

Enhancing your
website with
Master Lock Video

Motivation

- Our videos are free and easy to use
- Since they stream from our servers
 - Does not require you to obtain an increased level of service from your hosting company
 - It does not slow down other traffic on your site
- When using our service, your customers never leave your site!
- Videos drive traffic to your site
- More traffic means more money for you!

5 Easy Steps to get videos on your website!



Step 1: Look at our available videos – go to www.masterlock.com/school/video or choose from the below list

Product Information

- BlockGuard Anti Shim: Very cool detailed animation on how BlockGuard™ works
- 1690 Technology: Very cool detailed animation that shows how Wrap Around Technology™ works
- Letter Lock™: Fun video describing our Letter Lock™ product

User Training (Student Friendly Training Videos)

These are student training videos designed to teach how to operate each of the locks. We recommend putting a link to each of these videos by the respective product description on your website. We especially suggested using the ADA locks, as operation of these locks may not be intuitive

Built-In:

- Training 1630
- Training 1652/1654
- Training1670
- Training 1690

Portables:

- Training 1502/1525

ADA Locks:

- Training 2650

Administration Training

- Combo Change : Step-by-step instruction on how to change combinations on a built-in combination locker lock.

1

2

3

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5

Step 2: Decide where to put the videos on your website.

Example:

Category: Built-In Locks

1630 Series Built-in Combination Lock for Lift Handle Lockers



- [See video on how it works!](#)
- The 1630 Series is the most popular built-in lock for lockers with gravity lift handles
- Vertical travel locking bolt engages lift handle mechanism
- Convenient, automatic locking
- Fits all lift handle lockers
- Secure three number combination is easy to dial
- Contains five different combinations – easy changed with the touch of a button
- Standard key control allows quick supervisory access

Price: \$17.15

Enter a quantity

Any customer site can use our video platform to help them sell more Master Lock Products!

Step 3: Go to our video sharing platform:

http://www.masterlock.com/services_and_support/videos/

- a) Click on the “Product Information” bin
- b) Click on the “Locker Locks” bin then choose which category you want to obtain the video from:
 - a) Portable Combination Locks
 - b) Built-In Combination Locks
 - c) ADA Locker Locks
- c) Select the video you want to use (repeat for each video)

Learn More Instructions

Letter Lock™
Master Lock

00:00 02:26

PLAY email share get code MENU

NEW Letter Lock™ Combo Lock
Popular combination padlock comes with easy to dial and easy to remember 3-letter combinations.

BlockGuard AntiShim Technology
Block typical shimmying tools from opening a lock to deter break-ins.

How it's made: 1525 Combo Lock
View the precision manufacturing at the Master Lock plant in Milwaukee, WI.

NEW Letter Lock™ Combo Lock
[DOWNLOAD VIDEO](#) Right-click on the 'Download Video' link to save the video (MP4 format) to your computer.

Scroll here to see videos from Step 1



Step 4: Get video link or Code for your selected video

Example:

