



NEWS RELEASE

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FOR IMMEDIATE RELEASE

MLA appoints new Director of Business Development

The Master Locksmiths Association (MLA) has recently appointed Dr Steffan George as their Director of Business Development.

Steffan's responsibilities will include development of MLA training, communication with members and interested parties and, most importantly, the promotion of the association within the security industry.

Commenting on the appointment, Geoff Turner, Chairman of the MLA, said "It's with great excitement and anticipation that we welcome Steffan to the association. There is a lot to do to promote the MLA in the near future and push for industry regulation, and we firmly believe Steffan is the right person to drive the MLA forward".

Upon joining Steffan said "I'm very much looking forward to the challenge and working with the MLA and Sold Secure staff in carrying on the excellent work done so far and continuing to build the MLA Group into the trade association of choice for the locksmithing industry, and the first port of call for the Government, Police force, insurers as well as commercial customers and the general public".

Steffan joins the association from MIRA, the engineering service supplier to the transport industry where he was European Sales Manager. He has both an Honours Bachelors Degree and a Doctorate Degree in engineering, is a chartered engineer and a professional member of the Institute of Materials, Minerals and Mining and the Chartered Management Institute.

For further information please contact:

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Notes to Editors

About the MLA

The Master Locksmiths Association is a non-profit making body; established to set and promote standards of conduct, practice and materials within the locksmithing industry. It encourages its members to further their knowledge through ongoing education, regional meetings, seminars, its membership magazine Keyways and its website. Standards of entry to the MLA are rigorous and high (including CRB checks and inspections), and its ethos of "Skill and Integrity" exists to ensure that the public, government and industry receive the appropriate service and advice on security matters provided by its members. Created in 1958, the MLA became a limited company in 1986 and now the membership, currently standing at over 1400, is world-wide. The MLA is now the leading trade association for the locksmithing industry and is recognised as the authoritative body for locksmithing by the Police, the Home Office, the British Standards Institute, Association of British Insurers (ABI) and Building Research Establishment (BRE) amongst others. The MLA also offers a full suite of training courses to the trade, held at their purpose built training facility at their headquarters in Daventry. Sold Secure, the leading independent security test and validation laboratory is a wholly owned subsidiary of the MLA.

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