



## **How would the neuter bow keys embossed with the locksmith name and Phone number increase repeat business for the locksmith?**

[Doug Morrison](#) • Love them, have had 100's of kw1 and sc1's come in...'no one knows what it is..' ok I'll fiw ya right up!!!...lol

[Alan Lillie, TCPL](#) • love the idea. What's the lead time?

[John Donnelly CPL](#) • Neuter bows with the locksmith info embossed are a good thing in most cases. It helps with return business, but there ar an increasing number of people out there that don't care where it originates. If they need keys in a hurry they will go to the closest place they can find. I've been working as a locksmith for over 23 years, and can tell you multiple stories of customers who tried to get "restricted" keyway keys cut at outside lock shops. The idea is good in theory, but is only as good as the "honest" and "professional" locksmith they try to get the keys from.

[Vincent Chestnut](#) • I like the personalized keys, but have seen lots of keys from other shops cross my counter.

As for neuter bow keys, I would like to see something that is not so generic. A square bow looks dull to me. How about if the 'standard' neuter bow key from a company looked like the old time 1950's cloverhead shape with some character to the bow? They would surely stand out on a keyring, and I'm sure it would make the customer feel better with something that looked nice instead of a metal slug.

[Gale Johnson](#) • With over 50% of all residential keys now SC1 or KW1, it doesn't take a rocket scientist to recognize the two keyways. Sell your customer a distributor-restricted keyway or a high security key system. Customers must then come back to you for their duplicates. There is no law against duplicating a neuter bow KW1 or SC1 key just because it is imprinted with some other lock shop name. Every duplicate key going out of our shop is automatically stamped with our name. Cheap publicity at no extra cost.

[MOE HAWA](#) • Locksmiths will always recognize the keyways no matter what the bow is, but I am not sure the paint department in the hardware store that happen to cut keys will be able to recognize it.

The idea is to keep the business within the community of locksmith, and to put their name out. Further more, these keys are for duplicating keys, the customers already have.

[Seth Pehr](#) • Moe

I received your samples last week, I was impressed with the quality and design. Beautiful blanks and more than enough room to stamp a code number on the head. I use to use another manufacturer of neuter bows, but will consider yours for future requests. Thank you for the samples.



## [National Association of Professional Locksmiths](#)

### **How would the neuter bow keys embossed with the locksmith name and Phone number increase repeat business for the locksmith?**

[Mark Mullinax](#) • It also gives everyone a business card so if they see someone locked out of there car they can assist them and if a neighbor is locked out it is a quick reference tool to call the locksmith with out a telephone directory

[Mark Rokjer](#) • Because the key has no reference # like SC1 or WR3 it makes it a bit more difficult for the average home depot employee or local hardware guy to identify the key in order to cut it , this brings them back to you. I think it also establishes you as a more reputable locksmith and not a fly by night operation. Your name is in front of the customer constantly and should it be a commercial account every time they need a rekey they know who to call personally I always put service stickers on the accounts I serviced for a reference , the ones I used said premises protected by \_\_\_\_\_ most customers were happy to let you out them on. I would recommend using neuter bow keys on the top selling keys and offer them as an upgrade for security when selling your customer. It's easy for employees to get copies made of standard keys the neuter bow makes it harder and High security neuter bow is even better or what we used to do is get an uncommon keyway like a different section not normally used and sell this to customer with neuter bow keys as a low end security product. Now this will really toy with the mind of an inexperienced home depot employee.

[Brent Franklin](#) • Agreed with all the above, the key is the selling card and seen by the customer everyday when they use the key. This also keeps them coming back to you for the keys and services as they beleive that that key can be cut by you and you alone. Of course this is not the case but the shape of the head of the key si still the way most keys are duplicated in hardware store america.

It is all about your name and branding to stay on top of the ompetition and this is one more tool to do that

[Jayson Wolbert](#) • Mark,

I like your line of thinking! A SE1 looks a lot like a KW1. They will cut and re-cut those ALL day long and 9 out of 10 wont work.

I keep a bunch of old SE1 around just to mess with the folks at ACE

[Fred Stover](#) • We at Pop-A-Lock use them every day. It is like cards but they see it every time they use it.

[Jeff Musser](#) • We custom ordered 10,000 each of SC1, KW1, Y1, and misc. Arrow, Corbin, SC4, etc. from Ilco about 8 years ago and literally replaced all our shelved boxes of regular blanks. Within 6 months we saw 75% returned for duplication. Even had customers request them because they liked the larger bow, and ability to find house key quicker on key ring. Unfortunately they don't offer them in auto keys but it sold us on continuing to stock them,

despite the increased cost per blank. I believe we definitely paid for the extra cost just by volume of duplicating them since they saw our name on key and came to our shop instead of the hardware stores and kiosks. I can't put a figure on the amount of service calls we did from the marketing from a simple custom bow! Definitely a must in our arsenal of marketing tools!

[Eddie Williams](#) • We use them all the time and get a great number of request for them. There was a company a few years ago that made SC1 blanks with KW1 heads and KW! blanks with SC1 heads...that really messed with the people at Lowes, Home Depot and ACE. I have not seen them in a while and I cant remember the name of the company...maybe someone on here can shed a little light on this company.