

# THE GARAGE IS AMAZON'S NEW DELIVERY SPOT

WI-FI GDOs PROVIDE SOLUTION TO NATIONWIDE PROBLEM



**The world's largest online retailer, Amazon, sees the potential in garage door openers to solve a nationwide problem of thieves who steal packages from porches. If you have been reluctant to learn about Wi-Fi-connected openers, this story should convince you to jump on the bandwagon now or get left in the dust.**

In January, Amazon launched its first-ever in-garage delivery service. This is big news for the garage door industry, and it's a hot topic worldwide. News of this service has been widely reported by such sources as NBC, CNET, CNBC, Forbes, Daily Mail (London, UK), ZDNet, Fast Company, Business Insider, TechCrunch, Architect magazine, and in dozens of newspapers from coast to coast.

Amazon is joining forces with the Chamberlain Group (CGI) to pioneer its new in-garage package delivery service, called Key for Garage. This service integrates myQ-connected technology from LiftMaster garage door openers with the Amazon Key app to allow in-garage package deliveries.

This service is Amazon's third delivery option for its Amazon Key service, joining car trunks and front doors. In-garage delivery, compared to Amazon's in-home and in-car services, could be the most convenient and affordable solution for online consumers who have been frustrated or concerned by their experience with damaged or stolen packages.



Key for Garage is the newest part of Key by Amazon

Key for Home service is an in-home and in-car delivery service that allows authorized shippers to gain access to an Amazon Prime customer's home. This service requires a compatible smart lock and an Amazon Cloud Cam. Trunk deliveries require a specific make and year of vehicle with an active OnStar or similar subscription.

However, Amazon's in-garage service uses Chamberlain's smart control hub and works with any opener. This is an optional feature offered at \$80. This makes the in-garage delivery service the least expensive of the three options. Also, it may be perceived as the least invasive.

"Nearly 61 million homes in America have a garage, a self-contained extension of the home big enough for receiving various sized packages (while taking weather out of the equation). Therefore, we believe in-garage delivery gives consumers a less intrusive delivery option versus in-home delivery," said Jeff Meredith, CGI president and chief operating officer.

*We contacted Chamberlain to learn more about its new partnership with Amazon, how this groundbreaking service works, who is eligible, and how it will directly benefit garage door dealers. Jeff Meredith of CGI responded to our questions.*

### **How does the in-garage delivery service work?**

After installing the Key for Garage Kit, eligible Prime members will be able to choose the "in-garage" shipping option at checkout when shopping on Amazon.com. On delivery day, you will receive a notification in the morning with a four-hour window for when the delivery driver will arrive at your home.

Right before the driver arrives at your home, you will receive an "Arriving Now" notification. You can choose to watch the delivery happening live if you have an Amazon Cloud Cam as part of your In-Garage Kit.

The driver will request to open your door via their Amazon handheld delivery device. Amazon will verify that the package(s) belong to the address and that the driver is near the

correct door, then will turn on Cloud Cam (if applicable) and open the garage door.

No special codes or keys are given to the driver. The driver will place the package(s) just inside the door and request that it be closed. The driver will not move on to his or her next delivery until the door is completely closed.

Once the delivery is complete, you will get a final notification that the delivery is complete (and can watch a video clip of the delivery if you have a Cloud Cam).

With Amazon Key, customers can cancel an upcoming in-garage delivery by blocking access through the Amazon Key app on the day of delivery. When customers block access to in-garage delivery, the driver will default back to the standard delivery method (i.e., leaving it on the front porch).

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**The press release says, “Only CGI products, including myQ-connected LiftMaster garage door openers and accessories, will enable Key for Garage.” Is this an exclusive agreement you have with Amazon?**

Correct. This is an exclusive partnership between Chamberlain Group (CGI) and Amazon to offer in-garage delivery, called Key for Garage, to myQ-connected users and Amazon Prime members in 37 cities across the country. If users are not yet myQ-connected, they can purchase one of two Key for Garage Kits:

Kit #1: Allows customers to add connectivity to their existing garage door openers with the myQ Smart Garage Hub.

Kit #2: Allows upgrade to a myQ-connected Chamberlain or LiftMaster Wi-Fi garage door opener.

