

Overhead Door Featured in “Heaven is for Real”

On April 16, Sony Pictures’ movie “Heaven is for Real” debuted, starring Greg Kinnear as an Overhead Door distributor. In the movie, Kinnear drives an Overhead Door truck and wears branded apparel.

Based on the best-selling book, “Heaven is for Real” is the true story of a small-town father who must find the courage to share his son’s extraordinary, life-changing experience with the world.

The company hosted an advance screening of the movie for Dallas-based employees on April 15. As of June 2, the movie had grossed \$88,000,000 in the U.S. ■



Genie Announces \$10,000 Winners

At Expo in April, Genie announced the winners of its “Every One Counts” Sweepstakes, a promotion for installers and dealers. Genie President Mike Kridel (right) presented the \$10,000 grand prize to installer Ben Oldenburg (left) of Don’s Doors of Winona, Minn., and another \$10,000 to dealer Don Jackels of Don’s Doors.

The contest started in May 2013. Each Genie unit installed created one entry in the contest. ■

Hörmann Flexon Holds Grand Opening Event

On April 7, Hörmann Flexon held a grand opening for its new North American industrial door manufacturing facility in Burgettstown, Pa. Speakers included Christoph Hörmann, managing partner, Mark Haley, president of Hörmann Flexon, and state and local officials.

Having outgrown its previous facility, Hörmann Flexon moved into a custom-built, state-of-the-art, \$7 million, 68,000-sq. ft. building in October 2013. With the ability to expand to 220,000 sq. ft., the facility currently houses 45 employees and manufacturing, sales, engineering, administration, and a showroom.

The company has submitted for Silver LEED Certification on the basis of several green design components. ■



Entrematic Holds Amarr Dealer Education Summit

From Feb. 28 to March 1, Entrematic hosted a Dealer Education Summit for Amarr sectional door dealers in Tampa, Fla. More than 80 dealers attended from the United States, Canada, and Mexico.

The three-day event introduced Entrematic and its vision, presentations about upcoming products, services, and strategy. Entrematic includes Amarr, Kelley, Serco, Dynaco, Ditec, Normstahl, and EM, covering a variety of entrance automation products. ■



Clopay Rated No. 1 in Quality in Builder Survey

In the April issue of Builder magazine, Clopay garage doors were rated number one in quality in the magazine’s 2014 Brand Use Study.

Builders ranked product performance as the most important factor in selecting a garage door brand, followed by warranty, price, availability, ease of installation, manufacturer’s reputation, and the builder’s relationship with the installing dealer.

For the study, independent market research firm Readex interviewed 74,669 builders, builder/developers, and general contractors to measure brand familiarity, use, and preference in 69 different product categories. ■

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Overhead Door Named Top Garage Door Brand

For the third consecutive year, Overhead Door was named the industry's number one garage door brand in Builder magazine's 2014 Brand Use Study.

Appearing in the magazine's April issue, the survey asked participants to rank garage door brands in four categories: brand familiarity, brand use during the last two years, brand used most, and quality. This year, Overhead Door took the top spot in three of the four categories: brand familiarity, use in past two years, and brand used most.

Builder magazine has conducted the Brand Use Study every year since 1995. The magazine is distributed to more than 10,800 builders across the nation. ■

Amarr Receives IDA Industry Member Service Award

In April at Expo, Amarr's Sectional Door Americas division of Entrematic received the 2014 International Door Association (IDA) Industry Member Service Award.

Each year IDA honors an industry member for its continued excellence in business, for significant contributions to IDA, for overall industry and product innovations, and for displaying exceptional traits of honesty, integrity, and quality. ■



Vanilla Ice Selects Clopay for DIY Network Series

In May, Clopay announced that its Canyon Ridge Collection Limited Edition Series garage doors were recently featured on Season 4 of "The Vanilla Ice Project" on the DIY Network.

This is the third time Vanilla Ice, whose real name is Rob Van Winkle, has approached Clopay in search of garage doors to maximize the curb appeal of a Florida mansion in need of a top-to-bottom transformation.

