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CONTACT:

PHONE:

EMAIL:

Mike Heronime, Positive Brand

929.441.8178

MIKE@POSITIVEBRAND.COM

120-Year Old U.S. Manufacturer Hires New Agency For Major Brand Relaunch

American Locker Appoints Positive Brand as Agency of Record

Coppell, Texas – America’s oldest manufacturer of security systems has locked in a new agency of record. Las Vegas-based Cole Kepro International selected Brooklyn-based independent advertising agency Positive Brand as agency of record for Cole Kepro’s portfolio company, American Locker, following a brand workshop lead by Positive Brand in early March.

Cole Kepro recently hired Tara Munro as Director of Marketing to lead the advertising and marketing efforts for American Locker. Her first step was to reassess the American Locker brand position before formulating her marketing plan. To begin the process, she invited Positive Brand to conduct their Brand Workshop at the company’s Coppell, Texas office. The Positive Brand Workshop involved all of the brand’s primary stakeholders in an interactive process, examining the company’s market, customers and competition. The collaborative workshop was completed with Positive Brand presenting recommendations on a new brand strategy as well as the framework for American Locker’s marketing plan.

American Locker began as the manufacturer of voting machines. Based in part on the inventions of Thomas Edison, U.S. Voting Machine Co. was founded in 1895. Over the next five decades, U.S. Voting Machine Co. continued to launch ground breaking products for a wide number of industries including automotive, air conditioning, and furniture. Then, in 1958, after inventing the first coin-operated lockers, American Locker was officially incorporated. Over the years, American Locker would become the sole surviving corporate entity of the original U.S. Voting Machine Co. In 2014, American Locker was acquired by Cole Kepro International, a U.S. based manufacturer and state-of-the-art sheet metal design and fabrication company.

“Our company has a storied past with its roots in creating innovative security products,” explains Munro. “American Locker has built a reputation for leading this industry with ground breaking solutions. A lot of companies talk about being innovative but American Locker has the proven track record.” Munro has tasked Positive Brand to help her tell the American Locker story.

“We love a good story about genuine American ingenuity,” says Mike Heronime, creative director for Positive Brand. “Stories that feature Americans as bold, inventive, independent, and pioneering people are always an inspiration. That’s exactly the kind of story we’re crafting into a campaign to use at tradeshow, on their website, in online advertising, and in all of their sales collateral.”

Positive Brand’s first work for American Locker was seen in the form of tradeshow collateral that was handed out at the SkyZone 2018 Global Partner Convention from May 1st - 4th, 2018 in Chicago, IL.

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About American Locker

American Locker is a U.S. based manufacturer of locker solutions. American Locker provides customized locker solutions for a wide variety of industries including Postal/Delivery, Corporate, Military and Government, Law Enforcement, Amusement Parks, Water Parks, Apartment/Multi-family Units, Universities/Education, Telecommunications, Ski Resorts, Exhibitions and Conferences, and Transportation. American Locker is the originator of the coin-operated locker and is widely known for their lockers with orange-capped keys. For over 120 years, American Locker has been setting the standard for U.S. manufacturing and innovation. You can learn more about American Locker at americanlocker.com.

About Positive Brand

Positive Brand is a creativity and marketing consultancy building brands for companies from the Fortune 500 to fledgling startups. Since 2004 Positive Brand has provided clients with full service integrated marketing solutions. Their services include brand workshops, brand design and strategies, advertising campaign development, online marketing, media planning and buying, and website design and development. Positive Brand is headquartered in Brooklyn, New York and serves clients in New York, Dallas, Orlando, Denver, and Los Angeles.

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If you would like more information about this topic, please contact Mike Heronime at 929-441-8178 or email at mike@psotivebrand.com.