

## LiftMaster wins Ad of the Year

In January, LiftMaster won the 19th annual Door + Access Systems Advertisement of the Year award. DASMA president Steve Lynch presented the trophy to Dan Nixa of LiftMaster at the DASMA Annual Meeting in Scottsdale, Ariz.

### The winning ad

LiftMaster’s “Yeah. It’s that bright.” ad appeared in the fall and winter issues of Door + Access Systems Newsmagazine. The winning ad promoted their WLED garage door opener featuring the 3,100 lumens ultra-bright bulb.

A panel of 14 judges agreed that the ad’s simple design and descriptive photo clearly conveyed its message and intrigued readers about the company’s new product.

### Top five finalists

Four other ads were awarded certificates as Top Five Finalists: Akzo Nobel’s “Silence is golden” ad promoted their noise-reducing coatings,



Titan’s “Winter is coming” ad promoted its ArmorGuard exterior coating options, DoorKing’s “One box does it all” ad featured their 1837 telephone entry system, and Canimex’s “Growing your business” ad promoted the supply chain management services at Torque Force.

### Judging criteria

The panel of 14 independent judges included 11 design and marketing experts and three industry observers. Most of the judges have more than 20 years of experience in marketing and advertising. 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. All ads that appeared in Door + Access Systems magazine in 2018 were automatically considered as entries. ■



### We understand your business.

We know the hard work it takes closing the sale & keeping customers happy, plus managing your workforce and inventory. We’re always here when you need us and we put your business first.

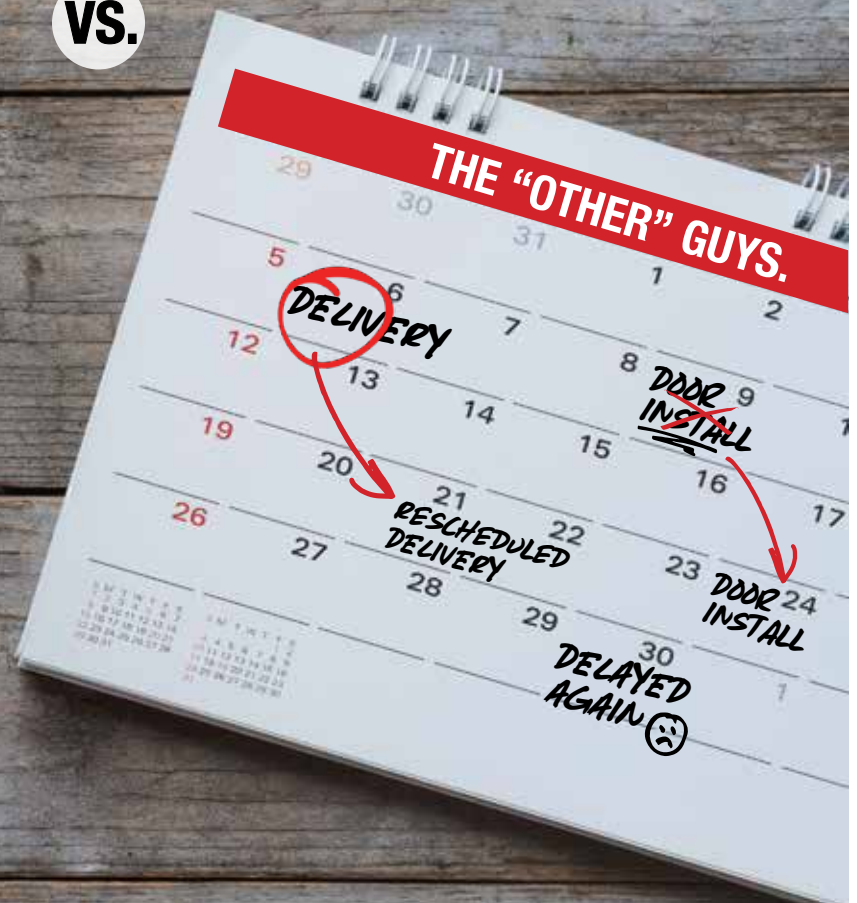
-  **Responsive customer service**
-  **On-time deliveries**
-  **Team of caring drivers**
-  **Frequent rep visits**

Take the first step towards ending the frustration. Give us a call and let’s talk.

**800-677-8431**

[www.northcentraldoor.com](http://www.northcentraldoor.com)

vs.



## Specs change from R-value to U-factor

In October, DASMA confirmed that specification writers MasterSpec and SpecLink both made changes to their sectional door (08 36 13) language. These specifications are commonly used in commercial projects and now reference U-factor instead of R-value.



The logic behind the change is that the sectional door industry is moving toward reporting door assembly thermal transmittance (U-factor) instead of door section thermal resistance (R-value) for its measuring standard. MasterSpec previously referenced door assembly, and now SpecLink will do the same.

The maximum U-factor value of 0.31 will be noted in both specifications. The maximum value is in ASHRAE 90.1-2016 and applies to opaque, non-swinging doors in all climate zones and assumes no glazing in sectional doors. ■

## DASMA submits record number of Florida Building Code changes

In December, DASMA submitted 16 proposed changes to the Florida Building Code. These revisions are expected to be included in the seventh edition of the Florida Building Code. Twelve of the DASMA-approved proposals involve the 2018 ICC model code development cycle.

Of the four remaining proposals, two establish 10 PSF as the minimum wind load as required by the new ASCE 7-16. The other two proposals reference multiple DASMA standards, including versions of static air pressure testing (standard 108) and wind-borne debris resistance testing (standard 115).

Joe Hetzel, DASMA technical director, said, "For the first time in its history, the Florida Building Commission is using the previous code edition as the base code instead of the latest published ICC model codes because of the emphasis on Florida-specific requirements. Hetzel explained that all Florida-specific language submitted by DASMA from previous cycles will now be automatically grandfathered into the new code.


Hetzel added that all approved proposals from the 2018 ICC model codes must be submitted to Florida to have them considered for the seventh edition. Final action on these proposals will be determined by various Technical Advisory Committees in spring 2019. The seventh edition is slated for adoption and enforcement effective Dec. 31, 2020. ■

## The most-used Technical Data Sheets

Page Views*	DASMA Technical Data Sheet
817	<b>TDS 155 Residential and Commercial Wind Load Guides</b>
528	<b>TDS 151 General Code Inspection Guidelines for Garage Doors</b>
412	<b>TDS 190 Factors Affecting SpringCycle Life</b>
235	<b>TDS 168 Automatic Vehicular Gate Operating Systems Guidelines</b>
206	<b>TDS 154 DASMA Metal Gauge Chart</b>

\*Unique page views from Jan. 1, 2018 - Dec. 31, 2018

More than 120 Technical Data Sheets are freely available at [www.dasma.com](http://www.dasma.com) under Publications. These documents have been prepared by and are continually reviewed and updated by the DASMA Technical Committees and staff. ■




# DOORS

HYDRAULIC — OR — BIFOLD

ONE-PIECE DOORS      STRAP LIFT DOORS

SCHWEISSDOORS.COM

## THE DOOR LEADER



- AVIATION
- SHOP DOORS
- AG DOORS
- BARN DOORS

507-426-8273