

# Gaining a Competitive Edge by Preventing Key Loss



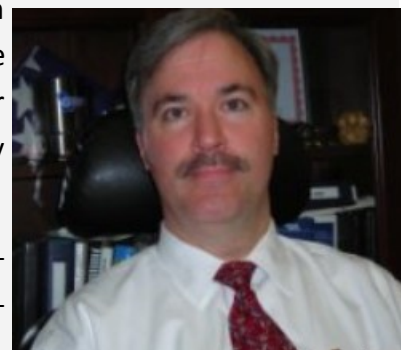
Gaining a competitive edge in the mature security industry isn't easy. AlliedUniversal Security Services with offices throughout North America invests in a variety of technology solutions to add value to their services. They are always on the lookout for any product, large or small, that can give them a competitive edge and drive customer loyalty.

Since mid-2015, when Joseph Murphy, a Regional Vice President with AlliedUniversal talks to a potential new client, he always mentions the Gravity key tether his officers carry. It's a competitive advantage that he doesn't want to give up!

"This is a brilliant new product my officers and I depend upon." says this security professional from Atlanta with 32 years of industry experience. "The design and simplicity are unmatched in the industry." What makes Gravity so unique? Its patented design that alerts a security professional when the keys are separated from him by more than 20 feet. And, "We love the strobe light that helps an officer find dropped keys when inspecting outdoor facilities— before Gravity it was almost impossible to find lost keys in a grassy field or wooded area."

How does AlliedUniversal use the Gravity device? "It's a cost effective supplement to the expensive GPS enabled smart phones our officers carry," says Murphy. Each officer with a set of master keys threads the gravity belt unit device through their belt and affixes the key unit to it. When the keys are separated from the officer by more than 5—7 steps, a loud alarm sounds, the Gravity belt unit vibrates, the key unit strobe light starts flashing and sounding an 85 dB alarm. Simple, but highly effective. Dropped keys are quickly and easily retrieved. With Gravity, keys can no longer be misplaced.

Potential new customers for AlliedUniversal who learn about the product like it, too. "I'm able to create a competitive edge over other security companies who haven't found out about the Gravity yet." says Murphy.



**Joe Murphy**  
Regional Vice President  
AlliedUniversal Security Services

Allied Universal, a leading facility services company and the largest security force in North America with over 150,000 employees, provides unparalleled security services and solutions. With headquarters in Santa Ana, Calif., and Conshohocken, Pa., Allied Universal combines people and technology to deliver evolving, tailored solutions that allow our clients to focus on their core business. An unrelenting focus on clients' success creates partnerships rooted in quality and value, and is supported by experience gained from being in business for over 50 years. Through our people and leading services, systems and solutions...Allied Universal is there for you. For more information, please visit [www.AUS.com](http://www.AUS.com).

Never risk losing a set of master keys again!

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**gravity**

