

FIVE MYTHS ABOUT HIGH PERFORMANCE DOORS

By Siva Davuluri, CornellCookson

Famed architect and designer Charles Fames once said that the details are not the details, they *make* the design. For some architects, facility managers, and business owners, selecting a facility's details, including rolling doors, can become an afterthought.

And then, if the wrong door is installed, it can lead to decreased productivity, high maintenance costs, air leakage, and increased heat transfer. This ends up costing a company both time and money. When it comes to high performance products, the stakes are even greater.

As a professional door dealer, it's important for you to help your customers understand the reasons why architects, facility managers, and building owners specify high-performance doors. It will not only position you as an expert, it will help them make the best decision for their facility.

Don't let them fall for these top five myths related to specifying a high performance door.

MYTH #1 All high performance doors are equal.

FACT When your client specifies a "high performance" door, there's a chance that the

door will either not meet their needs or will drastically exceed them. Think "Goldilocks and the Three Bears." If the application requires an opening that operates at 24" per second, a door that operates at 20" per second will be too slow, and a door that operates at 32" per second will be too fast. But a door that operates at 24" per second will be just right.

Defining the desired door-opening speed in inches per second will eliminate any doors that aren't quite the right fit for their application.

MYTH #2 Faster is better.

FACT Pump the brakes! Faster is not always better.

When selling a high performance door, the best approach is to determine the customer's minimum required opening speed. If they need a door that operates at 24" per second, why suggest a door that operates at 32" per second or more? Not only will that door cost more initially, the operating costs could also be more, depending on the operator voltage and phase requirements.

MYTH #3 Adding 100K-cycle springs to a standard door makes it a high performance door.

FACT Putting 100K-cycle springs on a standard rolling door and calling it a high performance door is equivalent to putting an emblem from a luxury car on an economy car and calling it a luxury car. That one high performance item does not change the door.

When selling a high performance door, it is best to showcase the entire construction of the closure to ensure that all components of the door are durable. If a true highperformance door is required, it is also a good idea to show a springless version, because a springless door can last a lot longer without any concerns about the springs breaking.

MYTH #4 Lifetime cycles are the most important aspect of cycle life.

FACT Peak cycle times are much more important than lifetime cycles. Defining peak cycle times and ensuring that the door can handle your customer's specific needs is the number one priority.

For example, instead of selling them a 200K-cycle door, it's more helpful to state that the peak period of cycling is 75 cycles per hour from 7 to 9 a.m. and 4 to 6 p.m. This approach ensures that the installed door is able to handle the peak times appropriately.

MYTH #5 When selling the door, maintenance issues aren't important.

FACT Maintenance concerns may not always be at the forefront of your clients' minds, but it's crucial for a building owner or facility manager to understand the potential savings. A true high performance door will require minimal maintenance other than daily checks.

No maintenance means no downtime, which is hugely beneficial for many



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operations. Yes, the initial cost might be higher for your customer. But if a more expensive high performance door incurs virtually no maintenance costs and no downtime, many owners might prefer it to a standard rolling door.

Finally, if your customer or client still isn't sold on high performance doors, ask them what their door needs to

PERFORM:

Productivity: Is passage through a secure opening a key success factor in the productivity of their business?

Environment: Does the customer need to control the temperature of an environment, even while exposing it to the elements on a regular basis?

Reliability: If this door can't operate, will they lose money?



Photo courtesy of CornellCookson.

Frequency: Will their daily cycles be in a short peak times—NOT spread evenly throughout the day?

Operating Speed: Do they want the door to open as quickly as possible?

Routine Traffic: Is the traffic going through the opening vital to business operations?

Maintenance: Do I want to avoid ongoing maintenance expenses?

If your customer answers yes to two or more of these questions, it is likely that they need a high performance rolling door. ■

Siva Davuluri, director of product strategy, is responsible for developing new high performance rolling products for CornellCookson. Their new website (www.nobraindoor.com/brains) can help you determine whether you need high performance products.

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