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## **Norshield VBS Division Registers on Radar**

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In the broad scope of the security industry, Norshield Vehicle Barrier Systems may not have registered much more than a blip on the radar screen. Norshield has entrenched itself as the leader in Forced Entry, Bullet Resistant, and now Blast Resistant windows and doors for over 30 years. However, the times are changing and Norshield has begun to make noise with their Vehicle Barrier Systems Division. Norshield VBS is not merely perched on the mantle of success. They are poised to entrench themselves as Norshield did over 30 years ago, but for the next 30 years.

From a leader in DOS work, Norshield VBS has grown to challenge even the biggest giants in the vehicle barrier industry. Previously thought of as the sole territory of another industry veteran (the Norshield of vehicle barriers), Overseas Building Operations and Department of State sponsored work on United States Embassies have started to shift towards Norshield VBS. Over the last 9 months, Norshield has won four new embassy contracts at Eritrea, Asmara, at Khartoum, Sudan, at Mumbai, India, and at New Delhi, India. At the embassy in Asmara, the first ever electric wedge was installed in early 2007. Furthermore, Norshield expects to register 2-4 more by the end of the fiscal year. This is a substantial share of the Embassy construction piggybacking on Norshield's bread and butter, the FE/BR windows and doors. The VBS Division has started to perform in the most stable market for perimeter security, Overseas Building Operations and DOS projects. more comprehensive security solution with Norshield's FE/BR products. The complete sally port offered by Norshield VBS combines with the FE/BR windows and doors to form a more comprehensive security solution. No other company offers such specialized expertise under one roof to the US Embassies.

Beyond revenue and market gains, Norshield VBS seeks to cement its position in the perimeter security industry further by committing to customer support and customer relationships with a freshness that is sorely lacking among the competition. The new website [go-vbs.com](http://go-vbs.com), which was released today, raises the bar far above the internet presence of others within the industry. The webpage is dynamic and fresh but also has the potential for far more depth than previously seen in a specialist security firm such as the VBS Division. The site features in depth product information ranging from marketing brochures to generic drawings. The site will also feature a Design Studio and Contractor's Shop intended to cater to two partnership groups involved in properly implementing perimeter security. The design studio will be for the architect or engineer and be a substantially detailed product resource. The Contractor's Shop will feature tools to intuitively help with the specialized construction required of most vehicle barrier systems. This depth expands upon the aesthetic beauty of the site adding brains to good looks. The combination of freshness and depth that Norshield VBS offers should help them become more than just a blip on the security industry's radar.