



HS TECHNOLOGY COURTS 'CUSTOMERS FOR LIFE'

Usually Jacks of all trades are masters of none, but quite the opposite is true for Pikesville, Md.-based HS Technology Group. The firm has continuously reinvented itself from the time it began as one of the nation's leading authorized ADT dealers nearly 20 years ago to its present status as a highly successful independent, multidisciplinary technology solutions provider diversified across commercial, residential, new construction, electrical and design divisions. It's impeccable balance of technical, business and people skills allowed it to capture 2012 SSI/Installer of the Year (small to midsize company, >150 employees).

"For us, it's all about the relationships you establish and we work very hard to maintain them," says Mark "Big Poppy" Recene, vice president, sales and marketing. "We employ a full-time business development manager who visits new and existing trade partners on a daily basis. These partners range from general contractors, electrical contractors, architectural firms and more."

HS Technology's customer service features live operators as opposed to an automated attendant, often resolving issues via phone and remote access, and Customers for Life loyalty program. Its alarm management practices include emphasizing installer/user training, and implementing Enhanced Call Verification (ECV) and GSM cellular technology on new installations. The firm keeps its associates motivated with many internal events, as well as charitable initiatives. HS is also active with several industry groups.

"HS Technology is always looking for new and different ways to contribute to the community," says President Stuart Forchheimer. "We tend to look for opportunities that focus around children; however, we donate to others that we feel would benefit from our services as well."



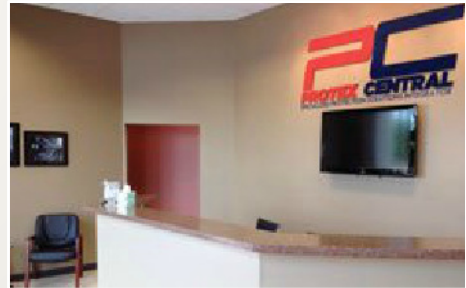
HS Technology Group avoids focusing its marketing efforts on singular products based on price, but rather integrated solutions that enable the firm to develop working relationships over longer periods of time. The company teaches its clients that technology changes and equipment needs to be maintained.

PROTEX CENTRAL: RIGHTEOUS TO THE CORE

For nearly a half-century, Papillion, Neb.-based Protex has served as a trusted provider of just about every imaginable security and fire/life-safety solution to commercial and industrial clients throughout the Midwest. The firm's manufacturer-trained, -licensed and -certified technicians are well versed in the inspection, maintenance and repair of all types of security and fire systems, and they're on call 24/7 for prompt dispatch. Customers enjoy the peace of mind knowing their people and property are protected around the clock and backed by Protex's prime directive — *To strengthen our business by protecting yours.*

Protex Central President/Chief Energy Officer Shawn Mullen offers an example of its customer service going above and beyond: "A large agricultural chemical manufacturer required an emergency service call after-hours. Once the technician arrived, it was determined the necessary repair parts were in another warehouse. The tech drove overnight to that location to retrieve the part, returned to the manufacturer and completed the repairs in time to maintain the production schedule."

Protex's solutions approach revolves around specific vertical markets to provide clients with brand-agnostic, customized end products. One of the most unique aspects of Protex is the 10-member Central Change Coalition it has put in place to ensure core strategic, value and future goals are achieved. Furthermore, the company's training commitment includes constructing a Global Training Facility in 2011. Finally, the firm is extremely active in charitable initiatives, involved in several security industry organizations, and is a frequent contributor to trade publications.



Protex Central is a leader in fire/life-safety and security systems/services throughout the Midwest. The firm has helped protect people and property since 1966 by striving to exceed customers' expectations to deliver a broad range of custom-tailored products and services.