



Contact: The Drucker Group  
Bob Wolff  
224-532-1808

For Immediate Release

## **Master Lock introduces new Locksmith Merchandise Display Boards**

(MILWAUKEE, WIS.) – May 23, 2016 – The Master Lock Company has proven to be one of the most recognized and trusted sources for locksmiths with their iconic and dependable security brands. As an industry leader, the company has developed pioneering products to help locksmiths build their businesses and reputations. The Master Lock Company has introduced new Merchandise Display Boards for locksmiths that help them better serve their customers by showcasing a variety of trusted padlock options in one place.

The first two of eight display boards are now available – the DBD01 Master Lock General Security Commercial Laminated Padlocks and DBD02 Edge® Key Control Display Boards. These compact 15-inch by 20-inch boards are designed of durable polycarbonate, with mounted, best-in-class product samples.

The boards can be installed on peg board or slat wall, and optional counter stands (4500HK) are also available. By comparing features, customers are likely to better understand shackle and keying options to determine the best product choice for their application.

The General Security Commercial Laminated Padlocks Display Board will offer five mounted padlocks for comparison purposes. The commercial-grade, high-quality laminated steel pin tumbler padlocks of varying sizes are built to withstand tough environmental conditions while providing reliable security. Their possible uses cover a wide range of applications, from general purpose to high traffic areas, including storage units, equipment, gates and vending machines.

The Edge Key Control Display Board will feature four mounted products that include solid and laminated steel, solid brass and ProSeries® padlocks to demonstrate the key control option



across multiple padlocks. Edge provides the customer with the power to control authorization and duplication of padlock security keys for equipment, facility, fleet and remote applications.

Locksmiths interested in obtaining these Merchandise Display Boards for their shops should contact their local Master Lock representative or preferred security hardware distributor. For further story details, contact Bob Wolff with The Drucker Group ([bob@druckergroup.com](mailto:bob@druckergroup.com)) at 224-532-1808.

### About Master Lock Company

The Master Lock Company LLC is recognized around the world as the authentic, enduring name in padlocks and security products. Master Lock Company offers a broad range of innovative security and safety solutions for consumer, commercial, and industrial end users. Master Lock Company LLC is an operating unit of Fortune Brands Home & Security, Inc., a leading consumer brands company. Headquartered in Deerfield, Ill., Fortune Brands Home & Security Inc. (NYSE: FBHS), is included in the S&P MidCap 400 Index. For more information about Master Lock, visit [www.masterlock.com](http://www.masterlock.com).

-30-



**Edge® Key Control**      **AMERICAN LOCK**      **Master Lock**

Padlock security that puts you in control of the keys

### Key Controlled Padlocks

**BEST FOR:** Padlock security for equipment, facility, fleet and remote applications.

- You control who is authorized to purchase copies of your keys and when those copies can be made
- Easy-to-implement single key security system for all padlock applications



### Edge Key Control

#### How It Works

Stronger key construction with patented dimple pattern



Matching dimple pattern inside cylinder is unique to Edge®



Available across the broad line of American Lock® and Master Lock® padlocks.

The new Master Lock Merchandise Display Boards for locksmiths include General Security Commercial Laminated Padlocks and Edge Key Control.