

An integrated brief involving marketing strategy, content gathering, case study research and authoring, copywriting, e-marketing and brochure design.

ASSA ABLOY is the global leader in intelligent lock and security solutions. We developed a strategy for their door solutions division to drive opportunities for early involvement in large projects. These new build and refurbishment schemes spanned different sectors including healthcare, education and government (high security). We also deployed a marketing strategy for resellers that helped promote their solutions to new client bases.

Driving early involvement in key target

"One of the challenges for our business is that we're often involved too late in the planning of a major project. Take for instance access and egress design for student accommodation. What's required is a relaxed and permeable space for students, which is nevertheless highly secure. We can often save clients time and money if we're called in at the design phase – resolving issues with our multi-functional smart access systems.

We also mitigate headaches for operational teams too – there's nothing worse than repeatedly being called out to locked out students who've lost their room key."

NICK CARROLL, MARKETING DIRECTOR,
ASSA ABLOY DOOR SOLUTIONS

The challenge: driving early involvement in security and access issues in large projects

ASSA ABLOY is the largest supplier of intelligent lock and security solutions. One in every ten lock and security installations worldwide uses their products. ASSA ABLOY brands are ubiquitous – Chubb, HID, UNION, Vingcard, Yale are specified on a daily basis.

In the UK, ASSA ABLOY solutions are specified and marketed by a range of professionals, from engineers and architects, to specialist security consultants and product resellers. Our brief was to create a campaign aimed at this disparate audience, carrying a key message – that security is a fundamental part of project design, alongside sector specific challenges that impact on the operational viability of every new or refurbished facility.



SECTOR SPECIFIC BROCHURES
DESIGNED TO ADDRESS THE CONCERNS
OF PROFESSIONALS WORKING WITHIN
EACH SECTOR (IE. HEAD TEACHERS,
HOSPITAL ADMINISTRATORS ETC),
AS WELL AS THOSE CONSULTANTS,
DESIGNERS AND SPECIFIERS WORKING
ON NEW OR REFURBISHED BUILDINGS.

DAY 1 COMMISSIONED AND/OR
RESEARCHED ALL IMAGES, STRUCTURED,
RESEARCHED, COLLATED AND WROTE
THE CONTENT FOR THESE SECTOR
BROCHURES.

sectors, through direct and indirect routes

The evolution of security... or rather, the evolution of insecurity

We look at how we can keep people and property safe, in a way that intelligently interprets needs and aspirations - but at the same time provides discreet, low profile security appropriate to the environment.

1 An overview of your objectives

2 Risk assessment

3 Address all relevant concerns

4 System design

5 Implementation

6 Check

Choosing a measurement tool

Effective security measures in schools and colleges can bring many benefits. A reduction in staff and vandalism and a greater feeling of personal security can greatly improve morale and contribute to a better learning environment. This information is aimed at anybody with responsibility for security in educational environments. Whether starting an initial review, adding to existing measures, or looking for a solution to specific problems, we hope you will find this information useful. This information should be coordinated with the details identified in Design by Design.

How to proceed to select the security measure

Use this as a guide to what you want to achieve. Are there existing problems which need to be overcome, or potential risks to counter? These should be prioritised, as that gives a clearly understood what is essential. Any security system involves a trade-off in terms of convenience and cost. This will also need to be balanced against measures such as CCTV with privacy systems which allow you to protect individuals from gaining access.

Carry out a risk assessment. Threats to security include:

- gates, visitors, students or pupils getting into areas where they aren't allowed without supervision
- people loitering in white this premises are empty to carry out petty theft or vandalism
- professional thieves after valuable equipment such as computers
- violent individuals breaking in during the day

Remember to balance security needs with the requirement for safety. A building may need to be evacuated in a hurry if there is a fire or bomb scare and security measures must not hinder this.

A review of your current security measures can identify weak spots. Talk to staff about the problems they encounter, get yourself into a physical place and ask how you would break in. Your local police or Crime Prevention Officer can also offer helpful advice on approach a professional burglar for security review.

