

## Clopay Wins Ad of the Year

In January, Clopay won the 14th annual Door & Access Systems Advertisement of the Year award. Steve Lynch of Clopay received the top trophy at the DASMA Annual Meeting in Bonita Springs, Fla.

Clopay's "Imagine" ad used a blank garage door opening to urge dealers to imagine the sales and design possibilities of Clopay's residential product line.

"We wanted the ad to urge dealers to treat the garage door opening as a blank slate with infinite possibilities to improve the home's curb appeal, security, and energy-efficiency," says Pat Lohse, Clopay vice president of marketing. "Instead of offering the lowest price, we want dealers to approach every garage door sale as an upsell opportunity."

"Dealers' eyes always go straight to the garage door opening," said one of the judges. "We thought Clopay creatively took advantage of that fact to deliver their 'Imagine' message."

A panel of 13 judges selected the ad after reviewing more than 100 ads and narrowing down the list to 15 semi-finalists and five finalists. The other four ads in the top five finalists were: C.H.I.'s "We Keep It Simple" ad, DoorKing's "A Solution for Every Access Point" ad, Haas Door's "The Difference Is in Our Quality" ad, and Raynor's "Let Them Play ... We've Got That Color" ad.

The panel of 13 independent judges included 11 advertising experts and two industry observers. None of the judges are employed by any DASMA member company. The panel assessed each ad on the basis of creativity, attractive design, helpful copy, integrity/professionalism, and overall effectiveness. ■



*DASMA President Mark Schram (left) presents the Ad of the Year trophy to Steve Lynch, Clopay president.*



*Neisewander*

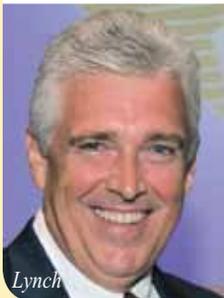


*Miller*

## DASMA Welcomes New Board Members and Officers

At the 2014 DASMA Annual Meeting in January, seven industry leaders were elected to positions on the DASMA board of directors. The 17-member board is the governing body of the association.

- Ray Neisewander III, president and CEO of Raynor, is now the president of the DASMA board.
- Bearn Miller, president of Miller Edge, now serves as first vice president.
- Steve Lynch, president of Clopay Building Products, now serves as second vice president.
- Doug Geeslin, vice president and CFO of Midland Garage Door, has replaced Bob Smith of Haas Door as chair of the Commercial & Residential Garage Door Division.
- Michel Gendreau, president of Garaga, has replaced John Jellá of 1st United Door Technologies as a member-at-large on the DASMA board.
- Kelly Terry, president of the Access Systems Division of Overhead Door, has replaced Chuck Miller as a member-at-large on the DASMA board.
- Brian Fritz, national sales manager of Autogate, serves on the board as the chair of the new Access Control Point Systems Division. ■



*Lynch*



*Geeslin*



*Gendreau*



*Terry*



*Fritz*

## Canada Recalls Garage Door Lubricant

On Jan. 15, 2014, Health Canada issued a consumer alert for Canadians concerning a recall of WD-40 Multi-Use Product equipped with Smart Straw, and 3-in-One Garage Door Lubricant equipped with Smart Straw.

Health Canada says the recalled products are not packaged in a child-resistant container as required by Canadian law. The lack of child-resistant packaging could result in unintentional aspiration toxicity if ingested by a child and may lead to serious injuries.

No reports of incidents or injuries have been received, even though 2.3 million units of the WD-40 product have been sold in Canada since 2006 and 300,000 units of the 3-in-One product have been sold in Canada since 2007. This recall does not apply to WD-40 aerosol products containing the can with the red cap and removable straw.

Consumers are advised to place the products in a safe place and contact WD-40 Company (Canada) at 866-210-0538 or at the firm's website to receive a free gift card. ■



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## First R+T Turkey Exceeds Expectations

In November, approximately 7,000 visitors from 82 countries came to Istanbul for the inaugural R+T Turkey.

Some key details:

- Almost 20 percent of the visitors came from abroad.
- The 116 exhibitors came from Turkey and 10 other countries including Germany, Italy, Spain, France, Korea, and China.
- Featured products were roller shutters, doors/gates, windows, and sun protection.
- R+T Turkey is expected to be held once every two years, returning to the Istanbul area in November 2015. ■



## Survey: Millennials are Changing Home Marketplace

In February, Better Homes and Gardens released findings from its sixth annual survey on the attitude and spending trends of home buyers. This year's research focused on Millennials, which generally includes people born between 1980 and 2000.

