

Brass News *Online*



Just like brass, our Brass News is resistant to tarnishing and to celebrate UAP's 15th birthday, we've given the good ole' Brass News a polish to present to you a brand new version where we promise to bring you up-to-date information every month, straight to your inbox...

THIS ISSUE:

- UAP's product of the month: IDENTITY CARD SLOT
- 15 years down the line and UAP are still enabling customers to unlock profits
- UAP agree with Greater Manchester Police as they advise residents to check door numbers
- Beat the bumpers with Pickbuster
- UAP's latest products launched
- Unwrap chocs, locks and more with UAP!



New Products... Read on!

PRODUCT OF THE MONTH:



Our 'Identity Card Slot,' a corrosion resistant product which incorporates sleek design and straightforward usability, allows doorstep callers to push an identification card through a slot so the homeowner can study the details safely before making the decision to open the door.

This clever and cost-effective product encompasses the high quality manufacture and innovation that UAP is famous for and can be fitted to both existing and new uPVC, wooden and composite doors.

The ID Card Slot currently comes in a choice of polished PVD Gold or Mirror Polished Stainless Steel, in 20/40mm and 40/80mm thickness. Not only does this product mean great profit potential, it's also covered by a two year guarantee.

UAP's Sales Director Chris Pankhurst says: "Home security is an increasing concern in today's world, especially with Christmas round the corner. New warnings are being issued about rogue and criminal doorstep callers and homeowners are looking to protect themselves and their homes through increased security measures. We addressed these concerns and came up with the

Identity Card Slot. Just making this one small adjustment can increase your profit margins massively as you are able to reach a much wider market."

The Identity Card Slot has proved so popular that the range is already undergoing further development to be released in White and Black.

Simple, effective, profitable.

As the Christmas countdown begins and police warn the nation of opportunistic thieves and bogus doorstep callers, vulnerable people will be crying out for extra home security.

Thanks to our latest 'Product of the Month,' you can meet this market demand and vastly increase your profits by simply investing in an innovative, low-cost and easy-to-fit product.



After 15 Years, UAP Are Still Giving You The Key Products To Unlock Profits!

UAP Tradelocks has been supplying the industry with high quality, stylish and cost effective door hardware and door security products for over 15 years and as the end of the year draws upon us, we are looking forward to our future plans for 2012 - with anticipation we must admit - and with an ever-expanding range of products, from door knockers, door viewers, letter plates, letters and numerals, through to hinges, chains and cylinder locks, we have lots of exciting news and developments we'd like to share with you.

As always, we promise to open the door to increased profits with our latest and upcoming product range. In fact, our newest range will make adding additional security to entrance doors quicker, easier and more profitable than ever before - meaning that your business can appeal to wider markets by simply investing in these low cost and easy to fit products. UAP Tradelocks' Managing Director, David Jennings states, "We want to make it clear that increasing security on entrance doors is far easier and much more cost effective than you might think - it's very simple to do as all our products are easy to fit, low cost to buy, and offer great profit potential."

David explains: "Today UAP Tradelocks continues to strive to be the best in the industry and, by listening to exactly what it is that homeowners want and by moving with changing markets, our latest range reflects both the modern need for stylish security solutions and, the need for cost-effective products that offer greater profit margins for the installer. For instance, we have recognized that homeowners are crying out for extra entry door security and created a top anti-theft list which can transform a weak, defenceless door into a protective barrier to precious property."

These five essential products UAP Tradelocks recommends are: UAP+ Zero Lift Kitemark Cylinder, UAP Anti-Vandal Letter Plate, UAP Door Viewer, UAP Identity Card Slot and UAP Security Chain. Each of these products are a perfect way to add a finishing touch to and value to doors, and can be sold separately or as part of a complete package to consumers - just one more way of increasing profits with UAP's complete range of door hardware and security products.

"There's something to suit everyone's needs and requirements with UAP Tradelocks", David continues, "We know today's homeowners need style as well as substance and to ensure that every possible desire is met, all of UAP's door hardware products are available in a complete range of sizes, materials and finishes to match and are covered by a

guarantee of up to ten years." At UAP, extras come as standard and many products are also available with enhanced features, such as Anti-Vandal design, Nanocoast weather corrosion resistant technology or Salamander one hour fire check protection.

On top of all this, David has recently assured all customers that UAP will not see any increases in pricing in the near future, promising that customers can enjoy price stability, along with great service, products and quality. "We see many companies take a price increase positive policy where they are keen to put in price increases as soon as any market shifts, but at UAP Tradelocks we view this policy as being simply wrong," explains David, "we take a much more customer friendly approach. We balance the various complex factors and then make a decision. This has resulted in us having just two modest price increases in the past four years."



UAP Agree With Great Manchester Police Appeal

Greater Manchester Police has recently been urging local residents through the power of social media to "remember to check house numbers in the dark." The statement, sent via Twitter, also read: "It is important officers responding to an emergency can see it clearly from the road."

MERRY CHRISTMAS



UAP are backing this appeal to help the emergency services reduce wasted time trying to find the correct property in the dark and we have suggested putting existing door numbers visibility to the test this winter by deciding whether or not they stand up to the test - by standing out in the dark.