Draw up an action plan to meet the threats. This obviously needs to be balanced against the available resources. Do not neglect possible hidden costs such as maintenance, replacements, or the need to provide specially trained staff to operate a system.

ASIS ABLE'S Security Centres can provide valuable assistance at this stage. Our consultants are fully trained in the advantages of the different products available, as well as being skilled in bringing these with other systems.

Consider how best to exploit the new security measures to staff, pupils and parents. This is what, because if you're not a system as more of an inconvenience than a benefit they will never be used. It's important to find ways to make it more usable than systems which defeat the whole point.

Once the system is in place, take time out occasionally to review its progress and to ensure it is successful in meeting your objectives.

Realistic expectations

Money for money does not necessarily mean buying the product with the lowest purchase price. Critical factors, such as the purchase of the future, is to ensure that the value of a building - and its contents - that cost is not covered by the expense and maintenance of that equipment such as a school where security products have to endure heavy use and abuse. It is also necessary to its being which will last and need replacement after a few months. ASIS ABLE's range has an excellent reputation for being tough and durable enough to stand up to this treatment and to have the capacity to offer free and no cost guarantees on all our leading products.

What needs to be considered

But around security needs to be considered from several viewpoints and secured by Design is a good starting point:

- protection of the grounds, which can include fencing, gates and security cameras.
- the building perimeter, usually the main line of defence. Ideally there should be a single entrance, so that all visitor access can be monitored and controlled. However, safety requirements may call for many exits to the building to allow rapid evacuation.
- within the building perimeter, measures will not normally be taken, although the option to do this if necessary may be required. Certain rooms, such as laboratories, computer rooms and private classrooms may need a much higher level of security.
- security requirements may change at different times - during the teaching day in the morning and at night as well as in term time and the holidays.
- don't forget that a swimming pool is one of the few parts of a building you actually don't, or if you do, that you may not only notice it if it breaks.

Secondary Education

Case study: Springfield School, Southampton

The solution

ASIS ABLE's Security Centres can provide valuable assistance at this stage. Our consultants are fully trained in the advantages of the different products available, as well as being skilled in bringing these with other systems.

The products

ASIS ABLE's range has an excellent reputation for being tough and durable enough to stand up to this treatment and to have the capacity to offer free and no cost guarantees on all our leading products.

Higher and Further Education

Case study: Staffordshire County Council Chase Trixton Technology College

The solution

ASIS ABLE's Security Centres can provide valuable assistance at this stage. Our consultants are fully trained in the advantages of the different products available, as well as being skilled in bringing these with other systems.

The products

ASIS ABLE's range has an excellent reputation for being tough and durable enough to stand up to this treatment and to have the capacity to offer free and no cost guarantees on all our leading products.

Further and Higher Education

Case study: BMD University Portsmouth

The solution

ASIS ABLE's Security Centres can provide valuable assistance at this stage. Our consultants are fully trained in the advantages of the different products available, as well as being skilled in bringing these with other systems.

The products

ASIS ABLE's range has an excellent reputation for being tough and durable enough to stand up to this treatment and to have the capacity to offer free and no cost guarantees on all our leading products.

Each brochure featured 3 case studies designed to represent different issues within each sector.

Day 1 researched, collated and wrote the content for all the case studies.

Cross sector online marketing campaign helps

This campaign was developed in collaboration with ASSA ABLOY door solutions inhouse marketing team who already have a comprehensive contact database of resellers, specifiers and customers. Their sales team were also actively developing new contacts through a series of event-driven sector specific initiatives.

ASSA Profile: 35

What's new in physical security and control of access

Our new website

Just a click away from answers to all your door opening solutions at www.assaabloydoorsolutions.co.uk



Our new look ASSA Profile website was designed by our inhouse marketing team who already have a comprehensive contact database of resellers, specifiers and customers. Their sales team were also actively developing new contacts through a series of event-driven sector specific initiatives.

