

Don't try this at home kids!

A magician found himself in a trick-y situation, after getting his thumb stuck in a pair of miniature handcuffs!

The cuffed conjuror of Hertfordshire had to call out an emergency locksmith in the early hours one Sunday morning, after desperate paramedics were unable to release his thumb from the restraining device.

The locksmith, Mr Eccleston appeared at 2 am, by which time the magician's thumb had turned blue, so the paramedics had given him an oxygen mask to wear. Mr Eccleston, who has been a locksmith for 8 years, joined the red-faced trickster in the back of the ambulance, where it took him 20 minutes to pick the lock.

He said " They were solid steel, but a miniature version of adult handcuffs...he lay on the stretcher and got into different positions to make it easier for me".

Despite all the hocus-pocus, the entertainer managed to see the funny side of the situation and was laughing and joking with the paramedics afterwards. The conjuror's blunder didn't even put paramedic Sheila off, who said she was impressed with his skills. So much so, that she asked him to perform at the ambulance's charity day on 10th July, " I asked him to come along and do his tricks for a couple of hours and he said he would be happy to."

Sudoku Competition - Win £30 gift voucher

4		5		8			2	3
	3		2	9	1			
8			4			6	7	
		3	8			9	1	7
	7		1		2		4	
6	5	1			7	8		
	6	7						4
			5	2	4			
1	2			7		3		8

Fill in the grid so that every row, every column, and every 3x3 box contains the digits 1 through 9.

All correct entries will go into a draw for a £30 gift voucher of the winners choice.

All entries to be received by Friday 11th November and sent via post/email/fax marked 'Sudoku Competition' to:

ERA Products, Straight Rd, Short Heath, Willenhall, WV12 5RA
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Hello and Welcome...



D. Hill
Dave Hill, MD

Hello and welcome to the autumn edition of ERA Link. It's been an exciting summer for us with one new product successfully launched, another two about to become available and the much anticipated release of our new product catalogue - without doubt, the most comprehensive guide to our entire range that we've ever produced.

In this issue we feature the new catalogue in detail. We're extremely pleased not only with the content but also with the new flexible format that enables us to keep our customers right up to date with the latest ERA product offering.

As you'd expect we keep you informed of all the latest product news, reviewing the launch of the Replacement Front Door Lock and previewing the imminent launches of the new BS High Security Nightlatch and our new range of Fortress Locks.

Good luck to all of you for the remainder of 2005, and keep sending us your stories and opinions, it's always good to hear from you.

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ERA's TV Hat Trick - a new career beckons?

ERA has scored a hat trick of TV show appearances in the last few months with ERA products featuring on the Dr Who website, an episode of Eastenders and an episode of Wife Swap, the popular Channel 4 series.

The first of these prime time appearances was spotted by one of our eagle-eyed customers, Richard Gardner

from Laird Security Hardware, who was browsing the Dr Who website back in May when the series was first re-launched. Richard instantly spotted the ERA-branded keys from the Nightlatch range, which were pictured and labelled 'TARDIS keys'.

Just a few weeks later, an ERA Codemaster was shown guarding the takings and Pat Butcher's infamous earrings at Albert Square's bookies.

With the impending return of the Mitchell 'bruvvas' it's no wonder Andy Hunter fitted a digital door lock for added security.

The most recent sighting of one of our locks was the Codemaster that was seen by numerous people watching the latest series of Wife Swap.

At this rate we'll soon have our products opening supermarkets!

Crime Reduction Officers Pick ERA's Big Lock

People attending the Bucks County Show and the Thame Show during September had to do a double take when they came face to face with "the world's biggest mortice lock?" displayed on the Thames Valley police force stand at both shows.



Alexandra Hooper, from our PR agency with the big lock that featured at the shows

Why the question mark? It's because official confirmation that ERA has produced the world's biggest mortice lock hasn't come through yet from the Guinness Book of Records. That didn't stop people flocking to the stand manned by local Crime Reduction Officers, aided by Simon Tomlinson, ERA's own Merchandising Manager.

When Simon (and the big lock) was first asked by Crime Reduction Officers to attend the show, he admitted to being a bit sceptical about the benefit to ERA. Those doubts were swept aside by the huge number of people who visited the stand (attracted in no small measure by the sight of the big mortice lock) asking for security advice.

Simon was on hand all day at both shows and answered hundreds of questions on all aspects of home security. He also handed out a number of helpful ERA leaflets including 'Lock Buying Made Simple' and 'Security Products Made Simple'.

