

## FROM THE PAGES OF HISTORY Garaga



1



2



3



4



5



6

### Photos:

1. St-Georges, Quebec, plant, 1983.
2. Michel Gendreau, 1983.
3. Michel Gendreau and his two sons, Martin (left, director of logistics and distribution) and Maxime (right, director of marketing).
4. St-Georges plant, 2008.
5. Barrie, Ontario, plant, 2008.
6. Garaga logo, 1983.

### Milestones

- 1983 ▶ Michel Gendreau, a 26-year-old stockbroker, acquires the assets of Garaga Doors Ltd., a company making garage doors in Saint-Georges, Quebec, since 1979. The purchase fulfills Gendreau's dream to have his own business and follow in the footsteps of his father, also an entrepreneur. Operating with five employees, Gendreau renames the company Garaga Doors (2000).
- ▶ Gendreau is committed to offering a higher quality product and better customer service than what existed at the time. The first product from Garaga, previously unknown in Canada, is a light insulated aluminum garage door in a choice of six colors.
- 1986 ▶ Garaga invests \$1.2 million (USD) in the construction of a new plant in St-Georges.
- 1990 ▶ Garaga launches its own production line for residential and commercial garage door hardware.
- 1991 ▶ The company lands a \$2.5-million (USD) contract for insulated panels used for thermal reinforcement of a hydroelectric dam in northern Quebec. The project pushes Garaga into developing higher production standards that will later be used to meet ISO requirements.
- 1993 ▶ Garaga launches its first steel doors, the Standard+ (residential) and the G-5000 (commercial). Both doors combine galvanized steel with five coats of polyester paint and polyurethane insulation.
- 1995 ▶ With the development of markets in Ontario, western Canada, and the U.S. Great Lakes region, Garaga opens a new 40,000-sq.-ft. manufacturing plant in Barrie, Ontario.
- 1996 ▶ Garaga launches the Garaga Experts program, a network of garage door specialists in Canada, offering dealers a way to stand out from the competition by providing quality work and assured satisfaction to customers.
- ▶ Garaga is among the first garage door manufacturers to launch a fully functional Web site, [www.garaga.com](http://www.garaga.com). 1979 Atlas builds a new manufacturing facility in Nesbit, Miss., to reduce shipping costs and grow their western markets.
- 1997 ▶ Garaga becomes the first manufacturer of garage doors in Canada to achieve ISO 9002 certification for its manufacturing process.
- 1999 ▶ As the year 2000 approaches, Garaga changes its name from Garaga Doors (2000) to Garaga, Inc.
- 2000 ▶ Garaga builds a new 128,000-sq.-ft. manufacturing plant in St-Georges to add a second production line for two new 26-gauge steel doors, the Standard+ MIX and the Standard+ XL.
- ▶ GaragaNet is launched, an extended online systems support for clients.
- 2005 ▶ Garaga invests in new equipment at its St-Georges plant to produce the North Hatley, a new carriage-style steel door.
- 2006 ▶ Garaga adds 30,000 sq. ft. to its Barrie plant to produce the Alterna series of 24-gauge steel doors. The commercial version is the G-8000.
- 2007 ▶ Garaga launches the Eastman Estate, the first Canadian garage door with PVC overlays.
- ▶ Today, Garaga has more than 200 employees. Michel Gendreau says the company's success is due to its values of putting the customer first, respect for others, integrity, teamwork, quality, and concern for a job well done.