

*Introducing*

## Ravid Brosh the New President of Safeplace Ltd.

**W**e are pleased to announce that as of August, Ravid Brosh, our Vice President of Marketing and Operations for North America took over the reins of Safeplace from Moshe Cohen, Safeplace president for the past eight years.

Both Ravid Brosh and Moshe Cohen have a long history with Safeplace. Ravid began his career at Safeplace as Production Manager where he became an expert in the technical aspects of electronic safe production. From there he went on to become marketing director for the international cruise ship market and vice president of operations. Along the way he earned a B.A. in Business Administration as well as diplomas in international marketing and related topics.



"I am leaving with a great deal of pride in what we have achieved and for what Safeplace has become. Safeplace ... always stood for commitment, fairness, friendliness and, in summary, "doing the right thing." The real assets of Safeplace are the dedicated people who take pride in what they do and stand fully behind our products and customers. I feel confident that they will continue to carry on in the same spirit in the future.

"I wish Ravid all the best in his new position. He has great challenges ahead of him in leading Safeplace. Ravid has grown up in the company and I am sure he will guide Safeplace into the future successfully."

In 2004, Ravid took over the position of Vice President of Marketing and Operations for North America. For the past six years he has lived in Maryland, returning this summer to take over the position of president of Safeplace. Ravid lives in Kibbutz Hatzor with his wife and two children.

Everyone here at Safeplace joins in wishing Moshe success in his future endeavors. His leadership, dedication, and insight have been an inspiration to us all. ■

Like Ravid Brosh, Moshe Cohen began his long Safeplace career as production manager – the first production manager for the company. Along with Noam Avni, our first president, he guided the company during its formative years through the development of an extensive line of electronic safes and the growth of Safeplace to a leading role in the hotel and cruise industries.

Moshe has been an integral part of Safeplace for twenty-three years. In his farewell letter he wrote:

### Safeplace

**TIMELOX®**  
By Safeplace

**SafeScoop is published by Safeplace for a select audience of international hoteliers. In this issue:**

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# All Over India

**T**his past year has seen a wave of activity for Safeplace in the Indian market, where Safeplace is represented by the veteran Indian company Eagle Forging. Safeplace installations have ranged from international chain hotels to luxury Indian chains and include a variety of Safeplace models and sizes.

## Hip and Swinging

Aloft, Starwood's trendy new hotel brand, debuted in 2008. It launched in India with two hotels in Bangalore and Chennai. Aloft hotels have large guest rooms featuring a combination high tech office and entertainment center with many features for the tech savvy guest. The Safeplace Magna 800 was chosen for both hotels.

## Luxury at its Finest

With over 20 site installations, Safeplace is no stranger to the well-known Taj Hotels, Resorts and Palaces chain, with whom it has enjoyed an exclusive relationship for many years. In addition to a repeat order for the Taj Mahal Mumbai, Safeplace was recently installed in the Taj Falaknuma Palace due to open this fall in Hyderabad. The Taj Falaknuma Palace was the former guest house of Nizam Mehboob Ali Khan and once hosted the royalty of the world. It has been exquisitely restored by Taj over a decade into a sixty room private palace. All rooms offer the Magna 800 laptop safe.



*Taj Falaknuma Palace*

## Five Stars for Radisson

The Radisson Marina New Delhi Connaught Place is Delhi's first heritage boutique hotel. It is located in the center of the city close to transportation, shopping and many attractions. All 90 guest rooms and suites are equipped with the Safeplace Magna 800. Not far away and only five kilometers from the Delhi Airport is the Radisson Hotel Delhi, which combines everything the corporate traveler needs with the luxuries guests expect from the international Radisson chain. For business travelers, the Radisson Hotel Delhi offers office space, secretarial assistance and meeting facilities as well as up-to-date media equipment. In addition it has six on-site restaurants, a modern spa, outdoor swimming pool and the Safeplace Tiara, the convenient roomy top-opening safe.



*Radisson Marina New Delhi*

## Royal in India

Royal Orchid Hotels is a veteran Indian hotel chain offering four and five star hotels in six locations with several more on the horizon. Royal Orchid hotels combine luxury with the conveniences that business travelers demand. Safeplace is no stranger to Royal Orchid and has been installed in many of the chain's finest hotels including the Royal Orchid Bangalore, Royal Orchid Jaipur, and Royal Orchid Central Pune.

## At Home in Marriott

Like many other international hotel chains, Marriott International has discovered the potential of the Indian market. The JW Marriott Hotel Chandigarh is the latest addition to the fine Marriott line, with opening scheduled for this fall. Centrally located, but only a fifteen minute drive from the Chandigarh airport, the hotel has spacious well-appointed rooms, a convention center, swimming pool, restaurants and Safeplace Magna 800 safes in all of its guest rooms.

## Pride in Pride Hotels

Pride Hotels is another fast-growing Indian chain of modern luxury hotels for both business and leisure. Safeplace was proud to be chosen by the Pride Bangalore which installed Magna 800 safes in all its well-equipped guestrooms. The Pride Bangalore joins Safeplace installations in the Pride Pune, Pride Chennai, Pride Nagpur and Pride Ahmedabad.



