

# 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**

Name: .....

Address: .....

Tel: .....

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

All entries to be received by Friday 29th September 2006

Congratulations to the winner of the last Sudoku competition 'Lisa Parkinson of Grahams in Preston'.

# Quick Quiz

(answers at the bottom of the page)

1. What is pogology the study of?
2. What is the most common street name in Britain?
3. Which 2 words are inscribed on a Victoria Cross?
4. Which famous tourist attraction can be viewed from the "Maid of the Mist"?
5. How many paintings did Van Gogh sell in his lifetime?
6. Who created the words, "obscene", "drugged", "torture" and "assassination"?
7. What is the only bird that can swim but not fly?
8. How many bones are there in a normal human hand?
9. Which Japanese word, also used in the English language, means "empty orchestra"?
10. What is the most popular sport to feature in films?

**TIEBREAKER – Approximately what percentage of Americans have appeared on television, 3%, 11% or 25%?**

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[www.era-security.com](http://www.era-security.com)

**REGIONAL CONTACTS**

- North : 07920 230362
- South East : 01708 456157
- Scotland : 01382 543323
- Midlands : 01902 332618
- South West/Wales : 01242 231640
- Ireland (Portadown) : 02838 882280
- Ireland (Callycastle) : 02820 762518
- Southern Ireland : 003531 2822054



# Livin' la Vida Locca



**Here at ERA we're proud to announce an exciting and important strategic partnership with Locca Tech Limited.**

We have teamed up to launch the stylish new ERA Locca Sure Touch and Multi Remote signalling systems.

The Locca Multi and the Locca Sure Touch provide two secure remote control locking systems that work in a similar way to those used on modern cars.

The Locca Sure Touch, designed specifically for the disabled and elderly, has remotes that can be worn on the wrist or on neck straps and a 50 metre range allows its users to open doors from the comfort of their chairs or beds. The yellow button on the black also makes life easier for the visually impaired.

Stephanie Sullivan, ERA's Marketing Manager said, "We're delighted to be working with Locca Tech Limited and very excited about this new development. The Locca complements our existing range of Access Control products and works particularly well with our electronic multi-point lock as well as electric strikes. It attracted an amount of interest at the recent CIH Exhibition".

"What's impressive is that, when used with ERA's electronic multi-point lock, the ERA Locca offers a low cost, easy to install solution that meets the requirements of the Disability Discrimination Act, making it of particular interest for public sector applications. The ERA Locca offers security at the touch of a button without the need for turning keys and lifting handles – it's the simple and desirable product that the market has been waiting for."

## Hello again everyone

Well, what a fantastic summer we're having, who said it always rains in Britain? I hope you're all enjoying the sunshine, we certainly are although we'd like to spend a bit more time in it, here at ERA we're as busy as ever, 2006 has been a really great year for us so far.

In this issue, we are featuring the 'Locca', a really exciting new addition to our increasingly popular Access Control range and a new product that we feel deserves its front-page status. It made a big impact at the recent CIH exhibition, and you'll find reviews of the CIH, and the other exhibitions we've attended, on page 2.

In our 'Meet the Team' feature we introduce you to Rob Hall, ERA's new Regional Sales Manager for the North. Elsewhere in this issue of The Link you'll hear more about other important new recruits, like Paul Richardson, who joins Rob in his team. There's also an uplifting piece on our ERA girls who did us proud in the Cancer Research UK Race for Life.

Many thanks to all who came to see us at the exhibitions, we look forward to seeing more of you throughout the year.

*D. Hill* Dave Hill, MD



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# It's Show Time for ERA

MLA - April, NMBS - May, CIH - June

2006 has already been a busy year for exhibitions and we've attended another three major events over recent weeks.

All of them were successful providing great opportunities to showcase new products including the Replacement Front Door Lock, the range of BS3621:2004 compliant Fortress Locks and the Locca remote access control system.

**The Master Locksmiths Association (MLA)** met in April in Telford, and the star of the exhibition was undoubtedly the groundbreaking Repair Lock, developed to meet the growing demand for a standard, replacement unit in the Multi-Point Lock sector.

The stand was busy throughout the show, with visitors all eager to get a closer look at the Repair Lock, take away the supporting literature and get hold of the popular demonstration DVD. Hundreds of them were given out at Telford.



**The National Merchant Buying Society (NMBS)** met in May, also in Telford. Once again, the Repair Lock caught the eye of visitors, but so did the High Security Fortress Mortice Lock and the Replacement Front Door Lock.

As well as being (BS3621:2004) compliant, the new Fortress range has Secured by Design accreditation. The Replacement Front Door Lock's larger footprint design, which minimises the need for redecoration, and its dual-functionality, which offers both a deadlocking or non-deadlocking facility, attracted many positive reviews.



