

NEWS TO YOU



Editorial

Another exciting year at BFT USA is beginning after the welcomed recovery we had in 2010. For BFT USA, 2011 will bring many changes, all which will greatly benefit our customers.

BFT has created a new corporate logo and motto, "Tuned to You". Our motto represents what our goal has always been: passion to listen and understand our customer's needs and respond by providing quality products and customer service.

Our Brand Promise: "With BFT, your job gets easier because we don't just create "good" products that work pretty well. Our thinking is beyond the short term. We are conceiving, designing and creating high-tech solutions that are as advanced and effective as they are reliable and long lasting.

Because we provide tools and services that truly are innovative, that will improve your performance, enhance your skills and that will make your business easier, *increasing its profitability*. Our focus is on Quality, with a capital Q. We just won't settle for less.

All of us at BFT-USA look forward to being able to serve each of you, and to always be "Tuned to You".

Franck Seguin
President, BFT USA

Breaking News!

NEW WEBSITE: With our new branding, we took the opportunity to enhance our website. Please visit www.bft-usa.com to find all relevant information at your fingertips.

EXTENDED TERRITORIES: As of January 1, 2011 BFT USA has taken over sales and support to Central America (except Mexico) and the Caribbean islands. The strategy to expand our responsibilities was driven by the advantage of proximity that Southern Florida brings to these territories and personalized support our local subsidiary offers.

SOLAR SOLUTIONS: The ECOSOL range of solar operated systems and accessories is ready and tested to hit the market and we are already experiencing success in the USA.

PRE-WIRED ENCLOSURES: Derived from our popular Ecosol pre-wired 12" x 14" enclosure box, we are launching at FENCETECH 2011 in Las Vegas, 2 new enclosures: one with Libra ULR board for Phobos BT and Igea BT, and one with our new Thalia board for Lux BT Hydraulic 24V DC operators. Thalia will be available in 2011 and eventually replace the Libra ULR and Libra CLX as a universal board for all swing 24V DC operators.

UL APPROVAL: LUX BT range of operators with new Thalia board is undergoing UL approval.

NEW LAUNCHES: A number of new products will be launched in 2011. They include accessories, new transmitters, a 24V DC underground operator and more.

Make the Switch to BFT!

Why are More Distributors Switching to BFT-USA?

Fact: BFT-USA only sells through authorized distributors.

Benefit: We go out of our way to send business to our loyal distributors and do not compete with them.

Fact: BFT-USA helps develop innovative and customized marketing strategies.

Benefit: Helps Distributors generate more interest through walk-in traffic or from internet searches for increased sales, or both!

Fact: All BFT automatic gate operators are extremely reliable, durable and easy to install.

Benefit: Less complaints and less time doing RMA's for Dealers.

Fact: BFT-USA support staff quickly answers dealers' technical questions when you can't answer them.

Benefit: BFT has a "No Excuse-No Attitude" policy for our service and technical support.

Fact: Kit customization based on the requirements in your market, or for special customers who generate significant sales for your company.

Benefit: Best fit for dealers and easy stock handling.

Fact: In-depth ("Fast Track") training at no cost to BFT-USA Distributors.
Benefit: Knowledgeable distributor staff becomes a "recognized expert".

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STAFF up-dates:

To guarantee BFT USA will continue to provide the best support and products in the industry we are pleased to introduce 3 new employees to our team!

Roberto Sein Technical Support and Warehouse Manager



Roberto comes to BFT USA with 9 years experience with automatic operators; most of the time spent working in his native country, Puerto Rico. Roberto is one of the voices behind technical calls and will gladly explain, trouble shoot and walk installers through programming and installation.

Giovanni Carrillo Technical Manager



Giovanni Carrillo, known as "Gio", has over 15 years experience in the automatic gate industry, both as an installer and in technical support roles. Gio handles all technical matters including product launches and writing installation manuals.

Michael Smith Regional Manager, SE



Mike joined the BFT-USA team just before the end of the 2010 as Regional Manager. In his role, Mike will develop new sales channels for BFT products throughout the Southeast to further strengthen BFT's presence in the region. Mike brings over 20 years experience in the electronic security field.

We are extremely pleased to welcome aboard these industry experts to help keep up with the growth we're experiencing so we can continue to provide efficient and knowledgeable service within our customer satisfaction-driven organization.

Discover a whole new solar system!