Intelligent buildings

Intelligent buildings are designed to be more efficient, secure and sustainable. They are the future of the built environment. This is a huge challenge, made up of many different challenges, such as:

- Energy efficiency and performance of the building
- Security and safety of the building
- Environmental and sustainability of the building
- Cost of the building
- Time to market of the building
- Quality of the building
- User experience of the building

Our new website

Now just a click away from the answers to specific challenges posed in different sectors



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LEFT:

IT WAS RECOGNISED THAT THERE WAS A GROWING DESIRE FOR HIGH END HOUSEBUILDERS TO PROCURE MORE INNOVATIVE HARDWARE DESIGNS. THIS ARTICLE FOCUSES ON HANDLE DESIGN AND THE INNOVATIVE NEW PRODUCTS AVAILABLE FROM AN ASSA ABLOY COMPANY – VALLI & VALLI.

A black swan event... rare but deadly

Statistics tell us that there is a 1% chance of a black swan event occurring in any given year. But the 1% chance doesn't tell us the probability of the event occurring in the next 100 years. The 1% chance is only a 1% chance of the event occurring in the next 100 years. The 1% chance is only a 1% chance of the event occurring in the next 100 years.

To name a large impact, hard to predict event, a 'black swan' seems rather poetic – until you consider the consequences of such an occurrence.


There is an increasing need to focus for extraordinary events, and build resilience that can be robust as possible.

The approach to developing a managed, integrated and logical approach to risk, for large, complex public space is to create a multi-functional space as a venue for business, education, sports, culture, arts and entertainment, and a venue for business, education, sports, culture, arts and entertainment.


The result is a range of products that can be used for business, education, sports, culture, arts and entertainment, and a venue for business, education, sports, culture, arts and entertainment.

Our 'scenario analysis' system allows us to identify the most likely threats to our business and to develop appropriate interventions, including those that are able to prevent, reduce, or recover from – that through critical and the interventions we are able to challenge responses to situations, thereby fall back to an emergency if necessary and appropriate as solutions.

To sign up for our scenario analysis workshop please contact a team member on 0191 660 7300 or alan.carnegie@nbsltd.co.uk



Pasquale Valli was the witty manager of an umbrella factory in Italy in the 1930s. And whilst all the umbrellas looked pretty much the same – dark, sober, conservative affairs, the handles were something else...




...here, Pasquale's fancy took flight. This was where the umbrella's personality was tested, and where, importantly, the owner made contact. This has been the more complete expression of the object – personal, unique and evocative. And today the original concept is still the cornerstone of the company's philosophy.

Despite these handles, interesting in materials and unexpected designs from many of the world's greatest artists, here the core of V&V's offering today, from a member of the \$150 million group, are as delighted to demonstrate their very traditional handles from an Italian collection.

*For further information please contact
Sandra Beadling on 020 8007 1241
or sandra.beadling@valliandvalli.co.uk*

Valli & Valli

The Ferrari of the handle world



See more examples at www.valliandvalli.co.uk

ASSA PROFILE IS AN ESTABLISHED
COMMUNICATION FOR RESELLERS
AND SPECIFIERS.

WE PROPOSED TO TRANSFORM THIS PRINT BASED NEWSLETTER INTO AN E-NEWSLETTER. THIS LAST PRINTED ISSUE, RESEARCHED, STRUCTURED, AUTHORED AND DESIGNED BY DAY 1 PROMOTES THE NEW FORMAT AND THE BENEFITS OF SIGNING UP TO RECEIVE FUTURE ISSUES.



Did you know...

...doors and ironmongery typically form less than 2% of the construction value of a building, but together with toilets*, create 80% of the post construction defects?

*The ABC of Doors

[illegible]

to grow awareness and recognition

PROFILE No.35

WHAT'S NEW IN PHYSICAL SECURITY, ACCESS AND ASSET TRACKING

Intelligent buildings

The Building Research Establishment (BRE) talk about intelligent buildings in terms of...

"21st Century buildings have got to perform significantly better in economic, environmental and social terms. Better performance depends on the improved use of information and systems, which is why more intelligent buildings are needed."

"As well as providing greatly enhanced communications, intelligent buildings with intelligent technologies allow the remote monitoring and control of building systems such as lighting, heating, security and safety, and the potential for much more. The convergence of building management and control systems with communications and IT infrastructure means that intelligent buildings can now be more effective than ever in increasing building performance."

