



Yale Malaysia Sales Team

## Greetings from Malaysia

Yale Malaysia charted another record breaking year in 2008. Thanks to the contribution and commitment from our distributors.

Through the extensive network on the mass merchant and DIY channels, we brought the premium Yale products to the market. In Malaysia, we have 2000 hardware dealers and approximately 500 locksmithing channel distributing Yale products nationwide. We are progressively developing new market channel in duty free and convenience store.

This year will be the most challenging year. We have 2 HOMEDEC exhibitions coming up in 2009, promotional activities lined up for padlocks with premiums and new value range products to be launched. With the support and commitment from our distributors, we are confident to achieve good result again.

Desmond Yong  
Division Sales Manager  
ASSA ABLOY Malaysia Sdn Bhd

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#### Yale Asia

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## The Yale Brand, from Locks to Securing Homes...

Today, Yale is the brand behind locks of every design and function in over 125 countries. All over the world, people are actively securing their home or their business with the name they trust the most, Yale.

The customers are becoming familiar with the Yale circle, which symbolize perfection and harmony. The yellow color brings the meaning of intellect, precision & logic. For Yale, we talk about freedom. When you feel safe and secure, you are free to enjoy life. Yale symbolizes a safe area, reliable and free to choose what they want to do. The basis of this framework is a deep understanding of the intended Yale customers needs and desire, ultimately supports the acquisition of the brand vision to be the "the world's favorite lock".



At Yale, we've been looking after people's homes and their favorite things for over a hundred year. We understand that the truest form of security is the freedom to enjoy living life to the full, without worry. We follow our mission to help consumers live more carefree lives. Check out the latest product from Yale!

## User Friendly. User Faithful

Keeping your valuables safe against possible burglary our new range of electronic safes offers a unique Yale design and good value for money. The new range has four models ideal for securing passports, birth certificates, cash and documents. All safes are equipped with an electronic lock and, in case you loose your code or batteries run out, the lock can be opened with an override key. Products are available for order and will hit the market in early June. Together with the existing security and certified safes we now offer a comprehensive range of products to secure your favourites.



YSV/390/DB1



YLV/200/DB1

## Have a Vibrant Trip with the New TSA Locks<sup>®</sup>

More vibrant colors of the Yale Travel locks are available now. They are easily identifiable from the carousel and make your luggage looking cool!



YTP2/26/216

## Lovely Novelty Locks



Available in girlish pink and rosy red, it's a perfect gift for girls to lock their cabinets, lockers and treasure boxes.



A variety of colors and shapes are offered. The combination dials are very easy to operate without the bother of carrying the keys. It is a must-buy padlock for the school kids and for your daily use.

Visit [www.yalelock.com](http://www.yalelock.com) for more new product information.

Yale has an international heritage with a global reach and satisfied consumers in over 125 countries. Find out where Yale is in Asia.



Japan Security Show 2009



## Yale Debut at the Japan Security Show 2009 (March 3rd-6th)

March 3rd-6th saw the official launch of the Yale brand into the Japan market through participation in the Japan Security Show 2009. The largest annual trade fair for the security & safety industry at the Tokyo International Exhibition Center.

With over 150 exhibitors and 400 booths, the 17th Security Show, highlighted the latest technologies and trends in the security industry. Staffed by the Tokyo distributor, the Yale booth showcased the founder Mr Linus Yale and Y-series padlocks. The Yale booth provided practical insights into further growth of the retail industry and realization of safe, comfortable, earth-friendly living environments for visitors as Yale is "The world's favorite lock"!

Response to the booth, the brand and the products was very favorable with a substantial number of quality customer contacts being generated for not only the Y-series padlocks but also the Yale safes and TSA travel locks displayed.

The Yale Y-series padlocks are scheduled to appear in DIY stores, locksmiths and retail outlets throughout Japan in the second quarter of this year. Security Show 2009 proving an ideal venue to launch Yale locally and boost brand presence in Asia.

## Yale Celebrates Chinese New Year of the Ox in Hong Kong

With the Chinese New Year at the doorstep in January 2009, Yale team of ASSA ABLOY Hong Kong initiated and used a TV ad to wish the public all the best for the Year of the Ox.

The Chinese New Year is one of the most important traditional Chinese holidays. The festival traditionally begins on the first day of the first lunar month in the Chinese calendar and ends on the 15th.

This 5-second ad ran on the most popular chinese channel, TVB, from January 25th to February 3rd in Hong Kong. Products include Yale safes, digital door locks and entrance handlesets!

