

Sudoku

Competition Win £30 gift voucher

Fill in the grid so that every row, every column, & 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.

TO ENTER COMPETITION:
PLEASE FAX THIS PAGE TO:
01922 497314
OR SEND TO:
ERA PRODUCTS, STRAIGHT RD,
SHORT HEATH, WILLENHALL, WV12 5RA

All entries to be received by Friday 28th April 2006

Congratulations to the winner of the last Sudoku competition 'Mr M Buck of Jewsons Ltd in Torquay'.

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

Quick Quiz

(answers at the bottom of the page)

1. "It was a bright cold day in April and the clocks were striking 13" is the opening line to which novel?
2. What did Sir Howard Carter discover in 1922?
3. How was Diana Prince also known?
4. What was the Roman name for England?
5. In Greek mythology, who was the goddess of victory?
6. From which country does the drink Stella Artois originate?
7. In which country would you find the world's biggest pyramid?
8. Which cartoon character is known as Topolino to the Italians?
9. What is a leprechaun's profession?
10. What is the more common name for Ascorbic Acid?

TIEBREAKER

How many number 1 hit singles has Elvis had in the UK?

TECHNICAL HELPLINE
01922 490 050

Call 01922 490000 for your FREE brochure

www.era-security.com

REGIONAL CONTACTS

- North : 01663 719461
- South East : 01708 456157
- Scotland : 01382 543323
- Midlands : 01902 332618
- South West/Wales : 01242 231640
- Southern Ireland : 00 353 1282 2054
- Northern Ireland : 04825 882280/02820 762518



Spring is in the air

While many people are planning their summer holiday, at ERA we're getting ready for a busy time as we prepare for a full schedule of exhibitions to build on our excellent showing at the DIY and Garden Show at Earls Court.



D. Hill
Dave Hill, MD

Inside this issue of Link, you'll read about the enthusiastic response we had to the new High Security Fortress lock, Repair Lock and Replacement Front Door Lock.

We've also got more new products to tell you about inside, including the PVCu Snaplock and the Cylinder Guard both of which will be featuring strongly at the upcoming events. You can find out where to come and see us on page 7.

In our continuing series of "Meet the team", Stephanie Sullivan, our Marketing Manager "bares her soul" and we also introduce you to Lock Stock, one of our wholesale customers, who are based in Sutton-in-Ashfield in Nottinghamshire.

As usual we're keen to hear about your news but it would be even better if you can come along and tell us in person at one of the forthcoming shows. We look forward to seeing you.

New Products Coming Soon!

This year will see an unprecedented number of new product-launches for ERA with over 15 new products being launched to the market place throughout 2006.

In this issue of Link you can read about the recently launched High Security Fortress Mortice Lock range, the Repair Lock, the Cylinder Guard and the PVC-u SnapLock.

These will be quickly followed during the summer with four more new products set for launch.

The British Standard High Security Nightlatch complies with BS3621:2004 and falls in line with the new European Standard (BS EN 12209) and has already been granted Secured by Design accreditation.

The Illuminated Cylinder Pull does pretty much 'what it says on the tin', that is, it illuminates the keyhole for the key-holder, so hopefully no more fumbling around in the dark.

The Rim Restrictor works in the same way as a door chain but is integral to a multi-point lock. When engaged, it allows the occupant to partially open the door to check the identity of a visitor. The added attraction of this product is that it can be disengaged by key from the outside, therefore making it ideal for use within Local Authority and Social Housing.

The Digi Cylinder is a digital push button cylinder for use in conjunction with a Nightlatch offering users keyless access.

Read all about these in the summer edition of the Link.

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THREE CHEERS FOR THE DIY & GARDEN SHOW!



Earl's Court 15th, 16th and 17th January 2006.

Three was the magic number for ERA Products at this year's DIY and Garden Show at Earls Court.

The three-day exhibition gave ERA the opportunity to showcase three brand new products: the Replacement Front Door Lock, the new High Security Fortress Lock and the groundbreaking new Repair Lock.

The popular Replacement Front Door Lock's appearance at the show allowed ERA to demonstrate, first-hand to visitors, the lock's dual functionality of a deadlocking and a non-deadlocking facility and it's larger footprint that minimises the need for redecoration.



Jaclyn and Richard getting into the swing of things.

Dave Hill (ERA's MD) was delighted with the tremendous response ERA had at the show, so much so that ERA have already committed to being at the show again in 2007!