We agree:

Begin with outputs not inputs

Creating a building that optimises the opportunities that different operations and technologies can bring to a project begins with defining the outputs required of the building. Currently the starting point for many design and construction projects begins with the inputs. For instance, a traditional building will typically set an air access system, whereas an intelligent building can be designed to provide...

Creating an environment that meets the requirements of building activities within and around it

We want to break down the integrated solutions that work. Typically these could include:

- Information and communication
- The building system (conditioning, lighting, energy management, security, safety, etc.)
- Physical systems (building systems, building systems, building systems)
- Asset management and personnel
- Maintenance and safety

Intelligent building workshop

The aim of our Intelligent Building Workshop is to provide a platform for the industry to discuss the challenges of intelligent buildings and how to overcome them.

- Improve awareness of intelligent buildings
- Provide independent environmental, technical, building systems, security research and analysis of the intelligent building
- Share knowledge and experiences

These workshops are aimed at specialists and users.

Sign up for our newsletter

ASSA ABLOY Door Solutions
Unit 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723,

ASSA ABLOY
Door Solutions

A brand new resource

Informed, proven, integrated, jargon-free, topical, innovative and of course, safe and secure solutions... all from your perspective...

Pass it on...



coming soon: The challenges of the education environment

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ABOVE LEFT:

THE E- VERSION OF PROFILE NO.35. THE COLOURED PANELS ARE LINKS TO FOUR NEW SECTOR SPECIFIC MICROSITES.

ABOVE:

A SIMPLE ONE PAGE EMAIL WHICH INTRODUCES THE NEW MICROSITES
TO RESELLERS/SPECIFIERS.

LEFT:

A MAJOR BENEFIT FOR RESELLERS TO SIGN UP TO THE NEW E-VERSION IS THE OPPORTUNITY TO USE THE E-NEWSLETTER TEMPLATE TO PROMOTE THEIR OWN BUSINESS. THIS MINIMISES MARKETING SPEND FOR RESELLERS, WHILE HELPING THEIR BUSINESS TO PROMOTE THEMSELVES IN A PROFESSIONAL MANNER

FOR ASSA ABLOY DOOR SOLUTIONS, IT ALLOWED THEM TO GROW THEIR MESSAGES VIRALLY THROUGH THE DATABASE OF THEIR RESELLERS. THIS HELPED THEM TO OPTIMISE THE 'REACH' OF THEIR BRAND IN A SIMILAR WAY TO FACEBOOK MESSAGING OR 'LIKING'.

Research, content collation and copywriting:

FINE IDEAS: N01



If you wanted to describe the security challenges of a cruise liner, you could think of a hotel inside an airport. But while a hotel with its lobby and restaurants is usually open to the public, nobody should be able to get on to a ship if they are not entitled to be there. So boarding procedures have to be very similar to those at airports, with boarding passes, baggage controls and body checks.

Awareness of the vulnerability of cruise ships, says Geoffrey H. Greaves, CEO of consultants International Maritime Security in London, is not new. The Achille Lauro hijacking in 1985 led the International Maritime Organization (IMO) to issue guidelines for security on cruise ships. But the urgency grew after 9/11, when people began to imagine that a big cruise liner could be the target of a terrorist attack, leading the US to issue its International Ship and Port Facility Security code. [Read more](#)

Other smart security solutions



Lidl selects Besam AT for stockrooms

Supermarket retailer Lidl has chosen Besam AT to provide its stockroom doors. The doors needed to be automated and lockable from the shop side so that customers could not access the stockroom. [Read more](#)

EU states step up to new security rules

European airports will lock to biometrics and advanced scanning technologies, as the EU standardises airport security across all member states. [Read more](#)

Beating cash-in-transit robberies

In the UK, there were 836 cash-in-transit robberies in 2005, which was ten percent more than in 2004. Security companies are taking extra measures to both prevent the attempts – and ensure that the robbers won't get rich. [Read more](#)

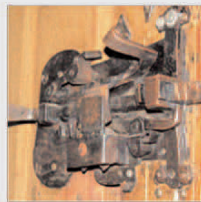
Hamburg police cut locks maintenance costs

The Hamburg Police headquarters in Germany has saved money and hassle by installing an electronic Verso CLIQ lock system in its buildings. [Read more](#)

DID YOU KNOW?

