

Yale News Asia

The world's favorite lock

Yale®

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Greetings from Thailand



Yale Thailand Sales Team

The year 2009 is a challenging year for ASSA ABLOY Thailand. We have a full launch of Yale products to the market, which are well received and brought us substantive growth and success.

The team is further strengthening the brand presence of Yale in Thailand. The highlight include a Yale showroom to be opened in November 2009 in Crystal Design Center. This new showroom targets at both residential and commercial customers and this help to strengthen the brand & product image.

Yale Thailand also progressively develop various retail campaigns to reach target customer segments. The first major campaign is "Yale roadshow" to access traditional dealers throughout Thailand.

Another significant campaign is the 10th HomePro Expo trade fair. It is a one-stop-shop for innovative household products, featuring furniture and household accessories. ASSA ABLOY Thailand will attend the expo to strengthen Yale brand image in Homepro modern trade channel. Yale decorative shelves are, of course, launched to enhance product image & value of Yale!

With excellent dealers and staff contribution to brand building, Yale today has become the top valued brand in Thailand.

Ratabongkot Sunantiwat
General Manager
ASSA ABLOY (Thailand) Ltd.

Engaging Customer with Yale Packaging



Yale is evolving from a company that makes locks into a brand trusted for securing the things that people value most. The packaging has been developed to ensure this message is communicated consistently whenever and wherever purchasers come into contact with our expanding range of products.

Colour palette, photography style and on-pack information hierarchy are designed to help to distinguish Yale product variants from one another. There are print specification related to packaging. The graphic device consists of:

- THE YALE LOGO
- SECONDARY CIRCLE (Sunshine Logo)
- HORIZONTAL INFORMATION BAR

The strong presence of the colour yellow ensures on-shelf impact, letting purchasers find our products quickly and easily in-store.

In this Issue

Greetings from Thailand

Yale Alert

- Designed to Keep You Cool
- In Touch with the New Technology

Eye on Yale Asia

- Yale Appointed Sole Distributor in Vietnam
- Yale Training to Local Distributors in Malaysia
- Yale Launched Fire Safes in HOMEDEC Malaysia
- Digital Door Lock Showcased at ASSA ABLOY Security Seminar, Singapore
- Yale Annual Event in Thailand - HomePro Expo 2009
- Yale Penetrates into the Biggest Trunk Storage Company in Japan
- Yale Hong Kong Offers Promotion Program for Digital Door Locks

Yale Spotlight

- Find Freedom in a Box

Yale Tomorrow

- Let's Meet Yale Roadshow in the Leading Hardware and DIY Stores, Thailand
- Yale by ASSA ABLOY Grand Opening Showroom in Crystal Design Center, Thailand

Yale Retail Support

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Premium



black, dark greys
and silver



mid greys



white and light greys

Entry level

At Yale, we've been looking after people's homes and their favorite things for over a hundred years. We understand that the true 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!



Designed to Keep You Cool

When we talk to customers about securing, safety is only one of the aspects that come to mind. For safes, market research shows that fire safety is the single most important feature when deciding on what safe to purchase. Yale has therefore developed a new range of residential fire safes for the global market.

The range carries an electronic lock with the latest features from the world of digital door locks. It also reinforces the family feeling across different product ranges, both in terms of aesthetics and functionality.

The Yale Fire Safes carry all essential aspects of fireproof safes and have been thoroughly tested to withstand intense heat and humidity, resist attack and deter tampering.

The range comprises of two types of highly resistant safe-boxes that guarantee a high level of protection and fire resistance. The Yale Fire Safe for Documents protects all of your most important papers, from passports to certificates and other precious documents. The Yale Data Fire Safe contains an additional "safe within a safe" insulation layer. This protects extra sensitive digital data, whether they are on a device, an external hard-drive, or on CD ROMs, DVDs or tapes.



Document Safes - Medium

Data Safe - Large



In Touch with the New Technology

Yale launched the Touch Screen Digital Door Lock, YDM3109 and the finger print Digital Door Lock, YDM4109.

The most noticeable feature of the new digital door lock is that they are developed with EN Standard lockcase, which is widely used in the Asia markets. Yale Digital Door Locks is designed with mechanical override key for the customers who are not familiar with the digital technology. Both YDM3109 & YDM4109 have a touch screen, allowing the customers to open the door using fingertips. The keypad becomes visible only when the smart pad is touched by palm or at least 3 keys at once. This patented technology giving the product an additional security feature. The advance technology will be made available in Singapore, Indonesia, Hong Kong, Malaysia, Thailand, Vietnam and all Asian markets.

