

# Locked In *International*

## Distributor Profile

### Novadis Israel...

Tel-Aviv Israel.....Within our network of International Distributors we have one that is older than Southern Folger itself! Novadis was established in 1884 (13 years before Southern Folger) and have been continuously in business since that time, initially in Greece and then Israel and at various times Italy and Cuba.

In 1995 Novadis became the Folger Adam Distributor for Israel and quickly became the preferred supplier for the Israeli Prison & Police Services. When Southern Steel purchased Folger Adam in 2004, Novadis agreed to continue as the Southern Folger Distributor and the relationship and business has continued to grow over the last 12 years. Novadis has achieved a significant market share of more than 90% of the Israeli market completing some large prison projects such as the Be'er Sheva Prison. Much of the success that Novadis has built up is due to the relationship developed with end users, the writing of great specifications, supply and installation services to the contractor and providing after-market service. They have won the Israeli Prison Service Three Year Preventative Maintenance contract for over 12 years.

Novadis is headed by Menahem Tiano and is supported by his son Mota Tiano. Aside from Southern Folger, Novadis represents several other leading manufacturers in the hand tools, abrasives, door hardware and specialist concrete techniques. As the business gets handed over to the 4<sup>th</sup> generation, Novadis will be split into two separate businesses but will continue to operate under the same principles.

Southern Folger looks forward to working further with Menahem and Mota as the move into the next generation.



**Southern Folger's Mission Statement**  
Southern Folger Detention Equipment Company's mission is to set the standards for quality solutions through the products and services we provide to our customer. We are committed to continuous improvement, safety and the development of our employees.

# New Product Locks

## 1080AM

The latest addition to the Southern Folger detention lock family is a new twist on an old favorite. The 1080 deadlock is now available with mogul keying. For swinging cell, corridor, storage room and high security doors where slam locking is not required. Deadlocks in both locked and unlocked position. UL 437 with 6 pin cylinder technology.



# New Product Services

## Lo Jack® Key Track

Keeping an eye on the future while staying on top of present-day demands, Southern Folger has introduced a new key security service that incorporates geolocator technology (GPS) to track customers' key shipments from departure to delivery. The Southern Folger LoJack® Key Track is web based software that will offer the distinct advantage of identifying at every point in the shipping process the exact location of key shipments.



Eliminate the liability of lost, theft and shipping errors by utilizing LoJack® Key Track. There are 2 options to choose from. The Basic program provides online key tracking capability from departure to delivery, while the professional program insures against the loss and provides replacement keys if not found.

# 2015 Distributor of the Year Award

Each year we make three presentation plaques as Distributor of the Year Awards. We select these winners under three criteria;

- Largest Sales Booked
- Best Performing Small Market Distributor
- Best Market Share Performance

For 2015 we have selected the following Distributors as the winners of the Awards.

- **Sopers Macindoe Ltd - New Zealand**
  - Sopers Macindoe has been a Distributor since 1991. In 2015 they secured an order for a large maximum security prison in Auckland New Zealand. This new facility is to replace a facility that Folger Adam supplied in 1965 & is now being de commissioned after 60 years. Although most parts of the original building is in poor shape it is fair to say the Folger Adam products installed still works well today. This facility is under construction and we are due to deliver the product in the first half of 2016. Products include SSCO 3165LX.b devices, several types of locks [10120AM, 10300M, 1080A, 1070A, 1017A] as well as sundry hardware items.
- **Eleseg S.A. – Colombia**
  - A more recent Distributor, Eleseg has been very successful in winning a number of prisons in Colombia & Ecuador in 2015. In Colombia especially they have achieved a high market share, which has been notable as their main competition has been from a Company offering untested copy product.
- **Haroon Company – United Arab Emirates**
  - Haroon Company has been a Distributor since 2003. Their Territory includes UAE, Oman, Bahrain, Qatar & Kuwait. In 2015 Haroon Company were able to secure orders from 4 of those Countries, attaining a good market share. Due to the Territory position Haroon Company has competition from not only other US Manufacturers, but also those from the UK, Europe & Australia.

**Congratulations and thank you for your excellent service!**

# What's Happening at Southern Folger

## Upcoming Training Schedule

March 21 – 25, 2016 Southern Steel Superintendent Training

May 10 - 13, 2016 Southern Steel Product Training Class

May 17 - 20, 2016 Folger Adam Product Training Class

Sept 19 – 23, 2016 Folger Adam Superintendent Training

October 18 – 21, 2016 Southern Steel Product Training Class

October 25 - 28, 2016 Folger Adam Product Training Class

## Recent Visitors to Southern Folger

*Photo: Burke and Lezah Pinnell, granddaughter of Folger Adam Founding Father of Folger Adam Company.*



## Southern Folger Promotional Items

Description	Price	Image
<b><u>POLO SHIRT</u></b> Southern Folger Long-Sleeved	\$45.00	
<b><u>POLO SHIRT</u></b> Southern Folger Short-Sleeved	\$40.00	
<b><u>LAPEL PIN</u></b> Southern Steel	\$8.00	
<b><u>LAPEL PIN</u></b> Folger Adam	\$8.00	
<b><u>MUG</u></b> Southern Folger - 16 oz	\$7.50	
<b><u>CAP</u></b> Southern Folger	\$15.00	
<b><u>PRESENTATION KEY</u></b> Southern Steel Folger Adam	\$30.00	

**If you are interested in purchasing please  
email your order to  
[orders@southernfolger.com](mailto:orders@southernfolger.com)**

4634 S. Presa Street, San Antonio, TX 78223

[www.southernfolger.com](http://www.southernfolger.com)

Email orders to: [orders@southernfolger.com](mailto:orders@southernfolger.com)

Technical Services: 1-800-477-5537