

Garage Door Highlights From the 2010 Builders' Show

Jan. 19-22, 2010
Las Vegas, Nev.

Fewer Exhibits, Fewer Attendees, Fewer New Products



WOOD DOORS DIRECT: Garage Door Products, a new company whose parent is Raynor, displayed its two wood garage door models available in specific sizes and designs. The doors can be purchased by "anyone" at www.garagedoorproducts.com, although only Raynor dealers can sell the ArborShore and StreamWood models. Steve Askew, business development manager, says, "Our mission is to have the highest quality wood doors available today, at the most competitive prices, with the shortest lead time."



MIXING TWO INNOVATIONS: Clopay announced a new door that combines its Ultra-Grain woodgrain-printed steel sections with its new high-definition faux-wood cladding. The door, available later in 2010, offers a more economical option to the Canyon Ridge Collection of doors that are fully covered with the composite polymer material.

ECONOMY AND ATTENDANCE: For the third straight year, IBS attendance dropped dramatically, reflecting the continued slump in the building market. Garage door industry exhibitors dropped from 15 in 2009 down to nine in 2010, while overall show attendance dropped from a high of 105,000 in 2006 to 55,000 in 2010.



Official Attendance

2010: 55,000
2009: 62,000
2008: 92,000
2007: 104,000
2006: 105,000
2005: 104,000

Next year's show: Orlando, Jan. 12-15, 2011.

Industry Manufacturers at the Show

- Chamberlain Professional Products
- Clopay Building Products
- DoorKing
- Garage Door Products (Raynor)
- Martin Garage Doors
- Overhead Door/Genie
- Sommer USA
- Summit Door
- Wayne-Dalton

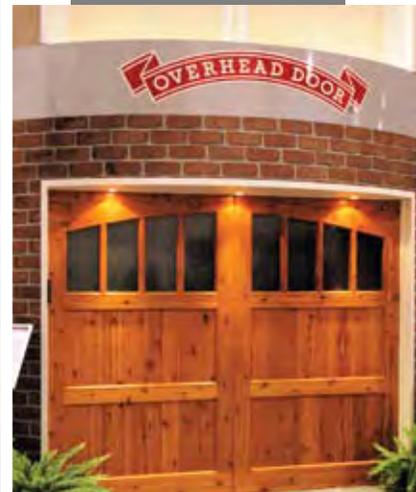
[The 2009 Show attracted 15 industry manufacturers.]

ATTRACTING THE MEDIA: We don't know if GarageWowNow helped to stir media interest, but the garage door booths at IBS attracted more coverage than usual. Gary Sullivan of the home improvement radio program, "At Home with Gary Sullivan," interviewed Clopay's Pat Lohse. The Carey Brothers ("On the House" radio) interviewed Paul Accardo at the Chamberlain booth. Pictured: "The New Home Show" (PBS) interviews David Osso of Wayne-Dalton.



SHOWING THE GOOD STUFF:

Few new garage door products were exhibited at IBS. Most garage door exhibitors showcased their high-end custom wood doors. Pictured: Overhead Door's Ranch House Collection.



PRE-STAINED OPTION: Clopay launched its factory-finished stain option on Reserve Collection wood doors. The upgrade feature, expected to improve customer satisfaction and revenue for its dealers, is backed by a two-year limited warranty.



SAME BUT DIFFERENT: Wayne-Dalton didn't launch any new products at IBS, but the exhibit featured one small but significant sign of its recent buyout by Overhead Door: its one operating door featured a Genie operator.