

ARCHITECTURAL
OPENINGS
JOURNAL

Journal

Safe, Secure and Specified Access & Egress Control

VISIONARY



by **Brian Ward**

Brett Bontrager, the newly appointed President of Stanley Convergent Security Solutions Group, was in Toronto recently to address a Stanley customer forum. Bontrager, who was appointed to his new position in January, 2007, addressed approximately 150 of his company's customers at the event held June 6th at the Woodbine Racetrack. He is based in the company's offices in Indianapolis, Indiana.

Changing The Landscape

He outlined the changes that have taken place involving the Stanley group of companies since its inception as the Stanley Works in 1842.

"During 2002, 30% of our total sales were to mass retailers but we began to change our dependence on the home business and focused more on security solutions."

Between 2002 and 2004, Stanley also began to acquire a number of different companies in a process that saw Bontrager actively involved.

"Then in 2005, we began to acquire companies overseas," he said. Bontrager himself has just returned from a base in Europe where he served as Stanley's vice president of Corporate Business Development and Integration.

"We have undergone a dramatic shift in our business. Consumer product

sales lowered from 50% to 33% and yet our security sales increased from 8% to 33% at the same time," he added. Service A Problem

Nobody's good at it

"Our industry has had poor service (for clients)," Bontrager admitted. "Nobody's good at it."

"Our goal is to trade on our reputation for security solutions and we want to lead the industry. We have now set up a world class service and monitoring centre," he related.

In December 2006, Stanley announced the purchase of Honeywell Security Monitoring to provide what the company termed "a profitable growth strategy."

This monitoring is handled through a central station located in Minneapolis, MN, combined with a network of branch locations throughout the US.

Security Success

During his address, Bontrager related a success story that resounded around the world and bolstered the international fight against terrorism with the use of state of the art electronic monitoring systems.

52 Innocent civilians killed

On July 7, 2005, a group of terrorists launched a coordinated attack on the transit system of London, England. A total of 52 innocent civilians were killed and

more than 700 were injured in the event. Four of the terrorist bombers killed themselves with the explosive devices strapped to their bodies. The event triggered an almost immediate worldwide terrorist alert and threw the city of London into chaos.

A series of closed circuit television cameras mounted throughout the city were operating at the time of the attacks and it was a Stanley company, Blick, which supplied the CCTV equipment that assisted police to visually identify a number of the suspects..

Bontrager, as president of Stanley Convergent Security Solutions, has a diverse portfolio and it includes not only the electronic monitoring and access systems systems, but also a myriad of other electronic products designed to service the commercial, industrial and institutional markets.

Mechanical Access Solutions

Also formed in January of 2007 was the Stanley Mechanical Access Solutions arm of the company. It deals with existing commercial lock, automatic doors and hardware-related business activities.

Justin Boswell, president, has previously headed Stanley Works' Access Technologies and Stanley Security Solutions. He and his team, since January 2002, have driven an annual sales growth of more than 17%.

Boswell is also based at Stanley's Indiana offices.