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# Why Consistency is Key When It Comes to Public Relations

By **Tammy Waitt** - October 18, 2018



When it comes to quality perimeter protection products and engineering at its finest, Aeroturn, a 2018 'ASTORS' Homeland Security Award Winner, is at the top of its game.

*Guest Op-Ed by Monique Merhige, President, Infusion Direct Marketing*

Consistency is the key to success... and being in the security industry for over 15 years and the marketing field for over 20 years, I have found this concept to be true over and over again across many products and manufacturers.

Working in the physical security space has been an extremely rewarding experience.

What I enjoy most is representing companies that offer cutting edge, up and coming technologies that need my expertise to build a brand presence to drive business growth.

My favorite type of client is one who is under the radar screen and comes out of hiding with a little help from me.

Building momentum in the industry takes time; but one thing that is certain is that being consistent with your message and product quality is the only way to achieve true success.



Aeroturn has built a high-profile customer list that includes the White House, Uniformed Division of the U.S. Secret Service, the U.S. Treasury Department, Harvard University Library System and the renovation of the Baker Library, which was built in the 1800s.

Public Relations is the catapult that can propel a company to the next level if executed correctly.

It can increase brand awareness, but if the product does not live up to the reputation you have built; the company will eventually fail.

Over the years, I have worked with all different types of security companies ranging from security integrators that specialize in school security to companies that manufacture video surveillance, turnstiles, and access control solutions.



Government, Education, Industrial, Commercial and Private Turnstiles

Aeroturn designs, manufactures, tests, delivers and installs the world's only Zero-Maintenance standard and custom turnstiles.

All have their own unique selling proposition that we focus on, but our clients share one common denominator – quality products and services that have a disruptive technology in the market.

Let's take a closer look at the security companies out there who are delivering quality products and solutions consistently.

Currently, there are three major technologies driving growth in the security market when it comes to access control and perimeter protection and these include Network-based technologies, Access Control as a Service (ACaaS) and Mobile Credentials.

I happen to work with two companies that are pushing the door open in these areas.

ISONAS, a Pure IP access control manufacturer in Colorado is one of them along with Aeroturn, a leading turnstile manufacturer located in CT that offers 100% Made in The USA turnstiles.

ISONAS believes access control belongs on the network.

The all in one reader-controller provides a disruptive technology that eliminates the need for a panel and allows the user to take advantage of their network infrastructure.



ISONAS' new credentials, Pure Mobile, allow consumers to take the convenience of their mobile phone to the next level – and turn access control into a simple, hassle free part of their day.

When paired with their industry leading cloud-hosted software solution, Pure Access or 3rd party full featured access control software, a complete access control platform is formed.

An ISONAS system provides an ideal product solution for securing facilities while reducing costs and providing all of the advantages that Pure IP technology brings to the door.

ISONAS provides a product solution that is secure, reliable, trusted, and technologically advanced.

The company has been recognized as one of Boulder County's fastest growing companies as well as by industry partners such as Milestone Systems, year after year for its powerful video and access control integration.

Over the years, ISONAS has made a strong impact on migrating the access control market to Pure IP hardware powered by the network and continues to revolutionize the industry by offering customers a simple way to protect even more of their facility for less.

Bluetooth® Low Energy communication allows a simple and secure connection between your mobile device and the ISONAS Pure IP™ (RC-04 & R-1) hardware family.



