

3 WAYS

THE WRONG DOOR CAN COST TIME AND MONEY

High performance versus
standard rolling doors

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Photo courtesy of CornellCookson

The term “penny wise and pound foolish” has been around for more than 500 years, and it’s still true today. This phrase rattles around in my head whenever I hear about customers complaining that their doors are down ... again.

Of course, everything wears out eventually, but right up front the question to ask is, “Was the right product installed in the first place?” Too often, we see the wrong door installed because the right one was perceived as too expensive.

It happens a lot with high performance rolling products. Yes, they are more expensive than standard rolling doors, but when a standard door is the wrong door, there are very real, tangible costs that can more than double its cost.

Productivity can tank

Putting in a standard door where a high performance one should be used will directly impact productivity in two significant ways: timing and maintenance delays. Owners may not detect those costs easily, but they’re there, and they’re expensive.

A standard service door can open at about 8" per second. This can feel like an eternity for fork truck drivers waiting for it to open. Over the course of a year, waiting 20 seconds for a door to open can end up costing hours and days of productivity in a 24x7 operation.

Then consider maintenance delays. If a standard rolling door is operated more often than recommended, the motor can overheat, components can wear out, and springs can snap, rendering the door useless. And when that door is out of service, employees must reroute to a different door that’s farther away, putting a drain on productivity.

In contrast, high performance rolling doors can open more than three times faster than a standard door and are constructed to withstand heavy continuous use. Some also don’t need regular maintenance beyond daily checks, and some can also be springless, which removes another potential point of failure. The extra money spent on installing a high performance door can be recouped through the increased productivity.

Choosing a high performance door, and, more importantly, one that’s insulated, can significantly enhance energy cost savings for the entire life of the door.

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Lost money

In addition to the financial ramifications of lower productivity, there are other ways that standard rolling doors can affect the bottom line. If owners manage a facility that requires a regulated temperature, and they choose to install a standard rolling door, they might as well be throwing away money every time the door cycles.

An opening speed of 8" per second allows more than 20 seconds for blustery winter winds to enter a facility or for hot summer temperatures to counteract air conditioning. Choosing a high performance door, and, more importantly, one that's insulated, can significantly enhance energy cost savings for the entire life of the door. Again, these costs aren't easily apparent but are certainly felt in the wallet.

Safety is at risk

If losing time and money aren't enough to convince architects and building owners to keep high performance doors in a project, how about the safety and security of the building occupants? The springs on a standard door could fail if they are overused. A snapped spring can cause the door to slam shut, potentially putting someone at risk of injury.

High performance doors come with enhanced safety features. Standard motor-operated rolling doors usually include photo eyes at the bottom of the door. However, in a fast-paced, high-use environment, there are times when a photo eye may not be enough to stop a door from coming down on a person or materials that are in the way. Most high performance doors include as standard a "light curtain" that monitors the first 6' of the open doorway, preventing the door from closing if *anything* is obstructing the curtain.

So, if you need to convince a client to buy a high performance door instead of a standard rolling door, remember these points. When a standard door is installed where a high performance one is needed, your client can lose time and money throughout the lifetime of the door. It's the very definition of being penny wise and pound foolish. ■

Siva Davuluri, director of high performance products, is responsible for developing new high performance rolling products for CornellCookson. Their new website can help you determine whether you need high performance products; go to www.nobrainerdor.com/brains.

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