

West Alloy

TriMark[®] Europe

Edition 7 - November 2011

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Would You Like to Have Your Company Featured in a Future TriMark Newsletter?

If the answer is "yes", then we should talk! In future issues, we would like to feature some of our customers (one per issue) and talk about how they use TriMark products. If you would like your company to be considered, please contact TriMark by clicking here.

West Alloy

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West Alloy
A Global Resource for TriMark

West Alloy is an important part of the TriMark Europe operation and we thought you might be interested in learning a little

A Message from the TriMark Team

We continue to be optimistic about our business and the markets we serve, while we continue to hear and read about the very fragile EU and global economy, we see our future as very bright. We have worked very hard this year in an effort to improve our delivery schedule performance and we are seeing these efforts really starting to pay some dividends. This would not have been possible without the full cooperation of our customers so from all of us at TriMark we extend a big "thank you!"

It seems that we've spent the last several months going from tradeshow to tradeshow, both in the US and Europe, and the reality is we have, with still more to come. Please check our [website](#) and the tradeshow section of this newsletter for upcoming shows and stop by to see our new products.

By the time you receive this newsletter, [AGRITECHNICA](#) will be a matter of just days away. As you may know, this tradeshow has experienced huge growth. Read more about TriMark's participation in the article below.

And speaking of tradeshow, this year's indoor Motorhome and Caravan Show, which took place in October at Birmingham's NEC, attracted a record attendance of 93,323 visitors. TriMark is a major supplier to the Caravan market in the UK and is well regarded as the leader in providing innovative door, window and compartment hardware solutions.

This was the first show hosted by the National Caravan Council (NCC), which is also organizing a similar indoor show at the Excel Centre in London in February.

As always, we thank you for your continued support of our efforts to be the premier global supplier of Access Solutions.

The TriMark Management Team

TriMark Europe Ltd.

TriMark Europe Will Have Strong Presence at AGRITECHNICA – November 13 – 19, 2011

TriMark, Hall 26, Stand E30

Agritechnica, considered by many to be the worldwide meeting point for the agricultural machinery industry, will once again take over the Exhibition Grounds in Hanover and TriMark Europe will be there showcasing current and new products and systems that provide innovative access solutions.

"The scope of this exhibition is truly quite amazing," states Keith Dolbear, TriMark Europe Managing Director. "There are 24 exhibition halls covering 320,000m2 and more than 2,600 exhibitors which really makes this the world's largest exhibition for agricultural machinery and equipment."



TriMark Product Categories

TriMark offers products in a comprehensive range of categories. These categories include:

more about this TriMark resource and how the company complements the overall product offerings from TriMark Corporation, TriMark Europe, and TriMark China. West Alloy Ltd was founded in 1952 as a manufacturer of zinc die-castings. During the intervening years West Alloy has evolved into a market leader for the design and manufacture of door locks, latches, window stays and associated hardware for many of the worlds leading agricultural, construction and recreational vehicle manufacturers.

West Alloy Product categories include:

- Interior Latches
- Exterior Handles and Locks
- Complete Door Hardware Assemblies
- Remote Control Lock Assemblies
- Window Hardware
- Catches and Door Retainers
- Grab Handles
- Compression and Cam Locks
- Hinges

[Click here for a complete West Alloy product catalogue.](#)



TriMark's 020-0850 e-LOCKING Pull Handle



TriMark's [020-0850 e-LOCKING Pull Handle](#) for off-road applications allows power locking/unlocking via a switch, remote RF FOB transmitter or keypad. Based on the proven 020-0800, this robust pull handle brings automotive function and convenience to your cabs and enclosures. Other product details include:

- Full gloved hand clearance and gas-assist molded handle provide ergonomic comfort and ease of operation especially in high door seal load applications
- Provides the ability to remotely lock the exterior pull handle (Note: handle is rigid when locked)
- Glass mounting with only 2 holes

- [Rotary Latches](#)
- [Exterior Handles](#)
- [Interior Releases](#)
- [Window Stays and Handles](#)
- A Variety of Economical [Hinges](#)
- [Catches and Door Hold-open Latches](#)
- [Compression and Cam Locks](#)
- Ignition Switches and Engine Immobiliser
- [Power Lock Actuators, Switches, Wiring Harnesses, Key FOBs and Keypads](#)
- [Linkages, Rods, Cables and Bellcranks](#)
- [Accessories](#) Including Gaskets, Fasteners, Mounting Brackets, Strikers, Locks and Keys
- [Complete Lock Assemblies](#) that Include Door Latch, Exterior Handle and Remote Control Mechanisms

AGRITECHNICA Featured Product

[040-0700 Lift and Latch Handle](#)

This new product is designed to operate on off-road vertical opening windows for full unobstructed vision. Latching is provided in the "fully open" or overhead position, and in the "closed" front latched position. This integrated latching and handle solution features full gloved hand clearance, one-touch action release and slam action retention providing safe and secure operation.



Other product details include:

- Push button handle with 195mm mounting pattern retrofits with most European up and over handles
- 12mm plunger travel provides secure engagement into window tracks
- Lighter weight and lower cost than zinc die cast versions

System kits are available and include handles, latches and accessories to provide a comprehensive access solution.

Unlock Global Success

TriMark has acquired a global reputation for providing innovative access solutions for a variety of demanding customers. "Turn-key" solutions are achieved because we have dedicated teams of engineers capable of rapidly responding to your needs with hardware knowledge and expertise. TriMark offers the right combination of products and services providing maximum flexibility to meet your tight lead-times for prototypes and production orders without expensive tooling and long lead-times.

