

Press Release

ASSA ABLOY to Host Opening Doors Virtual Expo

New Haven, CT – Couldn't make it to a conventional trade show this year? ASSA ABLOY says, "No problem." As part of the company's commitment to bringing experiences to the customer, ASSA ABLOY is launching a Virtual Expo focused on its brands and market solutions, with the first event to be held on November 7, 2012.

Visitors to the virtual event can attend live presentations and demonstrations by ASSA ABLOY Americas University and company representatives, participate in chat sessions on hot topics as well as stroll through one of the three exhibition halls featuring displays by all ASSA ABLOY Door Security Solutions brands.

"We know not everyone can make it to an in-person event," said Sean McGrath, senior director of marketing for ASSA ABLOY Door Security Solutions. "With our mobile fleet, we've brought our comprehensive solutions portfolio to countless distributor and end-user locations, but in this case, we're expanding the audience by bringing the experience online."

The virtual event does not end on November 7th. It will be available on demand throughout the year with recorded sessions and downloadable content. Live event dates will be posted to the ASSA ABLOY Door Security Solutions and event website. Sign up now to attend the first live event on Nov. 7th at <http://virtual.assaabloydss.com>.

About ASSA ABLOY

ASSA ABLOY is the global leader in door opening solutions, dedicated to satisfying end-user demands for security, safety and convenience.