

## Assa Abloy Acquires 4Front Engineered Solutions

In December, Assa Abloy announced the acquisition of 4Front Engineered Solutions, a company that markets its products under such names as Kelley and TKO Dock Doors.

4Front, headquartered in Carrollton, Texas, has annual revenues exceeding \$165 million, more than 750 employees, and operations in the United States, Canada, Mexico, and India. The company provides loading dock and door products under the names of Kelley, Serco, TKO Dock Doors, APS Resource, and 4Sight through a network of more than 225 distributors worldwide.

“This acquisition is a great addition to our growing portfolio of warehouse solutions, and together we look forward to further developing the U.S. and global markets,” says Juan Vargues, president and CEO of the Entrance Systems Division of Assa Abloy. ■

## Helton/FlexiForce Begins Rollforming in Illinois

In February, Helton/FlexiForce announced that it is now rollforming in its Dixon, Ill., facility, making 2-1/4" and 3" sectional door struts.

Mike Rauch, CEO, says the company plans to manufacture other product lines in the coming months. Helton was acquired by the FlexiForce Group in May 2012. ■



## Amarr Holds Dealer Education Summit

In December, Amarr Garage Doors reported that it recently held its second annual Dealer Education Summit. This year's summit, held in Kansas City, Mo., was called “Growing Together.”

The two-day event featured a tour of the company's garage door manufacturing plant in nearby Lawrence, Kan., and included presentations to update dealers on Amarr's product initiatives and services such as its OnSite dealer software.

Amarr CEO Richard Brenner says the summit was also a

mechanism for the company to listen to dealers and gather feedback. About 50 people from nearly 30 garage door dealerships attended the summit. ■



## Martin Door Introduces New Logo

On Feb. 1, at Martin Door's annual Dealer Summit, the company unveiled its new logo.

Mark Stromberg, Martin Door's president and CEO, announced the logo, saying that the company's goal is to become the number one garage door manufacturer with a special emphasis on quality products and excellent service. He says the new logo is the first effort toward achieving this goal.

“The logo is the perfect graphic representation of Martin Doors—strong, clear and focused on garage doors,” he adds. ■



## LiftMaster Partners With Pro Bull Riders

In November, LiftMaster announced a multi-year sponsorship deal with the Professional Bull Riders (PBR). As the “Official Residential Garage Door Opener, Commercial Door Operator, and Gate Operator” of the PBR, LiftMaster was the title sponsor of the PBR Built Ford Tough Series LiftMaster Invitational in Anaheim, Calif., in February.



The PBR is said to have 100 million viewers annually. The multi-year sponsorship includes several opportunities for LiftMaster, which will be shared with its network of loyal dealers.

Promotional opportunities include in-arena and chute signage, P.A. announcements, and JumboTron spots. PBR events are also televised each week during the season on CBS or CBS Sports Network and are broadcast on YouTube. ■

## Rytec and Creative Door Announce Agreement

In February, Rytec announced a distribution agreement with Creative Door Services, western Canada's leading provider of door products. Under the agreement, Creative Door will be the master distributor of Rytec's entire line of high-speed, high-performance doors in western Canada. Creative Door has eight branches in the region. ■



## HySecurity Trains 57 More

From Oct. 22-25, 2012, HySecurity provided training in installation, maintenance, and troubleshooting of HySecurity automated gate systems to 57 more students. Offering detailed instruction every fall and spring near Seattle, HySecurity now has trained more than 550 installers and technicians.

"HySecurity offers something that most other gate operator manufacturers don't," says Brian DeNault, HySecurity president and instructor. "We offer professional, hands-on, personal training from the engineers who designed and created the operators."

Chester Gilliam of Wizard Works in Colorado attended the training. "I have never had a better training at any time, anywhere," he says. ■

## Clopay Entry Door Named to Best New Product List



In January, Clopay announced that its Craftsman Collection fiberglass entry door had been named one of the 101 Best New Products of 2012 by the editors of Professional Builder and Professional Remodeler magazines. The door was selected in the doors category, one of 16 product categories on the list.

