

The global leader in  
door opening solutions

ASSA ABLOY



THEN



When we come together,  
great things happen.

NOW

HES and Securiton have united  
as **ASSA ABLOY Electronic  
Security Hardware.**

New cohesive branding



New packaging

## HES & Securiton are rebranding to ASSA ABLOY Electronic Security Hardware 1.1.18

### Why Rebrand

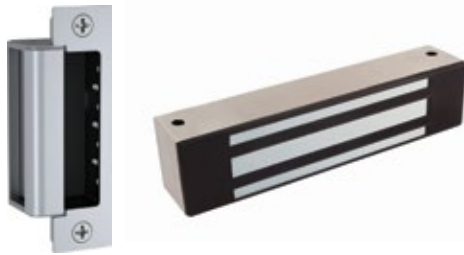
- Drive growth in new markets and with new targets
- Share more product lines with sister companies
- Solution selling for the complete opening

### What's changing

- New cohesive branding for collateral
- New packaging (*Phase 1 in stores starting in February*)
- New combined catalog and combined price book (*effective February 1*)
- New website **assaabloyesh.com** (*launches late December*)
- Consolidated and enhanced warranty

### What's NOT changing

- Same ordering & purchasing process
- Same part numbers
- Same product UPC & label
- Same products and expanded product offering
- Same pricing structure
- Same sales team, customer service & tech support



Same products



Same UPCs



ELECTRONIC SECURITY HARDWARE

HES | Securiton

assaabloyesh.com | 800.626.7590 | 10027 S. 51st Street Phoenix, AZ 85044 USA

Copyright © 2018, Hanchett Entry Systems, Inc., an ASSA ABLOY Group company. All rights reserved. Reproduction in whole or in part without the express written permission of Hanchett Entry Systems, Inc. is prohibited.