Dave Tiller and Steve Lambert preparing the stand for a busy day ahead at the CIH.

This year's annual **Chartered Institute of Housing (CIH)** exhibition in June took place in Harrogate. The momentum built throughout the show and the ERA stand was a hive of activity. Much of that interest surrounded the Locca, the highly innovative remote control access system.

The Locca remote works in conjunction with ERA's electronic multi-point lock to provide high security with ease of access and it's particularly suited to the elderly and the disabled.

The exhibition programme continues throughout the year and we'll be bringing you more news of how the markets have received the new products.



Manning the stand at the MLA on day 1 were: Wendy Eccleston, Richard Brooke, Richard and Andrew Sunnucks.

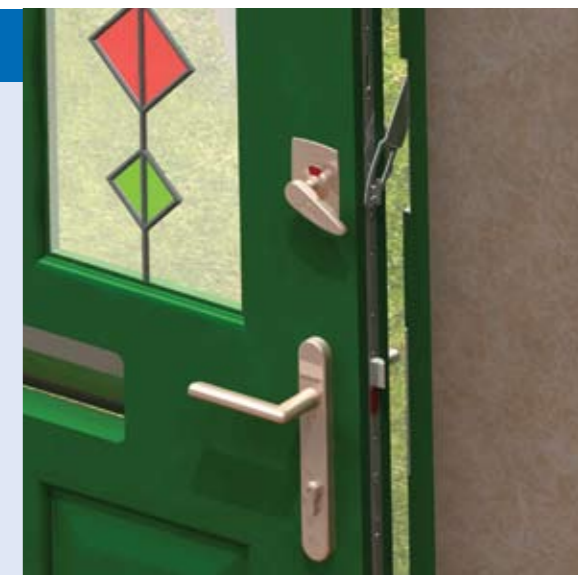
# NEW PRODUCTS

## Door Restrictor with Key Access

The Door Restrictor with Key Access is an addition to ERA's MPL which enables the occupant to securely restrict how far a door opens, allowing the occupant to safely establish or check the identity of visitors.

The Door Restrictor provides the added benefit that if the occupant has left the restrictor on, it can be unlocked from the outside, by a key holder, in an emergency situation. It uses the same key as the cylinder on the door lock, which is particularly important for warden controlled properties. Indeed, the product has been designed with the DDA very much in mind, as it is ideally suited to the elderly and infirm.

Another bonus is that the occupant can easily see if the restrictor is on or off, from the inside of the property, with a simple colour coded plate incorporated into the knob of the Door Restrictor. It has an easy-grip internal handle and can be used with 35mm and 45mm backset locks.



## High Security British Standard Nightlatch



The newest addition to the highly respected nightlatch range is the High Security British Standard Nightlatch. Compliant with BS 3621:2004, it has already been granted 'Secured by Design' accreditation. The new nightlatch is setting the security standard and giving the consumer an even greater choice.

From the security standpoint, the new High Security British Standard Nightlatch features an integral cylinder pull to prevent the cylinder from being drilled. The bolt throw also has been extended to 20mm to give greater strength and finally, the main lock bolt 'automatically' deadlocks, making forced entry using a credit card virtually impossible.

The lock is ideally suited for glass panelled wooden doors because its design, with an internal lockable handle, offers added security against burglars smashing the window and reaching in to unlock the door.

The High Security British Standard Nightlatch is available in two sizes: 'Standard' 60mm backset and 'Narrow' 40mm backset. It comes in two cylinder finishes: brass effect, and the case is available in brass effect, polished chrome effect, satin chrome effect and satin nickel effect finishes.

## Door Chain

Great news for owners of PVCu doors – we have an improved version of our highly popular Door Chain. By including additional fixings, the Door Chain is now suitable for PVCu as well as timber doors.

As before, the Door Chain offers a visible security deterrent and at the same time allows a conversation to take place with visitors, without giving them access.

The new pack comes with separate fixings for timber doors and PVCu doors whilst keeping the same successful design for this more versatile model.

In addition, pricing for the new version (product code 791) is exactly the same as the previous timber-only version (product code 788).



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

# HEAD TO HEAD

## with IRM Bristol Ltd



In this issue of the Link, we talk to Greg Whelan of the family-run AI business, IRM in Bristol.

**Link:** How did you start in the industry?

**Greg:** Paul Caldecott founded the business twenty-six years ago having worked in a builder's merchant in the ironmongery section, his aim was to provide local house builders with their basic ironmongery requirements. Paul subsequently retired in 2004 and both his son and son-in-law respectively took over the business, Matt Caldecott and Greg Whelan respectively.

