

Intertek begins transition to ETL mark

In December, Intertek announced that it had introduced its ETL certification mark to the global building products market. The move is part of a transition away from using the Warnock Hersey mark, which has been used in the rolling fire door market.

For decades the Warnock Hersey mark has been Intertek's certification mark for building products. However, the convergence of technology across multiple product markets—including home safety and automation—has created a need for a unified mark across platforms.

Three years ago Intertek introduced the ETL mark alongside the Warnock Hersey mark to support the integration of electrical products into the building materials world. The market's acceptance of the ETL mark is now allowing the company to use the ETL mark alone in certifying building products.

Use of the ETL mark as a certification mark for building products will be effective immediately for newly certified products. Manufacturers of certified products that are currently labeled with the Warnock Hersey mark are encouraged to adopt the ETL mark as soon as possible, but will have a five-year transition period (until 12/31/2020) to make the change.

Intertek will continue to fully support the Warnock Hersey mark in those markets where it has been commonly used, such as in fire door and solid fuel hearth products. ■



Genie receives Connected Home award

In February, Genie announced that its Aladdin Connect smart device-enabled garage door controller had received a 2015 IoT Evolution Connected Home and Building Award. IoT Evolution magazine, the leading publication covering IoT (Internet of Things) technologies, presented the award.

The award honors organizations delivering software or hardware solutions that enable the advancement of the smart home and building industry. Aladdin Connect (see page 8) was recognized for its innovative design and transformational technology, and Genie was one of only 14 companies to receive the award. ■



Entrematic to open four door centers in 2016

In January, Entrematic announced the opening of its 79th Door Center; this one was in Des Moines, Iowa. Corey Layman, senior director of operations, said the center is the first of four new Door Centers to open in the Midwest in 2016. ■

Chamberlain acquires Antech Guardian

In January, Chamberlain announced the acquisition of two Antech Guardian affiliates based in Tucson, Ariz. The affiliates, Guardian Traffic Systems (GTS) and Guardian Gate Hinges (GGH), are both part of Antech's perimeter access solutions line.

The GTS line will diversify the LiftMaster product offering, adding road spikes, traffic barriers, and systems. The parent company to the GTS and GGH divisions, Antech, will continue to be run as a stand-alone business led by President David Roher.

This acquisition aligns with Chamberlain's global strategy to invest in strong, innovative products that enhance the company's portfolio and grow its capability to serve the perimeter access solutions market. Founded in 1949, Antech serves all of Arizona. ■



Miller Edge booth wins award at Fencetech

In January, Miller Edge received the 2016 Best of Show Inline Booth Award at the American Fence Association's annual Fencetech show.

The booth theme was "Puzzled by the New UL325 Standard?" and featured five new product solutions for gate contractors and access control professionals to help them achieve compliance with the new safety standard. ■

Clopay featured on 2016 New American Home

In January, the 2016 edition of The New American Home featured Clopay Avante Collection garage doors and LiftMaster openers. The home, the 33rd in a series, was part of the annual International Builders Show in Las Vegas.

The 2016 home incorporated the latest green and sustainable building materials, products, energy efficiencies, and construction methods. This is the second time the builder has specified the Avante Collection for a New American Home project.

Photos, videos, and product information are available online at www.tnah.com. ■



Entrematic wins Best of Houzz award

In January, Entrematic announced that it had won a “Best of Houzz” award for the second year in a row. In Houzz.com’s “Best of Houzz 2016” awards, Entrematic’s Amarr Garage Doors won a design award.

“Only about 3 percent of building products professionals receive the Best of Houzz awards,” said Vickie Lents, Entrematic vice president of marketing. “It’s particularly gratifying to be included on the coveted list of the best garage doors in America.”

With input from consumers, Houzz.com provides recommendations and information about the best homebuilders, architects, construction professionals, and a wide range of building products. ■

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Entrematic hosts dealer education summit

In February, Entrematic hosted a Dealer Education Summit for Amarr dealers at the Hilton Orlando Lake Buena Vista in Orlando, Fla. More than 100 Amarr dealers attended from the United States, Canada, and Mexico.

The three-day event featured a theme of “Shaping the Future” and included presentations about new products and initiatives as well as discussions about future growth strategies. “The Dealer Summit (also) served as a mechanism for us to listen to dealers and gather important input about our products and services,” said Richard Brenner, vice chairman. ■

Delden holds ugly sweater garage door contest

During the holiday season in December, Delden Garage Doors held the world’s first-ever Ugly Sweater Garage Door Contest.

