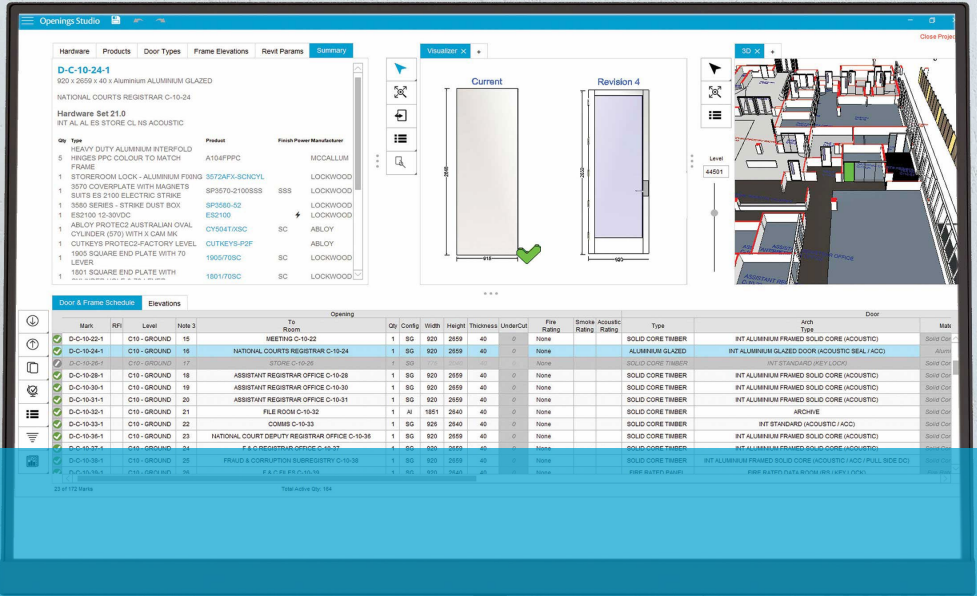


The ASSA ABLOY Group is the global leader in access solutions. Every day we help people feel safe, secure and experience a more open world.



Why a square sized brochure?

ASSA ABLOY SG Expression brochure

Moving by design



ASSA ABLOY SG Expression

ASSA ABLOY SG Expression concept

Designed to make an **impression**. The ASSA ABLOY SG Expression is a **bold** speedgate that gets noticed for all the right reasons.

The SG Expression transforms pedestrian access control points into design elements that **make a statement** in a building.

Meant to impress architects, the SG Expression contributes to create a wow factor in any project.



Moving by design



Emotionally moving and touching people with the modern design opportunities

Physically moving people in and out of buildings irrespective of credentials

A commonly used and fixed expression meaning that it is done deliberately, rather than by accident

With the design of our new speed gate, we are intentionally aiming to move both your body and your mind

Why a square format?

While it may be not as common, a square format:

- 1) Stands out: Gives the product a premium feeling and originality
- 2) Shows creativity and independence of mind
- 3) Texts and illustrations get naturally airy which makes it comfortable to read
- 4) Adapts best to both digital and printed copies at the same time.

A square brochure suits perfectly the ASSA ABLOY SG Expression concept and the effect we want to have on architects.



The art of motion

Humans crave experiences. When we step into a building, the first thing we notice is the atmosphere: how smoothly we move from space to space, how organic the ambience is... And how we feel inside.

This is the essence of "Moving by Design". A harmonious fusion of motion and emotion. Because your building's visitors deserve nothing less.



"There are no straight lines
or sharp corners in nature."
– Antonio Gaudi



Discover the power of entrance solutions

High speed and automatic doors. Advanced security exit lanes. Cutting-edge digital solutions. We are there whenever people and goods need to move safely and smoothly in or out of any kind of venue.

Our Security Entrance Control portfolio includes:

- Speedgates
- Full-height turnstiles
- Security Portals
- Security Revolving Doors
- Swing Gates
- Tripods
- Exit Lanes



Think about it: you may have already walked through an ASSA ABLOY sliding door at a supermarket or the airport this week. That's because our mission is to shape our industrial and commercial products and technology around your space – with tools to automate access and keep track of whoever's coming or going.

Today, this mission is more important than ever. Especially when it comes to securing your entrances: at any given moment, you might need to be safeguarding an audience

at a commercial venue. Or you might be monitoring secure environments at a critical infrastructure project. No matter the situation, we offer security entrance control that can be fully tailored to your building – whether it's revolving doors, security portals, exit lanes or other solutions. They're all built for occasions where security is non-negotiable. And with best-in-class design, installation, and maintenance, we guarantee that your entrance will be ready for whatever the future brings too.

ASSA ABLOY SG Expression

Inspire your environment



Elements of Expression

We know how important it is for your brand expression to remain intact. That's why we designed the ASSA ABLOY SG Expression to be fully customizable to your interior's atmosphere – becoming an easy yet elegant way to showcase your own brand identity.



Flex your colors

Having more color choices makes it easier to impress your visitors just the way you've envisioned it.

The ASSA ABLOY SG Expression is a powerful way to detail your interior, offering a wide range of color and detail options to encourage brand recognition and identity.