**How did CGI coordinate with Amazon to be THE product source for the Key for Garage service?**

From research and our experience in the industry, we knew the garage had great potential to play a bigger role in becoming a solution for secure package delivery. This is even more evident as the convenience of online shopping has grown into a lifestyle for many, with 79 percent of U.S. consumers shopping online (Pew Research).

However, troublesome issues like stolen or damaged packages and missed deliveries are prevalent problem. We knew we needed to take action.

Our partnership with Amazon was very much a joint effort to bring this idea to life. With Amazon positioned as the leading online e-commerce player and CGI as the global leader in access control solutions, the partnership just made sense.

**Amazon Key for Home service received mixed reviews and was even labeled as “creepy” in one online source. Do you think the Key for Garage service will be viewed as less creepy, and why?**

While we can’t speak to the initial launch of Amazon Key for Home back in 2017, we do know there’s an appetite for package delivery in the garage.

Once we realized that nearly 40 percent of homeowners were interested in ways to leverage their garage for package deliveries,

we immediately got to work to develop a solution . . . .

From there, we knew we needed to build a partnership with a credible and experienced company to help bring this to life. As the leading online ecommerce player, known for seamless on-demand retail shopping experiences, Amazon and their vision for innovation just seemed to fit.

**What does this service mean to dealers who have been reluctant to get involved in Wi-Fi-enabled garage door openers? Is it a wake-up call?**

At Chamberlain Group, we have always tried to stay ahead of the curve by offering products that today’s consumers demand—ones that make it easy for them stay “connected.” In the past, we accomplished this by leveraging our proprietary myQ technology and integrating it with other connected home technology available for consumers.



Now, we’ve teamed up with Amazon to provide the safe and secure package delivery solution homeowners nationwide are requesting. As the demand for connected and smart-home tech continues to grow, we believe our myQ technology and in-garage delivery service will help dealers nationwide to sell even more Wi-Fi connected products to their customers.

**What are some specific ways garage door dealers can grow their businesses with this new service?**

At a time where smart homes are continuing to become more mainstream, Wi-Fi-enabled home products, like garage door openers, are only gaining more popularity. In fact,

according to a survey conducted last year, 91 percent of homeowners think smart-home technology is worth the investment, and over half are interested in owning smart garage door openers.

Dealers have an opportunity to leverage the high demand for smart-home products with the convenience and simplicity our expansive range of my Q-connected products and our in-garage delivery partnership with Amazon now offers homeowners. This allows for additional, proactive discussions around upgrading and replacing door systems as well.

We’re also at a point in time where millennials are moving from renting properties to becoming first-time homebuyers. And with nearly 75 percent of millennials wanting integrated home devices (and willing to pay 5 percent more for homes they perceive as “smart”), smart-home products are becoming increasingly attractive to this set of homeowners.

This is also evident from a recent study that found that “more than 40 percent of new-home buyers purchased homes with smart tech features in 2017; and that about 60 percent of new-home shoppers said they are willing to pay for smart features.”

For our LiftMaster dealers, this means there’s plenty of demand and interest in our Wi-Fi-enabled solutions, not only from current homeowners and buyers but also the segment of our customers who are builders and contractors.

With the smart-home market set to double by 2020, it’s the perfect time to offer builders the added value of a home with built-in Wi-Fi products, such as a LiftMaster garage door

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opener. And now with this in-garage delivery service, we're confident that this will become an even stronger selling point for our dealers who are looking to gain a competitive advantage and create additional revenue opportunities.

**The announcement of this service coincided with CES 2019. Can you share any feedback from attendees who were able to view this new service firsthand at the biggest annual tech show of the year?**

We received consistent and positive feedback from those who stopped by to view the concept and technology at CES. Many are very excited to get connected and have the solution in their homes. We have also provided them the opportunity to share their information and be among the first to know when the service is available at <https://cloud.info.chamberlain.com/AmazonKey>.

**Can you provide rollout dates for Key for Garage?**

Key for Garage will be available the second quarter of 2019. If your garage door opener is already myQ-connected, then it is as simple as linking your Amazon and Chamberlain or LiftMaster accounts in the Key app.

If it's not myQ-connected, customers can purchase one of the Key for Garage Kits mentioned before, download the Key app, and then simply follow the setup instructions.

