

HISTORY

FROM THE PAGES OF

Stanley Berry Doors

Milestones



**SECTIONAL
STEEL
GARAGE
DOORS**

BERRY DOOR OF MO., INC.
3942 NATURAL BRIDGE
ST. LOUIS, MISSOURI 63122
(314) 426-9777

STANLEY

STANLEY BERRY
Division of The Stanley Works
2400 East Lincoln Road
Birmingham, Michigan 48012

Pinch-Proof Section Joint: Strong design eliminates problem with other designs of joints. Joint Built Into Sectional Steel Garage Door.



Model 4E Sectional

All images are from Stanley Berry literature, ca. 1968, courtesy of Berry Door of Missouri



- 1 Vinyl Bottom Weather Strip: Factory-installed, non-removable plastic weather strip seals door.
- 2 Nylon Rollers: Run into the frame. Smooth, quiet operation on heavy lubricant. (Do not use grease. FULL SIZE 1" TRUCK. Make sure to use full, correct operation roller.)
- 3 Continuous Hinge: Full-width hinges hold panels in perfect alignment at all times.
- 4 Full Width Underlayment: Underlayment is made of heavy-duty material. Built into door, even if there were changes in it. It is not fully closed.



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1946? Glen Berry establishes Berry Door in Pontiac, Mich., after a joint effort with R.L. Taylor (of Taylor Door fame) breaks up.

1951 Hormann Door of Germany begins operations, offering the "Berry Door" with a design based on the Berry one-piece door. To this day, Hormann still calls their one-piece door a "Berry Door."

1956 In the mid-1950s, Berry Door moves to a new facility on 2400 E. Lincoln St. in Birmingham. Around 1956, Berry introduces its first sectional steel garage door, with seven sections.

1963 Berry markets the "Lincoln Door" clamp, sold to businesses that want to manufacture their own wood sectional garage doors. Ideal Door of Wisconsin, Delden of Kansas City, and Francis Products of Russia, Ohio, are among the first to purchase the Berry clamp.

1964 Berry Door manufactures one-piece steel doors, sectional steel and wood doors, and garage door openers, all for residential use. The Berry sectional door features a continuous hinge and a "Pinch-Proof Section Joint."

1964 Around 1964-1965, Stanley Works buys Berry Door. For the next five years, the company is called Stanley Berry.

1967 Stanley buys Vemco of Detroit, creating its garage door opener division.

1968 Stanley acquires Multi-Elmac of Novi, Mich., a producer of radio controls and electronics.

1991 The firm consolidates its door, operator, and radio controls divisions into Stanley Door Systems, based in Troy, Mich., where steel and fiberglass entry doors are made. Annual sales of Stanley Door Systems are estimated at \$200 million. Home Depot is their largest customer.

1997 Whistler Auto-Mation Products buys Stanley Door Systems in Birmingham, Novi, and Covington. The firm becomes Stanley-Whistler, a division of Whistler Corporation of Chelmsford, Mass.

1998 Moore-O-Matic acquires the Stanley-Whistler gate operator line.

1999 Whistler sells the company to Innovative Home Products, which continues marketing the Stanley brand of garage doors and openers.

2000 Garage door manufacturing operations at 2400 E. Lincoln St. in Birmingham are discontinued.

2001 In May, Innovative files for bankruptcy and closes operations in Covington. ■

"Glen Berry told me that the garage door business is never as good as it seems in October, and never as bad as it seems in February." – Gene Renner, President, Delden Mfg. Co.

Sources

- Jack Kempel, Berry Door Garage Door Engineer 1954-1964
- Aldo Romanelli, Berry Door Engineer 1958-1965, Stanley Project Manager 1965-1992
- John Skipton, President, Berry Door of Missouri (St. Louis)
- Gene Renner, Delden Mfg. Co. President
- www.hormann.com
- Various documents