

AMSEC® CUSTOMER NEWSLETTER

WINTER 2012 - 2013

American Security Products Co. • www.amsecusa.com

To Our Valued Customers,

American Security Products Company is excited to announce our new gun-safe lineup for 2013. In this newsletter, you will find several new product enhancements, great new merchandise and new universal accessories that will boost your overall sales. Customers often say that American Security gun safes offer "a lot of safe for the money," and we are very confident that our 2013 lineup will continue to live up to this standard.

The 2013 SHOT Show promotion flyer highlights the Baker's Dozen: Earn a Free Safe Deal. Also back by popular demand is the promotional high-gloss TF gun safe, which was one of the hottest products at the 2012 SHOT Show. Plus, at this next show, we will also be offering a substantially reduced price on the DV652 under-bed safe, our #1 selling model last year!

The 2013 retail price book can be downloaded from our website at www.amsecusa.com. Additional hardcopies are available upon request. The 2013 Gun Safe catalog will be available early January. New product shipments and pricing will become effective January 15, 2013.

Please contact your local sales representative or customer-service agent to place your order on these exciting new products today!

We greatly appreciate your business and hope 2013 brings much success for you and your company.

Sincerely,

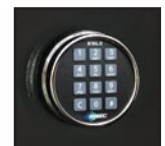
Team AMSEC



FV Series 45 Minute Fire Gun Safes!



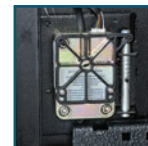
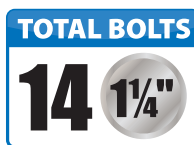
45 Minute
Fire Rating



ESL5 Electronic
Lock Standard



New ultra smooth
cam driven locking
mechanism with
increased handle
rotation.



External
spring-loaded
re-locker



Plush Gray Interior

Model	Outside Dimensions	Weight	Gun Capacity	Retail
FV7240E5	72" x 40" x 26"	926	15-15-15-30-45 + 2 Gun	\$3,370
FV6036E5	59" x 36" x 26"	628	19-19-38 + 2 Gun	\$2,300
FV6030E5	59" x 30" x 26"	572	15-15-30 + 2 Gun	\$2,055
FV6032E5	59" x 30" x 21"	508	11-11-22 + 2 Gun	\$1,865

Available for shipment January 15, 2013!

Note: The equivalent size TF series gun safes from 2012 are discontinued and are being replaced with the new FV series.

AMSEC®

BF® Series

NEW! Enhanced steel body thickness offers a 7ga steel barrier.



NEW!

New standard built in internal AC power port with removable external power cord.

New optional slide out 6 gun weapons storage rack available.



NEW!



NEW!

New Optional “.50 caliber” 5-spoke handle in black nickel finish.

NEW!

New ultra smooth cam driven locking mechanism with increased handle rotation.

BF7250 now available with a 73 all gun interior option at no additional charge.



NEW!

NEW!

Left swing door models available on BF® and Barrett series gun safes

SF® Series



NEW!

New plush gray velour interior

NEW!

New ultra smooth cam driven locking mechanism with increased handle rotation.

TF® Series

TF5924E5, TF5517E5 and TF5517 Now Come Standard with AMSEC's Premium Door Organizer!



NEW!



NEW!

AMSEC Gun Safes

Just Keep Getting Better with All-New Features for 2013!

Barrett® Series



New interior layout to provide better storage for a complete gun collection.

New standard ".50 caliber" 5-spoke handle in black nickel finish



NEW! New ultra smooth cam driven locking mechanism with increased handle rotation.



New standard built in internal AC power port with removable external power cord.

NEW! Left swing door models available on BF® and Barrett series gun safes



LED Light Retro-Fit Kit

AMSEC introduces the new HIWL120 LED AC power light kit with built-in motion sensor. The HIWL120 has two 39" light strips with 120 high-intensity white LED's and a motion sensor that automatically turns itself on when motion is detected and turns itself off 30 seconds after you leave the area.

The new AMSEC HIWL120 LED AC power light kit can be installed on any AMSEC safe.

Order Part # 3115046

Retail Price: \$120.00

NEW! PB3 Pistol Safe!



AMSEC's Pistol Box has been re-designed for 2013!

Retail Price: \$135.00

AMSEC®



NEW! **Two Locks in One!**
The "Duet" Electronic Lock

AMSEC introduces the Duet Redundant Electronic Lock. The Duet works as a standard Type 1 Electronic lock, but also has a mechanical Group II Lock Bypass! Available as an upgrade on all AMSEC safes.

No more concern about electronic reliability against EMP!

Retail Price: \$285.00

NEW! **PDO Retro-fit Kits**

Expand the capacity of your gun safe with the new American Security premium door organizer "PDO" retro-fit kits. Each PDO easily attaches to the inside door panel of any gun safe and includes mounting brackets for steel or dry wall door panels with adjustable Velcro straps to fit various door sizes.



NEW! **Expanded Line of Safes with ESL5 Electronic Lock!**

AMSEC has expanded its line of safes that now come standard with an ESL5 Illuminated Electronic Lock! You can now find this popular lock on the American Security Home Safes, SuperBrute Floor Safes and the WS1214 Wall Safe.



American Security Home Safe with New ESL5 Electronic Lock

Part #	PDO Size / Maximum Door Panel Width	Retail
1335388	49"H x 13"W / Adjustable up to 18-3/4"	\$125.00
1335389	49"H x 19"W / Adjustable up to 24"	\$150.00
1335390	60"H x 28"W / Adjustable up to 29-3/4"	\$200.00

Discontinued Products

The Following products will be discontinued for 2013:

AMSEC Biometric Electronic Lock, AMSEC ESL20X2 Electronic Lock, DSR2714 Series Depository Safe.



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