

GET READY FOR GARAGE DOOR SAFETY MONTH — May 2025

By Flossie Miller, President, Miller Edge

May is Garage Door Safety Month! The following article shines a spotlight on our industry and represents our continued commitment to and focus on safety. It also outlines easy yet effective strategies you can adopt to participate in Garage Door Safety Month.

Double the opportunity

While safety is important year round, having a dedicated safety month gives professionals in the industry an opportunity to highlight their dedication to promoting safety — thus improving the industry as a whole.

Raising safety awareness not only benefits the industry, but also benefits individual companies by promoting goodwill, caring, and professionalism. The annual safety month also provides a built-in marketing campaign for businesses. So, we invite you to join our mission and embrace the opportunity to promote safety.

Spread the word!

It is time to start planning promotions, consumer education sessions, public service announcements, and special events to remind everyone that garage doors require safety awareness.

DASMA and IDA have prepared a number of useful resources to promote garage door safety in May. They have a joint website for convenient access to numerous tips and tools. We encourage dealers to utilize these resources and educate the public about the importance of garage door safety.

1. Plan a Community Outreach Safety Fair

- Promote this interactive event with social media, scouting groups, sports teams, and community centers. The goal is to have families attend and learn the importance of safety.
- Set up various hands-on demonstration tables focused on different garage safety concerns, such as properly aligning photo-eyes, examining the wear and tear of cables, testing an opener's reverse feature, learning how to use the manual release option, etc.
- Make it fun and inviting! Offer free popcorn or snacks at your safety fair, and hand out garage door safety pamphlets to attendees.

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2. Get the community involved

Invite local fire and police departments to participate by inspecting child safety seats, informing attendees about garage theft prevention, etc.

3. Offer Garage Door Safety Month specials

- Offer price discounts on preventative maintenance calls.
- Give away a free car emergency or first-aid kit.

4. Distribute invitation flyers in local neighborhoods, schools, and community centers

5. Gain local media attention

- Send a press release to local newspapers about garage door safety.
- Contact local TV and radio stations; let them know that you are a local expert.

Connect with the commercial audience

Consider a safety fair focused on commercial business by inviting owners, facility managers, and general contractors to learn about dock and door safety.

- Consider hosting a “Lunch and Learn” or “Bagels and Brew” event.
- Offer a discount on fire door drop testing or preventative maintenance contracts.
- Demonstrate how to check safety reversing features on motorized doors.
- Provide training on how to identify signs of wear and tear that may impact proper door operation and functionality.

Highlight key product features

Garage Door Safety Month also provides an ideal opening to educate homeowners about important garage door opener features. For example, if you live and/or work in areas prone to power outages, potential wildfires, or other natural disasters, this would be an excellent opportunity to talk about operator options available in these situations.

Inform homeowners that there are many operators on the market that feature battery backups. In case of a power outage, a door operator equipped with a battery backup offers a convenient method of opening the garage door. Keep in mind that the battery backup should be tested periodically to make sure that it supplies adequate power to open a closed door to its fully open position and will

require replacement after two to five years depending on usage and type.

Additional instructions about battery backup replacements and how to open a garage door manually if the operator fails can be found on DASMA Technical Data Sheet 385. Refer to this essential resource tool to educate homeowners in your community.

Safety is a team effort!

Let's all do our part to improve the reputation of our industry by promoting Garage Door Safety Month. All of the tools mentioned in this article can be found at garagedoorsafety.org. Start planning your safety promotion gameplan today – scan the QR code above to get started! ■



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