

PORCH PIRATES BEWARE

Smart and security-driven products dominate Expo

By Vicki Jones, Editor

Our 16th annual “Hottest New Products” survey*, conducted immediately after Expo, asked, “In your opinion, what were the hottest new products displayed at Expo 2022?” For this year, there was no clear “winning product.”

Instead, 17 different products were identified as the “hottest.” Furthermore, 14% of the survey respondents who answered this question said that there were “no new hot products” and an even greater percentage of respondents skipped the question altogether, possibly indicating that they couldn’t identify a “hot new” product.

Considering the past two years of supply chain issues, the limited supply of raw materials, and challenges with labor and resources, it is no surprise that companies had less time and money to dedicate to the development of new products. Nonetheless, Expo 2022 gave manufacturers a platform to showcase their products (existing and new) to thousands of attendees.

While it was hard to pinpoint one hot product, there definitely was a hot trend — smart and security-focused products. The top three “hottest products” at Expo, according to our survey results, epitomized this trend.

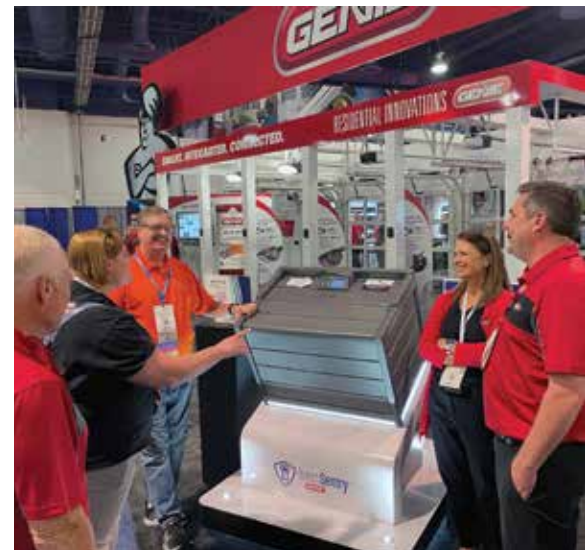
#1 — Genie’s Bench Sentry

A remarkable 15% of our survey respondents identified Genie’s Bench Sentry as the “hottest product.” 2022 marks the third consecutive time that The Genie Company has earned hottest product honors from our post-Expo survey results.

Genie’s Bench Sentry, featuring Aladdin Connect technology, offers a contactless and secure location for the delivery of packages. Using a single app, homeowners can designate whether they want their packages delivered in the porch box or in their garage. It also notifies them when a package is delivered and when the garage is opened and closed.

Bench Sentry works with tracking numbers used by all major carriers. Genie created the

new package security solution to help prevent package theft and to allow customers to monitor activity while they are away. As the battle to discourage “porch pirates” continues, products like Bench Sentry are on-trend and becoming more necessary.





#2 and #3 – LiftMaster and Genie’s “smart” residential openers

LiftMaster and Genie’s smart residential operators tied for the second most votes, with each operator receiving 12% of the hottest product survey results. LiftMaster’s Smart DC operator is the first opener to offer remote diagnostic capability. Homeowners can control, secure, and monitor their garage from anywhere using the myQ app. The operator links with Amazon Key for in-garage delivery, and the LED lighting and camera upgrades, featuring live-streaming video, motion detection, and HD video, offer even more security benefits.

Genie’s wall-mounted smart garage door opener is a direct-drive side mount unit that includes a wireless wall console, integrated battery backup, and a remote door lock. The opener also features integrated Aladdin Connect Wi-Fi capability that provides the ability to remotely monitor and control your garage door with your smart device.

Honorable mention

Findoor was the only door product to top our hottest products list. With 11% of the votes, the flexible swing doors were a standout at Expo according to our survey respondents. The folding door manufacturing company has been serving Finland for over 30 years, and they entered the North American market just five years ago.

Their industrial-grade folding doors are designed for heavy usage while requiring minimal maintenance. Every door is fabricated at their factory and customized to fit specifications provided. Their doors are ideal for applications such as barns, fire stations, airports, fabrication plants, and carwashes. The thermally insulated door core and weather-stripping help to prevent transmission of heat and offer cost savings throughout the year.

This is only the second time that Findoor has exhibited at Expo. Director of Sales – North America, Boyd Waldner, said, “We had a much

larger booth this year which included a trailer featuring a 12’ x 12’ manually operator door. We like that IDA switched to the every other year format, and we look forward to exhibiting again in 2024.”

Smile! You’re on camera

Manufacturers continue to release video-driven products to cater to growing customer demand; these types of products were predominantly featured at Expo.

DoorKing exhibited their new Model 2112 Evolve Video Intercom System. The cloud-based system allows owners to access and program the unit from a laptop, tablet, or smartphone. Additional features include real-time video and broadcast calling for up to four phone numbers at once.

LiftMaster highlighted their new Smart Video Intercom-S (CAPXS) – a cloud-based video intercom. Powered by myQ, the CAPXS allows owners to remotely manage access points. Additional features include an integrated camera, live video streaming, and the capability to record video clips.

As property owners do their best to trace property damage, vandalism, and other nuisances, these video-driven features are becoming more essential than ever before.

Garage vision

Cameras are not just for access control products. As the destination for packages expands from the porch to the garage, companies are adapting their products to accommodate.

At Expo, several companies unveiled garage door opener products with camera options. In addition to the Genie and LiftMaster residential openers already mentioned, Skylink launched its ATR-6912P opener featuring two LED lights for increased visibility, an add-on camera upgrade, and/or Wi-Fi capability for door monitoring from anywhere using a smartphone.

That’s secure and smart

Marantec displayed two smart products at the show. The new maveo pro allows dealers to configure door openers from a smartphone and enables remote monitoring of GDOs. The maveo pro dashboard enables users to manage, organize, and remotely diagnose all door openers from anywhere, and at any time, with one single simple interface.

Their new plug-and-play Wi-Fi adaptor – the maveo bluefi stick – was also on display. It can be easily added to Marantec openers to enable wireless connectivity and operation via a smartphone.

Sommer also unveiled its Telecody Courier, a keypad for in-garage parcel delivery. With this new product, homeowners can grant full or limited access to their garage and customize the height of the opening based on the size of the package being delivered.

Sommer’s ENTRASys fingerprint scanner presented another alternate option for entering the garage. The highly secure radio transmitter is activated by fingerprint and can store up to 80 fingerprints (with up to nine admin prints).

These are just a small sample of the security-focused products featured at Expo 2022, but it does reveal a lot about the evolution of products today. Advances in technology, a video-driven culture, and Wi-Fi capability have changed the game. Homeowners want to see it all, literally, and manufacturers will have to continue to develop products that meet the demands of our customer base. ■

*About our survey

Invitations to our online survey, conducted immediately after Expo 2022 from April 6 to April 22, 2022, were sent to 1,835 random garage door dealers throughout the United States and Canada. Of the 173 dealers who completed the survey, 60 had attended Expo, and 28 of these Expo attendees responded to our question about the hottest new products.