Is this the oldest lock in the world?

To be honest, we're not entirely sure, but...



...what we do know is that Yale (one of ASSA ABLOY's brands) is one of the oldest international brands. Yale is among the best known and most respected names in the lock industry, and is the brand behind locks of every design and function in over 125 countries.

JOIN OUR 'JOINED-UP' CLUB

Hot-off-the-press Ideas
'Challenge the botfin' sessions
[Read more](#)

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[Choose country](#)

FINE IDEAS: N02



To envision cutting-edge technologies first being used in major urban centers. However, rural areas are among that miniaturized, mobile and wireless technologies can address important issues in areas that lack face other challenges – and help transform and modernize an entire nation.

Example is taking place in Uttar Pradesh, India: Union Bank and technology partner FINO (Financial Innovation and Operations Ltd.) are using a combination of smartcards, biometric identification and mobile banking services to the doorsteps of rural, often illiterate customers. "Biometric technology was initially for security problems, yet fortunately, it has also become a great tool for banking the 'unbanked' in rural areas," says Ravi Joshi, manager of business development at FINO. [Read more](#)

Other smart security solutions

FINE IDEAS: N03



As airports address the crucial issue of ground security it's essential for them to create strong access controls for all airport workers. Pilots, flight attendants and workers at stores and restaurants near boarding gates are already taken care of. They go through the exact same security procedures as passengers.

However, airports must also develop systems for other personnel such as mechanics, baggage handlers, and more. At doors and gates designed for these workers, photo IDs are just the beginning. SmartCards combined with CCTV are one alternative adopted by Lufthansa's cargo areas at Frankfurt. SmartCard IDs include both a photo of the worker and key information such as the employee's authorization level. When workers enter, they insert their ID into a reader; guards monitoring CCTV compare the ID photo with the picture on the ID while the system checks to see if the worker is authorized to enter the area. If the worker tries to breach security by, for example, passing their ID back to someone else, the system will automatically detect this and bar entry. [Read more](#)

FINE IDEAS: N04





Great Wolf snaps up radio technology

An occasional newsletter from ASSA ABLOY

Lower-cost passive RFID technology is beginning to appear at hotels and resorts that value its ability to improve security and service. For properties with specific needs, including Great Wolf Lodge resorts in the US and Canada, RFID offers benefits that more than outweigh the costs.

Great Wolf's resorts are waterparks, making RFID a particularly suitable solution for guest convenience. In Great Wolf Lodges, guests receive wristbands, which include a 13.56MHz frequency RFID transponder. When used with the park's network of readers and centralized software, they allow the park to provide smart access to facilities and process payments. [Read more](#)

Other smart security solutions



1. Drugs body recommends RFID

Tracking drugs is very important for many stakeholders. That's why US food and pharmaceuticals body FDA is mandating that all pharmaceutical manufacturers start to identify their products. [Read more](#)



2. EU states step up to new security rules

VingCard's newest electronic-locking solution, Signature RFID, means your mobile phone is not just for talking, it's also your hotel room key. [Read more](#)



3. Hotels offer speedy check-in to frequent guests

Millennium & Copthorne International hotels in Asia, through partnership with RHYMES, give frequent preferred guests an RFID tag to keep and use for quick check-ins and check-outs with a special automated kiosk. [Read more](#)



4. Better than barcodes

RFID tags offer significant advantages over barcodes. While barcodes require direct line-of-sight readers in order to share their data and thus must usually be manually scanned, a pallet full of individually RFID-labelled products can be sent through a reader and scanned instantly. [Read more](#)



DID YOU KNOW?

You can unlock your door without using your hands!

How come everyone has remote control locks on their cars but not on their houses?



