RB-DOORS

™

Through regular product innovation, a large number of patents, meticulous design and a sophisticated distribution system, Rav-Bariach, with its brand "RB-Doors", which opened its doors 40 years ago, will next year become the largest security door manufacturer in the world

RB-Doors was founded in Israel in 1973 and soon after, with the development of it's unique multi-bolt locking system, the strength and durability of the steel entry door and the ever-evolving designs, transformed the world of security entrance doors in Israel.

RB-Doors' local name, "Rav-Bariach", quickly became synonymous with security doors with added value of creativity and elegance.

Since 2008, RB-Doors operate under the direction of Mr. Sam Donnerstein, an experienced 38 year veteran in various fields of industry with 18 years specializing in the door industry and current owner and CEO.

RB-Doors vision is to **develop, design and produce an exceptional sense of security for more and more people worldwide, by offering security in products, innovativeness, design and the security of knowing RB-Doors products are the best for personal and commercial protection**.

RB-Doors commitment to innovation is also applied to technology: state of the art production lines enabling maximum precision with required dimensions, utilization of materials which increase the quality of the product and the security of the door, development of advanced lock mechanisms and more.

Innovation is also reflected in RB-Doors' continuous design development and the creative and meticulous design of the steel doors. The company introduces a new collection of exclusive models every year.

Since inception, RB-Doors set forth to lead the door industry worldwide, establishing new standards for security, quality, visionary thinking and cutting edge technology. The constant pursuit of innovation has led to registration of a multitude of security patents and trademarks, both in Israel and internationally, and sales record of over 4 million doors in Israel and abroad.

Lock Product Division

Realizing the clear synergy between the door market and the locking market, in 2011 RB-Doors launched a new locking technologies division under the name **RB-Locks**. The division develops and manufactures patent-protected cylinders, mechanical and electro-mechanical lock mechanisms, electronic locking products, metal handles and hardware and integrated locking solutions.

The company also provides customer-tailored locking solutions, from locks on the front door through private homes to more complex solutions in public organizations and institutions.

Since its establishment, the locking technologies division launched many breakthrough products, including:

LOCXIS Cylinder – The new LOCXIS cylinder by RB-Locking Technologies offers you the world's most innovative and advanced high security features, meeting stringent quality standards. The Locxis system includes two pairs of telescopic floating pins that are used as a combination unit for added security. The key is two-sided, with US patent no. 8,336,350.

SMART-KEY – An exceptionally smart and useful technology planned and designed to replace the keychain and allow entry to several different doors in one building using one key.

The Advanced-Security Division

As part of its marketing business strategy, in 2012 the company launched an ADVANCED SECURITY division, which manufactures products of the highest caliber, including fireproof doors, forced entry resistant doors (FE-15,30,60) and bullet proof doors.

After years of development and tests conducted in conjunction with the company engineers as well as with Israeli and international security officials, the company became the leading brand around the world in sale of

RB-LOCKS
INNOVATIVE SECURITY
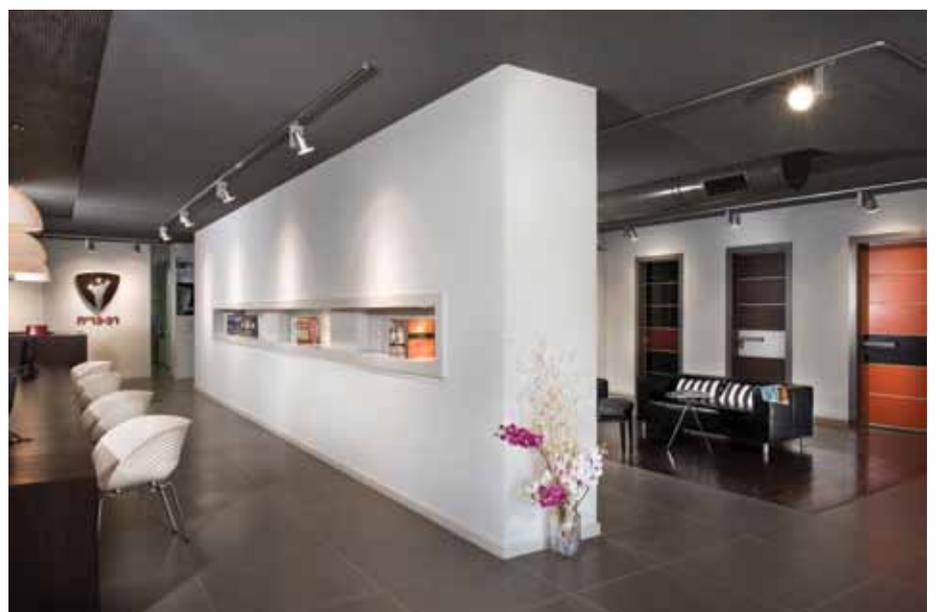
ADVANCED SECURITY doors built with unique security specifications. The RB-Doors advanced security division is the leading global supplier of doors to Israeli embassies, sensitive sites and financial institutions around the world. The doors are marketed in various countries, including Britain, Singapore, Latin American countries, Central & Eastern Europe and Africa.

International Rebranding

RB-Doors manufactures and markets doors for over thirty partners across 5 different continents.
In 2013, after four months of market research, evaluation the existing brands and studying the brands tone of voice, RB-Doors complete an international rebranding process for the RB-Doors and RB-Locks brands under the tag line "Innovative Security".

The goal behind the effort is to unify the brands' marketing communication and tone of voice across all global markets, via the company distributes and retailers, in order to increasing the value of RB-Doors and RB-Locks products.

The company vision is to see RB-Doors and RB-Locks grow within 5 years into a leading global brand with presence worldwide.

Things You Didn't Know About RB-Doors

■ Since its establishment, RB-Doors has sold approximately 4 million entry doors in Israel and around the world.

■ In 2014, RB-Doors will be the largest security door manufacturer in the world.

■ RB-Doors' FE doors are installed in numerous embassies worldwide. In the terrorist attack on the Israeli embassy in Egypt in 2011, a door of RB-Doors had protected the Israeli embassy staff for 6 hours before rescue forces came.

■ The Locxis cylinder of RB-Doors Locking division is one of the most sophisticated mechanical mechanism and is being sold in over 30 countries worldwide.

1973
Company founders invented the multi-bolt locking system and establish the Company.

2000
RB-Doors sells its locking division for $65 million to ASSA ABLOY.

2008
The company is acquired by industrialist Samuel Donnerstein.

2010
RB-Doors sells more than 150,000 doors annually.

2011
RB-Doors reestablishes its locking technologies division and develops the Locxis cylinder.

2013
RB-Doors undergoes rebranding into an international brand under the slogan "Innovative Security".

2014
RB-Doors is the largest security door manufacturer in the world.