

# Raynor acquires ProDoor

By Vicki Jones, Editor

**Raynor announced the acquisition of Professional Garage Door Systems (ProDoor) in January 2021. Door + Access Systems sat down with the company's new director of marketing, Brittany Shannon, to learn more.**

## How did the acquisition come about?

Raynor and ProDoor's relationship started in the 1980s, when ProDoor was a Raynor dealer. We have a history of partnering on some cool jobs related to the Indianapolis Motor Speedway.

By the time ProDoor leadership was passed from founders Bob Biddle and Dave Taylor to second-generation brothers Mike and Andy Biddle, they had expanded their business to include wholesale distribution centers. Soon after, they also began manufacturing operations.

Partnership opportunities between Raynor and ProDoor became evident to both companies when we realized that we had not only a common history, but also complimentary products and operations that we expect will expedite future growth.

## Can you give us some background on ProDoor?

ProDoor was founded in Indianapolis in the early 1980s by Bob Biddle and Dave Taylor and served as a Raynor professional dealer for nearly 20 years. The business has been owned and managed by second-generation brothers, Mike and Andy Biddle, for the past 10 years.

Since, ProDoor has expanded significantly, with wholesale distribution centers located in Dallas, Texas; Little Rock, Ark.; Nashville, Tenn.; Cincinnati, Ohio; and Indianapolis, Ind.

In 2013, ProDoor recruited JD Stearns as chief operating officer, with the intent of expanding into steel door section

manufacturing. In 2017, ProDoor Manufacturing Company was founded, and the company began to make door sections.

Today, ProDoor supplies a complete line of innovative, competitively priced residential and commercial steel doors from their manufacturing headquarters in Indianapolis. We are committed to maintaining and growing the ProDoor brand under the Raynor Worldwide family.

## What will Mike and Andy Biddle's roles be at the company?

Mike will remain vice president of manufacturing, and Andy will remain vice president of finance/IT for ProDoor Systems. Both brothers have been active in the garage door industry since they were teenagers and plan to remain an integral part of ProDoor and Raynor Worldwide for the remainder of their careers. We are also pleased to announce JD Stearns will assume the position of president of ProDoor.

## What excites you about this acquisition?

The future is bright! This acquisition shows that Raynor is continually evolving in a dynamic marketplace, even if that means growing beyond our roots in Dixon, Ill. Bringing ProDoor into the family keeps Raynor on the cutting edge of the industry and opens many new doors for us (pun intended!).

## Why should Raynor dealers be excited about this purchase?

With this acquisition, Raynor will be able to offer our dealers and national account partners an expanded suite of garage door products and continue to offer competitively priced products.

ProDoor's lean manufacturing processes are tailored for producing door products suited for the wholesale market. Plus, they have a network of wholesale distribution centers offering an entirely different go-to-market strategy than Raynor.

## What did you learn from the Richards-Wilcox acquisition that will be helpful during this transition?

The primary strategic drivers in the Richards-Wilcox acquisition were R-W's expertise in polyurethane foam-in-place technology and access to the Canadian market. For ProDoor, the strategic drivers are their lean, standardized manufacturing processes and access to wholesale



distribution. In both cases, the acquired companies brought advantages that were previously gaps at Raynor.

Ray Neisewander III said, “When assessing both companies, we kept in mind that cultural fit is just as important as strategic fit. At the end of the day, the people are what make the business great, and we are proud to have brought on board some really exemplary colleagues in both acquisitions.”

### Like Raynor, Pro Door is family-owned. Does this provide an advantage for the future of the company and its culture?

Absolutely. I’m proud to represent the fourth generation at Raynor for our family. Our culture and the family business heritage are core to what we do and how we do it.

The family nature of the two businesses made it easy to assess that our cultures were aligned. One of our goals throughout the integration is to preserve the shared values of both entities, including integrity, positivity, grit, service, teamwork, and family. ■

## KEY RAYNOR MILESTONES

- 1929** Ray Neisewander Sr., 23, begins Capitol Wood Works, a woodworking mill in Springfield, Ill.
- 1940** Capitol Wood Works starts making wood garage door sections and selling them to Rowe Mfg. Co. of Galesburg, Ill.
- 1944** Neisewander teams up with Bill Norberg, former plant superintendent at Rowe, to form Raynor (Ray + Nor) Mfg. Co. in Quincy, Ill., to make garage doors.
- 1946** Raynor moves to Dixon, Ill., starting with 37 employees and a 28,000-square-foot plant.
- 1978** Raynor makes its first commercial operator.
- 1982** Raynor makes its first residential garage door opener.
- 1985** After the 1984 buyout of the Walter Balfour Company, Raynor introduces rolling steel doors.
- 1999** Raynor purchases Richards-Wilcox Canada.
- 2010** Raynor adds residential door openers and commercial door operators to its product line.
- 2016** Raynor launches Aspen Series garage doors and residential openers with Wi-Fi capability.
- 2021** In January, Raynor announces acquisition of ProDoor, an Indiana-based manufacturing company that makes residential and commercial steel doors.



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