

*Media contact:*  
Erik Hidle  
Brand Definition  
[Erik@brand-definition.com](mailto:Erik@brand-definition.com)  
(503) 621-2675

## Press Release

### **The Love of Good Design is on Display at ASSA ABLOY's Interactive NeoCon East 2017 Booth**

**NEW HAVEN, Connecticut, November 14, 2017** — ASSA ABLOY is displaying its Decorative Opening Solutions Mobile Showroom and its love of good design at booth #1048 at NeoCon East 2017. On display will be ASSA ABLOY's beautifully designed doors and hardware, and solutions that innovatively blend safety, security and, sustainability with appealing aesthetics. Visitors to the booth will also get to take in an interactive social media zone where they can join ASSA ABLOY in proudly proclaiming their love of good design.

"Good building and interior design is collaborative, and inspiring, and can change our lives and experiences for the better," said Sandy Matheny, Director – Decorative Openings at ASSA ABLOY. "Interior and architectural designers make that difference every day, and ASSA ABLOY doors and hardware are a part of it. We're celebrating good design and putting great designers in the spotlight with an interactive and collaborative exhibit that enables participants to form the all-important 'I' in our 'I Love Good Design' display."

"Most importantly, it'll be fun," Matheny said. "We're looking forward to seeing old friends and to meeting new ones."

ASSA ABLOY will be displaying a number of innovative decorative door and hardware solutions at booth #1048, including its new Glass Door Panic Device and a selection of solutions for glass door openings.

Matheny, who is also the editor of The Good Design Studio Blog (<http://www.thegooddesignstudioblog.com>), will be live blogging from the show about

the innovative offerings from ASSA ABLOY, the stories being shared at the booth, and the exciting solutions found elsewhere on the show floor.

“Just like when people visit the blog, we want visitors to our booth to be inspired by what they find,” Matheny said. “We’re passionate about good design and we’re extremely excited to share that message at NeoCon East 2017.”

*The Good Design Studio Blog* is online at <http://www.thegooddesignstudioblog.com/>.

### **About ASSA ABLOY**

ASSA ABLOY is the global leader in door opening solutions, dedicated to satisfying end-user demands for security, safety and convenience. [www.assaabloy.com](http://www.assaabloy.com)

### **ABOUT ASSA ABLOY DOOR SECURITY SOLUTIONS**

ASSA ABLOY Door Security Solutions combines the expertise of the industry’s most knowledgeable door opening experts with the comprehensive product offering of leading door and hardware brands to provide complete solutions to partners and end-users in commercial, retail, multi-family, government and institutional facilities.

Coupling innovative technologies with insight on specifications, design, support, training and code compliance, ASSA ABLOY Door Security Solutions works closely with the architectural, security, facilities and integrator communities to address the many challenges they encounter serving and securing their customers.

[www.assaabloydss.com](http://www.assaabloydss.com) [www.intelligentopenings.com](http://www.intelligentopenings.com)

**# # #**