



Future of the Locksmith Business: What Is Expected from Manufacturers?





Why I became a
Locksmith?

*“My journey into locksmithing
did not start in a store or a
factory, but at home.”*

A black and white photograph of a person wearing a dark, textured balaclava that covers their face, leaving only their eyes visible. They are holding a handgun in their right hand, which is in the foreground on the left side of the frame. The background is out of focus, showing some foliage.

35 years and 25 days
ago

a Thursday

July 19th
1990



35 years and 25 days ago

July 19th
1990

The Magnificent

“That day, a locksmith didn’t just fix a door, he gave my family back peace of mind. That moment shaped my career and mission.”



4 years - 10 months - 15 days

LATER

a Saturday

June 3rd
1995

CHAVIARTE

Tudo por si, tudo pela sua segurança!



26 Years
+50 Chaviarte Stores
LATER

Exact same day

June 3rd
2021

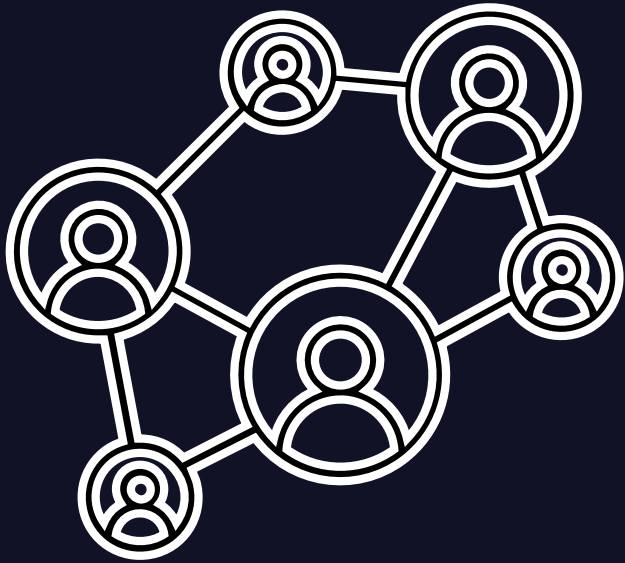
EDMNI
Your Smart Security

The role of the Locksmith



*“Locksmiths don’t just
work with locks. We work
with people’s fears and
hopes.”*