*The Pride Bangalore*



## Tranquility in the City

The Claridges, Surajkund Delhi, is a haven of tranquility overlooking the 10th century Surajkund Lake Complex near the South Delhi residential and commercial center. This new luxury business resort is both elegant and minimalistic, offering fine dining options, meeting and conferencing facilities and a beautiful world class spa. In addition to the other state-of-the-art amenities, The Claridges offers Magna 800 safes in every room.

*The Claridges, Surajkund Delhi*



## And Coming Up...

Last but far from least, Safeplace was chosen by Accor's first two Ibis hotels in India, the Ibis Mumbai Domestic Airport and the Ibis Pune. Both hotels are due to open this winter. Intercontinental's Crowne Plaza New Delhi Rohini due to open in 2011 also chose the Safeplace Tiara top opening safe for all its guest rooms. ■

*Crowne Plaza New Delhi Rohini*



## Hilton Return Visit

**T**he Hilton San Francisco Union Square is a well-known city landmark in a premium location in San Francisco within walking distance of many popular sites. With 1,900 guest rooms, the hotel spans an entire city block and encompasses a spa, outdoor pool and business center. In addition to its other luxurious amenities, the rooms offer Safeplace electronic safes.

The Hilton Union Square ordered its first Safeplace in 2004 and has returned through the years to purchase more, making a total of almost 1,700 safes. Over 500 safes were purchased in 2010 alone. When a hotel keeps coming back for more, there must be a good reason. In addition to ease-of-use, minimal maintenance and excellent security features, the Hilton Union Square turned to Safeplace for customized safes that include stand-alone safes, wall safes, right and left opening and custom colors to fit the variety of room types and decors. Keeping satisfied customers happy is a vital part of our business strategy! ■



## Enduring Quality in Colombia

**O**ver a decade of problem-free operation – that's what the Crowne Plaza Tequendama hotel has to say about their Safeplace safes. The hotel purchased its first safes in 1999 and made its latest purchase just this year, with more to come in its new addition. Magna laptop size safes are installed in all 578 guest rooms.



## Too Good to Discard

Located in the heart of the business district in downtown Bogota, the Crowne Plaza Tequendama towers fourteen stories high. It offers all the services of a deluxe hotel, including concierge service, business center, restaurants, sauna and fitness center. Conveniently located only six miles from the El Dorado International Airport, it is in close proximity to major tourist attractions.

When the hotel replaced its old model Safeplace a few years ago with the Magna 500 laptop safe, no one considered throwing away the old safes, since they were still functioning perfectly. Instead, they were "recycled" for use in two smaller properties.

## Recent Safeplace Installations in Colombia

Recently Safeplace has been chosen by other fine hotels in Colombia, including the Sheraton Bogota, the Club House Bogota, Ibis Bogota and the Regency Bogota. In addition, the Dann hotel chain of five and four star hotels in Colombia and Ecuador, recently chose Safeplace for the Dann Cartagena, and the Dann Carlton Bogota. ■

*Club House Bogota*



# Is Your Hotel Safe Really Secure?

By Moshe Cohen



*This is a "farewell" article from Moshe Cohen, Safeplace president for the past eight years. Hotel security has always been the top priority of Safeplace and Moshe's unique insights on the topic make for valuable reading.*

**A**lthough hotel safes have become very common, hoteliers are not always aware of all their possible implications and security aspects. From time to time, unfortunate cases around the world draw attention to these risks. In the following article we take the opportunity to point out important security considerations for hotel safes.

First of all, it is important to understand that hotel safes are "privacy products" that will not stand up against violent forced entry. Hotel guests should be advised to limit their use of in-room safes to personal items like laptops, passports, small sums of money, etc. Expensive jewelry and large amounts of money should not be stored in a room safe.

## Preventing Hotel Liability

The most sensitive and risky aspect for the hotel lies in its liability. Hotels will be considered liable if it can be shown that they were negligent in protecting guests and their valuables. Hotel negligence can occur from any combination of the following reasons:

1. Dishonest hotel employee
2. Lack of security procedures and awareness
3. Insecure equipment

**The following features can significantly minimize the risk of hotel liability from in-room theft:**

**Override control unit:** The most sensitive security element of hotel safes lies in their ability to open all the safes in the hotel. A secure override unit must include the following parameters:

1. The override unit should be manufactured and encrypted specifically per hotel, with no possibility of its being reprogrammed and used in other hotels.
2. Access to the unit must be identified by authorized user.
3. A foolproof self-audit function to clearly identify all operations and users with no possibility of changing or camouflaging the report.
4. Secondary control of override operations.

**Audit report:** A foolproof audit report (memory log) of all safe operations with accurate dates and times is essential and critical in the event of guest claims.

**Anti-Tamper:** The entire safe system - locking mechanism, operation panel and audit system - must be protected from tampering. Tampering can be mechanical and involve connecting wires or interfering with safe bolt or motor operation. Tampering can also occur through sabotage of the software, allowing the safe to be opened by an unauthorized user and the erasure of incriminating data from the audit report. ■

*The Safeplace Bimax unit with biometric fingerprint access leads in providing essential security features.*



# Safeplace

when it counts

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**We welcome your comments!**