Just to touch Yale digital door lock to unlock your life!



YDM3109



YDM4109

Visit 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.

Yale Appointed Sole Distributor in Vietnam

Yale has been very successful in Asia and the brand is strengthening its presence in some emerging markets.

Yale has appointed sole distributor in Vietnam. Intensive marketing supports and efforts will be dedicated to develop sales channels in Vietnam. On Sept 7th – 8th, Yale APAC marketing and product team has conducted the first product training in Hochiminh City, Vietnam. Collaborated with Yale distributor, Long Life Development Ltd, Yale showcased the first time in Viet build, Vietnam 2009 from Sept 9th – 13th. The expo is an international exhibition of construction, building material & decoration. Following the event, Yale product will be fully launched in the market starting in October.

New products set for launch including the fire safes and the touch screen digital door lock. Other products to be introduced including new range of knobset and leverset. The first Yale Security Center will be opened in Vietnam end of the year. Vietnam is becoming an integral part of the South East Asian economic success story with consistent annual economic growth. With increasing demand on good quality security product for the new construction projects, Yale is expecting to have significant growth in the country.



Viet Build Expo, Vietnam

Yale Training to Local Distributors in Malaysia

Yale introduced a number of hardware products to Asian market in 2009. To enforce and increase the product knowledge of the local retailers and distributors, Yale Malaysia sales team has conducted a product training on Sept 24th – Sept 25th. The Regional Product Manager of Yale APAC, Mr. C. S. Au-Yeung was invited to be the speaker of the training.

The sales personnel across the whole Peninsular Malaysia were invited to attend this training. This training is one of the many initiatives taken to educate and to support the sales personnel on product knowledge and also “selling skills” for Yale products.



Yale Product Training, Malaysia

Yale Launched Fire Safes in HOMEDEC Malaysia

Malaysia becomes the first country to launch the Yale fire safes in the world. The team has organized a product training to the key distributors in Malaysia. Taking the golden opportunity of HOMEDEC in Kuala Lumpur from Oct 1st – Oct 4th, 2009, the Malaysia sales team launched the state-of-the-art product to the market.

With the Yale certified safes and the security safes, the fire safes completed the current Yale safes collection. The touch screen panel is carefully designed with unique features to increase the security level. The fire safes are well received and pre-orders were taken in the exhibition. The product has been fully launched in Malaysia after the exhibition.



HOMEDEC, Malaysia

Digital Door Lock Showcased at ASSA ABLOY Security Seminar, Singapore

Yale presented the Touch Screen Digital Door Locks in the ASSA ABLOY Security Seminar 2009 at Pan Pacific Hotel, Singapore on Oct 1st, 2009.

More than 100 system integrator, professional end-user and distributors were invited to the event. Yale showcased the newly launched Touch Screen Digital Door Lock, YDM3109 and the finger print Digital Door Lock, YDM4109.



ASSA ABLOY Security Seminar, Singapore

Yale Annual Event in Thailand - HomePro Expo 2009

The 10th HomePro Expo was held on Oct. 16 - 25th at Impact Arena Exhibition Center, Bangkok. The theme of the expo is to provide professional home solution to customers. As one of the biggest exhibitions in Thailand, the expo attracts thousands of visitors who are interested in improving their homes with new and good quality products.

Yale showcased in the expo to strength the brand image. Taking the opportunities, Yale successfully gets a warm welcome from customers by promoting the eye-catching digital door locks. Customers also have the privileges of getting the "We love Yale" T-shirt in the event!



HomePro Thailand

Yale Penetrates into the Biggest Trunk Storage Company in Japan

There are six key trunk storage companies over 20,000 areas throughout Japan. One of the biggest company called "Kase souko" (株式会社加瀬倉庫) choose Y-series padlock to secure its operation throughout Japan. This rental trunk storage company provides 30,000 storage and needs higher security locks to protect customers' belongings.

This company actually used other lower range padlocks for several years, and they started to look for higher quality padlock to save maintenance cost and better after care service. Y110C/40/119/1 is a hardened steel shackle padlock and is suggested to use in outdoor environment.

