

Master Lock Celebrates 100 Years of Excellence in Security and Safety Solutions

Global leader in padlock manufacturing and innovation continues to revolutionise customer focused security and safety solutions as they look back on a century of empowering people to secure their possessions and lives.

Johannesburg, 23 February 2021 – This year, Master Lock celebrates a century of durable and high-quality padlock manufacturing. The company is the biggest padlock supplier worldwide, pioneering the broadest range of tested and proven reliable security and safety solutions. Benchmarking its longstanding achievement with the introduction of a limited edition 100 Master Padlock and a series of promotions, Master Lock will involve South Africa in its global customer focussed celebrations.



The limited-edition 100 celebration 1921EURDCC Master Padlock dons Master Lock's renowned 'lion emblem', honouring the brand's legacy since 1921.

During its year-long heritage celebration in 2021, Master Lock will hone in on its renowned 'lion crest'. For founder, Harry Soref, the symbol represented one of the most respected animals and underlined strength, courage and resilience. These principles are foundational of Master Lock's representation throughout the world.

"For decades, people have trusted us to deliver strong, easy-to-use mechanical and digital solutions that address their needs and lifestyle," says Robert Pullinger, operations director and head of Master Lock South

Africa. Our commitment to give people the confidence they need to live a safer, more secure life, is what motivates us to continue developing solutions that will see us into the next 100 years."

"Being able to associate Master Lock's South African footprint with this momentous occasion is a great achievement for our team," says Master Lock South Africa product manager, Dr Conrad Greer. "We're close to marking our centenary in South Africa. Until then, we look forward to adapting our padlocks to a rapidly changing technological environment. A worldwide increase in customer demand for biometric, combination and electrical locks has led to Master Lock continuing to be a world leader in technology innovation. These advancements will also be available on the African continent".

"Master Lock has thrived for the last century, mainly due to its successful strategy of continued innovation," adds Colin Harding, head of marketing and special projects at Master Lock South Africa. It's not every day that an enterprise can look back at a century-long track record of technological progressions and remain the forerunner in its industry. The company has stood the test of time due to its dedicated team of engineers, strategists and manufacturers. Master Lock's success is a true reflection of a generation of dedication by the whole Master Lock organisation."

From Then to Now: A South African Legacy

Master Lock's legacy started in 1921 in the United States of America, with Harry Soref. He created the world's first laminated steel padlock to protect military equipment. Since then, Master Lock has created thousands of trademark products, including the combination lock in 1935 which is still available today, and launching Bluetooth-enabled padlocks in 2015.

The company entered the South African market in the 1930s with a laminated padlock system for South African Railways. The system is still in use today. Locks for public use made it onto retailer's shelves in 1971. In 2001, Master Lock cemented its presence in South Africa by partnering with IB McIntyre & Co. (Mackie DIY), appointing the wholesaler as the country's sole importer of Master Lock. This year, IB McIntyre & Co. looks back on a successful 20-year partnership.

Celebrating Heritage: 100 Master Padlock

The limited-edition 100 celebration 1921EURDCC Master Padlock boldly dons Master Lock's renowned 'lion emblem', honouring the brand's legacy since 1921. The lock's 54mm laminated steel body offers a high level of resistance against impact. Its 29mm tall, 8mm diameter hardened boron alloy shackle makes for superior resistance. Its 4-pin cylinder prevents picking attacks, and the dual ball bearing locking mechanism ensures a premium level of endurance for pulling and prying attempts.

For more information about Master Lock's 100th year commemoration, visit www.masterlock.com/100-years and follow #MasterLock100Years on social media channels.

To order Master Lock products from IB McIntyre & Co., visit www.mackiediy.co.za

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About Master Lock: For 100 years, The Master Lock Company has been the global leader in padlock and security product manufacturing. It offers a broad range of innovative security, safes and safety solutions for consumer, commercial, and industrial end-users. IB McIntyre & Co. is the sole importer of Master Lock stock in South Africa.