



## EMX Industries acquires Transponder and Reader Engineered Systems

In June, EMX Industries, Inc. acquired Transponder and Reader Engineered Systems (TRES), a USA-based designer and manufacturer of RFID readers and tags for the access control market. TRES founders Steve Hale and Rick Langevin are set to transition into retirement but will continue to serve as consultants to the EMX team.

Joe Williams, CEO of EMX Industries, said, "TRES's commitment to top-tier design and US manufacturing mirrors our strategy at EMX. We're eager to introduce TRES's RFID technology to our extensive network of partners." ■



## Clopay doors featured on iconic Barbie Dreamhouse

In August, days before the release of the summer blockbuster movie "Barbie," HGTV kicked off the "Barbie Dreamhouse Challenge" — its newest competition show featuring the epic renovation of the iconic Mattel toy Barbie Dreamhouse.

The four-part series wrapped up on Aug. 6 with one of eight teams of HGTV designers being crowned the winner. Each group used their style and creativity to transform a Southern California home into a real-life Barbie Dreamhouse.

Two Clopay Canyon Ridge Louver garage doors custom painted "Barbie Pink" added to the winning home's colorful curb appeal. The exterior also featured a giant monogrammed pink handle to "carry" Barbie's house. ■

## Action Industries opens new distribution center, expands shipping routes

In October, Action Industries announced the opening of a new distribution center near Orlando, Fla. The expansion will enhance customer service in the area by allowing clients to receive shipped products faster or to place orders for order pickup. The company will continue its no minimum order policy.

Additionally, they launched a pilot program with three dedicated shipping routes originating from their Cleveland warehouse: one through Toledo to Detroit, another covering Columbus south to Evansville, Ind., and a third from Pittsburgh to Philadelphia. The initiative minimizes shipping expenses for lengthy and/or heavy items and helps reduce the possibility of product damage. ■

## Artisan Custom Doorworks adds distributor for Chicagoland

In August, Artisan Custom Doorworks announced Garage Door Supplies (GDS) as an exclusive wholesale distributor for the Chicagoland area. GDS has been serving the door industry since 1947. They have four warehouses in Bedford Park, Bolingbrook, East Dundee, and Schiller Park; and they have a full fleet of delivery trucks that can deliver Artisan's carriage style doors to door dealers throughout Ill., Ind., Iowa, Mich., and Wis.

Artisan makes a variety of garage door styles in wood, faux wood, composite, and vinyl. Its TimberLife line carries a limited 50-year warranty against wood degradation. ■



## Overhead Door highlights mountaintop masterpiece project

In 2023, HGTV and DIY Network hosts Chip and Pauli Wade collaborated with Overhead Door Brand to complete a dream mountaintop retreat in the Blue Ridge Mountains called Pinhoti Peak. The Wades selected Overhead Door's Modern Aluminum Series Envy Model 9980 for the project.

With corrosion-resistant aluminum and light-filtering glass, the Envy door offers both function and style. The mirrored gray glass tint with chic black finish creates a modern design that seamlessly integrates with nature. ■

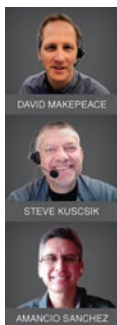


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## Miller Edge and UL Solutions host webinar on UL 325 Standard

In July, Miller Edge held a live webinar with UL Solutions on ANSI/CAN/UL 325: 2020, the Standard for Door, Drapery, Gate, Louver, and Window Operators and Systems. The new safety Standard in Canada was published in 2017 and went into effect for CSA Certifications on March 1, 2023.

The webinar focused on the Standard's regulatory landscape, history, and the key differences between the new and old standards. Attendees also learned how the new Standard can effectively contribute to business growth. The panel of speakers included Steve Kuscsik of UL Solutions, David Makepeace of Miller Edge, and Amancio Sanchez also of Miller Edge. The webinar can be viewed on Miller Edge's YouTube channel. ■



## ArmRLite celebrates 65th anniversary

In August, ArmRLite announced that the company is celebrating 65 years of providing custom overhead doors for residential and commercial applications. Established during the 1950s oil boom, ArmRLite started with national accounts Mobil (formerly Esso) and Texaco (formerly Sky Chief).

Since then, they have focused on developing innovative and energy-efficient entrance solutions for luxury homes and businesses, including fire stations, truck terminals, municipal buildings, and restaurants by using high-grade materials and unique welded construction.

