



**Press Release**  
**January 30<sup>th</sup> 2013**

## **Heald Distributor Partnership with Singapore Company Lai Yew Seng**

***Heald is continuing its drive to bring the Heald brand to other markets. The latest partnership is with Lai Yew Seng, a high quality company in Singapore. This will enable Heald products to be installed and maintained locally.***

Lai Yew Seng is highly skilled in the supply of these types of products. Heald was impressed with the company's high precision work and feels that Heald products installed by Lai Yew Seng would maintain the world class reputation for quality and reliability.

Having traded for 35 years, Lai Yew Seng is well established and highly experienced. This partnership will be mutually beneficial for long term growth.

A key goal of the partnership is to accelerate the provision of very high calibre security products throughout the Asian market. The advantages to the customer are: world class, British made security products for superior protection; local installation and maintenance by a highly skilled and knowledgeable team.

Debbie Heald, Director of Heald Ltd, said: "Our products are among the best in the world because we have very rigorous standards at every level of production. In Lai Yew Seng we have found a partner who is capable of delivering installation and maintenance of our products to an equally high standard."

Sanjeev Bhat, Project Manager for Lai Yew Seng, said: "We anticipate Heald products to be in high demand. For this reason, we have appointed an installation manager to co-ordinate the installation of Heald products."

### **Ends**

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