The Craftsman Collection's polyurethane foam core provides five times the insulating value of a wood door. Clopay fiberglass entry doors are Energy Star qualified and NFRC certified. ■

## Metal Coaters Opens Ohio Facility

In January, Metal Coaters, a supplier of coated steel for garage door manufacturers, announced the official opening of its coil coating facility in Middletown, Ohio.

The facility, previously operated by Material Sciences, has since been revamped and modernized to emboss and coat various gauges and widths of metal. The company now operates four light-gauge coil coating facilities in three time zones, and it can provide localized service throughout the U.S. ■



## Overhead Door Joins MainStreet America

In February, Overhead Door announced that it is a participant and sponsor of MainStreet America, the nation's first and only year-round showcase of homes.

Located in Houston, MainStreet America is designed to inspire homeowners to build or remodel their homes. The project features 12 home designs commonly found across the U.S. MainStreet America is now open to the public. Consumers can also view the 12 homes online at [www.mainstreetamerica.com](http://www.mainstreetamerica.com).

"MainStreet America is a great project for us to be involved with because it gives us the opportunity to show consumers the broad range of Overhead Door garage doors, which can complement any style of home," says Joe Dachowicz, Overhead Door's vice president of marketing. ■

## Wayne Dalton Hosts Makeover Contest for Dealers

For the second year, Wayne Dalton is hosting an Xtreme Door Makeover Contest, encouraging its dealers to share before and after pictures of their favorite Wayne Dalton residential garage door installations since January 2012.

The grand prize is \$3,000, an Apple iPad, and a trip to Nashville to attend Expo 2013 in May. The second-place winner will receive \$2,000 and an iPad, while third place will win \$1,000 and an iPad. Contest entries are being accepted through March 31, 2013.

The contest is open to Wayne Dalton dealers. Full details and rules are posted at <http://pc.Wayne-Dalton.com/partners>. ■

## Wayne Dalton Featured at MainStreet America

Wayne Dalton is also a featured participant and sponsor of MainStreet America in Houston.

“When visitors walk through MainStreet America, they will see a beautiful display of Wayne Dalton garage doors in a variety of styles and price points,” says Joe Dachowicz, vice president of marketing. ■



## Martin Door Hosts Food Drive

In December, Martin Door hosted its first holiday food drive, encouraging employees to participate by offering a prize to the department that donated the most food.

In all, Martin Door employees contributed 1,482 lbs. of food to the Utah Food Bank. The winning department was the finance and IT department, which donated 376 lbs. of food, or about 53 lbs. per person. ■

## Amarr Adopts “Made in U.S.A.” Brand

In December, Amarr Garage Doors embraced the “Made in U.S.A.” brand.

All Amarr garage doors are made in either Lawrence, Kan., or Mocksville, N.C.



All Amarr marketing materials will display the “Made in U.S.A.” brand. A form of proof is available for Amarr dealers who need verification. ■



## Cookson and Cornell Fire Door Featured on TV Show

On Feb. 5, the installation of a Cookson and Cornell fire door was featured on an episode of “Graveyard Carz,” a new reality TV program showcasing the restoration of old Mopar cars. The door, featured prominently on the set, answered the shop’s need for an aesthetic state-of-the-art fire door that separated the shop from the final assembly room.

The door featured automatic resetting, custom vinyl graphics that complement the show’s theme, and the Cookson and Cornell logos. The show appeared on the Velocity by Discovery channel. ■

## Albany Donates High Speed Door to Second Harvest

In December, Assa Abloy Entrance Systems donated an Albany high-speed door to Second Harvest in Pasco, Wash. The charitable food distribution center now has two high-speed insulated cold-storage doors, an Albany ThermaChill and an Albany ThermaFreeze.

Second Harvest helps feed more than 40,000 hungry people each week in eastern Washington and northern Idaho. The new cold storage doors help make the operation more efficient by maximizing workflow while protecting cold storage areas. ■



## Multiple Training Opportunities at Encon

Encon Electronics has scheduled training sessions with three different manufacturers (LiftMaster, Apollo, and HySecurity) this spring.

