

P R E S S R E L E A S E

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ABLOY – the strongest brand in Finland

ABLOY – the brand of Finland’s leading lock company Abloy Oy – was recently ranked the best-known brand name in Finland, in front of such renowned brands as Nokia, Coca Cola and IBM. Abloy is a subsidiary of the international ASSA ABLOY Group.

The survey was carried out by the Finnish market research company Taloustukimus Oy, who asked 1400 Finnish people aged from 15 to 74 to rank 300 domestic and foreign brands.

“Over many years Abloy has developed leading lock products for both the residential and commercial markets, providing peace of mind to people all over the world”, says Åke Sund, Group Vice President, ASSA ABLOY. “The brand stands for high quality, unique technology and lasting security. Credit for this recognition should go primarily to all the professional and dedicated employees at Abloy.”

The Abloy lock cylinder was invented as long as 100 years ago. Today Abloy is recognized as one of the world’s leading manufacturers of high-security cylinders and padlocks, electromechanical locks and door closers. More than 45 percent of the company’s turnover comes from exports.

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The ASSA ABLOY Group is the world's leading manufacturer and supplier of locks and associated products, dedicated to satisfying end-user needs for security, safety and convenience. Current sales for the Group are in excess of 18 billion SEK (approximately 2 billion USD) and the number of employees is approximately 20,000.