The company encouraged homeowners to submit photos of a garage door with an actual ugly sweater or a “Photoshopped” image. The entries were posted on Delden’s Facebook page between Dec. 1-15, and the photo with the most “likes” won a LiftMaster 8550W Elite Series operator. The winning entry came from Massillon, Ohio. ■



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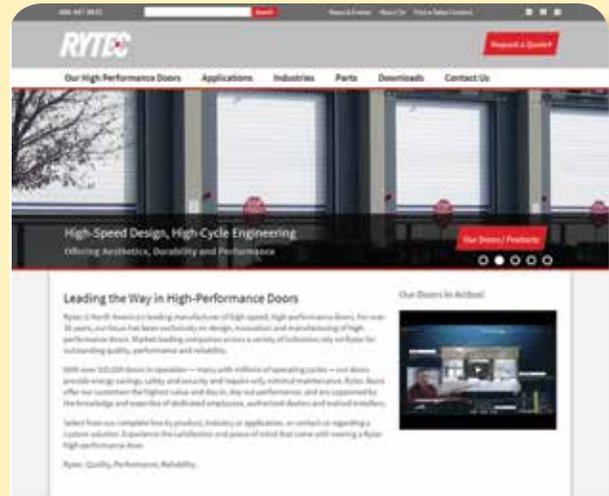
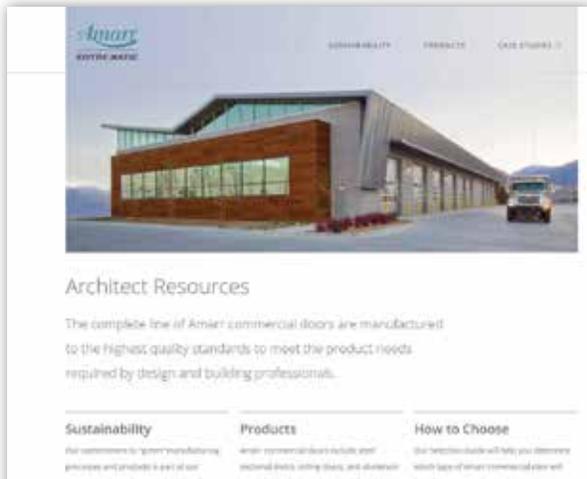
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Entrematic launches microsite for architects

In February, Entrematic introduced an architect microsite for Amarr commercial products at architects.amarr.com. The site introduces and informs architects about Amarr commercial products, Amarr sustainability, and Amarr products in LEED case studies.

“We’ve found that a majority of architects prefer to access information online rather than keeping a traditional binder library,” said Vickie Lents, vice president of marketing. ■



Rytec introduces redesigned website

In December, Rytec announced the launch of its redesigned website with more product photos and videos, easier-to-read text, and a streamlined user experience. Specific products can be quickly found, and recommended products are offered by category under ‘Applications’ or ‘Industries.’

In addition, viewing on tablets, smart phones, and other mobile devices is easier than ever before. The site is at www.rytecddoors.com. ■

Guardian launches updated website

In January, Guardian Access & Door Hardware premiered its updated website at www.adhguardianusa.com. The site contains additional information about the company and all products, including technical materials, manuals, brochures, and programming instructions.

A dealer locator helps homeowners find Guardian installing professionals. The site also allows dealers or homeowners to request information or write comments. ■



LiftMaster unveils redesigned dealer extranet

In February, LiftMaster announced the launch of its new dealer extranet website, dealer.liftmaster.com, which has been fully redesigned to improve the customer experience.

This new site includes faster and more accurate search results, an improved configurator to help users find the right commercial door operator system, a simplified shopping and checkout experience, and the ability to filter product searches by category. ■



Royal adds video to its online resource library

In January, Royal Building Products added a new “How to Install Vinyl Thermostop Garage Door Trim” video to its online resource library for dealers and installers. The resource library offers installation instructions, product brochures, and catalogs about the best handling practices using cellular PVC materials.

To view the two-minute video, go to www.garage.royalbuildingproducts.com/garage/installation-tips. ■



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Entrematic offers new online video series

In February, Entrematic announced a new video series on “How to Choose a Garage Door.” Available on Amarr.com, the videos walk consumers through a five-step process for selecting the right garage doors for their home’s location and architectural style.

The five videos are:

1. Select the Garage Door Material to Fit Your Lifestyle
2. Choose the Style That Enhances Your Curb Appeal
3. Choose the Door Design to Match Your Home’s Architecture
4. Select the Ideal Color to Complement Your Home
5. Choose the Construction and Performance Features That Meet Your Needs

The videos are also available on the Amarr YouTube channel so that dealers can easily add links to the series on their own websites. “These videos are an excellent way to boost Internet search results and, most importantly, educate consumers on how to select a garage door that best suits them,” said Vickie Lents, vice president of marketing. ■

Gateway unveils redesigned website

In February, Gateway Industrial Products announced the launch of its newly redesigned website at www.gatewayindustrial.com. The redesigned site features a modern, responsive, and user-friendly design.

New features include news, social media integration, and image galleries for each product that showcase in-field applications. Gateway makes specialty commercial doors including vinyl doors, salt storage doors, PVC strip doors, dock seals, and shelters. ■

