Door Controls Direct Launches Bold New Brand Campaign: ‘Protect What Matters’

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Door Controls Direct, the trusted authority in door control hardware, fire door safety, and access control, has just launched its most powerful brand campaign to date: Protect What Matters.

At its heart, *Protect What Matters* is a promise, a commitment to helping you create safer spaces, one door at a time. Whether it’s through robust fire door hardware or intelligent access control, our mission is to protect people, property, and peace of mind. Because when lives are at stake, there can be no compromises.

In a world where safety can’t be left to chance, *Protect What Matters* shines a spotlight on the often overlooked, but critical, role of door hardware in building security. From busy school corridors to hospital wards and commercial buildings, the right door controls don’t just manage movement – they save lives.

“Every door is an opportunity to make a difference in someone’s safety,” says Jodie Harris, Digital Brand Manager at Door Controls Direct. This campaign isn’t just about what we sell, it’s about empowering our customers to prioritise safety in every space they manage.”

Behind every specification, every install, and every click of a latch is a human

story – a teacher, a patient, a team member, a loved one. That’s what this campaign is about. Making sure the spaces we move through every day are designed with care and protected with intent.

Explore the campaign **here**

- **Watch the campaign video**
- **Download our Compliance Pack**
- **Dive deeper into the campaign**

At Door Controls Direct, we believe door hardware is more than just functional, it’s fundamental to how we protect what matters most.