



March 2007

[Pdf Version](#) | [Print Version](#)

[| E-Cylinder News](#) | [| Medeco Dealer Educates](#) | [| Medeco Canada Spotlight](#) | [| Medeco Security Centers](#) | [| Medeco Spotlight](#) | [| Arrow Spotlight](#) | [| Tech Notes](#) | [| Events Calendar](#)

E-Cylinder News

Inconspicuous Consumption: Less is More

A recent article in the Wall Street Journal reported that more and more consumers are seeking products that offer the newest technologies, but without the size, presence, or “flash” of products of recent years.

Consumers want products that “blend seamlessly” with their environments—and they’re willing to pay top dollar for such features.



Case in point, Artcoustic, a Bellingham, Washington-based manufacturer of audio equipment, is selling a set of home theater speakers described as “acoustically transparent” for \$7000.

The speakers feature screens that are printed with an image to appear like framed artwork when mounted to a wall. Sales have increased 50 percent a year for the past four years.

Other companies from appliance to cabinet makers are providing the market with products that feature a minimalistic look.



Unlike stand-alone access control devices, Logic cylinders install by simply replacing a mechanical cylinder. No wiring or related hardware is required. And, with all finishes available, it blends with a existing door hardware for a “visually transparent design.” “Good looks, and good function,” said one dealer. “How can you go wrong?”

L | O | G | I | C™

Medeco Dealer Educates

Bay Area Locks



Dennis McEntire from Bay Area Locks has an interesting fact about him that may be unique to the locksmith industry: He became a locksmith because of the “bump key.” In November of 2005 he read about lock bumping on a website dedicated to this concept, and that started a whole new life for him. He was fascinated by the whole concept and how vulnerable locks really are. After learning about that he went through the process of becoming a locksmith and creating a new business. With the recent media interest in this type of attack, Dennis has appeared on several news stories in the San Francisco area to provide technical insight and reiterate the real threat this type of attack holds for standard pin tumbler locks. Other tools Dennis uses to

educate his customers are:

- Specialized brochure addressing lock bumping
- Web site (www.bayarealocks.com) includes a wealth of educational material
- Exhibits at local trade shows
- Provides demonstrations for security and law enforcement contacts
- Specialized business card distributed everywhere he goes



Dennis has successfully built his business on the principal of educating his customer on risks, offering solutions, and letting the customer decide the best course of action.

Medeco Canada Spotlight

New Director of Sales-Medeco Canada



Medeco Canada is pleased to announce the appointment of Serge Blouin as Director of National Sales for Medeco Canada. Serge has been with Medeco for 17+ years and has served in a number of positions.

He brings a vast knowledge of the high security industry with him to this newly created position, and although Serge will still be based out of the Montreal office, he is anxious to travel to new territories and meet with as many customers as possible in order to better understand your businesses and your requirements for success.

Serge is bilingual and lives in Montreal with his wife Elaine and their two daughters Chloe and Alexia.

Medeco Security Centers

New Medeco Security Centers



On February 8th & 9th, five dealers traveled to the factory in Salem, Virginia to attend the first quarter owners' training session. The MSC's learned about new products and marketing tips while sharing ideas and best practices. Medeco continues to add additional MSC's to the program. If you are interested in finding out more details about this business development program, please contact your local territory manager for details.

Medeco Spotlight

Medeco Dealer Gets New Vehicle Graphics

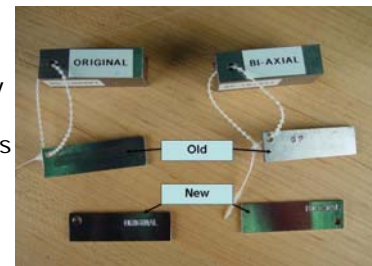
Medeco Security Center (MSC) dealer Anthony's Lock and Safe of Pompano Beach, Florida has taken branding to a new level by updating all of his vehicles with the MSC and Logic logos. Marketing and branding are key vehicles to grow business. One cost effective way of marketing your business is adding recognizable signage to your service trucks. To find out more about Logic or the MSC program, please contact your local territory manager.



Tech Notes

Original versus Biaxial Key Gauge

How do you tell the difference between an older Original or Biaxial key gauge for a Medeco brand key machine? You may have noticed the Biaxial key gauges were stamped with a two, whereas the Original were not stamped with numbers. A micrometer can measure the two sides of the go and no go gauges to determine the difference. Now, the new gauges are shipped and clearly marked Original or Biaxial, clearly identifying the difference between the new versus older versions.



Original Go/No Go Gauge	Biaxial/Medeco3 Go/No Go Gauge
Go = .057, No Go .061	Go = .056, No Go = .060

Calendar of Events

March 2007

- 28- 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

April 2007

- 4- New York Law Enforcement Expo
- 4- Medeco³ Certification Calgary, Alberta Canada
- 12- Spring NAMA Show, Las Vegas, NV
- 16- RILA Loss Prevention Show, Dallas, TX
- 22- Professional Retail Store Maintenance Show, Austin, TX
- 26- California Locksmith Association Show, Long Beach, CA

May 2007

- 8- Security Hardware Distributors Association, Indianapolis, IN

9- GOVSEC Washington, DC
15- Intermountain Lock Show, Salt Lake City, UT
20- International Parking Institute Show, Tampa, FL

Contact Us With Comments or Questions

Medeco US Door Security 800-839-3157
Medeco Canada 888-MEDECO4
Medeco Industrial Security 888-633-3261
Medeco Export 540-380-1603

Quick Links to Medeco

Technical Services technical-service@medeco.com
Customer Service customer-service@medeco.com
Industrial Security industrialsecurity@medeco.com
Marketing comments@medeco.com
www.medeco.com

If there are others within your company that you would like to have added to our list, please feel free to forward this message, or go to www.medeco.com to submit their name and email addresses. Medeco Solutions is a monthly publication of Medeco Security Locks. While we hope that you find it useful and informative, unsubscribe information is included below. Please let us know if you are not seeing the type of information that you would find helpful - along with suggestions of what we should include. The 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.

Thanks for your subscription!