

# MOTHER NATURE MEET SURE-STRIKE™

## Locksmiths now have a weapon to battle an age-old problem.

One thing we all know is that soil shifts. Whether from severe conditions such as drought, flooding, earthquakes, soil erosion, or just normal seasonal changes, the outcome is that foundations and doorframes will shift. As a result, the deadbolt locks we rely on to keep our families and personal property safe are compromised.

Locksmiths have been waiting a lifetime for a product to revolutionize the striker plate. WMW Innovation Company has answered the call. With the introduction of the Sure-Strike striker plate with patent pending design technology, locksmiths and homeowners are in a win-win situation. The innovative design addresses the need for a stronger striker plate, but also one that incorporates adjustability in order to deal with the shifting soil and weather that causes the misalignment of deadbolts. This unique formula sets the Sure-Strike product in a class by itself. This is good news for the locksmith who now can spend more time installing a quality product that meets the homeowner's needs, and less time adjusting and readjusting striker plates to accommodate the whims of Mother Nature.

And just when Mother Nature is satisfied, the news media floods us with headlines that disrupt our sense of security. Our homes should be our safe havens, but statistics tell us otherwise. In less than one minute, and with three kicks, an average residential entry door with a deadbolt lock is open. Five minutes later, our personal property is gone. Sure-Strike is striking back. It is specially designed to resist kick-in burglaries, which account for a large percentage of home invasions. With 2.9 million homes burglarized last year, and losses estimated in the billions, the need for a product like Sure-Strike is enormous. It has been tagged "the most innovative striker plate since the striker plate itself," and it lives up to the billing.

Locksmiths have been provided a captive audience. The additional reasons to sell and install Sure-Strike are many:

- Locksmith distributors will stock Sure-Strike for exclusive purchase. It will not be available at large home improvement centers.
- Sales will be jump-started adding profits to the bottom line.
- No product competition. Sure-Strike is one of a kind.
- Innovative design incorporates space-age composites and stainless steel. The effect – the weakest part of the door environment now becomes the strongest; and it can handle all sorts of weather.
- The adjustability feature compensates for soil movement, eliminating misalignment issues, making deadbolts easy to use by everyone.
- 3 1/2 inch screws add protection and connection to the door/house framing.
- Installation is simple.
- Affordable cost.
- Compatible with all deadbolts.
- Restores tranquility to victims of home invasions with kick-in resistant reliability.

"Do the math," said Everett Wilder, VP of Advertising at WMW Innovation Company, "An average home has three exterior doors waiting for this product. How many homes in your neck-of-the-woods would benefit from this product? Answer that and then multiply by three." The Sure-Strike system will increase profits.

The Sure-Strike prototype was first introduced at last year's A.L.O.A. trade show in Las Vegas and was met with rave reviews. "We were there to gauge the industry's interest, and to hear design, price, and installation recommendations from the target audience – the locksmiths," said Winston Wilder of WMW Innovation Company. The results are a stronger Sure-Strike system, one that is easier to install and will be cost effective for both locksmiths and consumers. This heralded product will be ready for purchase at the upcoming A.L.O.A. trade show in North Carolina in July.

Scott Meyer, President of WMW Innovation Company, said, “We are on a mission to provide locksmiths with a product that is so effective in addressing one of their biggest and most time-consuming issues, misalignments, that it all but eliminates the problem. We also want to provide the homeowner with a security feature that adds protection to their homes.”

“Sure-Strike provides peace of mind when the doors to the outside world are closed and the deadbolt is fully engaged,” say Larry Larson and Bob O’Neil, owners of M2M, the marketing firm hired by WMW Innovation Company to promote the revolutionary Sure-Strike.

A striker plate that self-adjusts and resists kick-ins? The folks at Sure-Strike might just have their hands full keeping up with orders. Mother Nature: Look out.

Burglars: Don’t go there.