**Link:** What market does IRM operate in?

**Greg:** House builders, Construction, PFI's, Local trade.

**Link:** What geographical area do you cover?

**Greg:** We cover the whole of the UK but our strongest areas are the Midlands and the south.

**Link:** What makes you different from your competitors?

**Greg:** We have a low staff turnover meaning greater continuity, high customer satisfaction and a highly motivated team still operating as a family business. A lot of care is taken over the staff and a level of flexibility has meant that staff who have left to have children and start a family always seem to come back to us.

I suppose we are keen to give our clients the type of service that we would expect to get from a supplier.



Greg Whelan (left) and Matt Caldecott

It does sound a little old fashioned but it is as simple as being honest and keeping a client informed. When you do this they really appreciate it.

As an organisation we are continually looking for ways to improve all areas to the mutual benefit of both the organisation and the client by partnering closely with our suppliers and embracing the latest technological innovations where possible.

**Link:** What are the current issues facing the security industry?

**Greg:** From an AI's perspective the continually changing legislation has to be kept up with which is never easy. We do have a number of DipGAI staff with more currently being trained in the same discipline. Also the changes with regard to DDA compliancy and of course door sets have all had an impact. Our role as AI's is to still offer the bespoke service that is difficult to replicate sometimes by some of the larger door set competitors.

**Link:** If you could change anything in the industry in 2006 what would it be?

**Greg:** If we had an opportunity to stabilise prices then we and every other AI would be very happy, unfortunately we do not get the opportunity to make those decisions.

**Link:** What aspirations do you have for your business in 2006?

**Greg:** Our organisation has experienced steady growth within the industry, which we wish to maintain whilst retaining our existing customers. Our outlook is to build on the strengths of the business and to offer a level of service that surpasses our competitors. These of course are the aspirations of many AI's across the country but the achievement of many often falls short of their enthusiasm. I believe that constant self-analysis and a measured approach is the way forward and further strengthening our relationship with both supplier and client alike.

**Link:** Many Thanks Greg.

If you would like to contact Greg or IRM you can do so by calling 01454 321311

# Meet Rob Hall



1. Full name: Robert Michael Hall
2. Job Title: Regional Sales Manager
3. Job description: I'm responsible for all sales in the North of England
4. D.O.B.: 23/06/61
5. Place of Birth: Bradford, West Yorkshire
6. When did you join ERA? 1st June 2006

7. What were you doing before you joined ERA? I was working for Frank Shaw Ltd, selling small fixings throughout the UK and Ireland.

8. What is your favourite/least favourite part of your job? My favourite part is being my own boss. Least favourite is idiot drivers on the motorway.

9. What are your hobbies/general interests? Travel, eating out, cooking, photography, and golf.

10. What did you want to be when you were young? A racing driver.

11. If you had a meal with 3 celebrities who would they be? Bill Bryson, to discuss travel with. Keith Floyd, to discuss food with and Dannii Minogue to look at!

12. Who is your favourite actor? Harrison Ford.

13. What's your most embarrassing moment? Probably this questionnaire!

14. What was your favourite film when you were young? Blade Runner.

15. Which football team do you support? Accrington Stanley! Football's not my game!

16. What song would you sing at karaoke? "I know a song that'll get on your nerves, get on your nerves" etc (my singing is awful!).

17. What is your favourite sport? Golf to play, motor racing to watch.

18. Where is your dream holiday destination? Dubai, staying in the 7 star Burj al-Arab hotel.

19. The three luxury items you would take with you on a desert island: A Sunseeker (luxury yacht), a case of my favourite wine and my camera.

20. What was the first record you bought? School's Out by Alice Cooper.

## New Faces join the team

It's great to be able to announce some exciting new appointments to further strengthen the Sales and Merchandising team.

**Rob Hall** joins the company as Regional Sales Manager for the North. He takes responsibility for key account management in the area and the overall sales management of the region. Previously he worked at Frank Shaw, where he was Sales Manager for their range of fasteners and fixings.

**Paul Richardson** joins Rob's team in the North as Salesman for Yorkshire and the North East. Paul is already familiar with the full product range having previously represented ERA in the region.

**Mark Knight** joins as National Account Manager for the UK where he is responsible for the ERA National Key Account database. He joins from Lister Locks Ltd., where he worked for 20 years, leaving as National Account Manager.

Last, but by no means least, are two new Sales Merchandisers.

**Fred Stubbs** becomes Sales Merchandiser for Scotland and Northern England, whilst **Gavin Kirk** becomes Sales Merchandiser for the Midlands, South and South West areas. Gavin previously worked in ERA's warehouse, so he already has a good knowledge of the product range. Both Fred and Gavin are responsible for product displays in B&Q warehouses and they are also going to be supporting product merchandising in other retail multiples.

