

THE HOTTEST NEW PRODUCTS AT EXPO 2013

Amarr's Italian Door Wows Attendees

By Tom Wadsworth, Editor, CDDC

Amarr's Trento Collection, a "trackless, springless" garage door from Italy, stole the show at Expo 2013, according to our annual "Hottest New Products at Expo" survey*. (See survey details at end of story.) This novel two-section door, expected to be available in September, attracted constant traffic throughout Expo, both from dealers and manufacturers who marveled at its design and distinctive operation.

UNIQUE: The two-section Trento features a unique "trackless, springless" design.

SAVING BACKROOM: When Trento opens, the bottom section slides into tracks that are attached to the top section.



Vickie Lents, Amarr's director of marketing, described dealer response as "phenomenal." And it was. Visitors seemed mesmerized as they watched the door open and close.

Lents says Amarr learned about the door at R+T 2012, the international trade fair held once every three years in Stuttgart, Germany. The door's inventor, Silvio Taddei of Silvelox, the door's manufacturer, was at Amarr's booth in Nashville. The "Overlap" door, as it's known in Italy, was first introduced in 2011.

A Novel Design

The door is not exactly "trackless" since it has a vertical track system. However, the door requires no ceiling-mounted horizontal track. When the door opens, the bottom section essentially separates from the top section and slides into a track that is attached to the top section. When the door is in the fully open position, the two sections are stacked like two slices of bread.

Amarr is not promoting the Trento door as "pinch proof," but the door has finger-protection features. An air-proof tubular rubber seal safely compresses around fingers if they are placed between the sections from the inside. Plus, if fingers enter the section joint from the exterior, the bottom panel can lean back to free the fingers.

The Trento Collection comes standard with its exclusive

patented Silvelox DC opener enclosed in the header frame. The door also includes photo-eyes and two LiftMaster remotes, a wireless keypad, and a wall control.

Ideal Uses

Lents says the door is ideal for garages with limited backroom and headroom (7.5") and for homeowners who want a clean interior garage space. The Trento door may also be desired in commercial applications like restaurants with outdoor patios that want to eliminate the garage door track from the interior of their restaurant.

With no track, no operator rail, and no springs, the door delivers a clean interior appearance and provides greater use of the garage interior. The exterior comes in 21 standard designs, though the stacking function limits the use of decorative hardware. The sections are 2" thick, with polystyrene insulation for an R-value of 10, and made from marine-grade Okoume hardwood, available in a paint or stain finish.

#2: C.H.I. Accents Images

C.H.I.'s Accents Images claimed a clear second place in our "Hottest New Products" poll. The company's Accents line of decorative-painted steel doors has two categories: Wood-tones and Images. Wood-tones have been available for more than a year, but the new Images collection is what commanded attention at Expo 2013.

At the C.H.I. booth, eight new Images designs were on display, and all were in stunning full color. In mid-May, C.H.I. made 14 designs available to its customers.

Tim Miller, C.H.I. marketing manager, says each door requires one additional week of lead time. All Accents products are available on C.H.I.'s 2" residential sandwich products with polystyrene or polyurethane insulation. All Accents products carry a 3-year warranty. ■

*About Our Survey

Invitations to our online survey, conducted immediately after Expo 2013 from May 11 to May 18, were sent to 2,093 dealers throughout the United States and Canada. Of the 228 dealers who completed the survey, 113 had attended Expo and 84 of these responded to our question about the hottest new products.

The survey asked, "In your opinion, what were the hottest new products displayed at Expo 2013?" Respondents were not led to any product category or brand. Respondents had to draft their own responses from their recollections of all the products at the show.

Amarr's new Italian door was specifically mentioned by 45 percent of those who identified a product, and C.H.I.'s Accents doors were mentioned by 13 percent of these respondents.

ACCENTS IMAGES: C.H.I.'s new series offers stunning images that cover the entire exterior surface of the door.