Sales Director Chris Pankhurst says: "We completely agree with the police on this matter. It is important that door numbers are visible from the road, especially now the nights are drawing in. A simple thing such as a door number could be the difference between life and death and massively reduce the time it takes for the police, fire or ambulance service to get to you."

UAP stock a wide variety of letters and numerals for front doors which have been rigorously tested and are clearly visible from the road and stand out in the dark.

If your current numerals aren't up to scratch, or you currently don't stock numerals, this is the perfect time to invest in numerals and raise awareness to consumers just how important they are!



Introducing The Strongest Ever UAP+ Zero Lift Kitemark Cylinder

Following on from the success of Pickbuster - which gave a chemical resistance to 'lock bumping' - UAP have developed a superior mechanical solution to face issues such as lock bumping and snapping. We have produced a comprehensive range of UAP+ Kitemark Zero Lift Cylinders that are not only cost effective and easy to install, but packed with extra security features such as anti-bump, anti-snap, anti-pick and anti-drill.

We've recently made a little change to restructure the Zero Lift cylinder by adding anti-drill pins in stainless steel so they are now stronger and offer better security than ever before.

The British Standard Kitemark is one of the most recognised quality and safety symbols in the world and offers true value to consumers as a symbol of trust, integrity and quality. By using UAP Kitemark Cylinders, not only will you cut your costs by ordering the best value for money, highest quality, Kitemark Cylinder available on the market, you will also increase your sales opportunities by being able to

up-sell to consumers a reputable Kitemark Cylinder at a low price rather than cheap, basic cylinders with no enhanced security features. Following their success in testing, the cylinders have been approved by the police accredited scheme 'Secured by Design'.

Therefore we can reassure everyone that our Kitemark Cylinders have met vital performance requirements with a visible stamp to confirm quality

NEW!



Introducing The First Ever UAP+ Budget Zero Lift Kitemark Half Cylinder

Also new in this month is the UAP+ Budget Zero Lift Kitemark Half Cylinder - ideal for protecting doors that only require opening or locking from one side, such as garage doors, patios, caretaker's store rooms, broom cupboards and more!

These latest additions to UAP's Cylinder family has the same high quality manufacture and technology as the UAP+ Zero Lift Kitemark Cylinders and are currently available in brass, in sizes 30/10, 35/10 and 40/10.

NEW!



Introducing The Perfect Waist

Do you find it difficult to find the perfect letter plate to fit your waist rail?

Well your search is over! The latest edition to UAP's Petit Master family is ideal for you! This latest letter plate is 10 inches in length and is suitable for doors with 40/80 mm thickness. But what makes this particular letterplate really special is the way it fits ever so perfectly across the waist rail of a window profile.

At UAP we listen to what our customers want and aim to deliver. Over the past few years our range of letter plates has grown considerably with leading advancements including the 180 degree flap, slim-line, anti-vandal and 1 hour fire rated versions added to our extensive catalogue. So if it's not 10 inches you want

but 12, or if it's not 40/80mm thickness you want but 20/40mm, or perhaps you want a gold flap with a black frame instead of a chrome flap with a black frame, then give us a call on 0161 796 7268 to see if we have something just for you - and we're pretty sure we will have!

These letterplates (along with thousands of others) are in stock now!

NEW!



Pickbuster - Beat the Bumpers!

It is no longer unheard of that a major threat to homes and businesses is 'lock bumping' - the very simple and easily available method of gaining entry within minutes, without leaving any physical sign of entry - thus invalidating insurance policies and leaving a heavy cost behind for the victim.

Lock bumping is a very real issue that UAP Tradelocks is passionate to end. Despite us launching the nationwide 'Ban the Bump Key' campaign, bump keys are still readily available meaning that the 65% of properties that are fitted with this type of lock are still at high risk.

But thanks to the campaign more and more people are becoming aware of the product that allows them to prevent this crime happening to them.

With Pickbuster, a high tack lubricant which is applied to the moving parts of a cylinder, locks are made safe against bumping.

Pickbuster is the perfect product to sell on to your customers. Since we launched the product to the worldwide market it has proved to be extremely popular, with thousands of homes now safe. It's easy to apply and gives homeowners that extra peace of mind, whilst offering you extra profits. And, with an all-new packaging, Pickbuster is more eye-catching and user friendly than ever before.

Check out the brand new consumer friendly Pickbuster website at <http://www.pickbuster.co.uk/>



Unwrap our chocs and locks!

We are pleased to announce the grand return of our famous Christmas Chocolate Promotion - and we will be running it for an entire month!

If you spend over £200 + VAT on an order from UAP between 10th November to 12th December 2011, you will also receive a luxury chocolate box worth £20 - filled with Thorntons' famous milk, dark and white chocolates - completely free of charge.

What's more, as homeowners will be rushing to increase security on their entrance doors to protect their valuables as opportunistic crime soars during the festive season, with UAP's low cost and easy-to fit door security products you could be unwrapping increased profits along with your chocolates this Christmas!

Sales Director Chris Pankhurst says: "Our chocolate promotion has been very popular in the past so we are delighted to run it again this year." This merry promotion is open to all customers and available on telephone, fax and web orders. "But you'll have to be quick!" Chris warns, "as we have a limited number of Chocolate boxes available." So order now to make sure you get the chocs in early this Christmas.

Please quote 'Free Chocolates' on your order.



**WE HAVE
MOVED**

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