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Sargent Locks in Odonnell Company

Premier architectural hardware manufacturer and supplier, SARGENT Lock has selected marketing agency Odonnell Company to help drive its brand reinvigoration, following a competitive bid against undisclosed agencies.

Odonnell Company will develop a new look for the SARGENT brand and create targeted communication materials to promote the company's entire product offering. The agency begins work effective immediately.

"We're thrilled to produce creative ideas that will help the SARGENT brand stand out from the pack, and we look forward to strategically tackling the extremely competitive hardware market," said Dan O'Donnell, Odonnell Company partner.

SARGENT is a market leader in locksets, door closers, exit devices, electro-mechanical products and access control systems. It is a subsidiary of ASSA ABLOY, a global leader in door opening solutions, dedicated to satisfying end-user needs for security, safety and convenience.

Odonnell Company is a full-service marketing agency based in New Haven, Connecticut. With extensive experience in branding and marketing, they help clients strengthen their brand position using traditional and new media.

For additional information about **Odonnell Company**, please contact Ryan Carroll at 203-764-1020 or ryan@odonnellco.com

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