"The Vanilla Ice Project" is a home renovation show that began in 2009. Clopay dealer Broten Garage Door Sales managed the installation. ■

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NBC Show Features Amarr Doors

On March 23, a one-hour reality competition series called "American Dream Builders" premiered on NBC and featured an Amarr Classica garage door. Hosted by renowned interior designer Nate Berkus, "American Dream Builders" will showcase Amarr garage doors on five different homes during the duration of the show.

"American Dream Builders" follows 12 of the nation's top designers and homebuilders as they compete to remodel existing homes. One contestant is eliminated at the end of each episode. On May 25, the surviving designer was crowned the "Ultimate Dream Builder" and won a \$250,000 cash prize. ■



LiftMaster Launches Garage Door Safety Month at Coca-Cola 600

From May 23 to 26, LiftMaster launched National Garage Door Safety Month at the Coca-Cola 600 NASCAR race in Charlotte. In partnership with NASCAR driver Jamie McMurray, LiftMaster's "Don't Chance It. Check It." campaign promotes a three-step safety check.

At the event, LiftMaster also hosted the Firefighter Combat Challenge and had Safety Wall demonstrations with a variety of garage door openers. The race was expected to draw 134,000 spectators and millions of TV viewers. At 600 miles, the race is the longest of the NASCAR season. ■

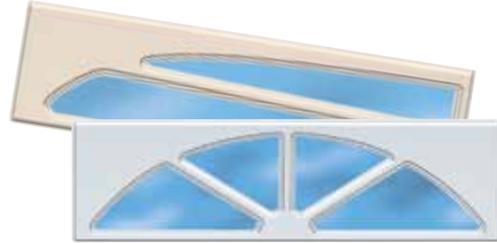
Encon Electronics Celebrates 30th Anniversary

On Sept. 12, Encon Electronics will close its offices in Hayward, Calif., to celebrate its 30th anniversary. The event features a mini-trade show, lunch, and a barbecue rib cook-off.



All access control professionals are welcome to attend. On Sept. 13, Encon will host its 14th annual golf tournament for dealers, vendors, and Encon employees. ■

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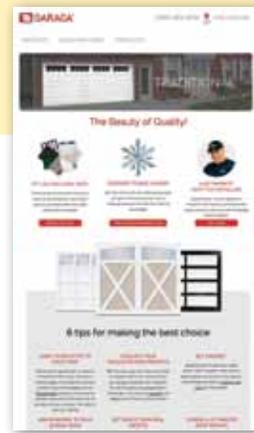
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Garaga Introduces the New Version of its Home Page

In May, Garaga announced a redesign of its home page at www.garaga.com with a modern and user-friendly interface.

“After having done studies on the behavior of users on our site, we found that our Design Centre is our greatest asset,” says Maxime Gendreau, director of marketing. “The visual impact plays a major role. Also, we know that visitors want guidance in locating the garage door system best suited to their needs and budget.”

The site now includes a simplified design, more images, easy-to-find information, practical advice for choosing a garage door and opener, and links to Garaga’s social media sites. ■

Amarr Offers Free Website Program

In May, Amarr announced a free website program for Amarr garage door dealers. The websites feature a professional design and customizable layout with minimal dealer setup and no monthly maintenance fees. The site stays up-to-date with fresh Amarr product content and generates sales leads that are emailed directly to the dealer.

A participating dealer can include its company logo, contact information, company history, promotions, social media links, association icons, and images. The website also includes pages for openers and accessories, a photo gallery, and a door designer where consumers can view Amarr garage doors on a photo of their own home.

To qualify for the free website, participants must be active Amarr dealers and complete training for Amarr’s OnSite or Express online ordering e-tool. ■

Overhead Door Offers Website in 12 Languages

In April, Overhead Door announced that it had added multiple language translations to its website to serve the company’s growing base of international customers.

Now available in 12 languages, from Arabic and French to Thai and Turkish, www.OverheadDoor.com is set up to accommodate the needs of residential and commercial garage door and garage door opener customers around the world. By clicking the Google Translate icon at the top of the website, visitors can choose one of the 12 languages to see a full translation of the website and all its pages. ■



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