As well as the products on show, ERA ran a free prize draw for all visitors to the stand with a winner being drawn on each of the three days walking away with £100 in cash. The winners for the 3 days were Mr K Vadukul of Standard DIY in Blackheath, Neil Chaney of S E Apex, Essex and Mr G Nuttall of Simply Ask Wholesale Ltd in Cheshire.

As well as all the people ERA expected to see, they had an unexpected visit from a GMTV researcher, who had a whole host of questions regarding home security for a forthcoming feature on the show. A TV appearance for ERA on channel three (ITV) seems to be looming, watch this space!



The stand was busy throughout all three days.



Manning the stand on day 1 were: Sarah, Steph, Stuart, Richard, Dave and Jaclyn.

ERA's reputation as the UK's leading mortice lock manufacturer meant great interest was also shown in the Fortress Mortice Lock, the company's latest mortice lock offering. With the show attracting visitors from over 30 different countries, the Fortress attracted a lot of interest, as it has compliance with both the European Standard (BS EN 12209) and the British Equivalent (BS3621:2004), as well as Secured By Design accreditation.

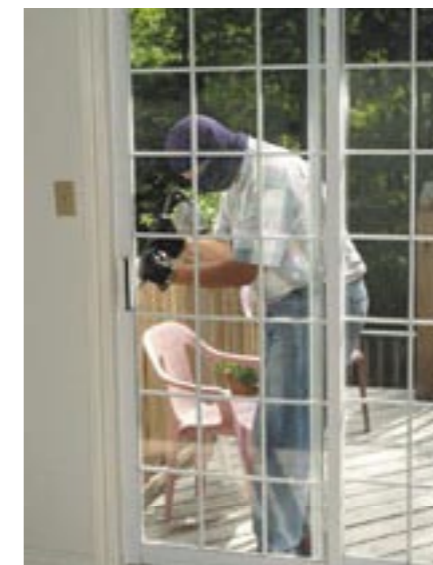
Perhaps the product that received the most attention though was the Repair Lock, designed and developed to meet the growing demand for a standard replacement lock in the Multi-Point Lock sector. The groundbreaking nature of the Repair Lock encouraged ERA to produce a 3-minute DVD that demonstrates its application. Being able to play the DVD to visitors on the ERA stand showed them just how easy the Repair Lock is to work with. (The DVD is available as a CD-ROM for anyone interested - call 01922 490000 for your copy).

COSTA DEL SOLVED!

A crime wave on the Costa del Sol – surely not!!

Stories of burglars using knockout gas on sleeping homeowners are widespread among the ex-pat community in Spain.

In January Steven Euesden, originally from Manchester, awoke to find he had been burgled. As he and his wife slept, small but expensive items such as laptops and digital cameras had been taken from their home in Puerto Banus on the Costa del Sol. The Euesden's, who awoke feeling groggy with sore throats and heads, are convinced the burglars used gas to knock them out in their beds. "We are light sleepers, and our dogs bark at the slightest noise" Euesden explained to reporters. "We didn't hear a thing as they went through our house. They must have



drugged us as this would also explain why we felt so rotten in the morning."

Speaking the same language

Of course this unpleasant tactic of gassing the homeowners couldn't be implemented if the burglars are put off breaking into homes in the first place. John Knight head of Knight Insurance, a broker that offers home insurance throughout Spain, proves common sense is an international language when he says "Unlike Santa Claus, burglars always come through doors or windows. Well secured entry points will discourage all but the most determined."

Anyone not sure of what lock to use where will find the answers at www.era-security.com - problem solved!

WHICH? MAGAZINE PUTS ERA TOP OF THE LEAGUE!

The March issue of 'Which?' the magazine that aims to help consumers choose the best goods and services, has put the ERA Universal Pressbolt at the top of their league for window locks.

The fact that 'Which?' is entirely independent, takes no advertising, no freebies and everything they test is paid for at full price makes this a particularly rewarding accolade for ERA.

In the tests carried out by Which? the Universal Pressbolt scored a mightily impressive 96%. This overall score/percentage was achieved by adding together marks awarded out of 50 for external security, out of 25 for ease of

use, out of 10 for internal security and out of 5 for each of the following, visibility, durability and ease of installation.

The Universal Pressbolt is one out of a comprehensive range of window locks available from ERA.

The full range can be seen in our catalogue or online at www.era-security.com



An Exceptional Year for Exceptional New Products

This year is going to be a busy one for ERA with over 15 new products being launched to the market place during the course of 2006. Here, we introduce you to four new products that are now available:

The High Security Fortress Mortice Lock Range



The new High Security Fortress Lock range is the latest mortice lock offering from the UK's leading mortice lock manufacturer. The new range has been launched to meet the important new European and British standards for external door locks that came into effect at the start of 2006. As well as compliance with both the European Standard (BS EN 12209) and the new British Standard (BS3621:2004), the Fortress range also has Secured by Design accreditation.