Market potential

In Japan, this rental service is getting popular in the past few years due to higher demand of effective land-use. There is no official information regarding the trunk storage number in Japan market. However it is estimated there are at least 300,000 storages. Usually master keying system and key number engraving is requested for easy key management.



Yale Y110C Padlock, Japan

Yale Hong Kong Offers Promotion Program for Digital Door Locks

In order to promote Yale brand and new digital door locks into Hong Kong market, a special promotion program are offered to the customers. From July to September, upon purchase of any of the Yale digital locks, 20% discounts will be offered. Free installation service and one year warranty are also included.

An eye-catching promotion display stand is also displayed at the entrance of the key retail stores in Mong Kok. Advertising is also done in popular media called Metro Daily and Apple Daily, to boost the sales as well as to increase the brand awareness.



Yale Promotion in Hardware Shops, Hong Kong

Find Freedom in a Box

We at Yale have been building locks for over a hundred years, our company was built on the idea to allow people to lock their houses and has developed from that into a broad spectrum of security products. When we talk to our customers we understand that security around the door is only one of many aspects to build a feeling that surprises are likely to be happy one's – that's why we define our business as securing your home, your family and your favourite things.

Expanding our offer in the residential safe category has been a natural part in this development.

Listening to our customers we have also understood that security stretches beyond the risks of burglary and theft, we are extra proud to present our new range of outstanding residential fire safes that you can read about in this issue. All together the Yale Safes family consist of four product ranges suited to cater for different consumer needs.



Fire Safes

The flagship product of Safe fleet. It's a state-of-the-art fireproof safe box with a unique digital lock unlike anything in the market.



Certified Security Safes

The most secure safes in the range. Sold Secure and Secure by Design certified electronic safe that gives very good protection against attacks.



Security Safes

Economic option of security safes for good burglary protection. Motorized lock, laser-cut door and high security override key makes it a high performer at mid price.



Value Safes

A brand new range of basic security safes, brand new design unique for Yale and a good quality entry point product.



Unique Yale Design

Being lock makers of guild we have brought our knowledge of locks and how people use them into creating a family of safes that cater for the needs of home owners and small businesses. Yale started out of the invention of the pin tumbler lock, a revolutionary step forward at that time, and we keep on to reinventing ourselves and embracing new technology. Today we bring our efforts into creating electronic locks that are intuitive and inviting to use, bringing in new features that makes life easier for our customers.



Thoroughly Tested and Validated

All Yale safes are thoroughly tested both internally and externally to fulfil the requirements of the application they are built for.

The Yale Certified Security Safes are all tested to meet Sold Secure Silver standard. Sold Secure is a live burglary test which has been developed by the UK Police and Master Locksmiths Association.

The Yale Fire Safes are tested for full fire protection for up to 1 hour. The range includes products accredited to Swedish and Korean standards, both for document and data protection.



Sold Secure,
Silver award



Certified to Swedish
Standard



Certified to Korean
Standard

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

Let's Meet Yale Roadshow in the Leading Hardware and DIY Stores, Thailand

Yale is a well-known locks brand in Thai market. ASSA ABLOY Thailand cooperates with major dealer stores to thank for the support from our valued customers by offering "Yale Sales campaign". There will also be a series of roadshow campaign started from September to November in major dealer stores throughout Bangkok, Chiang Mai, Chiang Rai, Ubon Ratchathani, Udorn Thani and Khon Khean.



Yale by ASSA ABLOY Grand Opening Showroom in Crystal Design Center, Thailand

Yale by ASSA ABLOY showroom represent the global brand image & product value of Yale, Lockwood and ABLOY. The showroom is in the prime area of Crystal Design Center, the most comprehensive and integrated design center in Asia, where the customers, architects, designers, project owners find the lifestyle shopping experiences. With the grand opening on Nov 25th, 2009 at zone F, all honorable guests and press are most welcome to join the wonderful shop celebration and gets the most special promotional campaign of grand sales and premiums from Nov 25th, 2009 till Dec 31st, 2009.



Yale Retail Support

Product Literature

Yale APAC Product Leaflet is released to give a brief introduction of the Yale Asia product range.



Yale Fire Safes Leaflet is released to support the product launch in Asia. Get Yale retail support from Yale Partner or Yale Asia Sales Offices.



Yale Premium & POS Support

To help the retailers on promoting Yale brand and Yale products, Yale Marketing Team is providing support on giveaway items. The giveaway items can now be ordered through Yale Asia Sales Offices.



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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