**PURE MOBILE BENEFITS**

- Convenient, hassle-free access control
- Quick enrollment and management of credentials
- Simple user experience
- Reduce cost and complexity
- Enroll by device ID

**PURE MOBILE SPECIFICATIONS**

Device Compatibility:

- iOS 8.0 and newer
- Android 5.0 and newer
- BLE 4.1 and newer
- All ISONAS Pure IP™ Readers and Reader-Controllers

**READ RANGE**

- 4-8 inches
- Custom algorithm allows the mobile app to adjust to the appropriate read range

**SECURE**

- Encrypted communication using unique session keys
- Individual pairing to specific devices
- Non-Transferable Credentials

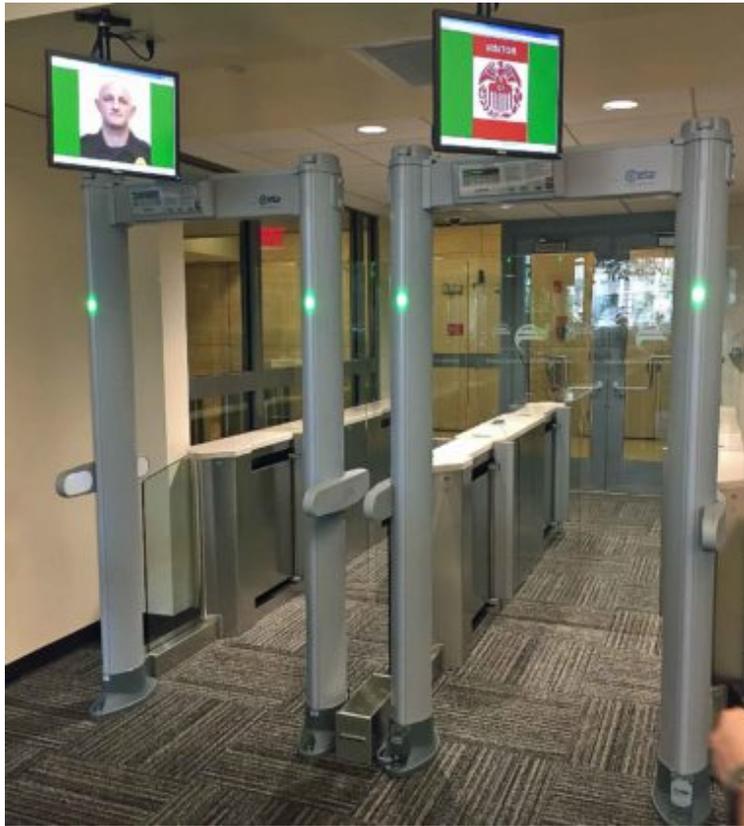
ISONAS' new credentials, Pure Mobile, allow consumers to take the convenience of their mobile phone to the next level – and turn access control into a simple, hassle free part of their day.

Recently being acquired by Allegion, a global pioneer in safety and security, shows the power and relevancy in the market of their Pure IP hardware, access control as a software solution, Pure Access and their Pure Mobile credential – giving customers a complete solution.

When it comes to quality perimeter protection products and engineering at its finest, Aeroturn is at the top of its game.

Aeroturn's first rotary and linear turnstiles were installed in 2004, and it has built a high-profile customer list that includes the White House, Uniformed Division of the U.S. Secret Service, the U.S. Treasury Department, Harvard University Library System and the renovation of the Baker Library, which was built in the 1800s.

To top it off, Aeroturn has never had a single lane replacement due to malfunction or obsolescence and has kept a 100 percent customer retention rate over the last 15 years.



Aeroturn New Portal Dual Barrier Man-Trap Turnstile

This company can write the book on quality!

Aeroturn spends about 35-40 percent of its time in the federal government space, and about 25 percent each in the Class-A tenant space and biopharmaceuticals, while the remaining percentage is spent on school campuses and financial institutions.

With a heavy investment in engineering, the company continues to innovate new turnstile solutions like the new Portal Dual Barrier Man-Trap Turnstile which was developed by Aeroturn due to end users requesting higher throughput, while maintaining the highest level of security for locations requiring extreme vetting of personnel.

The best part about running your own company is being able to pick and choose who you will represent in the industry.

For a public relations agency, it's all about building long-term media relationships and representing quality clients that share the same values and at the same time understands that success comes from being consistent in every aspect of your business.

I have been fortunate in my career to find quality clients that I'm proud to represent and will continue to look for similar forward-thinking companies to add to my client list in the future.