Dave Hill said "We are delighted with these additions to the team as they make a real statement about our intention to continue to give the customer the best possible service".

# It pays to know your neighbour

No one likes a nosy neighbour - the sort that hovers by the window watching your every move - however these curious curtain twitchers could be doing you a favour.

Long gone are the days when you could leave your front door open because everyone knew each other and when everyone knew what was going on. Those were real communities even though they might seem old-fashioned now.

While we are all familiar with the standard security measures such as deadlocks, door chains and window locks, your neighbour could be acting as a valuable extra deterrent for burglars.

In a recent Home Office study, 10,000 people in 20 different areas of the UK were interviewed. It showed that "a sense of community" is the strongest indicator of crime rates, particularly burglary and car crime.

Professor Alex Hirschfield of Huddersfield University said: "The most (socially) cohesive areas have crime rates similar to middle income areas. If you see somebody walking down the street in a cohesive area, perhaps equipped for burglary, you have individuals that would challenge that individual, raising the risk of them being apprehended".

Criminologist, Professor Paul Rock of the LSE explains, "Most offenders don't tend to travel very far from their own home. Familiarity with the housing type and the terrain, together with being able to make a quick exit, reduce a criminal's likelihood of being recognised. In a cohesive community, however, the ability to be recognised is enhanced." So, in a nutshell, if your house is burgled it's likely that the offender lives nearby.



To prevent becoming another victim, depend on taking the recommended practical steps (fitting British Standard door locks, window locks on all downstairs windows etc.) and contributing to the bond of the community.

Someone once said, "Love thy Neighbour", maybe its time we took heed of that advice.

## A classic addition to the ERA Fortress

In the next issue of the Link we'll be doing a full profile on the new High Security Fortress Classic, but we thought we'd give you a little inside info now...

The High Security Fortress Classic is the newest addition to the highly rated Fortress range of mortice locks. It certainly lives up to its name with compliance to both the

European Standard (BS EN 1229) and the British equivalent (BS S3621: 2004). It also carries the CE mark as a result of passing the standard half an hour fire test.

Security comes from hardened steel plates and steel rollers and there is a longer bolt throw for added security.

It sets itself apart from its predecessor by using a number of brass components in

its manufacture including the levers, lever spacers and key cam, bringing a traditional style to a modern mortice lock.

The Fortress Classic is available for both left and right hand opening doors and it's designed to suit both sprung and unsprung furniture.

Watch this space for more info on this exciting new product in the next issue.

# race for life

Huge congratulations to a group of 10 girls at ERA for doing their bit for charity and successfully completing the Cancer Research UK Race for Life.

The 5km race was held in June in the picturesque surroundings of the Shugborough Estate in Staffordshire whilst over 200 other races took place all over the country. In total, over 700,000 women came together to walk, run or jog and raise money for Cancer Research UK.

Even the rain couldn't dampen spirits in Stafford as the runners carried on through the muddy fields. The local livestock also played its part, providing some unexpected obstacles to navigate around

Wendy Eccleston said: " We never thought we'd be running through fields of cows, having to jump over cowpats and splashing through puddles! But, it was a great day that we all enjoyed and will remember".

The girls raised over £1000 which will go towards the whopping £46 million national target.



Wendy, Danielle, Sue, Elicia and Tina



Left to right: Tina, Tracy, Maureen, Steph, Wendy and Elicia



## Nearly 1 in 10 couples split after a burglary.

Every year more than 125,000 households break up as a result of burglary, according to a report from the Institute for Public Policy Research (IPPR).

Even though the overall number of break-ins has decreased this decade, the report – "Crime Share: The unequal impact of crime" - emphasises the need for better support for victims to counteract the social, psychological and emotional effects of crime.

Of the 1.4 million households burgled last year, 180,000 families felt

compelled to move home and nearly 10% considered the robbery a cause of marriage failure. For more than a quarter, the break-in increased the strain on their relationship with their partner, and more than 20% claimed to have difficulty sleeping.

The report, based on statistics from the latest British Crime Survey, showed that the UK spent more than £500 million on security systems and £518 million on home insurance. Perhaps not surprisingly, victims of a break-in become more concerned with security and safety.

But even so, the worse off and those households in socially disadvantaged areas are still more likely to be burgled and also more likely to be uninsured.

So the question is, in the light of this report, will the Government set overall targets for crime reduction and target the police to focus their efforts on the most disadvantaged communities? If it does, what can suppliers of security products do to make their products even more accessible and available?