

National Locksmith Firm Expands Reach In Phoenix Market

E-Rock Christopher July 31, 2015



Deric Czarapata, Pop-A-Lock Vice President and General Manager

Lock It Up Locksmith announced today that the firm has merged with Pop-A-Lock Locksmiths of Phoenix, (dba Pop-A-Lock of Greater Maricopa County).

(Newswire.net -- July 31, 2015) Maricopa County, AZ -- **Phoenix, Arizona** – Lock It Up

Locksmith announced today that the firm has merged with Pop-A-Lock Locksmiths of Phoenix, (dba Pop-A-Lock of Greater Maricopa County). Lock It Up has provided commercial, residential, and automotive locksmith services in Phoenix and the West Valley for the past eighteen years. Pop-A-Lock Locksmiths of Phoenix is the local franchise operation of Pop-A-Lock, an international locksmith firm headquartered in Lafayette, Louisiana. Pop-A-Lock operates in over 60 cities across the United States, as well as in Canada, Mexico, and Australia.

Lock It Up owner Nate Smedley will join Pop-A-Lock's team as a Locksmith Professional Leader. He will continue to serve his commercial accounts with the level of quality, dedication, and expertise for which he is known throughout the locksmith community in the Valley.

"We are extremely fortunate to attract a locksmith of Nate's experience to our team," said Deric Czarapata, Vice President and General Manager. "Nate will support our growth plans throughout the Valley. His commercial experience will be extremely valuable for us."

Pop-A-Lock provides a national platform for locksmiths to grow their business. The firm provides a mobile optimized website that enables prospective clients to locate a locksmith in their area. The locksmith will arrive in a clearly marked vehicle and deliver services for the agreed upon price. *"Our industry is rife with scammers," noted Czarapata. "We aim to change that with consistent pricing and quality service, delivered by a trained and uniformed professional."*

Smedley expressed his enthusiasm for the model. *"It's tougher for a single practitioner to compete in the digital age. Pop-A-Lock's values are in line with mine, and they provide backup and support I couldn't access on my own."*

Laura Bartlett, Pop-A-Lock President and CEO, commented, *"Like many industries, the locksmith business is ripe for consolidation. The costs for technology, inventory, and equipment continue to increase. We expect continued growth and bringing in additional locksmith teams over the next several years."*

About Pop-A-Lock of Greater Maricopa County

Pop-A-Lock of Greater Maricopa County provides commercial, residential, and automotive locksmith services throughout Phoenix and the surrounding cities of the Valley. Services are available 24/7. The company provides commercial and residential security audits, in addition to automotive keys and ignition rebuilds. For more information, contact General Manager Deric Czarapata at azpopalock@gmail.com or 480-815-6184.

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