If you need a solution to safely, simply, and reliably secure a personnel or compartment door on your vehicle, improve your user interface making it easier for the operator, or you are simply looking for rugged latches, handles, hinges and other hardware the TriMark team can put our expert engineering, prototyping and quick-turn manufacturing resources and of heavy duty vehicle hardware. We provide a wide range of handles, latches, striker bolts, linkages and related system components of truly exceptional quality.



Global Manufacturing and Engineering Services

- KeyOne Plus lock cylinder can be keyed alike with most single and reversible key systems

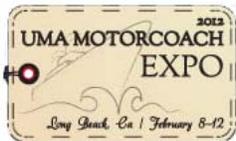
System kits are available and include handles, latches, accessories and keyless entry e-ASK systems to provide a comprehensive electro-mechanical access solution.



AGRITECHNICA
November 15-19, 2011
Hanover Exhibition Grounds
Hanover, Germany



2011 National RV Trade Show
Nov. 29 - Dec 1, 2011
Kentucky Expo Center
Louisville, Kentucky



UMA 2012 Motorcoach Expo
Feb. 8 - 12, 2012
Long Beach Convention Center
Long Beach, CA



NTEA Work Truck Show
March 6-8, 2012
Indiana Convention Center
Indianapolis, IN

EDITOR'S NOTE: If you would like to send a copy of this e-newsletter to a friend, colleague or associate, the

TriMark's Global Manufacturing and Engineering Services offer expertise, ideas, and resources for your product development projects saving your company time and money.

- Global application experts design systems and products so your customer's first and lasting impression is excellence.
- Engineering capabilities include ProE CAD, finite element analysis, mechanism/motion studies, prototyping and product validation and testing.
- No-worry logistics services keep supply lines consistent in the everchanging business of equipment manufacturing.
- World-class manufacturing produces the highest quality product at competitive costs.
- Global locations provide for local customization and source of supply.
- World-class test facilities provide the next best thing to "real world" validation that designs will thrive in the toughest environments.
- Program/project management reduces the strain on your engineering.

One Key-One Vehicle



Gone are the days when convenience and security are mutually exclusive terms when describing key code requirements and single key access control. TriMark offers a single-key locking solution for the operation of multiple locking products. Our "One Key – One Vehicle" program is made possible with TriMark's patented **KeyOne™ Plus** modular lock design that can be easily installed as the last step.

Easy - Allows the OEM's to line-sequence the key codes without ordering locks or hardware kits in advance of builds.

Complete - Locking program can include ignition locks and fuel caps in addition to cab and compartment doors facilitating key code coordination.

Quality - Automotive-style lock features a high-quality shutter and perimeter waterproof seal reduces the infiltration of dirt and water into the lock

Secure - Available in a wide variety of codes allowing flexibility in keying a unit alike. To protect overall security, **KeyOne™ Plus** can be keyed differently for each vehicle.

Serviceable - Able to service or upgrade the lock offering OEM's and dealers the option to adjust the level of security and convenience or replace in the event of lost keys or lock failure

Convenient - No disassembly of the product or door is required

Preventing Equipment Theft - A Balance of Convenience and Security

Often trends in the passenger car market migrate into the construction equipment sector. A recent unwelcome example of this has been the rapid rise in equipment theft. This presents an increasing threat to the owners and users of equipment as stolen equipment, at the very least, translates into lost productivity. Manufacturers, owners, users, financiers and insurers are all very motivated to make improvements in security for construction equipment.

TriMark introduced a multi-stage approach to this challenge via locking and security solutions for perimeter security and vehicle immobilisation, all without sacrificing convenience. TriMark's **KeyOne™ Plus** locking solution provides for single-key operation for all on-board locking hardware, including the ignition switch. For the highest in perimeter security, TriMark offers its new **Secure One** locking system. This system uses an internal key side-milling profile that is consistent with luxury autos and as such provides the highest level of security. The system security is unprecedented as its key is difficult to duplicate, its lock cylinder is difficult to pick and the system offers 1,000 unique key combinations. The **KeyOne™ Plus** locking system is the first to offer this automotive technology into the construction market. While OEM's typically assign keys to vehicles, this system also allows fleet owners to change key codes in the "field", so all equipment of a given fleet can be keyed alike. **KeyOne™ Plus** means one key for the user and increased security and convenience, all while simplifying OEM installation and logistics – a superior solution for all.



Engine Immobiliser

Send to a Friend link at the bottom of this newsletter is a convenient method for providing them with their own personal copy.

**Newsletter
Suggestions**

The other aspect of TriMark's solution to equipment theft is an engine immobiliser. This upgrade to TriMark's 610-0100 Ignition Switch adds an electronic module that will not allow the vehicle to start unless the correct high security e-key is used. This e-module communicates with



the Engine Control module via a CAN Bus and offers the ultimate in vehicle security by disabling the starting system or electrical bypass. Used in conjunction with TriMark's **Secure One** locking system, you get the ultimate in mechanical key security with the added advantage of the electronic engine immobiliser. Thieves cannot bypass the starting system because the engine immobiliser is integrated into the electronics and only a key with your unique code can start the machine.



Further integration of TriMark's **e-ASK (electronic Access Security Keyless-entry)** system can provide immobilisation via RF fobs, keypads or other user interfaces.

Additional automotive trends that are starting to become popular in off-road markets include the increased usage of keyless entry. TriMark's diverse offerings provide additional convenience and security that end-users expect. With this further integration, power locking, power release, remote start and security system integration is all available with remote transmitter FOBs and keypads bringing keyless entry options to this market.

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