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As solid and reliable as Cass Technology

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CASS Technology Sdn Bhd, based in Malaysia, is a key player in the security market for advanced security systems in Malaysia.

"I first started venturing into this business after facing some problems with a local manufacturer," said Cass Technology managing director Raymond Law, who was initially working in a family business, distributing and installing security systems.

"I decided that it was high time we introduced new and modern ideas, hence, I formed a company which designs and manufactures special security devices," he said.

Since its inception in 1995, the company has been known for specialising in identification technology using the brand name, Castle.

"The reason we use the name Castle because we want our products to portray an image that is solid and reliable," he said.

Castle's products are designed by young, creative R&D engineers and assembled in-house in its factory in Sunway Damansara, Petaling Jaya.

With input from Law, the products are of a high quality and user-friendly. "We want users to know that quality is our major concern.

"With my experience as an installer of security systems, I know what consumers look for in a security system and use it to my advantage," he said.

Nowadays, he said, most manufacturers concentrated on small and sleek designs and did not put much emphasis on the security aspect.

"While making a design, we should think of the consumer and how it can be marketed to suit his need," he said.

"We have to ensure that every step of the manufacturing process from R&D and design to final assembly is done professionally," he added.

The quality team conducts stringent checks during the production process to ensure that finished products conform to quality standards. It was a success for Castle to achieve the CE mark last year and ISO certification.

"For us, high quality and stable performance are our biggest concerns. We attach importance to quality," he said. Quality comes through continuous growth and technological advancement.

"We not only offer our client excellent security products, but also a total security solution package tailored to their need.

"Being one of the leaders in the manufacture of security system, we are determined to stay ahead of others through constant and continual improvement of our state-of-art technologies based on innovative ideas and effective quality management system," he continued.

Castle's latest product is the i-cass.

It is a security door access system, time attendance system and features an electronic guard tour system and fingerprint system.

It took the company about RM600,000 to develop it. The system is flexible and integrates with other systems. "The system is common for intelligent-buildings' needs. It helps the management to keep tract of its employees and at the same time help ensure that the place is secure," he said.

He added that, as a manufacturer of security systems, the company was committed to delivering only the best.

"We try to be different from other companies. That's why we have a customer service team which helps to ensure that customers are happy with the products sold and provide after sales service," he added.

Once a purchase is made, the company provides training for at least a week, so buyers can learn how to operate and install the system.

The company's products are sold in China, Hong Kong, Singapore, Saudi Arabia, Indonesia, United Arab Emirates, Hungary and Thailand.

"Castle is expanding. When I first started, it was hard to get into the international market.

"People abroad do not think that Malaysia can produce such excellent security systems.

"However, as Prime Minister Datuk Seri Dr Mahathir Mohamed has made our country well-known, people started believing in our products," he said.

From time to time, the company focuses on product trends and market demand as it believes that these efforts will allow it to market Castle as a reliable brand in security industries worldwide.

"The philosophy of our organisation is to judge every step of business in consideration of customer satisfaction. Full satisfaction is guaranteed along with the best service we can offer," he said.

Castle's intelligent microprocessor-based card access and security system are designed with the end-user in mind.

Its products include a fully-integrated building security system for door access control, car park access control, lift access control, fingerprint access control, contact-less smartcard system, alarm monitoring and guard tour system.

For details, call 03-78030011/6211, or log on to: [www.castle.com.my](http://www.castle.com.my)