



## **FORMER DEPUTY FIRE CHIEF OPENS THE DOOR TO SECURITY FOR AVERAGE CANADIANS**

For Immediate Release  
Photos Available

Vancouver, BC: Every day, people all across the country notice a need in the marketplace. Robert Allen noticed one and thought up a solution. Then he did what the vast majority of us *never* do – he actually went out and made it happen.

Window Stick Alarms Ltd. was formed in May 2001 after Allen, a general contractor and deputy fire chief in Errington, British Columbia, saw the light, so to speak. In actual fact Allen saw the light glinting off the locks of the windows that he had just installed in a multi-unit development on Vancouver Island. As he drove away from the job site Allen realized that he could clearly see every single window that had been left unlocked.

As a journeyman carpenter, Allen was all too familiar with the traditional mode of “security” for sliding doors and windows – a piece of wood (often an old hockey stick) measured and cut to fit between the window and wall. As deputy fire chief, one of Allen’s responsibilities was to train new members of the department on safe entry into homes. Recognizing that most of the homes they gained entry into during a fire or emergency had little or no security measures in place, Allen started to contemplate a better solution for securing sliding windows and patio doors. He came up with an affordable alternative to the more expensive home security systems.

After securing trademarks, copyright, and patent protection in the United States and Canada, Window Stick Alarms conducted a market survey with encouraging results. This inspired the company to manufacture its first lot of inventory.

The success continued with over 300 units being sold over a three-day event at the 2003 BC Home and Garden Show. With assurance that the Window Stick had consumer appeal, the company began to test sales with independent hardware and locksmith retailers. By January 2004 the company had over 80 independent retailers in British Columbia selling their product.

In December 2004 Window Stick Alarms Ltd. began negotiating a vendor agreement with Wal-Mart Canada. A regional market test then followed and was supported with four weeks of promotion, and the resulting sales during this period were six times greater than the company had expected.

After six years and numerous prototypes, Allen and his business partners have succeeded in developing the Window Stick, which is now available in over 70 of Wal-Mart’s stores across Canada.

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## How Does It Work?

The Window Stick is an adjustable locking security device with a pressure-activated alarm at one end. Simply twist the tube to unlock, slide until it has reached its desired length and twist to lock again. Now place it into the track of your sliding window. Any attempt to force open the secured window or patio door will activate the alarm. Designed specifically for the sliding window and patio door niche, the Window Stick is an innovative and affordable security solution that protects homes and families from break and enter crimes.

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### Reference:

Laura Ballance

Curve Communications

604.684.3170 ext.1

604.771.5176 (cell)

[laura@curvecommunications.com](mailto:laura@curvecommunications.com)