

## FROM THE PAGES OF HISTORY

# Amarr

GARAGE DOORS

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**Photos:**

1. The original building, 1951.
2. Herb, Abe, and Morris Brenner, ca. 1959.
3. Amarr President Bill Neal, ca. 1988.
4. Corporate offices in Winston-Salem, N.C., 2006.
5. Lawrence, Kan., plant, 2006.
6. Richard Brenner, 2007.

## Milestones

- 1951 ▶ On June 7, 1951, Abe, Morris, and Herb Brenner establish Amarr as a building supply company in Winston-Salem, N.C. Amarr is an acronym for the names of Abe and Morris. As market demands shift, the Brenners eventually focus on garage doors.
- 1969 ▶ In June 1969, Amarr manufactures its first wood garage doors, producing them in Winston-Salem, N.C., and distributing them throughout the Southeast. Within 10 years, Amarr expands its manufacturing capabilities.
- 1977 ▶ Bill Neal, an Amarr veteran since 1952, is named president.
- 1978 ▶ Amarr opens its second manufacturing facility in Opelika, Ala., to produce residential wood garage doors.
- 1980 ▶ Amarr opens another garage door manufacturing facility in Navasota, Texas.
- 1982 ▶ Amarr joins forces with Delden and Ankmar to form the Garage Door Group, manufacturing residential steel raised-panel garage doors in Kansas City, Mo.
- 1983 ▶ The first Amarr Door Center opens in Dallas, Texas, giving dealers quick access to Amarr products. Many more such centers are opened throughout the 1980s.
- 1989 ▶ Amarr builds a new 120,000-sq.-ft. steel door manufacturing facility in Lawrence, Kan. All manufacturing for the Garage Door Group moves to the Lawrence plant. Amarr and Delden buy Ankmar's shares in 1994; Amarr buys Delden's shares in 1998.
- 1990 ▶ Bill Neal retires; Herb Brenner becomes president.
- 1991 ▶ The 25th Amarr Door Center opens in Columbus (Blue Ash), Ohio.
- 1993 ▶ The company introduces Heritage steel garage doors with a new raised-panel design.  
Richard Brenner, Herb Brenner's son, becomes president.
- 1995 ▶ Amarr's first international Door Center opens in Monterrey, Mexico.
- 1997 ▶ The 50th Amarr Door Center opens in Los Angeles, Calif.
- 2000 ▶ Amarr introduces its first licensed brand garage door, the Bob Timberlake Collection of wood carriage house doors.
- 2002 ▶ Richard Brenner becomes CEO; Jeff Mick is appointed president. Mick, with Amarr since 1998, had previously served as chief operating officer.
- 2003 ▶ Amarr acquires Fimbel Door, a manufacturer of commercial and residential sectional garage doors in Whitehouse, N.J.
- 2004 ▶ Amarr introduces the Classica Collection, the industry's first three-section stamped-steel carriage house doors. The door meets quick success with dealers and builders.
- 2006 ▶ The company opens a new research and development facility in Winston-Salem, N.C.  
Amarr announces a national distribution agreement for Jeld-Wen garage doors.  
Amarr expands into the retail channel, manufacturing doors for Lowe's ReliaBilt brand.
- 2007 ▶ The company's fourth manufacturing facility opens in Mocksville, N.C.
- 2008 ▶ The 70th Amarr Door Center opens in Miami, Fla.