

associate member PROFILE

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Tell us some background info & brief history of your company.

The ROFU organization had its beginnings in 1933 in Zurich Switzerland. A young electrical engineering graduate, Alfred Rothfuchs, started an electrical consulting company by the name of Rothfuchs Ing. AG. Among the products handled by the company were electric strikes.

Peter Rothfuchs, the son of Alfred, wanted to expand the company's area of operations. Since the European market was restricted to already established distributors, he looked west and decided to enter the American market place. European locksets were quite different from the cylindrical and mortise locks used in the USA, so he adapted their European strikes so that they were compatible with our types of locks. After several years of research and preparation of tooling, the American corporation ROFU International Corp. was formed in 1980. The first corporate headquarters was located in a shopping mall in Carson, CA.

The first big showing of the ROFU product line was at the 1981 ALOA Silver Anniversary show in Kansas City. The line was limited and consisted mainly of the 1500 series strikes. The 1400, 3400 and 1700 series soon followed. In the meantime, the use of electromagnetic locks as a means to control access had been approved. ROFU established its own manufacturing plant in Taiwan; ROFU Security Ltd. managed by Peter Rothfuchs, and produced monthly thousands of magnets for ROFU's worldwide markets. After Peter's untimely death in

1994, the manufacturing in Taiwan was sold to the local employees who, to this date supply products to ROFU. Management in the United States and at other locations concentrates on new product design and marketing.

Hopefully, you can tell how we picked the name for the U.S. Company. 'ROFU' was pulled right out of the original name ROthFUchs, (Rothfuchs translated is red fox).

What are your best selling products/services?

ROFU's specialty is keeping doors secured, so those are the products we focus on.

Our best selling strike model is the ROFU 1702, an ANSI size model that can be installed in wood, aluminum and hollow metal frames, it comes standard with an adjustable keeper (which certainly helps if you have a wood door and have to worry about door warpage), it is our most versatile strike for cylindrical door locks. The 1700 series is the only model in the ROFU line that has a solenoid, as our other models have coils. The 1700 series is available in voltages ranging from 3 VDC to 48 VAC/VDC. We still have the 1400, 3400 and 1500 series, but we've also added the 1800, 2400, 1900 and 3900 series to our electric strike line.

Our best selling magnetic lock is the ROFU 8011xLC. It is a 1500 pound UL listed electromagnetic lock. We also are proud to offer a limited lifetime warranty on all of our magnetic locks, and an 18 month warranty on the PC boards. Over the

years ROFU has kept its products easy to identify, by not adding options, but by instead adding a new model with all the options to the line up, thus making it easier to identify your product needs.

You will find that ROFU offers one of the most complete range of products to include strikes, magnets, magnet accessories, request to exit, key switches, mushroom buttons, power supplies, transformers, cabinet locks, deadbolts and other accessories.

ROFU is one of the last independents in our ever shrinking industry. We are proud to say that we still compete with the largest. We do this by offering quality products, competitive pricing, a complete selection of access control products and superior customer service. Since the inception of the original Rothfuchs in 1933 to 2008 we have continually strived for perfection. We work harder to make your job easier.

Give us one of your great success stories.

Our products are installed worldwide in hospitals, churches, universities, schools, retirement facilities, airports, police stations, homes, office buildings and more. We wish we knew them all. Just a few of the projects are: The Convention Center in Melbourne, Australia, the Zurich International Airport, O'Hare Airport in Chicago and the Atlanta Airport. These projects have included electric strikes, electromagnetic locks, delayed egress magnetic locks, and our newest addition, our hold open magnets.

ROFU is proud that we are one of the few access control manufacturers that has not only remained loyal to the locksmith distributor channel, but that we continue to have strong relationships with the distribution networks set up many years ago to serve locksmiths.

What is your company's goal in the security business? Where do you see the future of the security business going, technologically speaking & where might your company fit in?

Our company's goal is to continually supply electrified security hardware which meets or exceeds the industry's needs and requirements. Also in response to the ever changing needs of today's industry, ROFU is continually

upgrading its technology to maintain ease of integration in the current and future access security systems.

How would you rate your customer service? What are some things that your company does to keep customers happy and returning?

ROFU's customer service is the pinnacle of the company's mission statement and is supported with all employees' duties focusing on order turnaround of 24 hours or LESS with percent of order fill of 99%.

In addition to our focus on turnaround, our customers can and do rely on ROFU for those times when special needs require a response from the supply chain in handling those critical situations.

We are very proud that to this day we still do not have a voice mail service during our working hours. You can always reach a real person and get help when you need it, right away.

In what ways is your company affected by today's high gas prices?

ROFU's partnership with distributors is the corner stone of our installer support function and, with this partnership being continually monitored, we are able to maintain cost effective supply line to the end user.

We also offer a 'free freight' policy to our distributors. ROFU pays for freight on orders that meet our free freight terms, this policy does add to our costs, but it keeps the cost to our distributors and their customers lower.

How often does your company exhibit at trade shows?

We are involved in a number trade shows at different attendee levels. Obviously we attend the shows that should give us the most contact with all the levels of our current customer base and our future customers. We can be found at international shows, national shows, distributor shows and regional shows as we want to meet our customers.

We always try to send a ROFU staffer to work the trade shows, so that the questions being asked can get answered, enforcing the idea that we support our customers in many ways.