



Market Introduction

**CAMDEN ELECTRIC
DOOR STRIKES**

March, 2009

Why Bring a New Line of Strikes to an Overcrowded Market?

Assa Abloy

H.E.S. • Folger Adam • Adams Rite

Ingersoll Rand

Von Duprin

Rofu • Rutherford • Trine

Because We See an Under-Served Market ...

Our Service to the Market!



- Demand for Camden Electric Door Strikes.
- We've listened to our Sales Reps and Customers.
- Camden is now a 'One - Stop' source for all door activation and locking products an installer need.



- Assa Abloy dominance with the leading market brands limits Distributor options.
- Quality, Customer Service or Selection shortfalls in the other brands.

Market Leading Quality



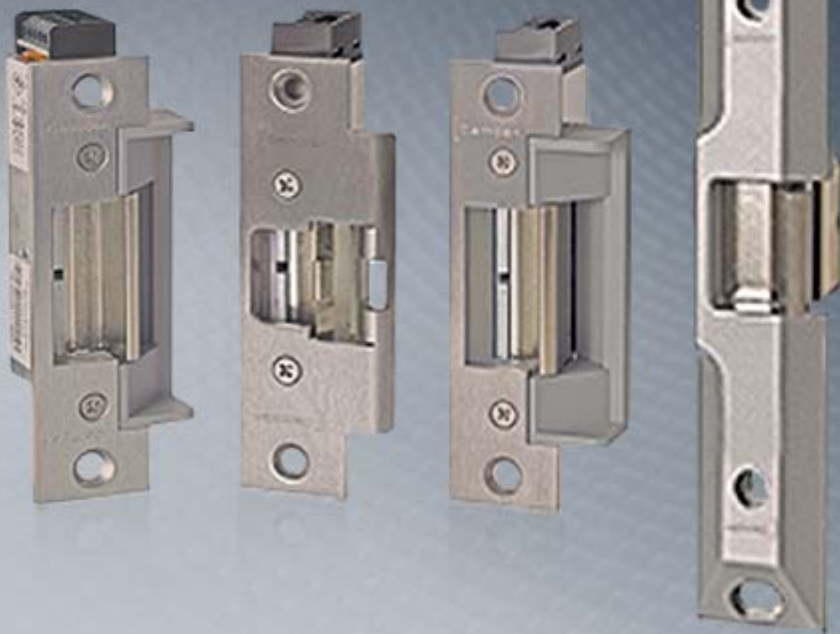
- **German manufactured** for Camden by Eff Eff
- **Well-recognized brand**
- **Fully Listed,** BHMA Grade 1, 2 & 3, UL1034 and Fire Rated models.

Backed by Leading Warranty



- Over the counter
- Best in the industry

“Targeted” Product Line



- Camden brings the **right selection** of the most installed models.
- **Market leading features**, including EZ Fit™ models.
- **Improve profitability** by not offering niche specialties

BHMA Grade 1 Strikes



Series 10 'Universal'

Fail safe/secure and 12/24VAC or VDC field selectable

Latch monitoring (option)

EZ Fit™ CX-ED1850 minimizes installation time – does not require specialized jigs and other installation tools.

Stainless steel faceplates

BHMA Grade 1 Fire Rated



Series 14

**UL 10C and Warnock Hersey
(90min.) fail secure**

UL 1034 burglary resistant

Dual voltage 12/24 VAC or VDC

Fail secure/Fail safe selectable

Integrated suppressor diode

Latch monitoring (option)

Strike depth 1 1/2"

BHMA Grade 2 Strikes



Series 20

Fail Safe and Fail Secure models

12V DC and 24V/DC models

Continuous duty operation (DC)

Stainless steel faceplates

BHMA Grade 2 Rim Strike



Series 22

Fail secure

Fixed horizontal adjustment

Fully reversible for right or left-hand doors

Continuous duty operation (DC)

BHMA Grade 3 Strikes

Series 30



Adjustable keeper

Fail secure, 12VDC and 24VDC models

EZ Fit™ CX-EL3855/3858 minimize installation time – do not require specialized jigs and other installation tools.

Stainless steel faceplates

Superior Customer Service



- Built on Camden's industry leading reputation
- Multi-level web site content
- Toll-free telephone support
- 'Quick-Ship' warehouse facilities
- 5 year over the counter warranty

Aggressive Sales Promotion



- Coordinated field sales and marketing program
- Email/Direct Mail promotions
- Distributor discounts, counter days and SPIFFs
- ‘1st Buy’ Dealer discounts

8

Exceptional Distributor Support



- Discounted stocking and display pricing
- Catalog/Event participation
- Distributor imprinted email and direct mail pieces.

A Winning Strategy

Camden is the **PROVEN** company
with the **BEST** electric strike products,
the **INDUSTRY LEADING** sales
and customer support.

...To Earn Your Business!