



ENCON YEAR IN REVIEW

2025

2025 Encon Electronics in Review: The Year of the Customer

As we embark on 2026, we look back at the previous year with immense pride. Last year, the achievements we accomplished and the milestones we reached that helped shape our company and its legacy. 2025 was a true testament to Encon's commitment not only to excellence, but also to our valued customers.

New to Encon

We kicked off 2025 with new office hours. To better serve our customers, we changed our hours so they would be the same in both the Hayward and Sacramento offices. The consistent schedule of 7:30 a.m. to 4:00 p.m. went off without a hitch.

In February, we welcomed a new salesperson to the Hayward office – Joseph Smith. Over the course of the past 11 months, Smith has flourished by providing exceptional customer service, gaining extensive knowledge of our product line, and fostering strong relationships with Encon employees and customers.

We are always dedicated to expanding our vast inventory and 2025 was no exception. Throughout the year, we added new products from various manufacturers including DoorBird, DoorKing, LiftMaster, Locinox, Miller Edge, Nice, USAutomatic, and more. For a complete overview of our vast and ever-changing inventory, visit enconelectronics.com.

Incredible Partnerships

In 2025, we shined a spotlight on our customers with our new and unique “Paving the Path” series. We conducted interviews and published stories of several extraordinary dealers including Avila Ornamental Iron, C&R Fence, Custom Gate & Access, and Open & Shut Enterprises.

Each story offered a unique perspective on how to get started and ultimately thrive in the access control industry. The “Pathing the Path” stories also allowed us to gain valuable insights from industry veterans on a multitude of topics such as marketing strategies, new business development, longevity in the industry, and so much more. Visit the Encon “Events & News” page to read the stories in full.

Encon has truly benefited from the opportunity to work with each of these companies for many years (and in some cases, decades!). We value these partnerships as well as our relationships with ALL our customers. We look

forward to continuing to help your business grow in the coming year, and we can't wait to highlight more Encon customers in 2026!

Magnificent Milestones

In March, we announced that our VP of Sales Dana Naylor was featured in the D&D's "Fencing Her Way" special series. The article highlighted how women in the industry are "proving that expertise, leadership, and innovation know no gender." Dana is a standout example, and we were truly excited for this well-deserved acknowledgement from the industry.

On May 31st, Jenny Kuo officially became a U.S citizen. Jenny has been working in Encon's Accounting department since 2012. She is one of our most dedicated employees and is the epitome of a team player. We were happy to celebrate this important milestone with her.

In June, we honored Encon's most-tenured employee — Lawrence Bourke. Lawrence began working in the warehouse in June 1985 pre-wiring Stanley gate operators. Since then, he has demonstrated years of dedication, service, and expertise, and has been a valuable employee of Encon.

We celebrated his remarkable 40th anniversary milestone with a BBQ and party where Lawrence had an opportunity to watch a compilation video featuring over 20 industry professionals with whom he's worked with over the years.

September marked another major milestone at the company — Francisco Rodriguez's 25th anniversary with Encon Electronics. Francisco discovered Encon by responding to a "Now Hiring" sign he saw while driving by the Hayward office. What began as a six-month stretch in the warehouse evolved into an amazing career. He now serves as the Director of the Accounting Department, a position he's held for over 20 years.

Exclusive Deals

Mid-year, we launched an exciting "Sizzling Summer Sale." Any dealer who placed an order of \$5,000, during the allotted promotion time, was eligible to win a ton of awesome prizes including water bottles, Yeti coolers, and the grand prize — a Blackstone griddle and BBQ accessories.

Nine different customers walked away winners including Alltech, American Door & Gates, Awaxx Systems, C&R Fence, Creative Gates, Custom Gate & Access, and Security Gate Systems. This exclusive promotion was not

only fun to promote, but it also gave us a chance to reward our most loyal customers.

Training for the Future

Training and professional development have always been core to our mission and in 2025, we continued to offer technical workshops, product demos, and seminars featuring various manufacturers such as DoorBird, Maximum Controls, Nice, and Optex.

These educational opportunities allowed our customers to stay ahead of industry trends and develop new skills. They also empowered the Encon crew to provide the level of service our customers expect—whether it's answering questions, troubleshooting issues, or providing recommendations.

What a Show!

One of the key highlights of 2025 was the much-anticipated NorCal Trade Show. Our annual show featured 20 exhibiting companies, a large group of quality attendees, and a ridiculous number of desserts to sample during our first-ever "Battle of the Sweet Treats."

The energy in the air was palpable throughout the entire show as attendees visited manufacturer booths, learned about cutting-edge products, enjoyed the complementary taco truck, and won raffle prizes donated by Encon and our generous trade show sponsors.

This successful trade show reminds us of the valuable relationship that we share with our vendors and customers and demonstrates how collaboration makes all of us better. We look forward to hosting the next NorCal Trade Show in fall 2026 so mark your calendars.

Industry Involvement

Encon also stayed committed to supporting industry trade shows and association events. Jeff Harris and Dana Naylor attended the AFA Fencetech show in Salt Lake City, Utah.

Encon employees also attended various California Fence Contractors Association (CFCA) events held throughout the year. In September, Jeffrey Harris conducted training at the CFCA Quarter 3 event. The class covered Solar Power for Gate Automation and Harris shared his expertise on metering panels and batteries, panel placement, fighting current draw,

managing batteries, and provided the group with basic troubleshooting techniques.

These are just a few examples of how Encon continues to support relevant organizations like the AFA and CFCA. Industry participation is critical because it allows us to stay current on industry-related topics and products, while networking and developing relationships with industry professionals.

Staying True to Our Core Values

Despite the exciting milestones, events, and product launches, what truly sets us apart remains our commitment to same-day shipping, expert tech support, a well-stocked inventory, and most importantly, our customer service. Every day, we strive to ensure that our customers receive the services and products they need when they need them.

Whether it's fulfilling an order on the spot or providing in-depth technical guidance, our small business goes the extra mile to ensure that every interaction is seamless and that your small business is thriving.

As we reflect on this remarkable year, we are grateful for the unwavering support of our customers, vendors, and employees. We are excited for 2026 and what the coming months will bring, knowing that we will continue to uphold the values that have made us leaders in our industry.

Here's to another exciting year of growth, innovation, and excellence!