The role of the Locksmith



Guardians of trust

Advise families

Respond to emergencies

Install both mechanical & Smart
solutions

149 Years

1876 - 2025
Alexander Graham Bell
US Telephone Patent



1877



1925



1985



2007



PRESENT

160 Years

1865 - 2025
Linus Yale Jr.
US Pin Tumbler Cylinder Patent



1865



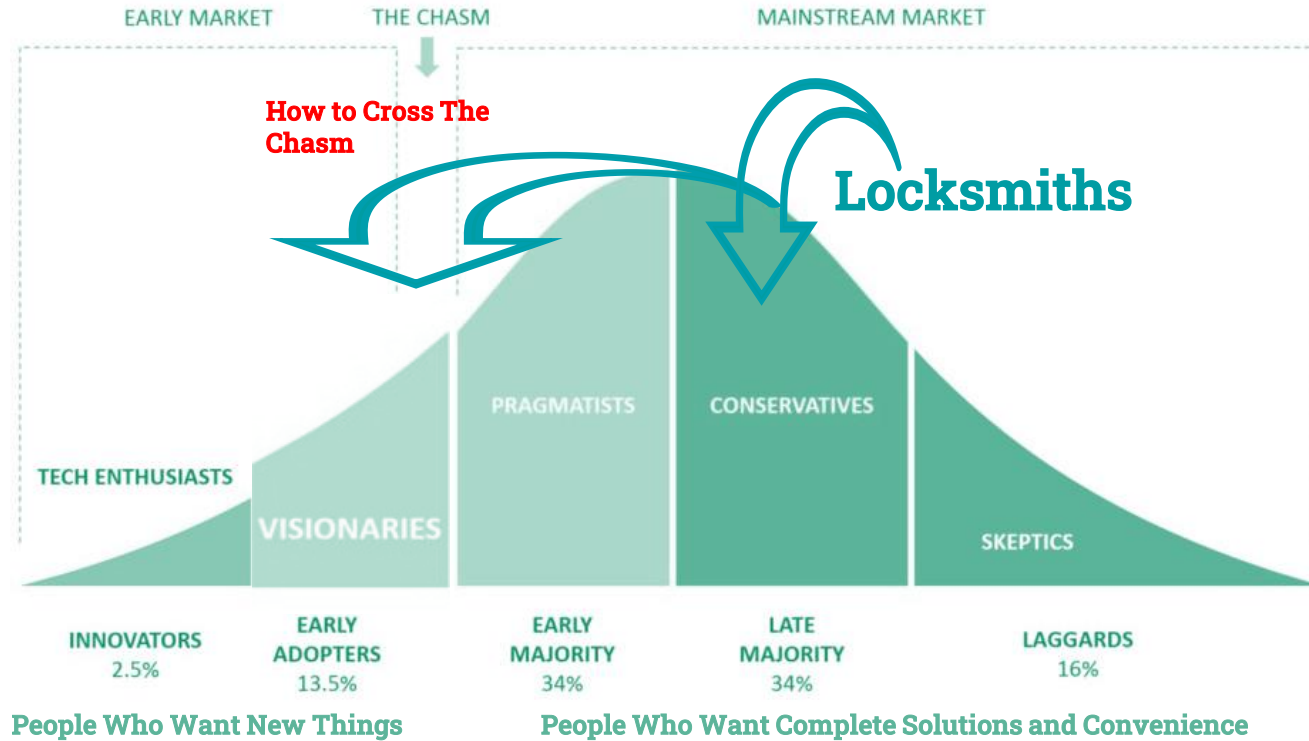
2025

*“Locksmiths need help to
move from tradition into
innovation.”*

Building the Bridge



Building the Bridge



Building the Bridge

Law of Diffusion

Most locksmiths are not innovators, they are the Late Majority.

Crossing the Chasm

The Chasm in our industry is deeper, because locksmiths adopt only when trust is proven.

Building the Bridge

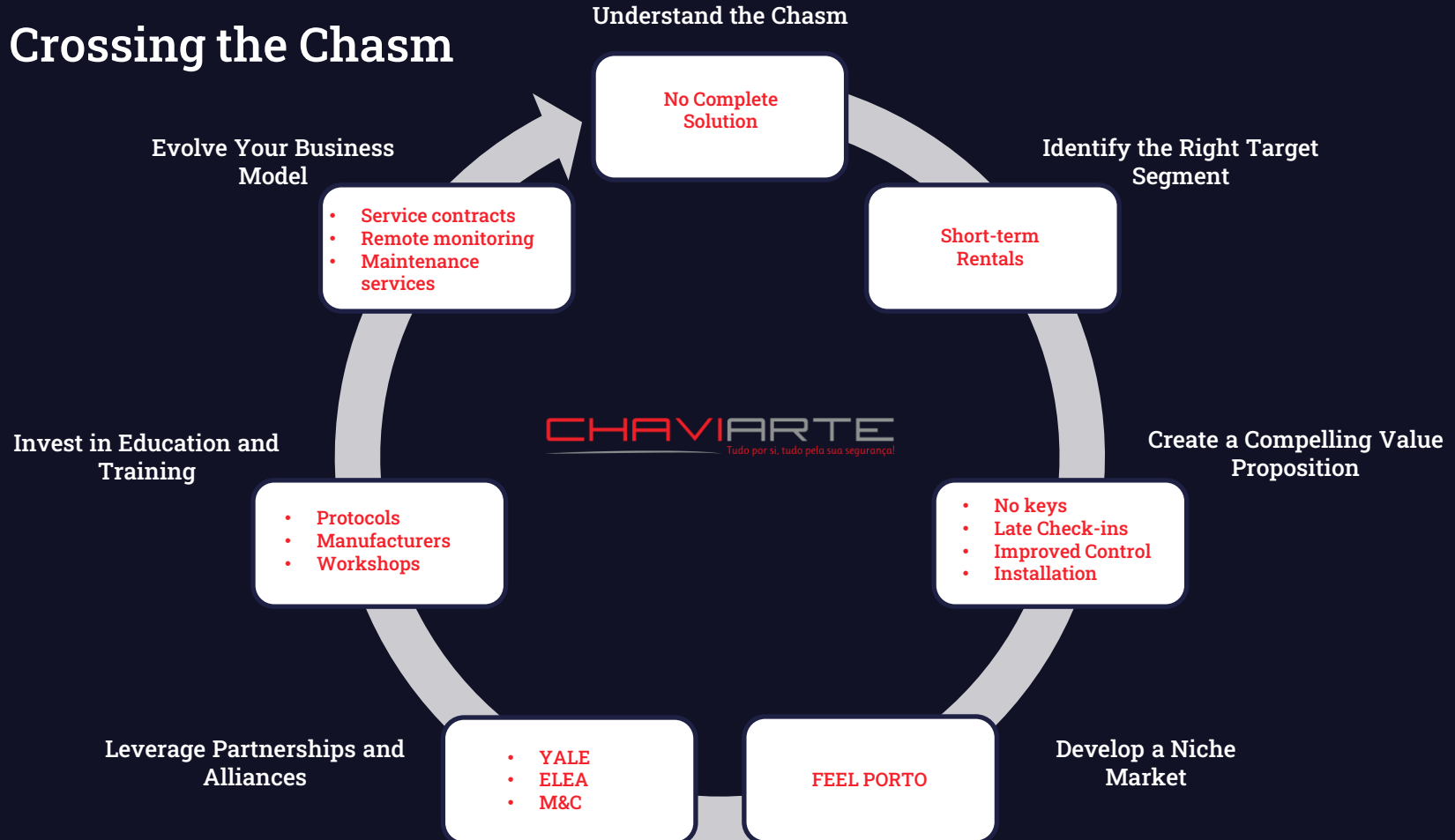
Together we can transform innovation into trust.

