

Press Release

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SECURITAS ELECTRONIC SECURITY UNVEILS FULL BRAND TRANSFORMATION AT ASIS 2016

UNIONTOWN, OHIO – Securitas Electronic Security, Inc. (formerly Diebold Security) will introduce new Securitas Electronic Security (ES) branding on the world stage at the ASIS International 62nd Annual Seminar & Exhibits September 12 - 14, 2016 in Orlando, Florida.

Since the [announcement](#) in October, 2015 that the company would join the Securitas family of businesses as Securitas ES, plans have been underway to implement a strategic brand transition that would leverage the strong global brand recognition and reputation of Securitas while integrating the seven decade legacy and unparalleled security expertise of Diebold Security.

“We are excited and proud to introduce the new face of unparalleled security through Securitas Electronic Security,” said Felix Gonzales, Senior Vice President, Strategy & Business Development, Securitas ES. “In addition to the coast-to-coast monitoring, systems integration expertise and electronic security solutions and services our customers have always relied on, they now have the opportunity to benefit from an extensive range of Securitas protective services including on-site, remote and mobile guarding, fire and safety, and corporate risk management – all from one premier security partner.”

Brand transition efforts have been ongoing throughout the year, beginning with interim rebranding through a new Securitas ES logo and co-branded [SecuritasES.com](#) website, followed by Securitas ES tradeshow properties and marketing collateral; and most recently, a full rebrand of all Securitas ES field service entities, including technician uniforms, service fleet and ID badges.

“Every day since the announcement that our two iconic brands would unite has been dedicated to the advancement of Securitas ES as the most customer-centric company in the industry,” stated Gonzales. “Our transition to Securitas ES is the culmination of nearly a year of concentrated rebranding and integration efforts focused on the five customer touchpoints – account management, installation, service, monitoring and billing,” he said.

At the 2016 ASIS Seminar & Exhibits, attendees can expect to see a fully Securitas ES branded tradeshow booth and supporting elements from new signage and booth graphics to Securitas ES booth staff apparel, promotional items and brand messaging to signal the company’s migration to Securitas.

“I can think of no better place to unveil the new Securitas ES than at the ASIS show, where the visible results of our transformation can really shine,” said Gonzales.

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About Securitas

Securitas is a knowledge leader in security. From a broad range of services of specialized guarding, technology solutions and consulting and investigations, we customize offerings that are suited to the individual customer's needs, in order to deliver the most effective security solutions. Everywhere from small stores to airports, our 320,000 employees are making a difference.