

FROM THE PAGES OF HISTORY

Anozira Door Systems and First United Door Technologies



Clipenglyde, 1993.



John Jellá, 2015.

Milestones

- 1972 After returning from duty in Vietnam, John Jellá is hired as a residential and commercial installer at Ankmar Door Sales of Denver, Colo., owned by Bob Martinez.
- 1976 John Jellá and Bob Martinez start American Garage Door of Colorado to provide contracted installations for Ankmar, employing 24 installers.
- 1978 American Garage Door brings in two more partners: Mark Spilman and Rudy Jamsay. Jellá resigns as American's president and becomes the plant manager and VP of manufacturing for Ankmar Door, where he works with Bob Martinez to develop the R-2000 product, a Cladwood panel door with a steel meeting rail.
- 1982 John and Cathy Jellá move to Phoenix, purchase Ankmar's distribution center there, and make Spilman a partner in Spilman-Jellá, a manufacturing and installation company in Phoenix, Ariz.
- 1984 Spilman-Jellá builds a 40,000-sq.-ft. building in Tempe, Ariz., in preparation for manufacturing their new commercial doors in 24-, 20-, and 16-gauge steel and creating a new line of residential 23-gauge steel doors.
- 1985 Jellá designs the industry's first "ranch" raised-panel steel door. The company would soon produce the industry's largest and most diverse product line of residential steel doors.
- 1986 Jellá purchases Spilman's stock in Spilman-Jellá Mfg. and sells his stock in American Garage Door to Spilman. Jellá changes the name of the company to Anozira Door Systems (Arizona spelled backward) and brings in his brother, Jeff, as a partner.
- 1988 Holmes-Hally Industries of Los Angeles, Calif., agrees to purchase Anozira over a 7-year period ending in 1995.
- 1992 Jellá develops the Sentrum Door, a patented pinch-proof door with a unique section interface, and a window system for commercial applications with a tubular track and screen door system.

Jellá develops the low-cost insulated Mojave door, a 1" laminated EPS foam door to compete against the Wayne-Dalton Foamcore. The Mojave door design is soon adopted by other manufacturers.

Anozira moves into a new 105,000-sq.-ft. facility. By 1994 the company would expand its operations to 265,000 sq.ft.
- 1993 Jellá develops the Clipenglyde system, a patented track system that uses aluminum tubes instead of steel track and U-shaped Celcon thermoplastic clips instead of rollers. The unique nylon powder-coated product provides safer and quieter operation, eliminating metal-to-metal contact during door operation. The system includes a cover for the spring assembly that conceals the torsion bar and springs.
- 1994 Overhead Door agrees to purchase 10,000 units of Clipenglyde under the Overhead name of Ultraglide.
- 1995 The Clipenglyde system wins a new product award at the 1995 National Association of Home Builders' show in Houston.
- 1996 After the Holmes-Hally purchase is finalized, the Jellás leave Anozira and retire from the door industry.
- 1997 Clopay purchases Holmes-Hally and Anozira Door Systems.
- 1999 United Door Technologies is formed in Phoenix by John Jellá and four other former employees from Anozira: Bruce Becker, Don Bratton, Jeff Jellá, and Mike Shackelford.
- 2000 Bonpoint partners with United Door, and the company name changes to First United Door Technologies. With the new funding, First United prepares to manufacture a variety of commercial and residential steel doors.
- 2001 First United Door begins manufacturing Steelhouse Carriage Doors, the industry's first 24" and 28" steel sections in 144 different variations from nine basic models, and the Woodie Plank wood overlay door.
- 2004 John Jellá is elected to the DASMA board of directors, later serving as chairman of the Commercial & Residential Garage Door Division.
- 2007 Jellá designs the Steelite 24"/28" vertical and horizontal beadboard panel using a rotational die with inserts.
- 2010 Bonpoint relinquishes its partnership in the company, leaving the ownership to the original United Door partners.
- 2014 First United moves into a new manufacturing plant in Tempe, Ariz.
- Today The company has a national presence, but its primary market is the U.S. Southwest, with distribution centers in California (Rancho Cucamonga, Chatsworth, and San Diego), Utah (Salt Lake City), and Arizona (Avondale).