Both ISONAS and Aeroturn have set the bar high when it comes to being consistent and bringing to market disruptive technologies that have allowed us to easily pitch interesting stories to various security publications.



Monique Merhige, President, Infusion Direct Marketing

In addition, Public Relations is an even more important tactic for companies looking to grow their brand presence and promote their products.

My clients continue to have a competitive advantage because their cutting-edge technologies drive interesting stories and thought leadership opportunities with editors — allowing them to “stand above their weight class” when it comes to editorial and media coverage.

In order to maintain your brand identity now and in the future, consistency is key!

[Aeroturn](#) a Finalist in 2018 ‘ASTORS’ Homeland Security Awards Program

AST focuses on Homeland Security and Public Safety Breaking News, the Newest Initiatives and Hottest Technologies in Physical & IT Security, essential to meeting today's growing security challenges.



The *2018 'ASTORS' Homeland Security Awards Program*, is organized to recognize the most distinguished vendors of Physical, IT, Port Security, Law Enforcement, Border Security, First Responders, (Fire, EMT, Military, Support Services Vets, SBA, Medical Tech) as well as the Federal, State, County and Municipal Government Agencies – to acknowledge their outstanding efforts to *'Keep our Nation Secure, One City at a Time.'*

As an 'ASTORS' competitor, Aeroturn will be competing against the industry's leading providers of Innovative Perimeter Protection Solutions.

*To Learn More about the 'ASTORS' Homeland Security Awards Program, see [2017 'ASTORS' Homeland Security Award Winners Honored at ISC East.](#)*



The 2017 'ASTORS' Homeland Security Awards Presentation Luncheon

Over 100 distinguished guests from National, State and Local Governments, and Industry Leading Corporate Executives from companies allied to Government, gathered from across North America and the Middle East to be honored from disciplines across the Security Industry in their respective fields which included representatives from:



- The Department of Homeland Security
- U.S. Customs and Border Protection
- The Department of Justice
- The Security Exchange Commission
- State and Municipal Law Enforcement Agencies
- The Royal Canadian Mounted Police
- Leaders in Private Security

*Good Luck to [Aeroturn](https://aeroturn.com/) on becoming a Winner in the 2018 'ASTORS' Homeland Security Awards Program.*

To Learn More about Aeroturn, please visit the company website at <https://aeroturn.com/>. Join us in Recognizing these Industry-Leading Firms for their Outstanding Product Development Achievements, Exciting New Technologies and Innovative Education Programs to address the growing Homeland Security Threats our Nation is facing.

Take advantage of this *exclusive luncheon opportunity* to Invite your Guests, Clients and Show Visitors to a lovely & *affordable* plated meal event in the heart of New York City, for a Fabulous Networking Opportunity!



Take a break from the Show and Join Us for this Exclusive Luncheon and Networking Opportunity at ISC East 2018.

ISC East is the Northeast's largest security industry event and your 'ASTORS' Awards Luncheon registration includes *complimentary attendee access* to the show.

Already Exhibiting and/or Attending the 2018 ISC East Conference?



Join us to meet the 2018 'ASTORS' Award Winning Company Executives & Government Agency Representatives.

Register today for the 'ASTORS' Homeland Security Awards Luncheon on November 14th, in New York City and give yourself & your clients a break from the show! Gourmet luncheon choices available per person, or reserve a table – make an Impression on your Guests and Receive an Exclusive Discount Opportunity.

Register **NOW** for the  
**ASTORS Awards Luncheon**

**AMERICAN**   
SECURITY TODAY

Register  
per person,  
or up to a  
full table



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2018 HOMELAND SECURITY AWARDS

**Wednesday, November 14, 2018**

*To Learn More about the AST 2018 'ASTORS' Homeland Security Awards Program and Luncheon, please contact Michael Madsen, AST Publisher at: [mmadsen@americansecuritytoday.com](mailto:mmadsen@americansecuritytoday.com) or call 732.233.8119 (mobile) or 646-450-6027.*