In 2023, they unveiled DefendDoor and the Bespoke Architectural Collection. Their overhead doors are available in custom colors and finishes with features such as transoms, pass-through doors, glass options, and more. ■

## Wayne Dalton overhauls 1960s home

In August, Wayne Dalton highlighted a 1960s home renovation project. The homeowners' mismatched and malfunctioning garage doors were replaced with two Carriage House Steel Model 9405 doors with Barcelona Hardware.

The carriage house door design, large windows, clay paint finish, and embossed high-tensile steel panels complemented the original house design and elevated the property's curb appeal.

With foamed-in-place polyurethane insulation, the Model 9405 doors provide thermal efficiency, dampen street noise, and offer smooth and quiet operation. They also include the Wayne Dalton's TorqueMaster Plus Counterbalance System, which is a system that securely encloses the springs within a steel tube. ■



## Midland Door Solutions customizes bifold doors

In August, Midland Door Solutions highlighted their custom bifold doors featuring heavy-gauge steel tubing and a unique jig-welded truss system. The project's doors do not obscure the building's opening, and equipment can use the full height and width of the doorway to enter or exit.

The single-latch system with a safety switch comes standard. All Midland doors offer an opening system with a 5-to-1 safety rating, which means that the cables and straps that open the door can withstand stress five times greater than the weight of the door. Customers can choose a cable (1/4" or larger) or a nylon strap (3") that wraps over itself to lift the door. ■

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## Clopay celebrates at Leadership Conference

In May, qualifying Clopay, Cornell, and Cookson dealers gathered for the first time at the Clopay Corporation's 2023 Leadership Conference held at the JW Marriott Marco Island Beach Resort in Marco Island, Fla. The incentive event includes a mix of business development seminars, networking, and leisure activities. 2023's theme was "Partners in Excellence."

Clopay recognized dealers at a black-tie awards dinner and ceremony. During the event, President Vic Weldon presented Clopay's first "Special Recognition Award" to Bill Weber of AE Door & Window in honor of his 43 years of partnership.

The 2024 conference will be held at the Hyatt Regency Hill Country Resort and Spa in San Antonio, Texas, from May 20 to 23. ■

## Haas Door joins DASMA Thermal Performance Verification Program

In June, Haas Door joined the DASMA Thermal Performance Verification Program (TPVP). The program standardizes how the industry measures the energy efficiency of garage doors and establishes how manufacturers report that efficiency by using a calculated R-Value to rate doors relative to a third-party tested U-Factor. U-factor is a crucial measurement used to evaluate the thermal performance of garage doors; lower U-factor represents reduced heat loss or gain through the door.



To ensure the U-Factor is accurate, Haas Door provides a voluntary DASMA U-Factor label for its dealers by using a QR code on each garage door section. The DASMA label is specific to that door configuration and provides the most accurate information available based on the model and options selected. ■

## Star Tribune names IDC Spring a 2023 "Top Workplace"

In June, IDC Spring was named one of the Top Workplaces in Minnesota by the Star Tribune. The Top Workplaces list recognizes the most progressive companies in Minnesota based on employee opinions measuring engagement, organizational health, and satisfaction. The analysis included responses from 124,719 employees from over 5,000 public, private, and nonprofit organizations.

The results of the Star Tribune Top Workplaces are based on survey information collected by Energage, an independent company specializing in employee engagement and retention.

To qualify for the Star Tribune Top Workplaces, a company must have more than 50 employees in Minnesota. ■



## Brooklyn project features 10 Schweiss doors



In June, Schweiss Doors highlighted a project in Brooklyn featuring 10 bifold doors. The company helped transform the former home of the Jehovah's Witnesses Watchtower district into a sleek office/retail and high-tech campus complex renamed Dumbo (Down Under the Manhattan Bridge Overpass) Heights.

The five-building campus along the East River waterfront in Dumbo, Brooklyn features more than 1.2 million square feet of space. The ground floor is where 10 Schweiss glass designer doors were installed — eight on one building and two on another.

The bifold lift strap doors range in size from 20'5" wide to 13'5" tall and are all equipped with top overrides, side latch jiggle switches, electric photo-eye sensors, and door-base safety edges. Each of the doors have top-drive Leeson motors and exterior-keyed entry switches. ■

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## Clopay launches new homeowner-focused marketing campaign

In June, Clopay Corporation announced a new marketing campaign, “Doors That Make a Statement,” for their residential garage door brand Clopay. The ads are now running on popular broadcast television and streaming services, in print magazines, and on paid search, social media, and across homeowner-targeted websites.

