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The Top Three Hottest Products at EXPO

Dealer Survey Reveals Clear Winners

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The Top Three Hottest Products at EXPO

Dealer Survey Reveals Clear Winners

By Tom Wadsworth, Editor

“Hottest new products”? Says who?

Our top three hottest new products were determined by 114 dealers throughout North America who attended Expo 2009 and completed a post-Expo online survey.

The survey asked, “In your opinion, what were the hottest new products displayed at Expo 2009?” We did not provide a check-box list of specific products. Respondents had to draft their own responses from their memory of all the products at the show’s 168 exhibits.

When the votes came in, three products were clearly deemed “the hottest new products at Expo.” These products came from three different product categories: garage doors, garage door openers, and garage door accessories.

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Clopay Canyon Ridge Collection

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**Hot Product #1:
Clopay Canyon Ridge Collection**

The top product grabbed dealers' attention from the moment the Expo doors were opened. In the first hour, many dealers flocked around the Canyon Ridge doors at Clopay's booth.

"Many thought the door was wood at first," says Pat Lohse, vice president of residential marketing. "When dealers realized it was a composite material, they liked it even more."

The Canyon Ridge Collection features a polymer composite cladding with a high-definition grain that bears a striking resemblance to real wood. The lightweight 1/2"-thick cladding is attached to an insulated three-layer steel base door.

"Dealers were very excited about the 17.2 R-value the door offers," added Mischel Schonberg, public relations manager, "and the fact that it's virtually maintenance free."

Unlike real wood, the Canyon Ridge door's surface is UV resistant and impervious to moisture, so it won't rot, split, shrink, separate, or crack.

Lohse says the Canyon Ridge Collection will be offered in a 2" polyurethane base and a 1-3/8" polystyrene base. The doors are set to be available this summer, possibly in July.

**Hot Product #2:
Sommer Residential Opener**

Sommer USA's Synoris garage door opener attracted the second-most mentions. The unique design of this German-made opener allows it to be adapted for use as a swing-door opener, a side-mount opener, and a low-headroom opener that allows the powerhead to be mounted up to 15' away.

"We have something that's different on the market," says Jay Hatcher, Sommer's national sales manager. "What really got the oohs and aahs at Expo was the versatility of the opener."

The Synoris operates with a traveling DC motor, eliminating the traditional chain-, belt-, or screw-drive system. "How does it work?" was the most common question dealers asked at Expo, according to Hatcher. The design is so different, you need to see it to understand it.

Key Features

Hatcher says the top three most appealing qualities of the opener are quietness, strength, and safety. Because of its sensitive internal obstacle detection system, "The Sommer opener really doesn't need photo-eyes, but we use them due to (UL) requirements," he adds.

Since it has "the smallest amount of moving parts of any opener on the market," the opener's durability allows the company to offer a lifetime warranty on the opener. Accessories carry a two-year warranty.

Hatcher says that Sommer is the number one garage door opener in Europe. Based in Germany, Sommer has been making openers since 1980 and is now in 22 countries.

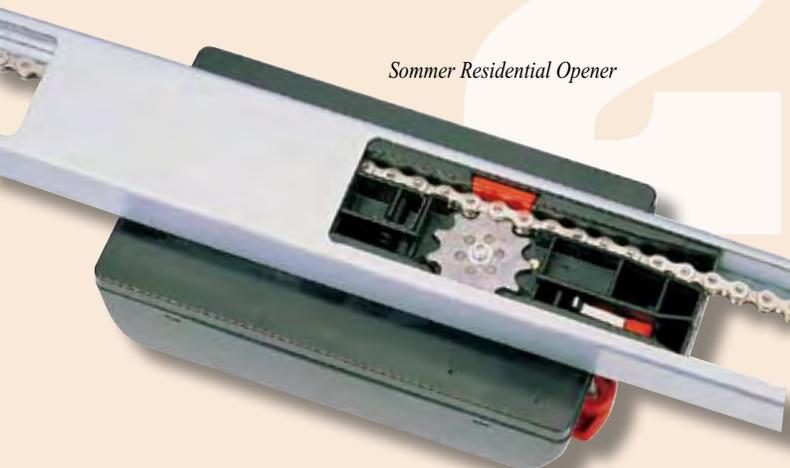
**Hot Product #3:
Advanced Plastic's Rolled Door Stop**

"The roll-up vinyl trim was probably the best hit with us," wrote one of our survey respondents. "Several vendors had it, but I'm not sure who the manufacturer is."

The manufacturer is Advanced Plastic, and the product is called RDS, for Rolled Door Stop. Hailed as "the world's first rolled solid door stop," the flexible molding comes in 150' rolls in a 40-lb. UPS-friendly dispenser box that allows dealers to save warehouse space and fit more product on their trucks.

"Wow, what a great new product ... it's about time," was a common response from dealers at the show, according to Robert Ellefsen, director of sales and marketing for Advanced Plastic. "We're making a dinosaur out of the stick form."

Sommer Residential Opener



*Advanced Plastic's
Rolled Door Stop*

On the back, RDS has notches every 1" for easy measuring. Available in 10 common colors in 2" and 2-5/8" widths, it easily installs on straight, Gothic, and arched openings.

A Secret Recipe

"A lot of dealers asked if it will roll out flat," says Ellefsen. "It does lie flat. We tested it even in extreme temperatures."

Ellefsen says the secret is the recipe (for the material) and the extruding process. "It's an automotive-grade blend of material. We've been at this for 30 years, and we've worked with many environments and materials," he adds.

Launched at Expo 2009 in April, the new RDS door stop went into full production in May. The product is sold through several distributors such as A-tech, Arrow Tru-Line, C.H.I. Overhead Doors, Denco Marketing, Fehr Bros., and Re-Source Industries. ■

To respond to this story, send an e-mail to the editor at trw@tomwadsworth.com.

Hot Products, Hot Exhibits

These products and manufacturers received the most mentions in our survey.

The Top Products Mentioned

- #1 Clopay Canyon Ridge Collection
- #2 Sommer Residential Opener
- #3 Advanced Plastic's Rolled Door Stop

The Top Manufacturers Mentioned

- #1 Clopay
- #2 LiftMaster/Chamberlain
 - Sommer
 - Wayne-Dalton
- #5 Amarr
 - Canimex
 - Raynor

Survey Method: Invitations to this online survey, conducted immediately after Expo 2009, were sent to 1,491 dealers throughout the United States and Canada. The survey asked dealers to name "the hottest new products displayed at Expo 2009," held April 22-25 in Nashville.

Of the 218 dealers who completed the survey, 114 had attended Expo. These 114 offered 143 opinions of new products. Some mentioned more than one product.



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