

ISHP Selects Safemark as 2016 VQA Recipient

The distinguished award was presented during ISHP's annual fundraiser in NYC

Orlando, Fla. (November 18, 2016) – [Safemark Systems](http://www.safemark.com) has received the prestigious 2016 Vendor Quality Award (VQA) from the [International Society of Hospitality Purchasers](http://www.ishp.org) (ISHP). The award was presented in New York City on November 12th during the ISHP Annual Fundraiser to support Hollywood Heart, a nonprofit that provides opportunities for at-risk youth affected by HIV/AIDS.

ISHP is a group of leading hospitality professionals who are dedicated to ethical procurement principles, business integrity and fiduciary standards. ISHP introduced the VQA in 2013 to recognize the industry's elite suppliers who consistently deliver excellent products and service. Once nominated by an ISHP member, the vendor must receive the successful vote of the VQA Committee of ISHP Officers and meet the below standards.

- Vendor has provided a consistent quality product meeting hospitality standards.
- Vendor has provided excellent communication and customer service throughout the purchasing process.
- Vendor has consistently delivered on time.
- Vendor has dedicated senior management.



Left to right: Carl Long, PMI Dallas; Josh Mandel, Majestic Mirror & Frame; John Foley, Safemark; Adam Schindler, Walters Wicker; Josh Lane, Safemark; Mitch Parker, Parker International.

"Our ISHP members spend hundreds of millions of dollars annually on behalf of clients," said Mitchell Parker, ISHP president. "Achieving the VQA is no easy task. To make the cut, the vendor must have a history of consistent performance across a wide range of projects while working with some very demanding purchasers. We congratulate Safemark and welcome them to our exclusive club."

"We are honored to receive such an esteemed award," said John Foley, Safemark vice president of sales. "This award speaks to our service commitment, dedication to quality and continual drive to innovate. We thank ISHP for recognizing our team and for their countless efforts to give back to the community by assisting Hollywood Heart."

About Safemark

Celebrating over 30 years of guest room security, Safemark is the dominant provider of safes to the global hospitality industry and the approved supplier for leading hotel brands and management companies. With more than 1.5 million installations and the widest selection of safes, Safemark has engineered a complete line of safes to balance the unique needs of operators, designers, and hotel guests. As an added peace of mind, each safe includes a manufacturer's warranty and an exclusive \$10,000 limited warranty against forced entry. Visit www.safemark.com to learn more.

About ISHP

The International Society of Hospitality Purchasers (ISHP) is a group of hospitality professionals who are dedicated to ethical procurement principles, business integrity, fiduciary responsibility and the advancement of procurement expertise. ISHP membership is limited to hospitality procurement professionals and promotes the capacity to build a common platform of understanding that will improve relationships between the owner, project manager, interior designer, architect, manufacturer, and the purchaser, to achieve a successful project opening. For more information visit www.ISHP.org and www.hollywoodheart.org.