BFT-USA Releases ECOSOL, Solar Powered Solutions for all BFT 24V Gate Operators

The ECOSOL interface board can be connected to any BFT 24V BT control board. Designed to provide low power consumption, the ECOSOL board puts to sleep the BFT control board when idle for 5 minutes. The ECOSOL: solar panel is extremely efficient and small in size, measuring just 11.4" x 14". A second battery box (ECOSOL Double) can easily be added for increased capacity, or in geographic areas with low sun exposure, up to 3 solar panels can be installed.



For BFT 24V swing gate systems, BFT USA has created a 12" x 14" enclosure which comes fully pre-wired with 2-9Amp/h batteries designed to maintain performance on cloudy days – providing for the optimal mix of energy savings and product performance. 2 additional batteries can be added inside the enclosure for increased capacity.

A specific range of accessories has been developed for ECOSOL. Low power accessories such as loop detectors and exit probes are available and can easily be connected to the pre-wired enclosure. T-Box, BFT's uniquely designed wireless keypad is the perfect entry system for ECOSOL or any other BFT operator.

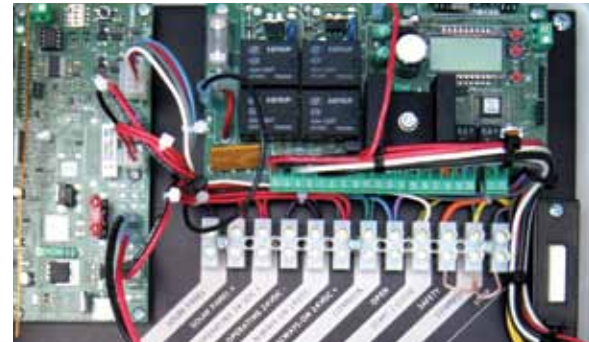


Visit www.bft-usa.com to learn about our ECOSOL system.



What's **New** in Development at BFT USA?

In keeping with BFT USA's strong commitment to the gate automation industry we continue to make improvements to our existing product line. The new pre-wired enclosures (Ecosol, Libra ULR and Thalia, Rigel 4 & 5) are clearly labeled to help installers connect each wire exactly where it's required, helping to ensure no misconnections are made. If service is required for the operator, the wires can be easily located and accessed inside the new pre-wired enclosure. Our goal is to make BFT operator installations both simple and profitable! The new enclosure box is ready for Ecosol Libra ULR, and is scheduled to be available at the beginning of Q2 for Libra UL, and Thalia.



Tech Talk by Roberto T-Box Programming



Setting up the T-Box is simple, just follow these steps.

Step 1. Press the "ON" key for 5 seconds, a red LED light will come on.

Step 2. Once the red LED light is on type "1111" and confirm with the "ON" key. The red LED light should begin to blink.

Step 3. Depending on the type of BFT receiver or control panel you're working with, you need to locate the "hidden" button on the programming screen, then on the T-Box press the "ON" button—at this point the

programming information will be sent so the T-Box will now be ready for use. The T-Box digital keypad comes with 100 channels and 100 combinations, is ideal for ECOSOL, and makes for a nice "up-sale" when quoting our operators.

"Fast-Track" Training!

Because of our commitment to BFT-USA

Distributors and the Dealers who sell and install our automatic gate operators we provide "Fast Track", a training course designed to familiarize our Distributors and/or Dealers with all of our products. Our Fast-Track program helps installers quickly get up to speed on all our products. The training covers sales applications, field installations and operators control boards to programming BFT gate operators. We provide in-house training at our North American office in Boca Raton, Florida, or we can arrange a training seminar at a BFT-USA Distributor close to you.



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Why are More Installing Dealers Switching to BFT USA?

Fact: Competitive pricing for Dealers based on Value.

Benefit: Dealers have the advantage of delivering a high-quality product to guarantee their customers will be satisfied once the BFT gate system is installed.

Fact: BFT products are durable and reliable.

Benefit: Once installed, you'll have a satisfied customer—which helps get referrals, the best source for business in a slower economy.

Fact: "Fast Track" training for BFT Dealers, on-site at the first installation, at our Corporate HQ in Boca Raton, FL, or at your distributor's location.

Benefit: BFT "Fast-Track" training seminars help shorten the learning curve for all future BFT installs—saving you time and money. Choosing the right solution for an application is critical to the success of any gate operator system.

BFT U.S., Inc Places 3rd Best Gate Operator in Professional Door Dealer Magazine's 2010 Best of Business Poll moving up from 5th place in 2009.
www.professionaldoordealer.com

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THE INDEPENDENT VOICE OF THE DOOR & GARAGE INDUSTRY

Best of Business
2010



tuned to you

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