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## Schlage Ushers In “The Keyless Era” with the Launch of Its Newest Electronic Lock

*Survey reveals that 65 percent of Americans would consider installing keyless electronic locks on their door\**

CARMEL, Ind. (November 3, 2014) – [Schlage](#)<sup>®</sup>, a brand of Allegion plc that has created the strongest and most technologically advanced lock products to help consumers secure their homes for more than 90 years, is announcing the arrival of “[The Keyless Era](#)” with the introduction of [Schlage Touch](#)<sup>™</sup>, its latest electronic lock innovation. As part of The Keyless Era and the launch of its newest product, developed to address consumers’ increasing demands for convenient, secure and technologically advanced locks, Schlage is announcing the findings of a nationwide survey that unlocks Americans’ attitudes and opinions about keyless electronic locks.

“In today’s fast-paced world, Schlage believes that keyless is more; more convenient, more secure and more in keeping with the needs of our modern on-the-go lifestyles,” said Steve Down, Allegion Residential Leader. “Keyless locks give people more control of their home security and at the same time, make life a little simpler.”

A survey commissioned by Schlage and conducted online by Harris Poll in September among over 2,000 U.S. adults, found that\*:

- A majority of Americans (65 percent) would consider a keyless electronic lock if they could more easily access their home without compromising security, while over half of Americans (53 percent) believe having a keyless lock on their door would save them time.
- 62 percent of Americans believe that eventually we will be living in a keyless society; not surprisingly, younger Americans (ages 18 – 34) are more likely than older Americans age 35+ to think this is inevitable (75 percent vs. 57 percent, respectively).
- Four out of five Americans (81 percent) believe there would be benefits to having a keyless electronic lock on their home’s door.
- Women are more likely than men to consider being able to lock and unlock the door when their hands are full a benefit to keyless electronic locks (60 percent vs. 53 percent, respectively).
- Nearly one quarter of Americans (24 percent) spend three or more minutes looking for those elusive keys every day – *that’s over 18 hours a year!*
- Two-thirds of Americans (65 percent) admit they’ve been locked out of their home because they’ve misplaced, lost or forgotten their keys.

Designed to make the day a little less complicated, **Schlage Touch**<sup>™</sup> provides easy, key-free access, so people with active lifestyles and busy schedules can simplify their day. With the ability to store 19 unique access codes, **Schlage Touch**<sup>™</sup> provides homeowners with exceptional convenience. No key means it’s 100 percent bump-proof and pick-proof, and there’s nothing to lose, nothing to fiddle with, and no more cutting keys or re-keying locks. Featuring a slim profile that’s as sleek as it is strong; **Schlage Touch**<sup>™</sup> is anything but light on features and strength. **Schlage Touch**<sup>™</sup> boasts a fingerprint-resistant numeric touchscreen with LED down lighting, which illuminates when needed.



**STRONG HAS A NAME.™**

The screen works in the rain, as well as with gloves, and features dedicated icons to signal low battery and programming modes.

Staying true to Schlage's dedication to merging strength, function and design, **Schlage Touch™** is available in two styles, Camelot and Century, in a variety of finishes, including Matte Black, Satin Nickel, Aged Bronze and Bright Chrome, and a range of latch and lever options to complement each home's unique aesthetic.

**Schlage Touch™** joins the brand's suite of keyless electronic products, which are among the top choices for homeowners, remodelers, builders, property managers and security integrators. Formerly the Schlage Touchscreen Deadbolt™, **Schlage Connect™** puts homeowners in control by allowing them to be constantly connected to their front door from anywhere in the world via leading Z-Wave compatible home automation systems. With built-in alarm technology, a Grade 1 highest residential security rating and keyless entry, **Schlage Connect™** has been opening up new possibilities for the home since launching in the first quarter of 2013. In addition, the brand's top-selling **Schlage Keypad Locks** provide the convenience of keyless access and are highly customizable to fit homeowners' security and style needs.

The brand is offering consumers the chance to play "[The Keyless Era Challenge](#)", a 30-day scavenger hunt filled with unique clues and trivia during the month of November. One lucky winner will receive a grand prize of \$10,000, and there will be one daily winner each day throughout the promotion. Visit "[The Keyless Era Challenge](#)" to learn more about the promotion and access terms and conditions.

**Schlage Touch™** is currently available for pre-order at [Amazon.com](#), [Build.com](#) and [HomeDepot.com](#) and will be available in select stores nationally at Home Depot and Lowes by mid-November. **Schlage Connect™** is available at [Amazon.com](#), [Build.com](#), [HomeDepot.com](#) and [Lowes.com](#), as well as in select retail locations including Home Depot and Lowe's.

#### **\*Survey Methodology**

This survey was conducted online within the United States by Harris Poll on behalf of Schlage from September 12-16, 2014 among 2,020 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Martha Pulido at [Pulido@formulapr.com](mailto:Pulido@formulapr.com).

#### **About Allegion**

Allegion (NYSE: ALLE) creates peace of mind by pioneering safety and security. As a \$2 billion provider of security solutions for homes and businesses, Allegion employs more than 8,000 people and sells products in more than 120 countries across the world. Allegion comprises more than 25 global brands, including strategic brands CISA®, Interflex®, LCN®, Schlage® and Von Duprin®.

For more, visit [www.allegion.com](http://www.allegion.com).

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