The Fortress 5-lever Mortice Lock is available in sashlock and deadlock versions and installation couldn't be easier with all models coming complete with full fitting instructions.

Protection from intruders comes from hardened steel plates that resist drilling, four hardened steel rollers in the deadbolt that resist hacksawing and a new, longer 20mm bolt throw.

The range, which is suitable for left and right hand opening doors, comes in 2 rebate sizes 12.7mm and 25.4mm and is available in three different finishes brass, satin and chrome.

The Cylinder Guard

Suitable for composite, timber and PVCu doors, the new Cylinder Guard has been designed to prevent forced external entry by securing the profile-locking cylinder to the door. Once fitted correctly, the Cylinder Guard enhances the security of the both the cylinder and the lock and meets the latest security amendments to PAS 023/024.

The Cylinder Guard is positioned with the aid of a setting block and secured to the locking cylinder by two grub screws. The cylinder is repositioned within the lock and the Cylinder Guard is secured

in place by fixing bolts drilled through the door. The handle is then re-fitted to the door, which then conceals the Cylinder Guard.

The new Cylinder Guard is a practical and convenient solution that can be retrospectively fitted to most Euro Profile Cylinders and will significantly improve security.



PVCu Snaplock

April sees the launch of a product that will greatly increase the security on all PVCu window and door systems, the PVCu SnapLock. The product takes its name from its simple operation that allows it to 'snap lock' into place easily.



No fitting jig is required with the new PVCu SnapLock, which will screw into existing installations and supplement existing locking devices. It can be fitted on open-in or open-out windows and door systems and can be fixed securely to reinforced or non-reinforced sections.

The PVCu SnapLock with its combined lock and handle unit and keyed or keyless versions couldn't be simpler to use. Screws and full fitting instructions are supplied and the lock is available in either white or brown.

THE REPAIR LOCK

ERA's innovative new Repair Lock, launched earlier this year at the DIY and Garden Show in January, has been designed and developed to meet the pressing need for a standard replacement lock in the Multi-Point Lock sector.

The Repair Lock will replace most multi-point locks fitted to PVCu doors.

It will fit a conventional 16mm wide Euro groove with a 35mm backset. The Repair Lock will also fit most routed preparations, although some trimming maybe necessary in certain applications. The lock can also be cut to length in order to fit a wide range of door heights.

Although easy to work with, the groundbreaking nature of the new Repair Lock necessitated the production of a 3-minute film that demonstrates its simple application. The film is available on CD-ROM by calling the ERA sales office.



For more information on any of the featured products, contact ERA sales on 01922 490000.

HEAD TO HEAD

with LOCK STOCK WHOLESale



Lock Stock Wholesale Ltd in Sutton-in-Ashfield, Nottinghamshire will celebrate four years in business in April this year and Managing Director Pat Rogerson is very proud of what the team has achieved in that time.

As well as Pat there is Geoff Hagin, National Sales Manager, Sandy Connolly, who runs the office and Adrian Winterton who keeps the warehouse running smoothly. Pat took time out to talk to Link about his views on the security industry.

Link: How did you start in the industry?
Pat: I used to work for a major equipment retailer in various roles, when I spotted a gap in the market for fireproof safes. In 1995 I started Omega Safes, which I ran successfully for five years, and I guess many people will know me from those days. After a two-year sabbatical from the industry I took on a distribution of Sentry Safes into the locksmith marketplace in April 2002. In the early days we grew the business with other



Geoff Hagin
National Sales Manager



Pat Rogerson
Managing Director

lesser-known brands. That's attracted the attention of the household names that we now represent.

Link: What market does Lock Stock operate in?
Pat: Our primary market sector is locksmiths. However we are also active in the independent hardware sector.

Link: What geographical area do you cover?
Pat: We have customers throughout the UK, but our strongest area is the North-East. From Nottingham up to Newcastle and east of the Pennines, where we have a really strong customer base. Geoff is located in the heart of this territory where he concentrates his efforts and I support our customers throughout the rest of England & Wales.

Link: What makes you different from your competitors?
Pat: It's a cliché to talk about the personal touch but we really do put ourselves out for customers – particularly the oddball requests!! We have won a lot of new customers by finding the un-findable or what our customer believed to be un-findable. We like to look after our

customers personally, and an example of this would be a local hardware retailer who told us he was replacing his racking throughout the shop. Geoff and I spent a day helping with the merchandising of his products. In summary we believe that we're small enough to care but big enough to cope.