Yale wish you a prosperous year of OX!  
Kung Hei Fat Choi



## Yale Initiated Distributors' Conference in Hong Kong

In order to expand its market share in Hong Kong, ASSA ABLOY Hong Kong hosted distributors' conference on February 19th 2009. Representatives from Yale Distributors and Hong Kong Retail Team gathered and shared their valuable experiences. The purpose of this was to present 2009 new Yale products and future product development strategy to the distributors; Response to the conference, the products and the discussion was very favorable with a substantial number of feedbacks on market situation and to formulate strategic plans in this challenging year! Intensified promotion activities and sales channel efforts will be directed to Yale market penetration.



Distributors' Conference, Hong Kong

# Yale China Penetrates into the Interior Design Channels

Yale China team is expanding the channels into home design museum in Beijing! While defining home design decoration for customers, interior design company also include Yale safes in the package! One benefit is not only to increase the Yale brand awareness in China, but also to reinforce the home security concept to protect your personal belongings at home. The target customers will be mid to high end income group and they also have expectation for quality of life!



Yale safe in home design museum, Beijing



Yale in Hardware Street, Bangkok



## Successful Launch of Yale World Class Products in Thailand

Now, when you step into any of the 36 outlets of HomePro in Thailand, you can see the eye-catching Yellow color, for Yale has launched hundreds of world class products in Thailand. The newly launched products include knob sets, hinges, and furniture hardware, offering the Thai customers more choices on high quality, yet affordable products. Apart from various promotions in media, Yale sales team also introduced the "We love Yale" T-shirt promotion programme. With the successful product launch, more people in Thailand is joining the world to choose Yale as their favorite lock.



Yale in Selffix, Singapore



## Yale Roadshow in Singapore

Yale roadshow at Selffix DIY store located VivoCity starting April 17th. It is the largest DIY concept store in Singapore, which is also the flagship store of Selffix DIY opened in 2007.

The highlights of the roadshow will be focusing on Yale Digital Door Lock. Special price, free installation and freebies will be bundled along with Yale safe, travel safe, novelty padlock, wirefree alarms, and Y series padlocks, making the roadshow more comprehensive and exciting for consumers. The main objective of the roadshow is to educate and reinforce Yale brand, history and taking the opportunity to introduce new products from Yale especially in the area of 'electronic' world which create convenient yet security in the modern living of most people.

We are constantly developing new designs to exceed the needs of our customers. All to deliver the same, simple result: security you can trust.

## Y-series Padlock Perfection Reinvented

It may seem like an impossible task to improve an object that has already been part of our lives for generations. But with new developments in design innovation, materials and changing end users' needs. Yale applies new insights into production techniques to make its product as user-friendly and as secure as possible.

### User Convenience

The Black/Extreme series features re-keyable cylinder. The locks can be re-serviced even if all the keys are lost.

### Advanced Design

A new enhanced design is introduced that is soft to touch, easy to hold, and build to resist some of the hardest physical impact.

### Precision Locking Design

All locks contain precision locking mechanisms of which make Yale a renowned household name. Six-pin cylinders raise security levels and allow the padlocks to be keyed in the same way as your front door lock.

### Patented Flexibility

The patented Yale quick-change shackle system allows the shackle to be replaced with ease, for trouble-free resizing or replacement.



Yale is the favorite choice for anyone needing to secure themselves, their families, their home and their personal belongings. Check out Yale Tomorrow...

## Padlock Promotion Program: Secure Yourself and Your Belongings. Secure Your Data.

Yale introduces a special promotion program in Asia. Customers can get a free **2 GB memory stick** for purchase of selected Y-series padlock. This promotion is valid for a limited period. Contact Yale local sales team for details.



Y120/50/127

## Yale Showcase in HOMEDEC 2009 Kuala Lumpur

Once again, Yale showcase in Homedec for the year 2009. The exhibition will be held at Kuala Lumpur Convention Centre Malaysia on **April 30th - May 3rd**. We will be featuring the Yale Digital Door Lock for the event and special discount will be given to selected products.

**HOMEDÉC® 09**  
HOME DECORATION EXHIBITION

## Yale-HSBC BESTPAY Card Holders' Marketing Program, Indonesia

Yale Digital Door Lock YDR2105 has been approved to be featured in HSBC's Card Holders' Bestpay shopping catalog under Home Appliance section. HSBC's approval towards Yale brand and solution provides flexibility to HSBC card holders to own YDR2105 Digital Door Lock through 6 months 0% interest purchase option. This special offer is valid for limited period until May 2009.



YDR2105

## Contact Us

**THE YALE BRAND**, with its unparalleled global reach and range of products, reassures more people in more countries than any other consumer locking solution.

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