# FROM THE PAGES OF HISTORY

## **Stanley Berry Doors**

## **Milestones**



BERRY DOOR OF MO., INC.

1946? Glen Berry establishes Berry Door in Pontiac, Mich., after a joint effort with R.L. Taylor (of Taylor Door fame) breaks up.

1951 Hormann Door of Germany begins operations, offering the "Berry Door" with a design based on the Berry one-piece door. To this day, Hormann still calls their one-piece door a "Berry Door."

1956 In the mid-1950s, Berry Door moves to a new facility on 2400 E. Lincoln St. in Birmingham. Around 1956, Berry introduces its first sectional steel garage door, with seven sections.

1963 Berry markets the "Lincoln Door" clamp, sold to businesses that want to manufacture their own wood sectional garage doors. Ideal Door of Wisconsin, Delden of Kansas City, and Francis Products of Russia, Ohio, are among the first to purchase the Berry clamp.

1964 Berry Door manufactures one-piece steel doors, sectional steel and wood doors, and garage door openers, all for residential use. The Berry sectional door features a continuous hinge and a "Pinch-Proof Section Joint."

1964 Around 1964-1965, Stanley Works buys Berry Door. For the next five years, the company is called Stanley Berry.

1967 Stanley buys Vemco of Detroit, creating its garage door opener division.

1968 Stanley acquires Multi-Elmac of Novi, Mich., a producer of radio controls and electronics.

1991 The firm consolidates its door, operator, and radio controls divisions into Stanley Door Systems, based in Troy, Mich., where steel and fiberglass entry doors are made. Annual sales of Stanley Door Systems are estimated at \$200 million. Home Depot is their largest customer.

1997 Whistler Auto-Mation Products buys Stanley Door Systems in Birmingham, Novi, and Covington. The firm becomes Stanley-Whistler, a division of Whistler Corporation of Chelmsford, Mass.

1998 Moore-O-Matic acquires the Stanley-Whistler gate operator line.

1999 Whistler sells the company to Innovative Home Products, which continues marketing the Stanley brand of garage doors and

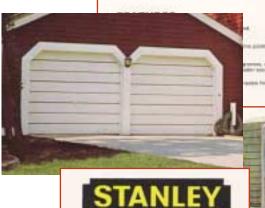
2000 Garage door manufacturing operations at 2400 E. Lincoln St. in Birmingham are discontinued.

2001 In May, Innovative files for bankruptcy and closes operations in Covington. ■

"Glen Berry told me that the garage door business is never as good as it seems in October, and never as bad as it seems in February." - Gene Renner, President, Delden Mfg. Co.

All images are from Stanley Berry literature, ca. 1968, courtesy of Berry Door of Missouri





### STANLEY BERRY

Division of The Stanley Works 2400 East Lincoln Road Birmingham, Michigan 48012

#### Sources

- Jack Kempel, Berry Door Garage Door Engineer 1954-1964
- Aldo Romanelli, Berry Door Engineer 1958-1965, Stanley Project Manager 1965-1992
- · John Skipton, President, Berry Door of Missouri (St. Louis)
- · Gene Renner, Delden Mfg. Co. President
- · www.hormann.com
- · Various documents