

Request for Proposal: EM Mortise Lock Ad Campaign

07.31.13

Response from
Worx Branding & Advertising

ASSA ABLOY

The global leader in
door opening solutions



Concept 1: Technology With Benefits



Meet EM Mortise.

Frugal. Flexible. Faithful.



Your new lock technology with benefits.

Introducing the EM Mortise Lock, an innovation in mortise lock technology that will raise your efficiencies to new heights – and leave room in your wallet. By replacing the traditional solenoid with a motor, the benefits can't be beat.

SUSTAINABILITY

Get 97% energy savings with lower operating cost, fewer power supplies and improved battery life.

VERSATILITY

Reduce costs and storage space with less stock – this new technology is configured for voltage (12 or 24).

RELIABILITY

Eliminate voltage drops and inductive kickback, while increasing performance and peace of mind.

Get to know the smart technology for new and existing electrified mortise locks:
www.intelligentopenings.com/mortiselock

ASSA ABLOY

EM Mortise Technology from
ASSA ABLOY Group brands:
Corbin Russwin | SARGENT



Scan this Microsoft® Tag using your mobile phone. Download the free mobile app at <http://gettag.mobi>

Copyright © 2013 ASSA ABLOY Inc., Corbin Russwin, Sargent Manufacturing Company. All rights reserved. Reproduction in whole or in part without the express written permission of ASSA ABLOY Inc. is prohibited.

The global leader in
door opening solutions

Concept 2: Planting The Seeds

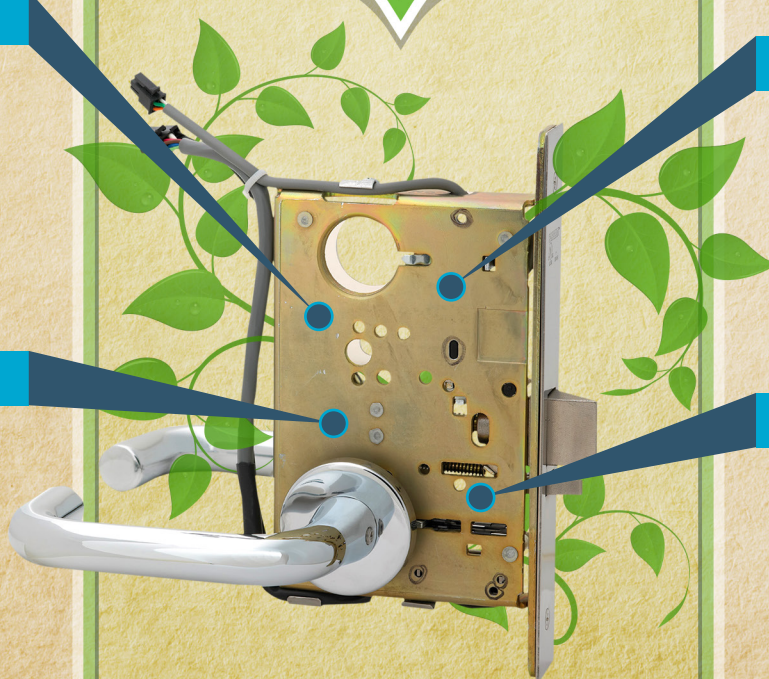


Draws less power

Fewer power supplies

Lower cost to operate

Improved battery life



Plant the seeds for energy savings.

Introducing the EM Mortise Lock – an innovation in mortise lock technology. By replacing the traditional solenoid with a motor, the benefits can't be beat.

SUSTAINABILITY

Get 97% energy savings with lower operating cost, fewer power supplies and improved battery life.

VERSATILITY

Reduce costs and storage space with less stock – this new technology is configured for voltage (12 or 24).

RELIABILITY

Eliminate voltage drops and inductive kickback, while increasing performance and peace of mind.

Learn more and let your savings grow:
www.intelligentopenings.com/mortiselock

ASSA ABLOY

EM Mortise Technology from
ASSA ABLOY Group brands:
Corbin Russwin | SARGENT



Scan this Microsoft® Tag using your mobile phone. Download the free mobile app at <http://gettag.mobi>

Copyright © 2013 ASSA ABLOY Inc., Corbin Russwin, Sargent Manufacturing Company. All rights reserved. Reproduction in whole or in part without the express written permission of ASSA ABLOY Inc. is prohibited.

The global leader in
door opening solutions

Concept 3:
Lock Down Savings



EM Mortise
Technology

TIME SPACE ENERGY COST PEACE OF MIND

SAVE

Lock down your energy savings.

Introducing the EM Mortise Lock – an innovation in mortise lock technology.
By replacing the traditional solenoid with a motor, the rewards can't be beat.

SUSTAINABILITY

Get 97% energy savings with lower operating cost, fewer power supplies and improved battery life.

VERSATILITY

Reduce costs and storage space with less stock – this new technology is configured for voltage (12 or 24).

RELIABILITY

Eliminate voltage drops and inductive kickback, while increasing performance and peace of mind.

Discover the savings for new and existing electrified mortise lock systems:
www.intelligentopenings.com/mortiselock

ASSA ABLOY

EM Mortise Technology from
ASSA ABLOY Group brands:
Corbin Russwin | SARGENT



Scan this Microsoft® Tag using your mobile phone. Download the free mobile app at <http://gettag.mobi>

Copyright © 2013 ASSA ABLOY Inc., Corbin Russwin, Sargent Manufacturing Company. All rights reserved. Reproduction in whole or in part without the express written permission of ASSA ABLOY Inc. is prohibited.

The global leader in
door opening solutions