So if you're running any sort event that you think would be boosted by both Simon and 'the world's biggest mortice lock?' give Simon a call on **07730 000285**.

Meet the Merchandising Manager

ERA's Merchandising Manager, **Simon Tomlinson** celebrates 5 years at the company this November and to mark the occasion we thought we'd find out a bit more about him - and share it with you.



Before joining ERA, Simon, who turned 32 in September, was a Head Chef producing a la carte food from fresh ingredients (Gordon Ramsay will be pleased to hear there were no microwaves in Simon's kitchen). Simon's food soon made sure that the restaurant at the Red Lion Hotel in Manchester enjoyed an excellent reputation. He decided, however, that a career change was needed, so that he could keep more sociable hours.

As Merchandising Manager, Simon and his team are responsible for making sure that ERA and our products are presented in the best possible way in stores up and down the country. Whether it's ensuring that point of sale material is available or simply making the best use of shelf space, Simon is available to help retailers everywhere to make the best of their ERA display.

Simon's role has expanded with the addition of road shows, in-store demonstrations and even county shows to his areas of responsibility. This summer Simon was at both the Bucks County Show and the Thame Show, lending his expertise to local police forces and their Crime Reduction Officers, who were exhibiting.

We'd like to congratulate Simon on 5 successful years with us, long may it continue.

Students targeted by thieves

For those of you who have recently packed your little treasures off to university or college, you'll be more than aware of the fact that it doesn't come cheap. However, if there's one thing that you shouldn't scrimp on, it's security.

Worrying new research shows that burglars are beginning to particularly target the student population, due to the abundance of high-tec equipment that many undergraduates now possess.

The research says that the average 'student digs' could house in excess of £12,000 worth of valuables, including

laptops, televisions, ipods, DVD players and stereos. With as many as 5 or 6 students often living under one roof it's easy to accumulate an expensive collection of such desirable equipment.

Statistics show that, on average, a student is burgled every four minutes; this is thought to be because many students fail to take adequate

precaution to protect their belongings.

The situation is further exacerbated by the fact that very few students take out any insurance cover whilst they are at college or university. This often means that many who fall victim can be hugely out of pocket as they try to replace the belongings they have lost.

New House? Change the Locks!

A recent survey suggests that many people don't change the locks when they move house.

The survey conducted by NOP for insurer NIG it's something that should definitely be considered and certainly not overlooked.

Some 58% of Britons give away the spare keys to their home. Three quarters of recipients are family members, 14% are neighbours and 8% are friends. But 4% of movers don't reclaim their spare keys when they move out of a property.

In properties that are rented out, this figure is even higher. 7% of residents don't return their spare keys when they move out. This only increases the possibility that strangers have access to your home.

A spokesman for insurer NIG added, "These results show it makes sense for any new home owners to consider changing their property's locks to ensure that anyone still holding spare keys can't get back into the property or can pass them onto someone who may want to break in."

Absent minded Brits



More than one million Britons will lose their house keys at least once this year, new research shows.

A survey carried out by Halifax Home Insurance reveals that 12 million adults have lost their keys six times or more in the last 10 years. Losing your house keys is not just a total inconvenience; it (literally) opens the doors for thieves to help themselves to your most valued possessions and also leads to 'key trauma'.

This is the total cost of replacing keys, changing the locks, locksmiths bills and other costs which quickly mount up and can leave you several hundred pounds out of pocket.

The research also showed that young professionals aged 25-34, are those most likely to lose their keys. In the last ten years they've lost more than one and a half million keys.

Crime Statistics Overview

Security measures a real deterrent

The latest set of crime statistics from the Home Office (released in July) reveal that the number of burglaries has continued to fall.

Both the Police and the British Crime Survey figures show a 20% reduction in domestic burglary between 2003/04 and 2004/05. Over the same period, non-domestic burglaries fell by 14 per cent.

These overall numbers are, of course, highly encouraging, but the most interesting aspect of this remains the explanations for this fall.

High up the list of reasons is the confirmation that having simple security measures in place, was strongly associated with lower levels of victimisation.

For example, while 83 per cent of all homes had window locks in 2004/05, only 36 per cent of the homes, where a

burglar got into the property, had window locks in place.

Conversely, households where there were no home security measures in place, were far more likely to have been victims of burglary than those where there were simple security measures such as deadlocks on doors and window locks.

Although only a small proportion of homes had no security measures whatsoever (4%), they were the victims of 19 per cent of all burglaries.

New Look Catalogue

After months of anticipation, the new look catalogue is finally here! Now in a user-friendly 4-ringed binder, it's the most comprehensive guide to the company's product range that's ever been produced.