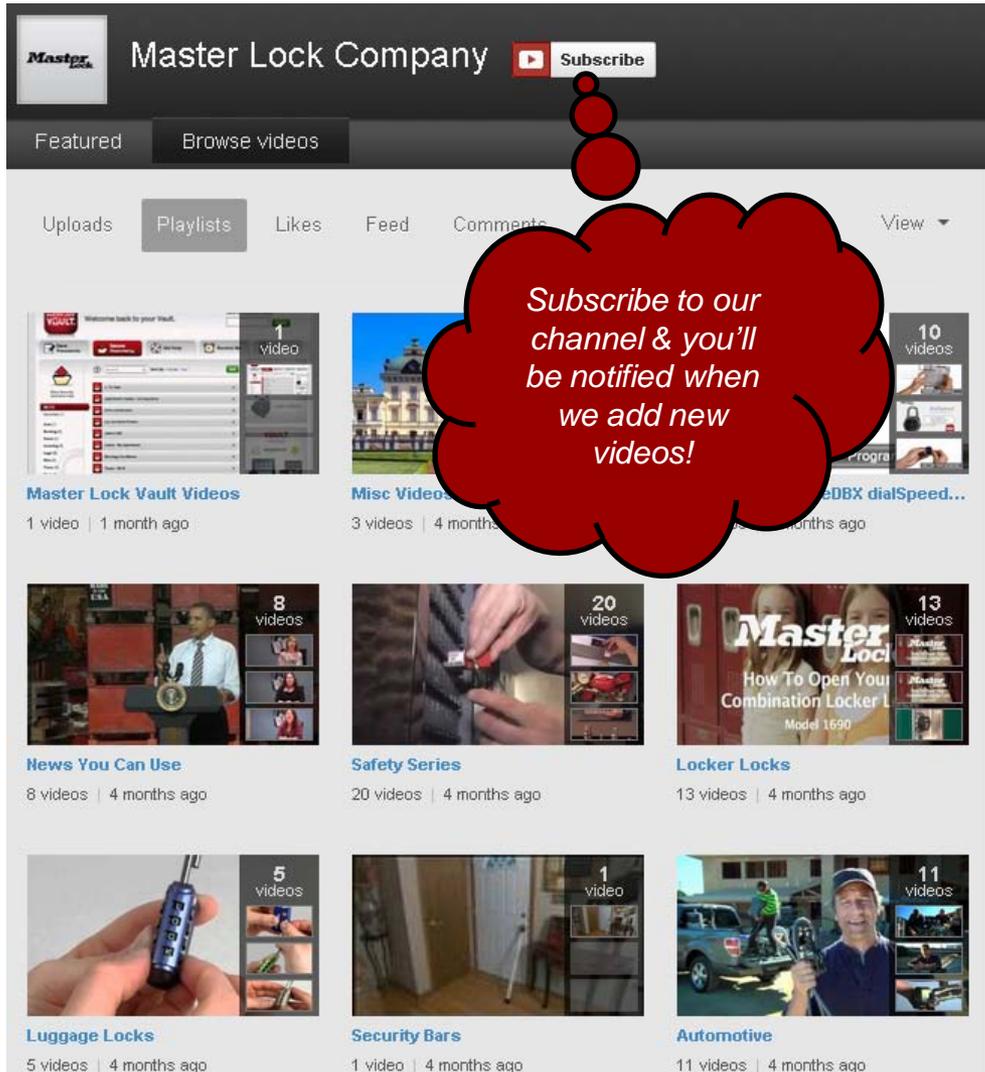
1. Distributors or End Users can imbed the player and video code into their web site or blog.

2. Click on "Get Code" and choose from drop down options of embed code or one of the blog services to obtain code to use on them.

```
<embed
src="http://c.brightcove.com/services/viewer/federated_f8/1213900576"
bgcolor="#ffffff"
flashVars="videoid=1418570256001&linkBaseURL=http%3A%2F%2Fwww.
masterlock.com%2Fservices_and_support%2Fvideos%2Flocker-
locks%2Fbuilt-
in.jsp%3Fbclid%3D1937125794001%26bctid%3D1418570256001&playerId
=1213900576&viewerSecureGatewayURL=https://console.brightcove.com/s
ervices/amfgateway&servicesURL=http://services.brightcove.com/services&
cdnURL=http://admin.brightcove.com&domain=embed&autoStart=true&"
base="http://admin.brightcove.com" name="flashObj" width="486"
height="412" seamless="false" type="application/x-shockwave-flash"
swLiveConnect="true"
pluginspage="http://www.macromedia.com/shockwave/download/index.cgi?
P1_Prod_Version=ShockwaveFlash"></embed>
```

Hint: It might be best to screen shot your selection and give the screen shot to your webmaster

Optional: Subscribe Here To Get Video Updates



If you subscribe at the below link – whenever we update videos or add videos to our library, you will get a notification!

[Our YouTube Channel](http://www.youtube.com/user/MasterlockCompany)

<http://www.youtube.com/user/MasterlockCompany>

Questions or Assistance?

Contact your Master Lock Sales Rep. or the
eCommerce Team Member:

Marti Gahlman at 414-766-6152 or
mgahlman@mlock.com

Thanks for your time!