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in door opening solutions

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Revolution Deadbolt Launch Package

- Timeline
- Launch Activities
- Sales Tools & Promotions
 - Distributor
 - MSC
 - Non-Direct Dealer
- Call To Action



The graphic features a central image of the Revolution Deadbolt, a sleek, vertical device with a touchscreen keypad and a keyhole. To the right of the device are six feature icons with descriptions: 'LATEST TOUCHSCREEN TECHNOLOGY*' (innovative design at an affordable price), 'VOICE PROMPTED*' (Multi-Lingual for easy 40-second lock narrative in English, Spanish and French), 'KEY OVERRIDE' (Can be operated by supplied key), 'WEATHER RESISTANT' (Indoor/Outdoor installation), 'DEADBOLT MOTOR' (Motorized bolt in and out), and 'LOW BATTERY WARNING' (Provides advanced notice). Below the device, there is a small disclaimer: '*Voice guided programming and touchscreen technology are only available in the touchscreen version. ASSA ABLOY, the global leader in door opening solutions.' and the website 'www.arrowlock.com'. The ASSA ABLOY logo is at the bottom right. A text box on the right side of the graphic contains the title 'Revolution Deadbolt Territory Manager Sales Package' and lists the included items: 'Mounted Touchscreen Deadbolt', 'Tri - Fold End User Literature', 'Rev. Deadbolt Product Catalog', and 'POP Display'.

**JOIN THE
REVOLUTION**

LATEST TOUCHSCREEN TECHNOLOGY*
Innovative design at an affordable price.

VOICE PROMPTED*
Multi-Lingual for easy 40-second lock narrative.
English, Spanish and French.

KEY OVERRIDE
Can be operated by supplied key.

WEATHER RESISTANT
Indoor/Outdoor installation.

DEADBOLT MOTOR
Motorized bolt in and out.

LOW BATTERY WARNING
Provides advanced notice.

**Revolution Deadbolt
Territory Manager Sales Package**

Included in this package are the following Revolution Deadbolt Sales Items. Additional Literature and POP displays can be ordered online.

- Mounted Touchscreen Deadbolt
- Tri - Fold End User Literature
- Rev. Deadbolt Product Catalog
- POP Display

*Voice guided programming and touchscreen technology are only available in the touchscreen version.
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www.arrowlock.com

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Product Timeline

- Accepting Orders Today!
 - Entered into the system 7/8
- MSC Samples (8/1)
 - Q3 Smart Solution Kits
- First Order Shipments (9/1)
- Building Up Inventory, Weekly Shipments



Launch Activities

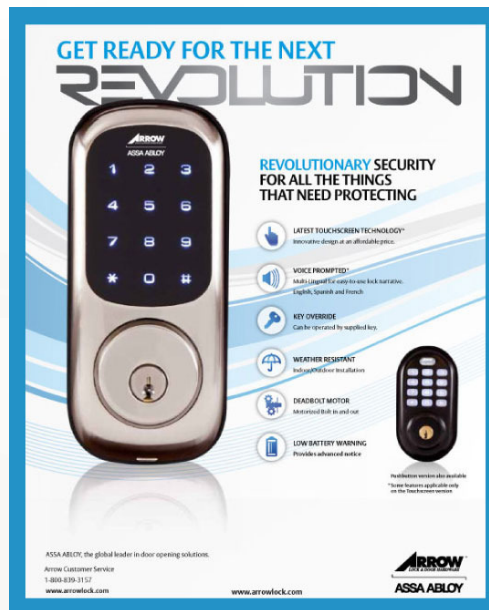
- Launch Package
- Cross Reference
- Checklist
 - Distributor & MSC

Feature	Arrow Revolution	Kwikset SmartCode	Schlage BE365/369
Illuminated keypad			
Weather resistant			
Numeric keypad protected by acrylic keypad cover			
Rubber backing protects door, seals against moisture			

	A	B	C	D	E
	Territory	Company	Customer Contacted	Samples Provided	Order Received
2	A01	Calvert Safe & Lock		Part of Q3 Smart Kit	
3	A01	Integrated Security		Part of Q3 Smart Kit	
4	A01	Pasek Corporation		Part of Q3 Smart Kit	
5	A02	Gladd Security Inc.		Part of Q3 Smart Kit	
6	A02	Joseph P. Mangione Inc.		Part of Q3 Smart Kit	
7	A02	L. I. Locksmith & Alarm		Part of Q3 Smart Kit	
8	A02	Thompson Lock Company		Part of Q3 Smart Kit	
9	A03	Suffolk Lock & Security		Part of Q3 Smart Kit	
10	A07	Allied Lock and Safe Co.		Part of Q3 Smart Kit	
11	A07	Houdini Lock & Safe		Part of Q3 Smart Kit	
12	A07	Huber Locksmiths		Part of Q3 Smart Kit	
13	A07	Interstate Security		Part of Q3 Smart Kit	
14	A08	Baldino's Lock & Key Service		Part of Q3 Smart Kit	
15	A08	Chesapeake Security Service		Part of Q3 Smart Kit	
16	A08	Easter's Lock & Access Systems		Part of Q3 Smart Kit	
17	A08	Norvac Lock Technology		Part of Q3 Smart Kit	
18	A08	Richmond Security		Part of Q3 Smart Kit	
19	A08	Shorty Wallin Lock & Security		Part of Q3 Smart Kit	
20	A08	Sure-Fit Security		Part of Q3 Smart Kit	
21	A08	Valley Forge Security Center		Part of Q3 Smart Kit	
22	A13	CPSL		Part of Q3 Smart Kit	
23	A13	FM George Safe & Lock		Part of Q3 Smart Kit	
24	A13	Loc-Doc Inc.	6/7/2011	Part of Q3 Smart Kit	
25	A13	Marshall's Locksmith Service		Part of Q3 Smart Kit	
26	A13	Security Lock & Key		Part of Q3 Smart Kit	
27	A14	A-1 Lock & Security		Part of Q3 Smart Kit	
28	A14	ACME Security		Part of Q3 Smart Kit	
29	A14	Lock Doctor		Part of Q3 Smart Kit	
30	A15	TCB Locksmith, Inc.		Part of Q3 Smart Kit	
31	A15A	Anthony Lock and Safe		Part of Q3 Smart Kit	
32	A15A	Safeguards Lock & Safe Co.		Part of Q3 Smart Kit	
33	A15A	York Lock & Key		Part of Q3 Smart Kit	
34	A15B	Absolute Access & Security Products		Part of Q3 Smart Kit	
35	A15B	Affordable Security Solutions		Part of Q3 Smart Kit	
36	A15B	CK's Lockshop and Security Center		Part of Q3 Smart Kit	

