



## News

### **Stanley Tries to Tool a Security Strategy**

Nov 12, 2004, DALLAS -- The ASIS Int'l show in September proved to be a kind of coming out party for Stanley Security Solutions, which after two years of building up made its formal introduction to the electronic security industry on the Dallas Convention Center floor. The subsidiary of the Stanley Works includes companies like Best Access Systems, Blick, Intivid Solutions, Integrator.com and Frisco Bay, and will focus on the integration and installation of systems while also manufacturing security products.

At the heart of Stanley's effort will be a direct-to-end user sales and service model that is led by an 1,800-person strong sales team. Stanley Security Solutions spokesman Gil Isenstein added that Stanley's branding strategy has been for acquisitions like Best to retain their name.

"We recognize that when people see Stanley, that's not security. But Best and Frisco Bay are," Isenstein says, alluding to Stanley's well-known position in the tools and hardware industry. "The tool industry is a mature marketplace. When we looked at putting cameras on one of our doors, that started us on the path to security."