

Building Technologies

For the press

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BEWATOR: A BRIGHT FUTURE WITH A BRAND NEW NAME

A new name for Bewator marks its final integration into the Siemens organisation and brings customers the benefits of a global brand, best in class products and unrivalled support.

On 2nd April 2008 Bewator, one of the UK's leading developers and suppliers of security products, changed its name to Siemens Building Technologies Security Products Limited. The new company name will appear on all corporate literature but the Bewator name will still remain on some product branding.

This development follows the Siemens acquisition of Bewator in November 2005 and the subsequent transfer of ownership of the UK business from Bewator AB to Siemens Holdings Plc during 2007. The adoption of the Siemens identity is a natural progression but Bewator has been careful to ensure that the timing is right not only for the company, but also for its distribution customers and its network of Value Added Partners (VAPs). It is confident that the change will bring big benefits to all those who buy, sell and use the company's equipment.

One of the most significant developments signalled by the name change is that the company now has access to the full technical and financial resources of the Siemens

organisation. This will drive future product and systems development, ensuring that customers continue to enjoy the very best in leading-edge security technology and the additional quality assurance that a global brand like Siemens brings.

Being part of the Siemens organisation also gives the new Security Products business access to one of the widest ranges of equipment available from a single source, allowing its VAPs to offer their customers a truly integrated approach to the provision of security systems; all under the Siemens banner.

And integration doesn't end with the products themselves. A single phone number and a new Siemens website covering the entire portfolio of equipment will provide greater convenience and even better service for the customer.

Despite the change in the company title, the renowned Bewator name is not disappearing. The Bewator brand will continue to be recognised within the Siemens Building Technologies Security Products portfolio - along with the Siemens and Europlex brands - and as such the name will continue to feature on a large number of familiar products.

Importantly, all of the key factors that have contributed to the present-day success of Bewator will remain unchanged. Current products will continue to be available and are rapidly being complemented by exciting new additions to the range. Interoperability between product ranges from the brands of Siemens Building Technologies Security Products will be further enhanced.

The company's sales operations will retain existing channels; through distributors, installers and VAPs. As a natural progression from the existing Bewator VAP scheme, a new Siemens Partner scheme will be launched. In addition to the usual benefits such as marketing, leads and product support, Siemens Partners will also have use of the coveted and exclusive Siemens brand, opening up new business opportunities and providing greater profits.

"Bewator has always been a successful and market-leading operation," said Managing Director, Bob Cotterill, "but there's no doubt that membership of the Siemens organisation has given the business additional impetus and allows us to move forward more rapidly and in ways that would not previously have been possible. Whilst we limit the number of partners we have, we are always interested in discussing new opportunities with like minded, progressive and professional integrators who wish to work with us."

"Naturally, we ourselves are enjoying the benefits of this progress but it's fair to say our customers and VAPs are the big winners. They'll have access to a greatly extended range of security solutions all with the exceptional level of technical and commercial backing that only Siemens can offer."

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