

CHAMBERLAIN GROUP ACQUIRES ARROW-TRU LINE

In July, Chamberlain Group (CG) entered into a definitive agreement to acquire Arrow Tru-Line (ATL) from MiddleGround Capital, a private equity firm. The deal was finalized this past September. CG was an existing customer of ATL, and the company pursued this acquisition in order to help expand their product portfolio to include high-quality garage door hardware and components, strengthening their position in the access solutions market.

D+AS reached out to CG to learn more about the acquisition, and Executive Vice President and Chief Product Officer Erich Struckmeyer provided key insights into how the acquisition will impact the future of both companies.

Q&A with CG's Erich Struckmeyer

D+AS: What strategic strengths or market factors made ATL a compelling opportunity for CG?

Struckmeyer: ATL is a leading manufacturer and distributor of metal garage door components with a strong reputation for quality and reliability. Its vertically integrated operations, extensive product catalog, and established distribution network complement CG's existing brands [LiftMaster, Chamberlain, myQ]. This alignment allows CG to accelerate our growth and serve our existing channel partners with an expanded product portfolio.

D+AS: Why should garage door and access control dealers be excited about the acquisition?

Struckmeyer: Dealers will benefit from an expanded product portfolio under one supplier that includes garage door hardware and components as well as our existing product lineup. The acquisition will also improve our supply chain, providing a greater manufacturing footprint and distribution reach for faster delivery.

D+AS: How will the acquisition benefit both companies?

Struckmeyer: With this acquisition, CG gains an adjacent product line and broader manufacturing footprint. ATL now has access to CG's resources, technology, and global distribution network. Together, our companies benefit from expanded dealer relationships, a stronger market presence, and opportunities for joint product innovation.

D+AS: What does this mean for ATL's current management team and operations?

Struckmeyer: ATL's existing management team has been integrated into the CG reporting structure, and operations will continue with the benefit of CG's scale and expertise.

D+AS: Will ATL keep its existing brand, or will ATL products be marketed under the CG umbrella?

Struckmeyer: ATL will retain its brand identity for now, but products will be integrated into CG's portfolio strategy.

D+AS: How will the acquisition impact future products/product development for ATL and/or CG?

Struckmeyer: As we move forward, our teams will be looking for opportunities to innovate where there is value for our customers, and our partners should expect the same high quality and reliable products that they have come to know from ATL and CG. ■

Editor's Note:

D+AS published the story "Industry Shakeup: The growing trends of acquisitions in the door and access industry." The article highlighted 17 such acquisitions covered in our magazine from 2020 through 2024.



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