Distributor Launch Tools

- Co-Op Brochure
 - Broken Down on Checklist
- Lead List Per Distributor



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Revolution V2 Dealer Waiting List Leads – Accredited Lock

The lead list below is a collection of locksmith dealers who pre-registered on the Arrow website to be notified when the Revolution Deadbolt would be available. This group noted online that their preferred distributor is Accredited Lock.

First Name	Last Name	Company Name	Address	Phone	Email
Barry	Caesar	Bay Lock & Alarm	253-26-60th Ave. Little Neck, NY 11362		bcasarr_2000@yahoo.com
Nic	Mixta	Service	2638 East Main St. Oceanport NJ 07757	732-578-1775	niclock@msn.com
Arthur	Bacon	Mt. McGregor Correctional Facility	69 East La Barge St. Hudson Falls, NY 12839	518-222-9836	cobacon@yahoo.com
Bill	Timmann	The Lock Doctor	Phillipsburg NJ 08865-3038 5450 Derry Street	908-859-3185	lockdoctor@verizon.net
Wayne	Shearer	Shearer Locksmith, Inc	Harrisburg, PA 17111 313 RT 206	717-564-2280	wshearer@shearerssecurity.com
Craig	McCormack	Kurt's Locksmith Service, LLC	Chester, NJ	908-879-7330	kurtlock@aol.com

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Distributor Launch Tools - Promotions

- Distributor Promotions – Through Aug
 - Buy 4 Get a Free Mounted Sample + Kiosk (Min 200 Units)
 - Buy 6 Get a Free Mounted Sample (Min 100 Units)
- Distributor Call To Action
 - Present Revolution, Co-Op Kit and Leads – 15 Days
 - Select and Install Distributor Kiosks – 30 Days
 - Schedule Counter Days – 30 Days



Distributor Promotions To Dealers

- Promotions Back to Dealers
 - 4 For 1
 - 6 For 1
- Posters Created to Help Promote
- National Advertising

A SPECIAL BUY-IN PROMOTION
BUY 4 Get 1
ARROW REVOLUTION
SAMPLE & MOUNT FREE

Accredited Lock Supply
161 Paterson Plank Road, Seacaucus, NJ 07094
(800)852-2835 F: (201) 885-5031 sales@aclock.com


MSC Launch Tools

- Q3 MSC Smart Solutions Package
 - Mounted Touchscreen Deadbolt
 - Point of Purchase Display
 - Tri-Fold Brochures
 - Technical Catalog
 - Video's on DVD
- Call To Action For MSC's
 - MSC's Presented with Revolution - 15 days.
 - Follow up with MSC's on Q3 Smart Solution Kit – 45 Days




Dealer Launch Tools – Non MSC

- E-Newsletters
 - Twice a Month
- Arrowlock.com
- YouTube Channel Contests
- Dealer Mounts
 - 400 Mounted Samples
 - Through Distributors & TM's
- Call To Action
 - Select Top Non-Direct Accounts in your territory to receive a mounted sample – 30 days



The Security Professionals Network
E-Newsletter

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INTRODUCING
THE REVOLUTION
DEADBOLT

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Arrow is excited to announce the upcoming launch of the Revolution Deadbolts in May. This product is the next extension of the Revolution product family and will bring the same aesthetic technology to a new audience of potential customers.

The Revolution Deadbolt will be available in both a touchscreen, voice-guided version, similar to the original Revolution product as well as a price point push button version for simple keyless entry. Like all Revolution products, key override is also provided.

We will begin taking orders at the beginning of May for both versions and the initial lead time is expected to be four weeks.



Keyless Entry Done Right

- Advantages of Arrow
 - Voice Guided
 - Motorized
 - Auto locking
 - Grade 2
 - Privacy Feature
 - Great aesthetics
 - Tamper Alarm

TM Call To Action

- Distributors presented with Revolution, Co-Op Kit and Leads - 15 days
- Assist in Selecting and Installing Distributor Kiosks - 30 days.
(Negotiating floor space, etc)
- Schedule Counter Day at targeted Distributors – 30 days
- MSC's Presented with Revolution - 15 days.
- Follow up with MSC's on use of Q3 Smart Solution Kit – 45 Days
- Select Top Non-Direct Accounts to receive a mounted sample – 30 days