It's split into 14 clearly labelled sections and separated by tabbed dividers for easy reference. Each product is illustrated with photographs and dimensional drawings as well as giving information on product applications, codes and finishes.

The new ring binder format lends itself perfectly to the introduction of product update sheets. To ensure that you automatically receive your new updates, free of charge, all you have to do is fill in the registration reply card that comes with the new catalogue and simply return it to us.

Our new catalogue features the complete range of ERA Door and Window locks and accessories, Multi-point Locks, Access Control and for the first time ever it also includes the company's complete range of Crompton Hardware.



To get your copy of our new look catalogue, call us on **01922 490016**, alternatively email Wendy Eccleston at wecleston@erasecurity.com or visit our website www.era-security.com

Access Control Winning Friends around the country

It's been a busy time for Dave Tiller as ERA's Access Control systems continue to attract specifier attention for their versatility. At a series of exhibitions up and down the country, there's been great interest in the system as it offers various electronic trigger options to unlock the door: the key fob, the audio telephone system and the audio-visual telephone system.

In the public sector, care homes inevitably make patient safety a priority, but the personal safety of staff is important too. That's why the ERA system is so popular – it's easy to use and available for front doors and main entry/exit doors.

It's backed up with 'Secured by Design' accreditation, so the high security lock promises outstanding protection. To find out how the Access Control solution can work for you call our Product Manager Dave Tiller.

UNLOCK THE MYSTERY OF LOCK MAKING



Ever wondered how we can make so many different lock mechanisms and combinations? Well if you have then this, and a host of other fascinating facts, will be revealed when you book a tour round the Willenhall factory. You'll see automated manufacture, assembly and packaging as well the rigorous testing programme that all ERA products go through. To arrange the tour call Wendy on **01922 490016**.

New Products Review

August saw the launch of ERA's new, bigger, Replacement Front Door Lock, the first of three exciting new products that have been added to our versatile product range.

The launch was supported by advertising and PR highlighting the lock's dual-functionality and new larger footprint – a feature that means that almost all existing marks from previous locks will be hidden from view.



Replacement Front Door Lock Brass

Press announcements went to many trade journals including Hardware and Garden Review, DIY Week and Professional Builders' Merchant, as well as a selection of consumer magazines.

Advertisements (like the one pictured) ran in Hardware and Garden Review, DIY Week, Local Government News and MLA Keyways throughout August

more lock, less hassle



The new Replacement Front Door Lock from ERA is designed with a larger footprint which minimises the need for redecoration or 'making good' work.

In addition, the lock has dual purpose. A screw within the lock body prevents deadlocking via the external cylinder. This screw can be removed should deadlocking be required.

- Easy grip handle - ideally suited to the elderly.
- Suitable for both left and right hand opening doors.
- 2 sizes: 60mm backset and 40mm backset.
- 4 case finishes: brass, satin, chrome and white.
- Snib position designed to avoid accidental operation.



Sales tel: 01922 490000
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and early September.

The enhanced lock that features a bolt hold back facility and easy grip handle and which comes in two sizes, has been well-received and the initial



Replacement Front Door Lock White

feedback has been really pleasing.

So, an encouraging start to our new product launch campaigns.

The next product to be introduced will be the High Security Fortress Lock, followed by the BS High Security Nightlatch. Dates of their launches are yet to be confirmed but expect to see them early in 2006.

Plans are already in place to give both products comprehensive exposure in all of the industry publications so look out for press coverage over the next few months.

Pensioners who aim to lock out crime

A new home security scheme in Northern Ireland funded by the Northern Ireland Office's Community Safety Unit is available to those over the age of 65, those on housing benefit and rent or rebate. The 'Lock out Crime' scheme provides and installs security measures in homes due to an alarming increase in violent crime and robberies against the elderly.

The scheme provides the community with front and back door locks, door viewers, downstairs window locks and bulk head lighting at the front and rear and are supplied and fitted, free of charge, by professional tradesmen.

The aim is to not only reduce crime against the elderly, but also to reduce the fear of crime which has become more widespread among the elderly in Northern Ireland.

Customer Profile: C & J Supplies LOCKING ALL OVER THE WORLD

"You know what I want and I know you'll get them to me somehow" were the challenging words spoken down the phone to C&J Supplies of Sleaford, in Lincolnshire. The voice belonged to a good customer of the independent, security products retailer, who was phoning from his holiday home in Florida. He needed door and window locks in double-quick time and knew that C&J Supplies wouldn't let him down, and they didn't. The door and window locks were delivered to the customer's Florida home inside 4 days! With stories like this, it's no wonder that C & J Supplies enjoy such an excellent reputation with their customers.

