

FROM THE PAGES OF
HISTORY

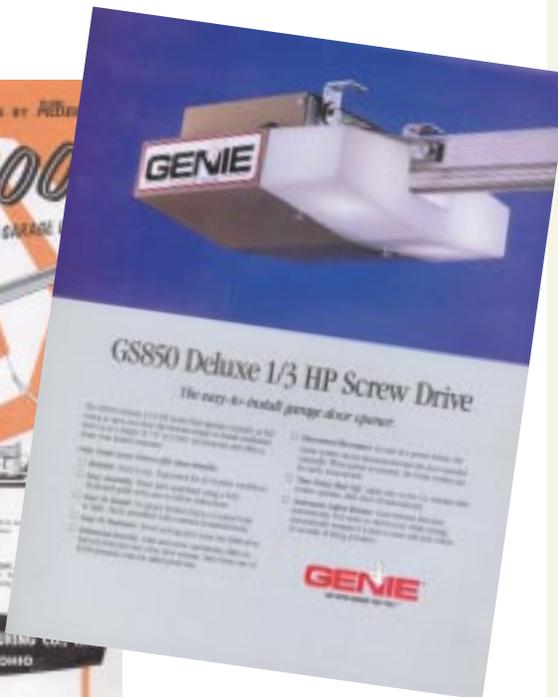
The Genie Company



Alliance plant (ca. 1923)



The Genie 400 (ca. 1959-1960)



Screw Drive brochure (ca. 1981)



Early Genie logo (ca. 1959-1960)



Genie logo (ca. 1972)



Revised Genie logo (ca. 1997)

Source:

■ Bryan Hantke, Sr., Director of Marketing, The Genie Company

Milestones

- 1923** ▶ The firm incorporates in Alliance, Ohio, as the Alliance Toy Mfg. Co., making scooters and metal wagons.
(1927) Toy production is discontinued; the firm changes its name to the Alliance Mfg. Co.
- 1933** ▶ Alliance makes the first sub-fractional horsepower motors, used in the production of electric air circulating fans, mixers, heaters, etc.
(1938) Alliance makes record changer motors for jukeboxes.
(1939) Production expands to 200 people and four facilities.
- 1941** ▶ For the war effort, Alliance manufactures items such as generators, dynamotors, voltage regulators, canteen handles, and precision tools, dies, and fixtures.
(1945) Production of sub-fractional motors increases.
- 1954** ▶ Alliance begins selling a garage door opener (GDO) built by U.S. Motors.
(1954) In May, the company builds and sells its first "Genie" garage door opener. The product becomes the principal product line in less than one year.
(1958) In October, the company sells its first Genie screw-drive opener.
- 1960s** ▶ Alliance also produces electric toothbrushes, television signal boosters, television antennas, kitchen appliances, and room fresheners.
- 1973** ▶ The company starts producing Genie openers in its Baltic, Ohio, facility. Notnac Mfg. (later named Brewster Mfg.) makes radio controls for Genie openers.
(1975) Alliance makes the first split rail GDO.
- 1982** ▶ The Trac-Drive GDO system is announced.
(1983) Genie enters the wet/dry vacuum market.
(1985) The first Genie Beast trash compactor is sold.
- 1993** ▶ Genie produces Safe-T-Beam GDO sensors.
(1995) The firm introduces Intellicode rolling code access security.
(1996) The Chain Glide Drive System is launched.
- 2000** ▶ The company introduces the Genie Excelsator 2X GDO.
- 2001** ▶ Genie makes mini-remote transmitters and gated community transmitters.

Changing Owners

- 1949** ▶ Springfield (Mass.) Newspapers, Inc., purchases Alliance Mfg. Co.
- 1954** ▶ Farm Bureau Insurance Company / Nationwide Insurance buys the company.
(1954) Farm Bureau sells to Consolidated Electronics Industries Corp. (CEIC) of New York.
- 1972** ▶ CEIC merges with North American Philips.
- 1990** ▶ North American Philips sells the Genie assets to GMI Holdings, Inc., dba The Genie Company.
(1994) Overhead Door Corporation purchases The Genie Company.
- 1996** ▶ Sanwa Shutter purchases Overhead Door.