On March 20, Encon hosted LiftMaster’s veteran trainer Bill McCoy for an all-day seminar covering new gate operators: the CSL, CSW, LA500, and KPR2000.

On April 3, Apollo/Nice USA will present a seminar covering installation, programming, and troubleshooting guidelines for the company’s commercial DC gate operator line, including the new 4300 and 4500 for swing gates and the 8300 and 8500 for slide gates.

On May 9, HySecurity will present a full-day training session on its new StrongArm M30 crash-rated barrier operator. All three seminars will be held at Encon’s training facility in Hayward, Calif. To participate, go to [www.enconelectronics.com](http://www.enconelectronics.com) or call 800-782-5598. ■

## Amarr Introduces Tablet and Smartphone Apps

In December, Amarr Garage Doors announced that it now offers two apps that allow dealers to show a customer an Amarr garage door on a photo of their own home, allowing the dealer to close the sale faster.

The Door Designer Pro and Door Designer Lite apps generate images of preferred garage doors on a customer's home that can be saved and opened later for customer quoting, online ordering, and more.

The Door Designer Pro works on iPads or tablets, and the Door Designer Lite works on smartphones. Both apps can be downloaded free from the iTunes or Google Play stores. ■



## Garaga Launches a New Design Center

In February, Garaga announced the fourth version of its online Design Center. The first version debuted in 2002.

The new Design Center, geared for end users, is more user-friendly with fewer steps, can be accessed with an iPad application, and quickly lets users view their homes with a new Garaga garage door. Homeowners can upload a picture, choose from 23 popular house designs, or select a door facade.

A new feature allows consumers and dealers to receive an emailed copy of the final result, providing the dealer with key contact data for follow-up quotes. Plus, the Garaga quotation program on GaragaNET allows dealers to create a professional quotation with a full-color image of the selected door, a complete product description, and the selling price. ■

## Amarr Improves Online Door Designer

In February, Amarr Garage Doors announced a new and improved online Door Designer that allows consumers to upload photos of their own homes and see them with any Amarr steel garage door with the available panel designs, colors, windows, and hardware options. Previously, consumers could only view garage doors on stock photos of homes.

Consumers can also print the image and door information, share their door preference with others, and request a quote for the preferred door from a local Amarr dealer. ■



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## Wayne Dalton Unveils New Residential Website

In January, Wayne Dalton announced the unveiling of its redesigned website, focused on residential garage door collections.

Enhancements include a more engaging home page, easier navigation, improved organization, and enhanced image selection. The redesigned site also includes the new Wayne Dalton blog, Door Buzz, and links to the company's Facebook, Twitter, and YouTube pages.

Later in 2013, the company plans to unveil a complete redesign of its commercial website and a tablet-friendly Garage Door Design Center. ■



## Genie Launches New Commercial Website

In January, Genie announced the launch of its new website ([www.geniecompany.com/commercial](http://www.geniecompany.com/commercial)) for its new line of commercial operators. The site features extensive technical information for each model by duty cycle, including light, medium, standard, and heavy-duty.



Included are brochures, drawings, specifications, instruction manuals, an FAQ section, a Parts and Accessories section, and a Modifications and Options section. The Architect Corner provides three-part specifications, shop drawings, dimensional drawings, amperage charts, and door charts. ■

## Clopay Launches Foto-Finish Friday Contest

In February, Clopay announced it is launching a Foto-Friday Feature contest to show homeowners the impact that a garage door and/or entry door upgrade can have on their home's curb appeal.

Homeowners are invited to submit before and after photos of their homes showcasing a garage door or entry door upgrade or both. Clopay will select up to two winners per month to feature on the company's Facebook and Pinterest pages. Winners will receive a \$100 Visa gift card.

The contest runs through Dec. 31, 2013. Details and official contest rules are available at <http://clopaydoor.com/foto-finish-friday.aspx>. ■



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