

In our 10th annual “Hottest New Products” survey, conducted immediately after Expo 2015 in April, Northwest Door’s aluminum doors clearly topped the list. Although no product received an abundance of mentions from our survey participants, we identify the top five products mentioned in the survey results.\*

# The Hottest New Products at Expo 2015

By Tom Wadsworth, Editor, CDDC



#1

Our survey asked respondents, “In your opinion, what were the hottest new products displayed at Expo 2015?” We asked them to identify at least one new product and, if possible, the manufacturer of each product.

Here are the 2015 hottest new products displayed at Expo in Indianapolis.

### #1 Northwest Door’s Infinity Classic

The Northwest Door booth was not that large (10' x 30'), and it was located in the back corner of the show floor. Yet, the company’s display of four residential aluminum doors clearly turned heads.

The Infinity Classic is not new; it’s been available since 2004. Yet, this 2"-thick extruded aluminum door commanded attention as if it were new. It comes in eight woodgrain powder-coated finishes, but the two shown at Expo were the dark cherry and mahogany finishes.

Northwest Door also displayed a new aluminum and steel-clad insulated door with a brushed aluminum finish that also attracted comments in our survey. John Southard, marketing and product development manager, said the door is actually a prototype that has not yet been named.

“However,” he added, “it will be introduced and available very shortly because of the positive response that we received at the show.”

### #2 (tie) SpringTurner Tool

The SpringTurner exhibit was one of the smallest booths at the show, and it was tucked away in the extreme corner of the show floor. The tool is also not new, but has been available since 2011.

“The SpringTurner tools save time and money and are designed to be the safest way to wind a spring,” said designer Jerry Trujillo. The tool eliminates the need for winding bars. It is installed on the shaft and allows the installer to maintain total control to safely wind and unwind a spring. A video at [www.springturner.us](http://www.springturner.us) shows the tool in operation.

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### **#2 (tie) Sommer Duo**

The Sommer booth featured its new Duo garage door opener, featuring a control housing that can be mounted almost anywhere in the garage, according to Dominik Hummel, general manager.

This versatility makes it ideal for low-headroom and minimal-backroom applications and for ceilings that have no power outlets. The Duo has an integrated wall station with a 16' connector wire and wall-mounting plate.

### **#3 (tie) Genie Aladdin**

The large Genie booth offered a sneak preview of its new Aladdin Connect Access Control System. With Aladdin Connect, a homeowner can use a smartphone to operate the garage door and to monitor its open/close status. The system uses a WiFi-enabled control module that can replace the wall console or be placed where the homeowner desires.

When activated from a smartphone, the UL 325-compatible product gives visual and audible notifications when the door is about to move. The system can also be used with most non-Genie-manufactured openers. David Osso, brand manager, said the product is scheduled to officially launch later in 2015.

### **#3 (tie) Super Sneaky**

Super Sneaky garage door hardware converts residential or commercial 2" or 3" track door systems into low-headroom installations. Robert Armes, president, said the brackets work with front- or rear-mounted torsion or side extension springs and draw-bar operators.

The Super Sneaky booth was also one of the smallest booths at Expo 2015, and its product line has been available for years. The company launched in 1998, and its newest product is its bracket for flush-mount garage door hardware applications. The company website ([www.supersneaky.com](http://www.supersneaky.com)) includes several videos and ordering details. ■

### **About Our Survey**

*\* Invitations to our online survey, conducted immediately after Expo 2015 from April 11 to 22, were sent to 1,865 random dealers throughout the United States and Canada. Of the 185 dealers who completed the survey, 83 had attended Expo, and 65 of these responded to our question about the hottest new products. In all, 55 different products were mentioned.*





# EASY INSTALLATIONS FOR INSTALLERS

# EFFICIENT OPERATIONS FOR DEALERS



**GENIE OPENERS ARE DESIGNED  
WITH INSTALLERS IN MIND  
HERE ARE A FEW EXAMPLES:**

### RESIDENTIAL ADVANTAGES

- Belt, chain, or screw drive rails are interchangeable between similar models to keep inventory on the truck & in the warehouse to a minimum
- DC motors greatly reduce the weight of the powerhead, in some cases over 50%
- Remotes pre-programmed right out of the box

### COMMERCIAL ADVANTAGES

- LCD display provides a user-friendly interface to easily guide installer through quick set-up & trouble-shooting diagnostics
- MultiVolt® Selector allows the installer to select the voltage at the job site
- Tensibelt® primary drive reduction eliminates the need to adjust belt tension

For more ways on how Genie can make life easier for your installers and business, including links to on-line training videos and support, go to:

**WWW.GENIECOMPANY.COM / EASY**



To become a Genie Dealer, please send a request to [TeamGenie@GenieCompany.com](mailto:TeamGenie@GenieCompany.com).

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