Key findings that affect the door and access systems industry:

- 79 percent of Millennials believe owning a home is part of the American Dream.
- Of those planning a home improvement project in the next 12 months, nearly 35 percent highly agree that "now is the right time to spend" on home improvements.
- 40 percent want to make their homes more energy efficient.
- Nearly 6 in 10 respondents use a smartphone or tablet to access home-related information. ■

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## R+T STUTTGART

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### R+T 2015 Is Coming

R+T, the world trade fair for roller shutters, doors/gates, and sun protection held once every three years, is accepting exhibitors for its 2015 show from Feb. 25-28 in Stuttgart, Germany.

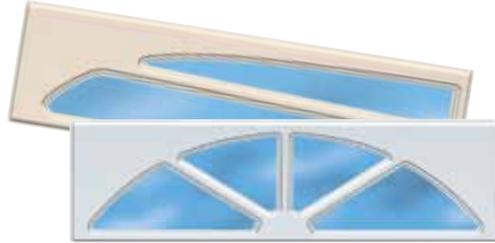
R+T has started a new group at LinkedIn, providing regular news and updates on the trade fair. You can sign up through your LinkedIn page. More information on the Stuttgart show is at [www.messe-stuttgart.de/en/r-t/](http://www.messe-stuttgart.de/en/r-t/).

Meanwhile, the first R+T on Australian soil is scheduled for Aug. 21-23, 2014, in Melbourne. Half of the exhibition area was booked eight months ahead of the event. The Australian Garage Door Association (AGDA) is supporting the event. More information is at [www.rt-australia.com](http://www.rt-australia.com). ■



R+T 2012

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## Florida Approves Equivalency of ANSI/DASMA 108 Versions

In December, the Florida Building Commission approved equivalency between the 2005 and the 2012 versions of ANSI/DASMA 108, a standard for structural testing of sectional and rolling doors with air pressure. The equivalency ruling was needed because the current Florida codes reference the 2005 version of the 108 standard, while DASMA recently published the 2012 version.

Joe Hetzel, DASMA technical director, says that doors tested to either standard are acceptable. He adds, "Keeping standards current is very important to our industry, and references to these standards must be updated in codes and regulations."

ANSI/DASMA 108-2012 will be referenced in the 2015 editions of the International Code, and thus would be referenced in the 2016 edition of the Florida Building Code when the 2015 code is accepted. ANSI/DASMA 108-2012 is available at [www.dasma.com](http://www.dasma.com). ■

## Popular Dock Door TDS Revised

In December 2013, the three DASMA door divisions approved revisions to DASMA Technical Data Sheet 182, "Technical Considerations for Dock Doors." The revisions encompass rolling slat and rolling sheet doors as well as sectional doors and include a separate section on maintenance.

The new section states that the door manufacturer's installation instructions and maintenance guidelines should always be observed. Also, the door manufacturer or a trained door systems technician should be contacted if there is any concern as to a door's performance or condition.

Bray Allen of DBCI, a Rolling Door Division officer, initiated the changes. "Rolling doors can be used in dock applications, so we added some specific technical considerations for those doors," he says.

The updated TDS 182 is available at [www.dasma.com](http://www.dasma.com). ■

## The Most-Downloaded Technical Data Sheets

Downloads*	DASMA Technical Data Sheet
126	TDS 155 <b>Residential and Commercial Wind Load Guides</b>
83	TDS 151 <b>General Code Inspection Guidelines for Garage Doors</b>
76	TDS 182 <b>Technical Considerations for Dock Doors</b>
68	TDS 161 <b>Connecting Garage Door Jambs to Building Framing</b>
59	TDS 156 <b>Standard Wood Header and Jamb Detail Guidelines</b>

\*Nov. 15, 2013 – Feb. 15, 2014

More than 100 Technical Data Sheets are freely available at [www.dasma.com](http://www.dasma.com) under Publications ([www.dasma.com/PubTechData.asp](http://www.dasma.com/PubTechData.asp)). These documents have been prepared and are continually reviewed by the DASMA Technical Committees and technical staff. ■

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