

Janus Acquires Windsor Rolling Steel Line



On Dec. 10, Janus International completed the acquisition of the rolling steel manufacturing line of Windsor Republic Doors of Little Rock, Ark. The acquisition will allow Janus to manufacture their Challenger medium-duty rolling steel door (the Janus MD door) in Surprise, Ariz., and in Temple, Ga.

Certain guide configurations will be offered that are similar to those of Windsor Republic Doors. "This acquisition further illustrates our strong standing in the rolling steel community," says David Curtis, president. ■



LiftMaster Goes NASCAR Racing

In January, LiftMaster announced that it had signed on as a multi-year associate sponsor of Earnhardt Ganassi Racing and driver Jamie McMurray, the defending 2010 Daytona 500 champion. LiftMaster will also debut as the "Official Garage Door Opener" of the Texas Motor Speedway in Fort Worth.

"There is a very obvious connection between cars and garage door openers, and now that relationship can be further celebrated on the very recognizable and high-profile stage that the NASCAR brand provides," says Ken Roehl, vice president, sales and marketing.

The associate sponsorship will yield opportunities for LiftMaster to share with LiftMaster dealers. Such opportunities include personal appearances, hospitality for dealers and customers, and marketing options.

Outfitted with LiftMaster products and accessories, the LiftMaster Garage at the Texas Motor Speedway will be exposed to hundreds of thousands of annual visitors. LiftMaster products and signage will also be installed throughout the Speedway. ■

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Chamberlain to Build Design Center

In February, construction was scheduled to begin for the new state-of-the-art Chamberlain Innovation and Design Center in Elmhurst, Ill.

Once complete, the 23,000-sq.-ft. facility will house the Customer Experience Center (a product showroom) and the Chamberlain Design Center, with added space for user interface and focus groups as well as the Midwest branch of the Chamberlain Training Center. Completion is scheduled for fall 2011.

For the project, Chamberlain received state assistance in the form of corporate income tax credits and employer training funds. ■



Hörmann and Hörmann Flexon Combine Efforts

In February, Hörmann and Hörmann Flexon announced the combining of their efforts to actively market their product lines in the United States. Now, a dealer representing Hörmann or Hörmann Flexon will have access to both companies' products and support resources.

"Combining the unique advantages of both product lines with a dealer-centric marketing approach has positioned Hörmann for continued growth and success in the North American markets," says Larry Campbell, senior vice president of sales and marketing. ■

Clopay Doors Make Top 100 List

In February, Clopay announced that two new Clopay doors made Residential Design & Build magazine's annual list of Top 100 Products: The Canyon Ridge Collection garage door and the company's new fiberglass entry door line.

The publication's Top 100 list highlights the products that generated the most interest from readers after being featured in the magazine during the past year. ■



Overhead Door and Genie Openers Win "Best Buy" Distinction

In January, Overhead Door announced that four Overhead Door and Genie garage door openers had been named "Best Buys" in midrange and economy openers by consumer products rating magazine Consumers Digest.

In the category of screw-drive openers, Consumers Digest named the Genie PowerLift Excelsator as a Best Buy midrange opener and the Genie PowerLift as a Best Buy economy opener. Both models feature a direct drive.

Among chain-drive and belt-drive openers, the Overhead Door Standard Drive Chain and the Overhead Door Standard Drive Belt openers emerged as Best Buys in the economy class. ■

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Clopay Doors Featured on Green Home at IBS

In January at the International Builders' Show in Orlando, Clopay showcased two of its garage doors—the glass and aluminum Clopay Avante Collection and the new Canyon Ridge Collection—in the Green Builder Media Vision House Series.

The Vision House features affordable green building and sustainable living options. Architect Ed Binkley selected Clopay's Avante Collection aluminum and glass garage doors to complement the home's contemporary exterior.

