

## Safemark Systems Appoints Philip Toh as Vice President Sales Asia Pacific

**Orlando, Fla. (February 4, 2015)** – [Safemark Systems](#), the leading provider of [guest room safes](#) to the global hospitality industry, is pleased to appoint Philip Toh as vice president sales Asia Pacific. Toh will be responsible for providing strategic direction and leading the company in its drive to service one of the fastest growing regions in hospitality.

"With Asia Pacific's impressive development pipeline of over 500,000 rooms, Philip is joining our team at a very exciting time," said John Foley, vice president of sales for Safemark. "A substantial opportunity lies ahead for Safemark and Philip's rich industry experience as well as his deep understanding of the Asia Pacific culture will play a significant role in our success."

Prior to Safemark, Toh held management positions for respected technology and service providers in the hospitality industry. His impressive resume spans more than 20 years with intense focus in the Asia Pacific market where he established trusted relationships with top hotel brands and procurement companies.



Fueled by increased business travel and demand for [guest room security](#), Asia Pacific represents one of Safemark's most promising markets. Safemark first entered the region in 2008 after gaining global approval from leading hotel brands, and has since built a robust infrastructure to support multiple hotel partners and distributors.

"Safemark has an impressive reputation for understanding customers' needs and delivering best-in-class security solutions," said Toh. "Leveraging Safemark's advanced technology, innovative designs and preferred supplier relationships will quickly propel our footprint across Asia Pacific."

Toh holds a degree in Computer Science from the University of Westminster, London and is fluent in English, Simple Chinese and Dialect Hokkien. He will be based in Safemark's new Singapore office and can be reached at [philip.toh@safemark.com](mailto:philip.toh@safemark.com) or Mobile +(65) 9618-7728.

### 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 one 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. Safemark recently merged with [ScooterBug](#), Inc. to provide customers with an extensive portfolio of guest security and mobility solutions. This powerful combination alters the way hospitality, leisure and entertainment venues deliver guest convenience through exclusive patented technologies. For additional information, visit [www.safemark.com](http://www.safemark.com).