

Bonhams Auction House appoints ASG for security guarding

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Assist Security Group (ASG), a supplier of bespoke security to premium brands, has been appointed by Bonhams to provide onsite guarding services for its flagship London salerooms in New Bond Street and Knightsbridge. This follows security deployments in Amsterdam, Dublin and Vienna for the internationally renowned auction house founded in 1793.

Bonhams' New Bond Street headquarters, located in the heart of Mayfair, is the most technologically advanced saleroom in the world, while its Knightsbridge premises, situated opposite Harrods, stages more than 150 auctions annually. With the ASG security partnership, both locations will benefit from enhanced security measures, ensuring that Bonhams continues to deliver exceptional service to its clientele, said Troy Hewitt, CEO of ASG:

"We are delighted to be working as a security partner with Bonhams, a premium brand in fine art and collectables. Our team of specialists is committed to providing the highest level of security, ensuring the safety and integrity of Bonhams' assets, staff and visitors."

With over 30 years of experience delivering protection and support, ASG's consultative approach and 6-Point Framework of Protection, Prevention, Presentation, Planning, People, and Partnership fully aligns with Bonhams' requirements, Hewitt says.

ASG tailors its security solutions to match each client's risk and security profile, as well as brand and commercial objectives. By blending operational efficiency with a personable, collaborative approach, ASG partners with luxury retailers and hotels, estate managers, and premium office premises in London and other cities to protect their stakeholders, assets and profits.

ASG offers a free private webinar for companies to explore the options and opportunities for risk assessment and to secure their business and brands. For more information, please visit assistsecurity.co.uk.

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