windows through a simple touch screen.

The Elevation Window Control System can be configured to reflect the unique layout of any home and is the perfect solution for hard-to-reach windows and wide windows.

Ultimate control is only one touch away with the option to close all windows at once when leaving the house or locking up for the night.

Talk to your local ASSA ABLOY Sales Representative today about installing Lockwood's Elevation Window Control System in your new home!

[www.lockweb.com.au/elevation](http://www.lockweb.com.au/elevation)



ASSA ABLOY



Scan to view a video demonstration of the Elevation Window Control System.



ASSA ABLOY, the global leader  
in door opening solutions



# ASSA ABLOY

ASSA ABLOY is the global leader in door opening solutions, dedicated to satisfying end-user needs for security, safety and convenience.

ASSA ABLOY Australia Pty Ltd  
235 Huntingdale Road  
Oakleigh, Victoria, 3166  
Australia

[assaabloy.com.au](http://assaabloy.com.au)

# ABLOY®

Abloy is one of the leading manufacturers of locks, locking systems and architectural hardware and the world's leading developer of products in the field of electromechanical locking technology.

[abloy.com.au](http://abloy.com.au)

# LOCKWOOD

ASSA ABLOY

Lockwood is the leading brand in the Australian locking industry. With an established reputation for high quality products for residential housing, commercial building and industrial application markets.

[lockweb.com.au](http://lockweb.com.au)

# Whitco®

Whitco is one of Australia's most trusted brands. Whitco has a proud heritage in protecting Australian homes, offering quality hardware for residential doors and windows at affordable prices.

[whitco.com.au](http://whitco.com.au)

# Yale®

Yale is the brand behind locks of every design and function in over 125 countries. As one of the oldest international brands, today Yale is among the best-known and most respected names in the lock industry, with millions of Yale locks in use worldwide.

[yalelock.com.au](http://yalelock.com.au)



MC03722