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Medeco Spotlight

Medeco Dealer Educates

Memphis, Tennessee, USA locksmith Glen Peifer has received national attention for his efforts to properly educate consumers about the bump key threat. In October 2006, his local NBC affiliate aired a story featuring Peifer Lock, which focused on the threat of bump keys, a technique used by locksmiths for decades but growing in popularity among thieves. After the story aired, Glen posted the feature on his website, which got bombarded with attention. Website hits grew from 15,500 hits in October to 80,000 hits to his website in January. He also sent a letter to his customers educating them to the potential risks. After moving the feature to You Tube, Glen reports the footage has been viewed over 4 million times.



Because of the overwhelming attention and concern surrounding bump keys, Glen developed an assessment kit which includes a set of 10 modified blank keys that represent common keyways which are not designed to open or turn any lock, and a twenty page booklet containing information about the threat to home and business owners. The kit is used to educate consumers, not show thieves how to utilize the threat. For more information on Peifer Lock and their bump key assessment kit, visit <http://www.peiferlock.com>.

New Product Spotlight

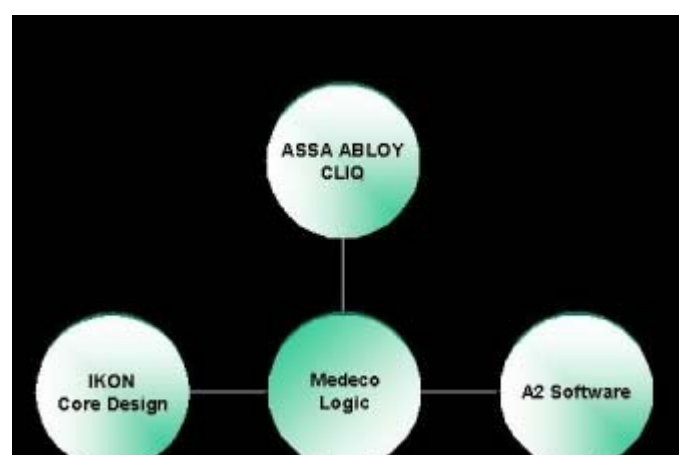
Educational Resource Kits Now Available!

Medeco is partnering with the National Crime Prevention Council (NCPC) to provide educational resource kits for Crime Prevention Officers across the US. Now, Crime Prevention Officers nationwide can call Medeco Customer Service to order this kit, which includes valuable information and presentation material. Security dealers may notify their local crime prevention officer about the availability of these kits. Local events such as neighborhood watch meetings are great opportunities for dealers to work with local law enforcement. Officers, place your order today by faxing an order for item number 94-0209 on your department letterhead to 1-800-280-1660.



Logic Leverages Worldwide Partnerships

With the recent launch of Logic, Medeco moved forward with its reenergized commitment to provide innovative new products to the market that deliver superior end-user relevance and added dealer value. In the coming months, Medeco will also introduce a new design of its widely popular Medeco Prox Key, launch a “game-changing” RFID cylinder (offline access control), and combine patented key control-only cylinders and high security cylinders in a new platform that allows cylinders to be mixed within a system, but use the same key.



Medeco's Logic platform is a new line of digital keys and digital cylinders, which offers audit trails, schedules, and keys or cylinders can be electronically reprogrammed for system changes. Logic cylinders require no wiring, no additional door hardware, and install in minutes.

Logic represents a worldwide collaboration of ASSA ABLOY companies. By partnering with IKON in Germany, Medeco gained access to electromechanical technologies well proven in the marketplace. Presently, more than 150,000 IKON cylinders have been sold in Germany. The same electromechanical technologies are used in Medeco's Logic cylinder, but incorporate Medeco's shell for US-style cylinders. "Medeco's core competence is cylinder manufacturing," said Tom Zuckerwar, E-Cylinder Marketing Manager. "By partnering with IKON, we're combining the strengths of two industry leaders to deliver a brand new product, yet one that has 150,000 success stories behind it."

Additional ASSA ABLOY partnerships support the Logic platform. A2 Software, based in Spain, provides the software that allows system changes in Logic to be done easily and quickly. And, ASSA ABLOY, based in Sweden, designed and supplies the computer chip used in both cylinders and keys. "We're not reinventing the wheel," Zuckerwar said. "We're leveraging the strength of Medeco and its global resources."

The Difference Between Logic and Cliq

Logic is the trademark name of Medeco's new electromechanical platform of digital cylinders and digital keys. CLIQ is the trademark of the computer chip that is used in the cylinders and keys.

For example, as with most personal computers, Intel computer chips are used in different computer brands. Dell computers use Intel Pentium chips and Gateway computers use the same Intel Pentium chips. However, the computers themselves are often completely different, have different quality controls, offer different warranties, and sell for different prices.

The same model applies to Logic. It uses a computer chip called CLIQ. This chip can also be found in other cylinder brands, but the cylinders themselves are completely different.

Industrial Security Customer Spotlight

FireKing Security Group



FireKing Security Group manufactures a variety of security products including fireproof safes and filing cabinets. Chances are you've seen FireKing equipment protecting sensitive documents or valuables. Their mission is to focus solely on protecting customers' assets, people, and vital information. Their high security lock is Medeco, of course. According to FireKing, "Medeco products are key ingredients to the quality message we promote. Security is of the utmost concern to our customers and the Medeco brand name helps us communicate the integrity of our FireKing file cabinets." Additional keys or replacement locks for FireKing cabinets may be obtained by contacting FireKing at 1-800-457-2424.



How to Compete with the Big Box Retailers

Arrow will be publishing a series of upcoming articles, starting in February in the *Locksmith Ledger*, regarding competing with Big Box retailers. This series of articles will take you through a step by step marketing analysis and help you position your business competitively.

Resources to customize marketing tools will also be available in upcoming issues, so stay tuned.

Tech Notes

Arrow Disposable Plastic Actuator for SFIC

A disposable plastic actuator is available for interior door applications where the security of a construction core is not necessary. This actuator can be used to open a lock that uses a mortise or rim cylinder prepped to receive a small format interchangeable core cylinder (SFIC). The part number is PK725PA. List price is \$2.50 each in the US.



Calendar of Events

February 2007

21- Keymark Certification, Medeco Security Locks, Inc., Salem, VA
23-Medeco3 Certification, Medeco Security Locks, Inc., Salem, VA

March 2007

7-9-The Global Shop, Las Vegas, NV
11- Medeco3 Certification, Ottawa, ON Canada
15-17-Clark Security Show, Chicago, IL
18-21-Virginia Crime Prevention Association Show, Henrico County, VA
20-22-National Facilities Management and Technology Show, Baltimore, MD
23-24-IDN Hardware Sales Trade show, Detroit, MI
31- BCASP Conference & Trade Show, Vancouver, BC Canada
28-30-ISC West, Las Vegas, NV
30- TAOL Show, Toronto, ON Canada
30- Medeco3 Certification, Vancouver, BC Canada

Contact Us With Comments or Questions

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Medeco Industrial Security 888-633-3261
Medeco Export 540-380-1603

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The [medeco.com](http://www.medeco.com) web site is constantly updated with information on new products as well as exciting events that Medeco is involved with. Click here to sign up for an automatic update when significant changes have been added to the site. Just as with Solutions, a link is always included to allow you to "opt out" of the updates at any time.

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