We've been working on some pretty funky ideas, ranging from 'Intelligent' locks, to fully remote electronic locking that enables you to dial up your front door before you get to it!

JOIN OUR 'JOINED-UP' CLUB

Hot-off-the-press ideas
'Challenge the botlin' sessions
[Read more](#)

FINE IDEAS: N05





ICEHOTEL picks Besam doors for tough conditions

An occasional newsletter from ASSA ABLOY

Each winter, huge blocks of ice are harvested from Sweden's Torne River to build ICEHOTEL in Jukkasjärvi, Sweden, one of northern Europe's top visitor attractions. Entrance specialist Besam, had the unusual task of providing a solution that would be installed into the ice. Located about 200 kilometers above the Arctic Circle, ICEHOTEL is constantly exposed to extreme weather and temperature conditions. The door's components, for example, need to be able to function in temperatures that are regularly between -5 to -10 degrees Celsius. Because the hotel is built differently from year to year, suppliers' products need to be as flexible as possible to fit into the architect's design.

Ola Jönsson, Product Manager at Group company Besam, says: "Installing an automated door into a block of ice is a unique experience and will be a testament to the durability of Besam products." [Read more](#)

Other durable Besam solutions



1. Lidl selects Besam AT for stockrooms

Supermarket retailer Lidl has chosen Besam AT to provide its stockroom doors. The doors needed to be automated and lockable from the shop side so that customers could not access the stockroom. [Read more](#)



2. Besam solution for state-of-the-art Diagnostic Center

A solution from Group company, Besam, provides convenient passage for the over 200,000 doctors, patients, students and visitors that pass in and out of Malmö's new diagnostic center every year. [Read more](#)



3. Europa Shopping Centre, Vilnius, Lithuania

Besam created convenient and comfortable entrances with plenty of capacity for shoppers [Read more](#)



4. Protecting modern art in Denmark

Besam provides automation for the entrance and interior doors of the Louisiana Museum of Modern Art near Copenhagen. [Read more](#)



DID YOU KNOW?

Shaken not stirred, sir?

Radon Frequency Identification technology not only allows hotel guests to gain access to their room easily...



...It can allow frequent guests to use it for quick check-ins and check-outs with a special automated kiosk. [Read more](#)

JOIN OUR 'JOINED-UP' CLUB

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'Challenge the botlin' sessions
[Read more](#)

A SERIES OF TOPICS, SELECTED FROM ASSA ABLOY GLOBAL NEWS, REWRITTEN TO APPEAL TO UK AUDIENCES.

THE MAIN ARTICLE, ALONGSIDE SMALLER SNAPSHOT 'DID YOU KNOWS?' ARE DESIGNED TO ENGAGE READERS AND TO KEEP THEM ENTERTAINED AND WILLING TO READ FURTHER ISSUES.

Day 1 is an experienced corporate communications consultancy with an in-house creative and production team.

We create visual solutions for every kind of audience for public and private sector clients of all sizes. The founding partner of Day 1 began the original practice in 1984.

We believe our business is about helping clients achieve their goals through creative communication strategies.

As markets and cultures change, we move with them. We believe good quality design and communication influences progress and achieves results. We enjoy working with enlightened clients who understand how marketing and communications drive their business strategies.

We believe that whenever an organisation expresses itself, in however small a way, its reputation and profile is under scrutiny. We believe in loyalty, honesty and using our talents to contribute to valuable outcomes.

We work across all media and our clients are from many fields: government and NGOs, education, finance, IT, property development, construction, catering, publishing, arts, trusts, manufacturing, logistics, architecture and more.

Our credentials

All partners, staff and associates of Day 1 are educated to degree standard in their fields. In addition, the partners have many years' involvement with the International Society of Typographic Designers, the professional body which exists to establish and maintain standards in visual communications through educational and industry influence. Tina Carter is a Fellow of the society and spent five years as Education Officer between 1991 and 1996. Andy Uren is a longstanding member of the ISTD's Council and is currently chief executive (this is a part-time, voluntary, unpaid role). Both Andy and Tina are actively involved in the Society's projects in higher education, as assessors and advisors.