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## Gibraltar markets secure mailbox

Business First of Buffalo - by [Elizabeth Carey](#) Business First

Coming soon to a curbside near you, a mailbox with a lock on it from **Gibraltar Industries Inc.**

Ken Houseknecht, vice president of communications and investor relations of Gibraltar, says it's a growing trend as fear of identity theft grows.

"Think about the types of things you put in your mailbox, bank statements, Social Security statements, your personal information," he said. "There's a growing concern on the part of individuals and financial institutions and the Postal Service to come up with a system that's more secure and to protect the mail."

Those types of mailboxes at dormitories or apartment building usually have locks, and the market exists for individual homes,

"It's not just Gibraltar," he said. "I think it's something we as consumers need to be aware of because identity theft is a widespread problem." Houseknecht says 10 million Americans were victims of identity theft last year and one way it can happen is if thieves take your incoming or outgoing mail.

Gibraltar entered the postal and storage products market with an acquisition in 1998 and is now a market leader. In September the Buffalo-based company (NASDAQ: ROCK) acquired Florence Company, which handles centralized mail and package delivery.

Company officials say if you buy a mailbox in the U.S., there's an 80 percent chance it came from Gibraltar and the demand for lockable ones continues to grow. One lockable Gibraltar model is now sold at **Home Depot**.