

The Hottest New Products at Expo 2014

Trento and Accents Top the List ... Again

By Tom Wadsworth, Editor, CDDC



The top two products identified by dealers in our annual “Hottest New Products at Expo” survey actually aren’t new.

#1: Amarr’s Trento Collection, which debuted at Expo 2013 in Nashville, again ranked as the top product, mentioned by one-third of all respondents. (See survey details at end of story.) Even though Amarr has added no new features to the door since 2013, the door’s popularity at Expo likely came from West Coast dealers who didn’t attend the 2013 show in Nashville, says Vickie Lents, Amarr’s director of marketing.

“This garage door is definitely an attention-grabber; no other door operates like this in the U.S.,” adds Lents. Most applications are residential, she adds, but she has seen an interest in using Trento in restaurant applications.

The unique two-section door requires no horizontal track, requiring less headroom and backroom. When the door opens, the bottom section separates from the top section and slides into a track that is attached to the interior of the top section.

Amarr’s 2014 booth also displayed the Amarr Overlap System for steel sectional doors, hailed as “the next evolution of the Trento door.” The two-section door operates like the Trento but at a lower price point. Lents says this door is just a prototype to allow the company to gather dealer input on the viability of the concept. Amarr has posted a video of the operating door at www.youtube.com/watch?v=CCFPOhev9Y.

#2: C.H.I. Accents Images

As in 2013, C.H.I.’s Accents Images earned second place in our “Hottest New Products” poll. The Accents line was originally launched in January 2012. Accents Images were displayed in Nashville in 2013.

In 2014, Accents Planks and MLB Accents were added and on display at Expo, collecting eight nominations in our poll. The Planks design is a steel door that looks like it’s made of horizontal wood planks, while the MLB designs offer the logos of Major League Baseball teams printed on the doors.

The Accents line requires an additional week of lead time and is available on C.H.I.’s 2” residential sandwich products. All Accents products carry a 3-year warranty.

Honorable Mentions

Two other products received five votes each in our poll, and both products are new. One is DBCI’s Curl-lok, a new rolling sheet door with replaceable sections, and the other is Arrow Tru-Line’s S3 Spring Winder, which eliminates the need for winding bars and reduces the time needed to wind springs. Both products were introduced in the last several months.

About Our Survey

Invitations to our online survey, conducted immediately after Expo 2014 from April 26 to May 10, were sent to 1,865 random dealers throughout the United States and Canada. Of the 257 dealers who completed the survey, 103 had attended Expo, and all 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 2014?” 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. ■