**Do you know the exact markets where this in-garage delivery service will be available first? What other areas are planned in the future?**

In-garage delivery will be initially available in 37 cities and surrounding areas across the U.S.—the same places in-home and in-car delivery are available. Customers can check availability on [amazon.com/key](https://amazon.com/key). We hope to eventually offer in-garage delivery to customers across all U.S. cities.

**Is CGI also a partner with Amazon and its Key for Business service that uses smart key fobs?**

No, not at this time.

**Will LiftMaster launch any new products that work with this service and/or will provide consumers this type of interconnectivity?**

Every new LiftMaster garage door opener model introduced in the future will feature myQ technology and, therefore, will enable Key for Garage. CGI is committed to Key for Garage and will continue developing innovative products and services that are compatible. ■

*For more information, you can sign up for email updates at [www.amazon.com/keyforgarage](https://www.amazon.com/keyforgarage).*

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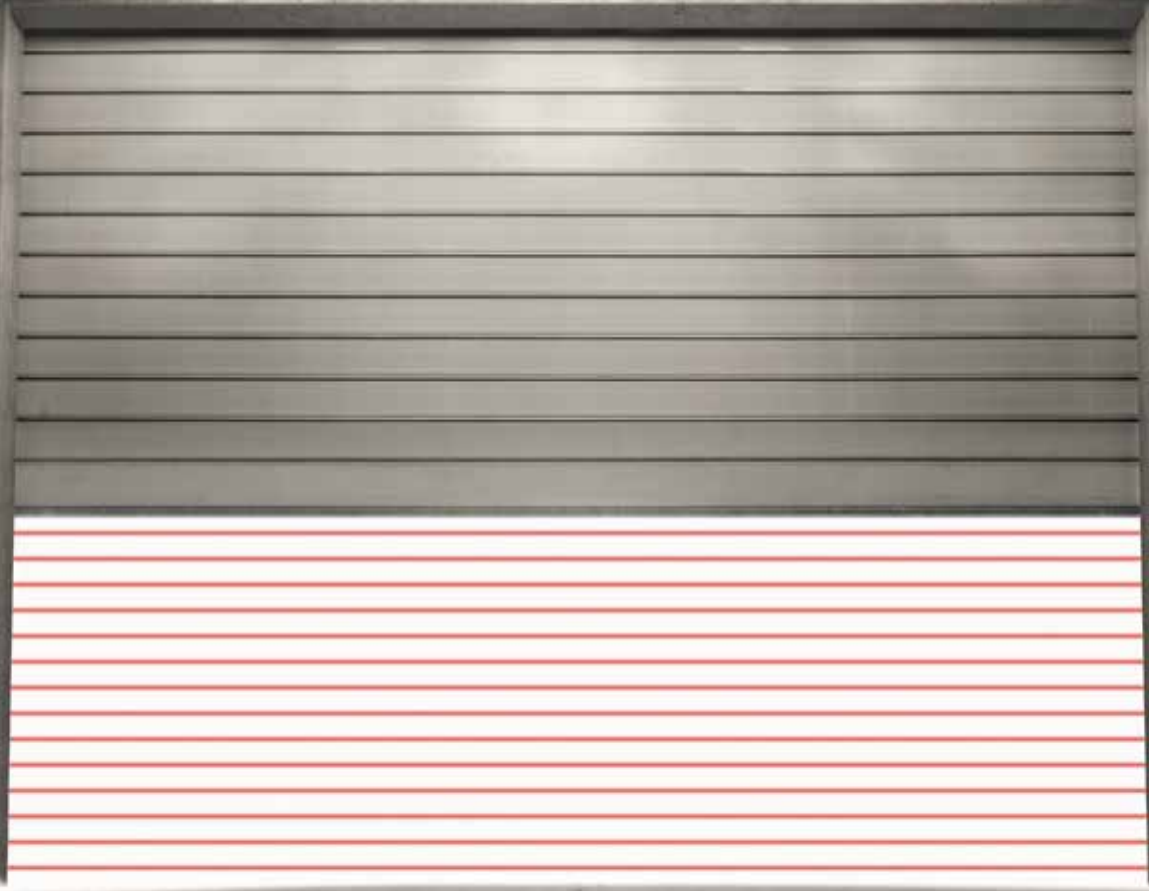
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