

HOTTEST NEW PRODUCTS AT EXPO

By Vicki Jones,
Editor

Clopay Vertistack Clear Door voted #1

D+AS survey reveals top product and top trend

Our top new products were determined by 155 dealers across North America who attended the IDAExpo 2024 and completed the *D+AS post-Expo online survey.

Our survey asked, "In your opinion, what were the hottest new products displayed at Expo 2024?" We did not provide a check-box list of specific products; instead, we asked recipients to identify and describe at least one product from their memory of the 153 exhibits at the show. Several products were mentioned, but one unique door was a "clear" stand out.

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#1 Clopay VertiStack Clear Door

Survey respondents overwhelmingly voted for Clopay's VertiStack Clear Door. A remarkable 23% of respondents mentioned the eye-catching aluminum and glass clear door, making it the #1 hottest product at Expo 2024.

True to its name, the VertiStack door features vertically stacking sections and minimal lines and angles, and it has no hinges or exposed tracks. The unique engineering cleverly hides key mechanisms and provides clear and open ceiling space.

At Expo, Clopay displayed its commercial model, which is designed for restaurants, event venues, schools, retail stores, and office buildings. It was the first time the company has shown the VertiStack door at Expo, and attendees were fascinated by the engineering of the door and how quietly it operates.

One attendee said that it was a "game changer" and that they loved how the sections stack neatly on the wall, eliminating the overhead track and minimizing the overall footprint. A few Expo attendees said that they would recommend VertiStack for projects with overhead space and aesthetic requirements.

VertiStack Clear is customizable to suit openings up to 14' wide and 14' tall, and it is available with glass, acrylic, or polycarbonate panels in tempered, frosted, insulated, and Low-E options. Buyers can choose from one of their many anodized finishes, including clear,

black, bronze, and dark bronze; as well as paint finishes in bronze, chocolate, or white.

As of May 2024, Clopay offers the VertiStack Clear door in extended widths ranging from 4'6" to 20'. A residential version, designed for garages, party barns, pool houses, etc., will be launching in June. www.clopaydoor.com

#2: Plank options

16% of our survey respondents listed one or more plank wood tone and/or plank door as the "hottest product" featured at Expo. Several called the 2024 Expo "The year of plank," and it was easy to see why.

Plank doors dominated the show floor. Plank wood tones feature nonrepeating patterns and textures; long, clean horizontal lines; and unique variation. The flexibility of design coupled with the look of real wood without the maintenance make plank doors a popular and trendy option for homeowners.

With so many plank offerings now on the market, there's plenty of color and wood tone options to choose from.

"The year of plank."

Amarr, C.H.I., Haas, and Midland Garage Doors were just a few companies that showcased new plank options that won over attendees at Expo. ■



◀ At Expo, Haas Door gave attendees a sneak peek of their soon-to-be-released plank colors.



▲ Horizontal woodgrain plank designs are now offered for Midland's residential ThermoGuard Flush models.

◀ Amarr Northwoods modern plank door.

▲ C.H.I.'s Shoreline Overhead Carriage door shown in Cedar Plank Accents Woodtones.

**About our survey: Invitations to our online survey, conducted immediately after Expo 2024 from April 28 to May 12, were sent to 1,931 random door dealers throughout the United States and Canada. 834 opened the email. Of the 154 dealers who completed the survey, 69 had attended Expo. 39 of these Expo attendees responded to our question about the hottest new products.*