Justin Evans, vice president of marketing for Clopay, said, “Through this campaign, we’ve set out to get homeowners thinking about the ‘wow’ factor a new garage door can have on their home’s curb appeal with eye-catching images and unexpected humor.”

Clopay dealers have access to the advertising assets, including the new “Power-Gawkers” video commercial. The Gawkers are a group of power-walkers who have strong opinions about their neighbors’ homes. ■



## Amarr brands fleet of vehicles with custom graphics

In July, Amarr Company outfitted their fleet of almost 150 53’ trailers and box trucks with new Amarr-branded graphics. The full body vehicle wraps showcase the Amarr residential and commercial doors in real-life applications.

“The Amarr branding of our fleet drives awareness for the Amarr brand as well as instills a sense of pride to our dealers and employees,” said Vickie Lents, vice president of marketing and innovation. ■

## Clopay exhibits at AIA Architecture Expo

From June 7-10, Clopay Corporation showcased its portfolio of Clopay, Cornell, and Cookson sectional, rolling, and entry doors at the 2023 AIA Conference on Architecture held at the George R. Moscone Convention Center in San Francisco.

During the event, Clopay held LEGO Brick ‘n’ Lagers and Door-Guessing contests. The Brick ‘n’ Lagers builders had a chance

to win a LEGO replica of one of their architectural projects recreated by LEGO artist Benjamin Radell. Michael Poris, the Founding Partner of McIntosh Poris Architects, was the winner of the LEGO Bricks ‘n’ Lagers” contest. Andy Hall, the winner of the Door-Guessing contest, took home a pair of Apple AirPods for correctly guessing the number of doors displayed on an image in the Clopay booth. ■



## Clopay doors featured on “Rock the Block” HGTV series

In July, Clopay garage doors “rocked the block” on season four of the HGTV competition series of the same name. Four teams of designers battled it out over six weeks as they transformed identical houses in a Colorado neighborhood.

Part of the challenge included maximizing a home’s curb appeal with unique street-facing garage doors. Twelve Clopay doors were featured on the show, including Avante, Canyon Ridge, and Modern Steel Lustra models. The winners were luxury experts Michel Smith Boyd and Anthony Elle from HGTV’s “Luxe for Less.” Clopay dealer One Clear Choice managed the installation. ■



## Genie Company and RTI announce garage integration

In July, Genie Company announced garage integration with control and automation manufacturer RTI. The garage integration allows Genie's full line of Wi-Fi-enabled garage door openers, powered by Aladdin Connect, to be controlled from RTI remotes, touch panels, and mobile applications. It allows garage access to be managed through the same system that controls lighting, climate, entertainment, security, and other smart home features. Users can turn off driveway lights or notify a homeowner if the garage door is left open. ■



## Great Northern Door introduces new patented technology

In August, Great Northern Door launched its new patented DURA-EEZ composite door technology featuring the science of Azek building products. DURA-EEZ doors blend the look of real wood with modern technology to minimize homeowner maintenance. The new composite garage and entry doors are offered in 18 designs and 10 composite wood colors plus a paint-grade option. With a 50-year fade and stain warranty, the DURA-EEZ doors are water, stain, and rot resistant. ■



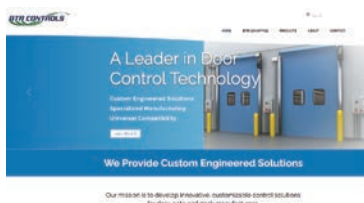
## Nice announces two new resources for its partners

In July, Nice launched two new resources for its partners in North America: a revamped Partner Portal and Nice University, a comprehensive education and training platform. The Partner Portal is an all-in-one user-friendly and secure resource developed to foster better collaboration between Nice and its partner groups. Users will benefit from the portal's accessible marketing and sales collateral, Market Development Funds requests and submissions, and upcoming additional features (including deal registration, lead distribution, and joint business planning).




Nice University is a flexible user-centric platform that provides a mobile-friendly and personalized learning experience. It also offers dealers and distributors the chance to co-own the learning process by monitoring their company's educational progress. ■

## BTR Controls launches new corporate website



In June, BTR Controls, a company that develops and manufactures products for industrial door, gate, and dock manufacturers, launched a newly redesigned website. The new site is

faster, user-friendly, and clearly communicates BTR's commitment of providing "Total Solutions" to customers. Visit the new BTR Controls website at [www.btrcontrols.com](http://www.btrcontrols.com) ■



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