This well-earned reputation and commitment to customer service is just one of the reasons why C&J Supplies of Sleaford in Lincolnshire was chosen for our Customer Profile.

Established in 1982, C&J Supplies is a family-run business with husband and wife team, Clive and Kirsty Richardson at the helm, ably supported by five highly experienced members of staff, including Tom, their eldest son. Kirsty tells us that Tom, a recent graduate in Retail Marketing from Huddersfield University, is bursting with exciting new ideas he hopes to introduce to C&J Supplies. One thing that won't change though is the company ethos, which is: 'nobody asks anyone to do anything they wouldn't do themselves'.

C&J Supplies specialises in solving security problems for markets that

range from agriculture to construction and from education to the general public. Clive says "we pride ourselves on really knowing all of our customers and because of the size of the business we can deal with each one personally." The company's customers can be found throughout the UK and beyond with a number of exciting new relationships developing in Europe and, in particular, Spain.

C&J Supplies do hold a large range of ERA products, but as anyone in business will understand, the one item not on the shelf is the one the customer wants. Thanks to the quick turn around at ERA it's no problem getting hold of what the customer needs.

As well as advertising nationally, C&J Supplies attend several trade shows each year. Kirsty says "they really are hard work and are normally outdoors (with the changeable English weather!) but nevertheless they are very rewarding". C&J Supplies have won several awards (beating multi-national

companies with massive marketing budgets) for 'best stand in show', which both Clive and Kirsty feel are great victories for small businesses throughout the UK working with limited marketing resources.

The company works very closely with the sales team at ERA and this has proven to be invaluable to both companies. Clive acknowledges "the technical advice and expertise we get from ERA, as well as the excellent products and friendly service is always helpful, and delivery is fast which is so important because we offer a 'next day delivery' service which we expect to meet all of the time".



PROFILE YOUR COMPANY

If you would like us to do a company profile on your business that could feature in a forthcoming issue of the ERA Link Newsletter, then please call or email either:

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email: hans@hrandasolutions.co.uk

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tel: 0121 428 4200.

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LET'S HEAR ABOUT YOU

WHAT LIES BEHIND THE NEW STANDARDS

The publication and implementation of the European CEN standards has prompted the introduction of a new version of BS3621.

The UK housing market has, for some time, been focused on BS3621 for the locking of final exit doors because UK insurance companies, more often than not, specify this standard.

Now, the current standard (BS3621:1998) is being replaced by BS3621:2004, with the main difference being that under the new standard, the bolt extends to 20mm whereas under the 1998 standard it was only 14mm.

Dave Hill, MD, commented that :

"Manufacturers have until December 2005 to comply with the new standard. IMPORTANTLY all other bodies in the supply chain can continue to sell BS3621:1998 after December 2005 to use up existing stocks."

"The major point is that insurance companies will continue to recognise all BS3621 versions, they will not expect householders to upgrade. At the moment it's difficult to estimate when the insurance companies will update their security recommendations – many only state "BS3621" as the locks that must be fitted to the exit door."

"A fact worth noting is that if a BS3621:2004 Nightlatch is used on a door with any ERA 5-Lever Deadlock this would meet the insurance companies requirements."

ERA will shortly be launching a new range of BS3621:2004 locks including a new High Security Nightlatch but ERA will continue to sell the Invincible and Profit models to the old standard so they can be used as replacements.

Changing the Locks has never been easier!

ERA offers a wide range of Euro Profile Cylinders, suitable for Euro Cylinder operated mortice locks and Multi-point locks.

ERA's range of cylinders incorporate either 5 pins for standard security or 6 pins for high security. High security 6 pin cylinders have anti-pick hardened pins and offer in excess of 100,000 key differs.

The use of cylinders means that you can effectively 'change the locks' without removing the entire lock. Instead, simply remove the existing cylinder and replace it with one of the same size.

Cylinders are available in a variety of forms including single, double and thumb-turn, as well as in numerous sizes. All come with three keys, in either brass or satin finishes, boxed or clam packed.

Top of the Locks

A recent survey, carried out by property finder.com shows that locksmiths provide the best overall quality of service of tradesmen in the UK. Forty eight per cent of people rated them as good or excellent for value for money, quality of service and time keeping.

Plumbers were found to be the worst value for money and to provide the worst overall quality of service. Second were builders and in third place were electricians, followed by painters and decorators.

284 People took part in the on-line survey.

