

## Brazilian Lock Maker Knocks on Arab Doors

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Wednesday, 29 October 2008

Brazil's lock and doorknob manufacturer Lockwell, which owns a factory in the capital of the state of São Paulo, is one of 37 Brazilian enterprises heading to the Big 5, a trade fair for the building sector scheduled to be held from November 23 to 27 in Dubai, United Arab Emirates. The goal of the company is to expand its sales to the Arab market.

"We have chosen to go to the Big 5 because of the opportunity that it represents. We already export to three Arab countries, so our intention is to strengthen the image of our brand in the region," said the export manager, Paulo Uzuelli.

According to him, the most successful items have to do with the Arab cultural trait of appreciating more sophisticated models, with lots of detail and golden colors. "We already offer this more upscale line, which matched the taste of the Arab market perfectly, therefore adaptations were not required in order to export to the region," he says.

Presently, foreign sales answer to roughly 10% of the output of the company, which exports mainly to South American countries such as Bolivia, Ecuador, Paraguay and Uruguay. In the three Arab countries to which the company already exports, partnerships were established with local distributors, which became representatives.

Founded on March 3, 1952, Lockwell makes locks, doorknobs, hinges, small iron bolts, tubular locks and superlocks. The "tubular system" products, for instance, which supply the partitions market, are the leading ones in terms of image and positioning in the domestic market.

In June 1986, Lockwell became part of the Galeazi Group, with 100% national capital. A new work ethic granted the company greater operational capacity, leading to the development of new technologies and the introduction of a new concept in security systems, the "Lockwell cylinder system." With special features, this system represents the best choice for external door locks.

"Different than all other locks in the market, the Lockwell cylinder system provides greater resistance against forced entry, thanks to the exclusive cylinder-machine connection system, which makes Lockwell the safest lock in the market," says Uzuelli.

Lockwell has two factories, one in the city of São Paulo, in the Ipiranga neighborhood, which is also the site for the showroom and the sales department, and another factory at Iperó, in the interior of the state. In order to distribute and sell its products, Lockwell counts on its own sales force and several trade representatives, who cover virtually the entire national territory.

The broad range of products offered in the area of locks and bolts, including different styles, finishing, and exclusive models, are the brand's strong point and enable it to cater to any type of residential or commercial environment.

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