Unlocking Technology

An expanding Pop-A-Lock may need a new slogan: Today, the Swamp, Tomorrow, the world.

By Don Allen

In 1996, Steve Cannon and Carl Vincent built the potential home of a $50 billion industry when they decided to mail out a direct mail open offer to three friends. Pop-A-Lock has grown into a $30 million company that vies for franchisee real estate in every state from coast to coast.

What began as a simple but brilliant concept has now evolved into an international business with 115 franchised locations in the United States and a scheduled opening later this year in Seville, Spain.

The origins of the business can be traced to LaFayette, Ga., where the call center is located. It's a 12,000 square foot building in the shape of a padlock, where 24 people are trained to take customer calls.

"Our goal is to give our people the feeling of being part of a company," said Steve Cannon, CEO of Pop-A-Lock. "We are building a company where everyone feels like they are part of something greater."