

## Press Release

### Boon Edam Opens First-Ever Sales & Service Office in NYC

*Global supplier of revolving doors and security entrances locates to Manhattan on Broadway*

**Lillington, North Carolina, 31 March, 2015** – Boon Edam Inc. today announced that the company will open a full service office in New York City's Manhattan borough on Broadway Avenue. This is the first time the company has expanded to a USA location outside its headquarters in Lillington, NC. The office will be located just north of the famous Flatiron Building at 1140 Broadway, and it opens for business on May 1st.

The NYC Sales Office will enable Joel Johnson, Boon Edam's Business Development Manager for the NYC area, to conduct educational presentations, business meetings and product demonstrations in a highly visible, central location for Boon Edam's customers in the region. The office space will include a large meeting area as well as a product showroom to include a Tourlock 180+90 security revolving door, a Circlelock mantrap security portal and the entire range of state-of-the-art Speedlane Lifeline Series turnstiles, to be launched in North America April 15<sup>th</sup> at the ISC West exhibition in Las Vegas.

To further support its customers in the NYC Metro area, Boon Edam has hired Charles Smith as Technical Manager for a local service and installation team. This new team will assist with the installation, commissioning and ongoing maintenance of Boon Edam entrance products as well as offer free technical training and certification for local reseller partners.

"The density of buildings and the sheer size of the New York metro area has always presented us with an incredible opportunity, and so far we've only scratched the surface," stated Mark Borto, CEO for Boon Edam Inc. "You've got thousands of buildings in a climate with very cold winters, all with an increased need for physical security in today's world. Our revolving doors provide measureable ROI by creating comfortable, energy-saving interiors, and our security doors and turnstiles can stop unauthorized entry into secure areas."

"In addition to our distributors in the area, the new sales office and dedicated field service team can apply focused expertise to significantly grow our business in this competitive market. By investing in a physical office in Manhattan, we are committed to providing superior availability and responsiveness. We can now meet with our customers, on their terms, to discuss and demonstrate the most appropriate entrance solutions for their application. And, our local technical team is there to ensure long term satisfaction. We've considered investing in New York for years and we're excited that the time has arrived to take this big step."

**For Further Information, Please Contact:**



**BOON EDAM**

Tracie Thomas  
Marketing Manager  
T 910 814 8113  
E [tts@boonedam.us](mailto:tts@boonedam.us)

## For Media Queries, Please Contact:

Bruce Doneff  
Public Relations  
T 843 476 3022  
E [doneff@verizon.net](mailto:doneff@verizon.net)

## About Royal Boon Edam

With work environments becoming increasingly global and dynamic, the entry has become the center of activity in and around many buildings. As the importance of the entry as a mobility hotspot increases, the demands we put on managing the passage of people through them grow. Royal Boon Edam is a global market leader in entry solutions. Headquartered in the Netherlands, with 140 years of experience in engineering quality, we have gained extensive expertise in managing the movement of people through office buildings, airports, healthcare facilities, hotels and many other types of buildings. We are focused on providing an optimal experience for our clients and their clients. By working together with you, our client, we help determine the exact requirements for the mobility hotspot in and around your building and develop a solution that is customized for you in three key areas: sustainability, security and service. You can find more news about Boon Edam on [www.boonedam.us/newsroom](http://www.boonedam.us/newsroom).