



## Congratulations to All The 2006 SAMMYS Finalists!

### Commercial/Industrial Sales Brochure



**WINNER!**  
**HSM Electronic Protection Services, Jupiter, Fla.**  
 HSM's commercial sales brochure draws readers in with a story told through attractive, eye-catching photographs and text that captures the reader's interest. The piece conveys a strong, professional company image.



**The Protection Bureau, Exton, Pa.**  
 "Big Enough to Protect. Small Enough to Care." This is the bold, confident message conveyed throughout The Protection Bureau's brochure. The high-tech look draws the reader in, while the friendly, caring text keeps him or her riveted.



**Unisource Document/Secure Identity, Lenexa, Kan.**  
 Providing benefits is one of the keys to any marketing piece. Unisource recently updated its brochure to highlight the benefits of each individual system. With a modern look and an overview of the company and its mission, this piece is at the top of its game.

### Residential Sales Brochure



**WINNER!**  
**Guardian Protection Services, Pittsburgh**  
 Colorful diagrams in Guardian's "Technology for Living" brochure help new homeowners not only understand the benefits but also the need for various electronic systems, such as security, networking and whole-house audio.

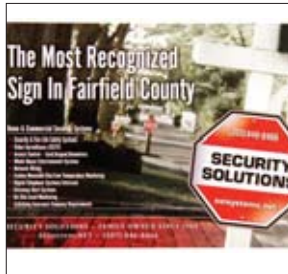


**ADT Security Services, Boca Raton, Fla.**  
 Why should senior citizens choose ADT as their security provider? This sales brochure presents a convincing argument by defining its "Home Health Security Services" designed specifically for seniors.



**Connective Home, Brookhaven, Pa.**  
 Connective Home's "total capabilities" brochure uses bold color and a sleek design to create an image of strength and help this business establish credibility as the one that will provide solutions.

### Newspaper/Yellow-Page Ad



**WINNER!**  
**Security Solutions Inc., Norwalk, Conn.**  
 Simple, clear and concise, this ad boosts brand identity while highlighting the company's products and services. It reminds prospects of the signs they've seen in the neighbor's yard and makes them wonder, "Why don't I have a sign like this, and how can I get one?"



**Allstate Security Industries, Amarillo, Texas**  
 Allstate knows that longevity and awards are two compelling reasons to call a business for service. That's why the company touts that it's been in business "since 1926," and it's been voted "Amarillo's Best Alarm Company" four years in a row by *Amarillo Globe News*.



**Custom Alarm, Rochester, Minn.**  
 Custom Alarm uses its yellow-page ad to remind prospects to keep their children safe. Its "Security Is a Family Matter" ad tugs at the heartstrings, while emanating a feeling of safety and security.

### Company Logo Design



**WINNER!**  
**Provident Security, Vancouver, British Columbia, Canada**  
 It's no accident Provident's logo is an owl. This wise and friendly creature is also a predator. Clients expect friendly service, and they expect Provident to prey on intruders before they break and enter.



**Dehart Alarm Systems, Sarasota, Fla.**  
 Dehart's logo effectively and immediately communicates that it provides alarm systems. The bright yellow color was chosen intentionally to further convey the message that intruders should "exercise caution and keep out."



**Haig Security Systems, Green Brook, N.J.**  
 A home with a vault for a door immediately communicates that this home is safe. With its bold colors and clever design, Haig's logo brings new meaning to the term "home safe home."



### Web Site Design



#### **WINNER!**

**ASG Security, Beltsville, Md.**  
[www.asgsecurity.com](http://www.asgsecurity.com)

The technology-minded consumer can quickly navigate to one of three main sections — home, small business or commercial security solutions. This site is intuitive, well mapped out and easy to browse. Bravo!



**HSM Electronic Protection Services, Jupiter, Fla.**  
[www.hsmsecurity.com](http://www.hsmsecurity.com)

In a World Wide Web filled with flashing buttons and pop-ups, HSM manages to create a very professional brand image without all the typical distractions. Its site is well designed, attractive and filled with useful information.



**Interface Security Systems, Earth City, Mo.**  
[www.interfacesys.com](http://www.interfacesys.com)

With comprehensive information for prospective clients and interactive support for existing customers, Interface's unique site combines marketing with useful tools. Clients have secure access to billing information and their accounts. That's got to be attractive to potential clients too!

### Company Newsletter



#### **WINNER!**

**Vector Security, Pittsburgh**

*Vector Views* is a tabloid-sized newsletter targeted for prospective national accounts. The publication scores a direct hit with unbiased information and stories that directly benefit its retail loss prevention readership base.



**SecurTek, Yorkton, Saskatchewan, Canada**

Combining seasonal-themed artwork with SecurTek's recognizable, bold company colors enhances the firm's brand image while encouraging action. This newsletter will definitely boost client retention too.



**Dillard Door & Security, Memphis, Tenn.**

This quarterly newsletter covers Dillard's community involvement and new products and services. Customer and employee profiles bring the message home that this company supports its community.

Promotional Giveaway Item



**WINNER!**

**The Protection Bureau,  
Exton, Pa.**

The Protection Bureau took its promotional package outdoors. With a folding lawn chair and umbrella that have the company's logo imprinted on them, the company is sure to get a lot of extra attention after camping trips, tailgate parties, afternoon rain showers and more.