*“Together, we can build the
bridge between innovation
and adoption.”*



How do we
actually cross
the Chasm?

Crossing the Chasm



Crossing the Chasm



*“We don’t cross the Chasm
with features.
We cross it with proof,
training, and collaboration.”*

The Missing Connection



The Missing Connection

Products launched without installer input.

Lack of training and certification.

No unified platform connecting supply and fieldwork.



Consequence:

→ slower adoption, frustrated customers, lost opportunities.



What is
expected from
Manufacturers?

Find your Locksmith Partner



Find your Locksmith Partner

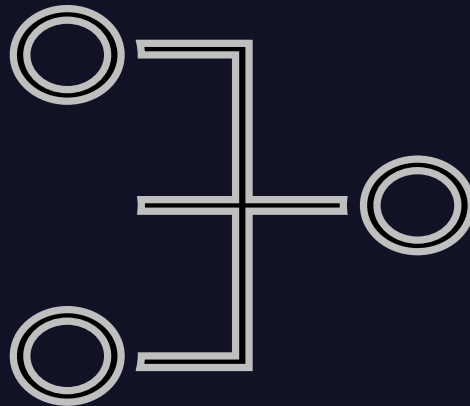
Develop initiatives designed to connect:

Manufacturers

(bring technology, scale, and investment)

Locksmiths

(bring customer trust, local presence, and technical skills)



Consumers

(trust)

Find your Locksmith Partner



Benefits for manufacturers:

- ✓ Certified installer network.
- ✓ Faster adoption cycles.
- ✓ Reduced installation errors and returns.
- ✓ Direct market feedback.

*“We help bring your
products to life through trust
and safety.”*

Call to Collaboration



*“Don’t just sell to locksmiths.
Build with locksmiths.”*

Call to Collaboration

Explore joint pilot programs |

To test innovation together in real environments

Invest in shared training & certification |

To build trust and expertise on the ground

Align on innovation roadmaps |

So locksmiths and manufacturers grow in step

Call to Collaboration

Differentiate professional solutions from DIY |

Ensuring both markets are well served

Develop co-branded certifications & trust seals |

Raising consumer confidence

Strengthen after-sales support |

To help locksmiths deliver excellence consistently



Convenience is no longer optional. Customers expect it.

July 2024 | Nuki + Austrian Post made home delivery standard.

A new benchmark | Trust, simplicity & security as default.

“Together, we can create not just safer homes, but a stronger industry.”

The Role Associations Play



The Role Associations Play

ELF and ARGE as strategic platforms:

Standardize training.

Create certification pathways.

Promote best practices across Europe.

*“Associations are the
catalysts for collaboration.”*

Vision of the Future

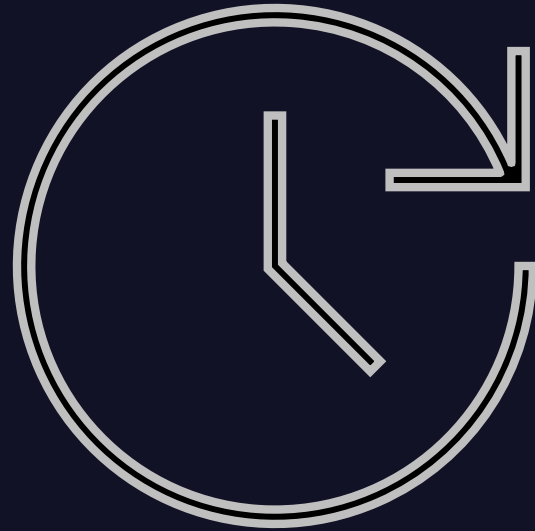


Vision of the Future

The locksmith industry evolving into smart security integrators.

Manufacturers gaining trusted partners on the ground.

Consumers enjoying better products, installed right, supported long-term.



“The locksmith that came to my house gave my family peace of mind.”

*Together, we now have the
chance to give that same
feeling to millions.”*

Questions & Answers

Thank You OBRIGADO

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ARGE Conference 2025 – Curia / Coimbra



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