Written by Marco Attard
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Nortek announces the rebranding of its Linear subsidiary to Nortek Security & Control-- a grouping combining the Linear, 2GIG and GoControl brands into a single cross-market portfolio.



“Nortek’s Linear business has been transformed during the past few years, as we have become a market leader not only in the security industry but the broader home control and automation sector, as well,” Nortek CEO Michael J. Clarke says. “Linear’s legacy includes 50 years as a pioneer in the wireless access control market and industry-leading capabilities in the design, engineering and manufacturing of sensors and connected devices. Our 2013 acquisition of 2GIG Technologies accentuated these strengths by bringing us more brands and capabilities, as well as complete solutions for the broader home automation space.”

Nortek describes the Nortek Security & Control subsidiary as an "OEM, service provider, branded and a new DIY offering." It is also the global top manufacturer of Z-Wave products, at least according to the Z-Wave Alliance.

The Linear part of the company will continue to focus on dealers and OEM partners across vertical markets, including security, video surveillance, intercoms, garage door operators and other RF technology applications.

2GIG is the Nortek Security & Control channel-facing brand, with OEM security and control products for telecoms, cable companies, security dealers and others selling own brand home control systems.

The final part is GoControl, which is set to offer stand-alone DIY smart home wireless products (such as light switches, smart light bulbs, thermostats and other retail oriented connected devices) from Q2 2015.

“Nortek Security & Control is the pre-eminent smart home platform provider and is a strategic

OEM/ODM partner to leading players in the smart home industry," the company concludes. "We already control more smart homes than any other home control solutions company, so this alignment is really about bringing the Nortek Security & Control brands into focus and asserting our leadership in the category."

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