**HSM Electronic Protection  
Services, Jupiter, Fla.**

HSM designed this original, creative "detective kit" as a holiday gift for its largest national account customers. The gift is a biometric fingerprint reader designed to provide computer access security. Coupled with its Dick Tracy detective theme recording, HSM surely left a lasting impression.



**Guardian Protection  
Services, Pittsburgh**

Four hundred potential new construction homebuyers received one of these personalized, silver mini MagLites with key-chain within an industrial-style metal box. This high-quality gift, which cost \$15.32 each, will probably net high returns for Guardian's structured wiring division.

Vehicle Graphics Design



**WINNER!**

**Alarm Team,  
Garner, N.C.**

Thermal resin printing burns dry ink into vinyl. This process makes Alarm Team's company vehicles stand out with vivid graphics detailing special sales promotions.



**24/7 Vision,  
Pittsburgh**

This magnificent RV alleviates any doubts that 24/7 specializes in CCTV surveillance and installation. Vivid, easy-to-read graphics complement this rolling billboard.



**Haig Security Systems,  
Green Brook, N.J.**

This mobile advertising campaign stops people in their tracks. Featuring its "home safe home" company logo, this campaign has more than paid for itself by raising brand awareness.



**Supreme Security Systems,  
Union, N.J.**

Red and blue, 360° wraparound graphics take an ordinary Dodge Sprinter van and turn it into a mobile billboard. Featuring the company's bright and bold logo, each vehicle in this 40-van fleet is hard to miss.



### Television/Radio Ad



#### **WINNER!**

**ADT Security Services,  
Boca Raton, Fla.**

ADT's testimonial-style television ad boosts credibility by telling a story of a potential burglary being thwarted by an ADT home alarm system. Complete with special offers and the potential to save up to 20 percent off homeowner's insurance, ADT brings home the message of affordability as well as added value.



**Advanced Security,  
Janesville, Wis.**

Advanced Security's holiday radio ad offers home security and peace of mind for less than \$1 a day. The commercial ends with the company's name and phone number. It's a short, powerful radio spot that grabs the listeners' attention by highlighting the fact that security is affordable at a time of year when most things feel unaffordable.



**Guardian Protection  
Services, Pittsburgh**

Guardian fills its television ad with special offers that are hard to pass up. The company boasts a \$79 in-home burglary system with installation and a key fob to control it. Plus, the phone number and Web site are prominently displayed throughout the commercial. It also supplies strong statistical evidence that a security system is necessary.



**HSM Electronic Protection Services,  
Jupiter, Fla.**

HSM's television ad is a sweet departure from the norm. The message is that like a father watches out for his child, HSM is "always there for you."

The idea is further impressed upon prospects with the company's tagline, "Protecting what's important to you."

### Overall Integrated Marketing Program

#### **WINNER!**

**HSM Electronic Protection  
Services, Jupiter, Fla.**

HSM uses creative, original material to separate itself from the pack. Its marketing theme of "Protecting What's Important to You" is effectively highlighted with supporting photos and text throughout its marketing campaign. Clean, easy-to-read materials create a very professional brand image.



**Vector Security,  
Pittsburgh**

When you see Vector's complete marketing package, it's unmistakably Vector. The dark blue and bright red colors of its logo are utilized throughout its materials. Each element is specific to the audience it's targeting, which always boosts marketing success.



**ADT Security Services,  
Boca Raton, Fla.**

ADT of Boca Raton, Fla., uses its materials to instill peace of mind. This company knows how to brand its products and services. Brands like Quiet Care and Companion Services are easy to remember and provide the prospect with a good deal of information about what they're purchasing.





## Integrated Residential Installation of the Year



### **WINNER!**

#### **Ultrasafe Security, Norco, Calif.**

This \$1 million upgrade was completed in only five months. It includes a total perimeter fence system, perimeter photoelectric beam system (including the golf course with solar energy for power), wireless CCTV and access control, and an onsite central monitoring center.



#### **Kourt Security Partners, Lancaster, Pa.**

Cameras that are strategically located in trees and connected to underground cable can be viewed on a dedicated TV channel. More than 50 addressable fire alarm detection devices provide smoke and heat detection. The main house, pool house and detached garage boast addressable contacts.



#### **A-1 Security, Las Vegas**

This installation has so many features, it's impossible to highlight just one. It includes a multiroom audio/video home theater system, interior/perimeter burglar alarm, eight-camera CCTV system, central vacuum, lighting control and a computerized phone network.

## Integrated Commercial/Industrial Installation of the Year



### **WINNER!**

#### **Vision Southeast, Birmingham, Ala.**

The first Hyundai plant in the U.S. was built in Montgomery, Ala. Miles of fiber-optic cable connect all video to a single point. An enterprise access control system integrates 135 entry points, 144 cameras and nine 16-camera, terabyte-storage DVRs. Two separate fire alarm systems were also installed.



#### **Tech Systems, Duluth, Ga.**

Phase one of this \$5 million project included 150 new smart-card readers, 25 controllers, a redundant server and four photo-ID stations. This had to be done in 30 days without interruption of the existing system. Phase two required 150 more smart-card readers, including perimeter turnstiles and a CCTV system at eight power-generating plants.



#### **HSM Electronic Protection Services, Jupiter, Fla.**

This installation at the California State Lottery headquarters as well as remote sites and "The Big Spin" TV studio is valued at more than \$1 million. It includes a 197-camera CCTV system, which was integrated into an access control system that includes 288 card readers with more than 2,700 protection points.