

# GENIE RESIDENTIAL JACKSHAFT OPENER

Powerful with innovative,  
compact design

COMING



# Genie

# JACKSHAFT OPENER

voted hottest new product at Expo

13th annual survey reveals top three products



**Genie's new residential jackshaft opener clearly placed first in the 13th annual Door + Access Systems' "Hottest New Products" survey,\* conducted immediately after IDAExpo 2018 in Las Vegas. C.H.I.'s new overlay door came in second, followed by LiftMaster's new LED opener.**

**Our survey asked, "In your opinion, what were the hottest new products displayed at Expo 2018?" We asked dealer attendees to identify at least one new product and the manufacturer of each product mentioned.**

## #1 Genie residential jackshaft operator

Survey respondents overwhelmingly voted for the new Genie Residential Jackshaft Opener, set to debut in late 2018. One out of every four survey respondents mentioned this new opener.

Genie's first venture into a side-mount residential opener is a compact unit that requires minimal wall space. Its "amazingly quiet" 24V DC motor comes with or without integrated Aladdin Connect Wi-Fi and with or without an internal battery backup.

It features built-in slack-cable detection and a power door lock that is designed to fit into existing mounting holes in the track. Its Bluetooth-enabled light boasts 1,800 lumens, and the opener can control up to three light fixtures. Genie also plans to offer a new light-duty commercial model that is based on the new residential jackshaft design.

Dave Harnish, commercial product manager, said that dealers wanted a small design that was powerful, quiet, reliable, and easier to install. "Our engineers have done that and more," he said.

At Expo, many dealers commented on its compact size and its quiet operation. Dealers also liked the design of the Bluetooth-enabled light and the wireless wall console. [www.geniecompany.com](http://www.geniecompany.com)

## #2 C.H.I. Accents overlay door

Placing second in our annual survey was C.H.I.'s Shoreline Series overlay door, the company's newest door in development. As the latest addition to the Accents Woodtones series,



the Shoreline Series features high-definition overlay designs over a base Accents door.

At the show, "We heard repeatedly that it was one of the best-looking doors they had seen," said Steve Smith, residential Accents product manager. Dealers were surprised that it wasn't a true wood door until they got close and touched it. Because it's a realistic woodtone carriage door with a maintenance-free finish, dealers expected the door to be "a home run in their markets," he said.

The Shoreline Series, slated for a late summer release, will initially be available in the walnut and driftwood woodtones and in a variety of carriage house designs. [www.chiohd.com](http://www.chiohd.com)

## #3 LiftMaster WLED opener

Rounding out the top three hottest new products was LiftMaster's new WLED opener. The unit is essentially the same as the top-of-the-line 8550W but with 3,200 lumens of daylight-like lighting.

"We call it 'Corner to Corner Lighting,'" said Paul Accardo, senior manager of advertising, public relations, and promotions.

"It really is a tremendous benefit to consumers, as they'll get all the features of 8550W—integrated battery backup, built-in Wi-Fi, and a quiet, DC belt-drive motor—plus greatly improved garage lighting."

He said that dealer reaction was positive. "They realized that LED lighting—and never having to replace a bulb—is a powerful selling feature in addition to everything the opener already offers." [www.liftmaster.com](http://www.liftmaster.com) ■



### \*About our survey

Invitations to our online survey, conducted immediately after Expo 2018 from April 28 to May 9, were sent to 2,342 random dealers throughout the United States and Canada. Of the 358 dealers who completed the survey, 156 had attended Expo, and 95 of these Expo attendees responded to our question about the hottest new products. In all, 60 different products were mentioned.