

# Press release

from ASSA ABLOY Division Asia Pacific

30 August 2006

## **A new generation of security hardware – Lockwood Aquileart®**

- Who:** Shareen Joel, who worked in fully integrated design for organisations such as Ford Motor Company, Witchery, Country Road, Dulux, Dunlop Foams and Becton Corporation for more than fifteen years has worked with lock manufacturer, Lockwood, to come up with a stylish yet functional range of door furniture and accessories.
- What:** The newest addition to the Lockwood Aquileart® range is the Shareen Joel Collection, comprising the Integri and the Strato lines of contemporary door furniture and accessories. Clean lines, seamlessly integrated textures and materials, this collection will appeal to high-end residential and commercial markets.
- Where:** The new range will be launched on the Australian market and will be on display at the official opening of the ASSA ABLOY expanded manufacturing facility and Centre of Design Excellence in Melbourne.
- When:** The soon to be released range will be on display at the official opening on Wednesday, 30 August.
- Why:** Consumers are becoming more demanding and more design-conscious – even with products that have long been regarded as purely utilitarian items. Shareen recognised the need for a range of levers with cleaner lines and pleasing textures that complemented the materials commonly used in modern interiors. She worked with ASSA ABLOY to ensure her innovative design was commercially viable.

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### **For more information or interviews please contact:**

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ASSA ABLOY is the world's leading manufacturer and supplier of locking solutions, meeting tough end-user demands for safety, security and user-friendliness. The Group has about 30,000 employees and annual sales of approximately AUD\$5 billion. In Australia ASSA ABLOY's highly distinctive and highly visible brands include Lockwood, Whitco and Interlock. Our customer base includes retail, trade, industrial, architectural, locksmiths and security dealers in the residential housing, commercial building and industrial application markets.