

LiftMaster Wins Ad of the Year

In January, LiftMaster won the 12th annual Door & Access Systems Advertisement of the Year award. Chuck Miller, DASMA president, presented the top trophy to Dan Nixa of LiftMaster at the DASMA Annual Meeting in Marco Island, Fla.

LiftMaster's "Ingenious" ad, which first appeared in the summer 2011 issue of Door & Access Systems, introduced the company's new MyQ technology. A panel of 10 judges selected the ad after reviewing more than 100 ads and 15 finalists.

In the judges' scoring, the ad racked up 879 points, exceeding all other ads by more than 100 points. Judges said the ad was simple, clean, attractively designed, and effective at delivering its message.

Paul Accardo, Chamberlain's manager of advertising and public relations, said the ad idea was selected from many options. "But this concept best communicated the benefit of being able to offer customers the ability to open and close their garage door from anywhere in the world."

Four other ads received awards as Top Five Finalists: C.H.I.'s



Chuck Miller and Dan Nixa

"Passage to the Past" ad, Haas Door's "Open the Door to Endless Possibilities" ad, Raynor's "So Many Tools, One Convenient Source" ad, and Wayne-Dalton's "So Cost Effective, It Practically Pays for Itself" ad.

The panel of 10 independent judges included eight advertising experts and two industry observers. 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. ■



Miller



Montalbano



Neisewander



Schram



Sedivy



Smith

DASMA Appoints New Board Members and Officers

At the 2012 DASMA Annual Meeting in January, six industry leaders were elected to positions on the DASMA board of directors. The 17-member board is the governing body of the association.



- Barge Miller, president of Miller Edge, now serves as second vice president.
- Chuck Montalbano, director of sales at Randall Metals, now serves on the board as the vice chair of the Associates Division.
- Ray Neisewander III, president and CEO of Raynor, is now the first vice president of the DASMA board.
- Mark Schram, vice president and general manager of Napoleon/Lynx, now serves as president of DASMA.
- Richard Sedivy, director of marketing at DoorKing, has been elected treasurer of the association.
- Bob Smith, quality assurance engineer at Haas Door, now serves on the board as chair of the Commercial & Residential Garage Door Division. ■

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DASMA Salutes Angus Lewis

At the DASMA Annual Meeting in January, Angus Lewis of DoorLink was thanked for his contributions to the industry. Lewis recently announced his retirement after 49 years in the garage door industry.

Lewis has been engineering manager at DoorLink Manufacturing since 2008. Prior to that, he worked in engineering at National Door Industries and at Ankmar. From 1963 to 2001, he worked in engineering and various technical fields at Windsor Door in Little Rock.

He has been an active participant in DASMA's technical work since 2001 and has served as vice chairman of the Commercial & Residential Garage Door Technical Committee.

"Angus was a delight to communicate with, and I respected his industry knowledge," says Joe Hetzel, DASMA technical director. "He conveyed his knowledge effectively to help us advance the association's mission." ■



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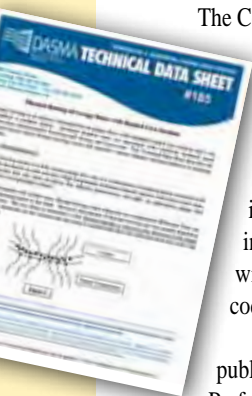
DASMA Releases Three New Technical Data Sheets

Late in 2011, DASMA added three new Technical Data Sheets to its array of free technical documents at www.dasma.com.

The Commercial & Residential Garage Door Division published TDS 185, Thermal Bowing of Garage Doors With Bonded Core Sections, and TDS 186, Vehicular Access Doors and the Wildland-Urban Interface.

TDS 185 defines thermal bowing and identifies causes and solutions. TDS 186 gives an introduction to the fire-related problem associated with the interface, while describing both model code and California-specific code requirements.

In addition, the High Performance Door Division published TDS 404, Guide Specifications for High Performance Doors. The document provides specifiers with a handy guideline that can be customized for a particular job. The TDS helps foster uniformity and completeness associated with door information supplied by manufacturers. ■



The Most-Downloaded Technical Data Sheets

Downloads*	DASMA Technical Data Sheet
188	TDS 155 Residential and Commercial Wind Load Guides
126	TDS 151 General Code Inspection Guidelines for Garage Doors
100	TDS 161 Connecting Garage Door Jambs to Building Framing
87	TDS 156 Standard Wood Header and Jamb Detail Guidelines
84	TDS 171 Official Color Codes for Torsion and Extension Springs

*Nov. 15, 2011 – Feb. 15, 2012

More than 100 Technical Data Sheets are freely available at www.dasma.com under Publications (www.dasma.com/PubTechData.asp). These documents have been prepared and are continually reviewed by the DASMA Technical Committees and technical staff. ■

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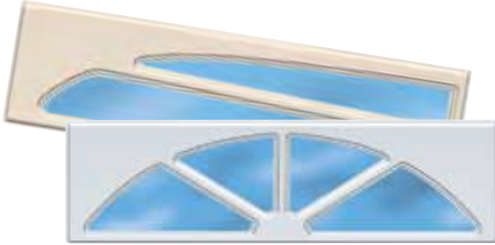
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DASMA Invited to Two Research Projects in 2012

Thanks to its growing influence, DASMA has been invited to participate in three research projects in 2012.

The full-scale projects, which require no DASMA funding, include a seismic test to be performed at the University of California at San Diego and a wind-resistance test at IBHS (Institute for Business and Home Safety) facilities in Charlotte, N.C. In each case, DASMA expects to learn more about environmental effects on the industry’s installed doors.

“We hope to use results to justify existing product offerings and to possibly further refine and improve industry documents in a general sense,” says Joe Hetzel, technical director. The projects are expected to be completed by late summer 2012. ■

ASHRAE Approves Garage Door Change

Late in 2011, ASHRAE members approved a garage door-related change to its ASHRAE 90.1 standard, titled “Energy Standard for Buildings Except Low-Rise Residential Buildings.”

The change provides a definition of a sectional garage door and clarifies the air infiltration requirement of 0.4 cfm/sf as applying to both non-swinging opaque doors and glazed sectional garage doors. The change was needed because sectional garage doors could be improperly required to comply with a tighter air infiltration requirement.

Pat Hunter of C.H.I., chair of the DASMA Commercial & Residential Garage Door Technical Committee, says the change was important. “Although it may seem trivial, the clarifying language can save confusion and unnecessary expense to building owners.” ■

UFGS Revises Garage Door Specifications

In the fall of 2011, the administrative arm of the federal government responsible for maintaining Unified Federal Guide Specifications incorporated input from DASMA on two of its garage door-related specifications.

The documents, posted online through the UFGS link at www.wbdg.org/ccb, include 08 36 13 on sectional garage doors and 08 36 19 on vertical lift doors. The changes included referencing current applicable DASMA standards, updating industry terminology, and revising industry requirements to more accurately reflect product performance.

Bob Smith of Haas Door, chair of the DASMA Commercial & Residential Garage Door Division, sees the improvements to the standard as a long-term benefit. “We appreciate the cooperation of federal government representatives in improving specifications to better our military facilities,” he says. ■