Link: What are the current issues facing the security industry?
Pat: In a single word - confusion. The recent British Standard changes are still a mystery to many people. There appears to be a lack of understanding of how this impacts on the market. As far as imports are concerned, the market itself created the need for lower priced product and that's not necessarily a bad thing as long as the manufacturers insist on maintaining quality.

Link: If you could change anything in the industry in 2006 what would it be?
Pat: This may be unpopular with some but I would like to see an industry standard for the installation of security products by accredited tradesmen. An approved scheme for the way things are done would drive out the cowboys. If they're doing the job right they've got nothing to fear.

Link: What aspirations do you have for your business in 2006?
Pat: We want to continue offering a nationwide service to customers and our aim is to get the name of Lock Stock Wholesale out there. Currently we are working hard towards the production of a price guide and catalogue that I hope will be ready towards the middle of 2006. We are always happy to hear from anyone with a view to setting up a business supply relationship with us.

Link: Thanks Pat

If you would like to contact Pat you can do so by calling him on 01623 443655 or 07812 987873.

Meet Stephanie Sullivan



1. Full name: Stephanie Louise Sullivan
2. Job Title: Marketing Manager
3. Job description: Responsible for all marketing and product management for the ERA and Crompton ranges
4. D.O.B: 25/02/76 – I've just hit the big 30!
5. Place of birth: Purley, Surrey
6. When did you join ERA: September 2002
7. What were you doing before you joined ERA: Working in marketing for Finning (UK) Ltd – the UK dealer for Caterpillar construction equipment (big yellow diggers!)
8. What is your favourite/least favourite part of your

job: My favourite part is the variety and the opportunity to be creative. Least favourite is getting up early in the morning – still wish I was a student!

9. What are your hobbies/general interests: I enjoy taking the dog for long(ish!) walks, going to the theatre, shopping, interior design, listening to a variety of music and reading – mainly autobiographies cos I'm nose!
10. What's your favourite film? Peter's Friends – I'm a fan of British films and this one has a great cast.
11. What did you want to be when you were young: I remember going through a phase of wanting to be a fashion designer...
12. What's your most embarrassing moment: On my hen weekend - walking through Birmingham city centre on a busy Saturday afternoon wearing a fluorescent orange wig and a fluffy halo! Also fairly embarrassing was arriving at work just after my 30th birthday to find most of the office decorated with pictures of me as a baby and more pictures of me on my hen night!
13. What's your earliest/favourite memory: As a child, my earliest memory is probably not being able to sleep on Christmas Eve, waiting for Santa to arrive. More recently, I have some fantastic memories of my wedding day.
14. What's your favourite sandwich filling: As everyone in the office knows, Chargrilled Chicken from Greggs – I'm a creature of habit!
15. Who's your favourite member of Take That: Robbie – does he still count as a member?!
16. Which three things would you save from a fire: Apart from my husband and the dog (!), photographs, jewellery and all the sentimental stuff that can't be replaced.
17. What would you ask 'Jim to fix' for you: I guess even Jim would struggle to 'fix' a lottery win, so I would ask to be a contestant on Strictly Come Dancing – I was obsessed with the TV show and would love to be able to dance so elegantly!
18. Which celebrity would you like to meet and why: A sensible answer is Sir Alan Sugar, to pick his business brain and find out what he is looking for in his 'apprentice'. A silly answer would be someone like Victoria Beckham, just to experience a day in the spotlight and then return to normality!
19. What's your favourite holiday destination: South of France
20. What song would you sing at karaoke: You've obviously never heard me sing....
21. What was the first record you bought: Embarrassingly it was Kylie Minogue – 'I should be so lucky'

ERA - THE EXHIBITIONISTS

Don't worry we'll be keeping our clothes on! But with one success under our belts (The DIY and Garden Show) we thought now was as good a time as any to tell you about all the other shows we'll be exhibiting at during the course of 2006.

Master Locksmith's Association (MLA) EXPO
– 7, 8 and 9 April at The Telford International Centre

National Merchant Buying Society (NMBS) EXHIBITION
– 17 May at The Telford International Centre

Chartered Institute of Housing (CIH) EXHIBITION
– 20 to 23 June at The Harrogate International Centre

During 2006 we will also be attending 5 of the series of **Hargould Exhibitions at:**

- Leeds - 4 April
- Plymouth - 13 June
- London - 12 and 13 September
- Birmingham - 26 September
- Cardiff - 16 November

We hope you'll put them in your diaries and that we'll see you at one, some or even all of them.