The ReVision House incorporates advanced materials and design techniques to significantly enhance energy performance and resource efficiency, including Clopay's Canyon Ridge Collection. For more information, see www.greenbuildermag.com. ■



First United Helps Homeless Kids

In December, First United Door Technologies participated in the Christmas Adopt-A-Class event at Children First Academy in Tempe, Ariz., a school for homeless and underprivileged children.



The second grade class event started out with a pizza party, but the highlight was a visit from Santa Claus bearing gifts for each student. ■

Overhead Door Employees Commit to Giving

In January, Overhead Door announced the culmination of 10 employee-driven charitable giving campaigns during the 2010 holiday season.

The local charities included Alliance and Baltic (Ohio) Battered Women's Shelters, American Red Cross, Food Bank of Corpus Christi, Mt. Hope (Ohio) Share-A-Christmas campaign, North Texas Food Bank, a Portland, Ore., family struggling with cancer, Salvation Army "Adopt An Angel" program, Toys for Tots, and United Way.

In addition, Wayne-Dalton donated Model 9100 garage doors to complete a shelter used by the Ohio's Muskingum Valley Council Boy Scout and Cub Scout troops. ■

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Arrow Tru-Line Introduces 0-to-5 Program

On Jan. 15, Arrow Tru-Line launched its 0-to-5 Program that ships complete door track and hardware in zero to five days from the time of ordering.

The program offers more than 80 of the most popular parts to complete a door, including struts, track, brackets, hinges, plates, and perforated angle. More than 100 other parts are already offered in the same turnaround time. ■

Encon Offers Chamberlain Training

On Dec. 9, 2010, Encon Electronics collaborated with Chamberlain for a technical seminar at Encon's training facility in Hayward, Calif.

Bill McCoy, Chamberlain's regional trainer, provided a comprehensive overview of Elite and LiftMaster gate operators and telephone entry products. He covered safety guidelines, installation issues, and the differences between installing slide versus swing operators.

"Bill touched on all the key topics I was interested in, and the troubleshooting ideas he gave on the operators were extremely helpful," says Encon dealer Robert Bagby. ■



Gate Installers Offered \$6,000 in Smart DC Perks

In February, HySecurity announced the Smart DC Perks loyalty rewards program. For one year, every gate operator installer has the opportunity to earn up to \$6,000 in free Smart DC perks. The program ends Feb. 29, 2012.

The program rewards installers for installing SwingSmart DC and SlideSmart DC operators. Installer rebates up to \$100 for each operator are claimed at www.hysecurity.com/rebates. Other incentive prizes include Fluke Multimeters, notebook computers, and operators. ■



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Clipay Launches New Facebook App

In February, Clipay launched a new Facebook application that enables homeowners to upload a digital photo of their home and “try on” a variety of garage door styles.

Once users have selected a garage door model, they can customize the design to complement their home by adding different windows, hardware, and paint colors. Selected images can then be saved or shared instantly with friends on Facebook.

“Social media have radically changed the way consumers make a purchase decision,” adds Pat Lohse, vice president of residential marketing. ■



Albany Launches New Web Site

In January, Albany Door Systems U.S. announced a newly redesigned Web site. The site has improved navigation, enhanced information, decision-making tools, and leverages social media outlets.

Company information is available in various formats including text Web pages, Flash interactive movies, PowerPoint presentations, videos, and webcasts.

“The Web site was rebuilt from the ground up for better search engine performance. We expect higher organic search rankings, which will allow us to spend less on pay-per-click initiatives,” says Joe Aiken, marketing. ■



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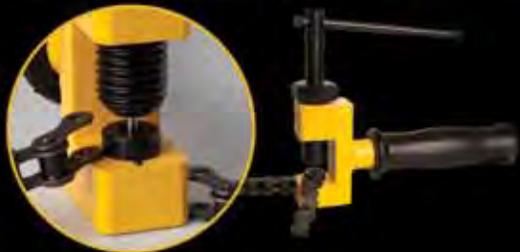
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