

Listers

Meet your Maker

Master Lock



We talk to Darren Hicks of Master Lock about the brand and its origins

Q: Is it true Master Lock invented and patented the first laminated padlock?

A: Master Lock did invent and patent the world's first laminated padlock! They also invented the world's first combination padlock in 1935. One of the core values of Master Lock is 'Innovation'. This holds true just as much today as it did in the 1920s.

Q: I understand that prohibition initially helped you establish a foothold in the United States?

A: During the 1920s federal agents in New York City needed a means to 'lock down' establishments selling liquor illegally, so they asked Harry Soref and Master Lock to help, this led to an order for 150,000 laminated padlocks!

Q: Is there any difference in the Master Lock products available to the European market compared to those in North America?

A: There isn't much difference between US and European Master Lock products. The biggest difference is in customer preferences. For instance the laminated padlock is much more common in the US, whereas traditionally in the UK brass padlocks have been favoured.

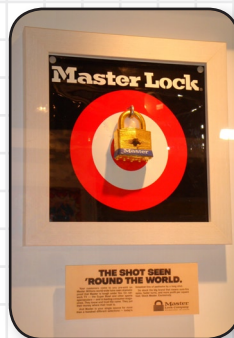
Q: Listers has recently started to stock the Master Lock Excell padlocks. Could you let our readers know some of the features of these padlocks?

A: The Master Lock Excell™ range of padlocks is the best range of commercial grade padlocks packaged and priced for retail customers available. There are many unique features throughout the range. There are over 30 patents throughout the range protecting some of the unique features and benefits of the products. This includes: Patented boron-carbide shackles, professional grade dual ball bearing locking mechanism and even unique patented packaging to help customers touch and feel the product before purchasing it. The range includes; laminated steel, sold steel, discus, brass finish, titanium and combination models in a variety of sizes,

shackle lengths and pack sizes. We've just introduced our brass finish range and also have a number of new innovations in the pipeline.

Q: In your promo films these padlocks are tested to near destruction yet continue to work. Have you got any more extreme tests lined up for them in the future?

A: The US started the trend in the 1960s when they showed an advert during the superbowl of one of the standard laminated padlocks being shot and still working. The current video was produced by the Canadians and is very powerful in underlining the quality in the Excell Laminated padlocks. I'm sure the US will have plenty up their sleeves in the future....keep an eye out for more!



Q: At this year's Totally DIY show you presented your products in a unique way. Can you explain to our Listers customers who were not attendance what this was?

A: Master Lock has three underpinning aims; 'Strength', 'Innovation' & 'Value'. We felt we wanted to try and differentiate ourselves from our competitors at the 2011 DIY Show as we had so many new and innovative products to launch. So we presented our products as works of art, which people could touch and feel. The aim was to get people talking about our new launches, especially innovative products. We had a lot of positive feedback and I think it underlined what we are about as a business, without detracting from the broad range of products and security solutions we produce.

Q: Have you any exciting new products in the pipeline you can let Listers customers know about?

A: We have a number of new products on the horizon including products in the Excell range and in our Pro Series range of padlocks. There are some other developments, but we're not quite ready just yet!

Call Listers friendly sales team on 01902 877780 for more information