



# Residential garage door trends for 2019

Sarah Schram,  
Wayne Dalton brand manager

*Editor's note: For this story, we reached out to Sarah Schram for her perspectives on the latest residential garage door design trends for the new year. Her comments help us see where the industry is going.*

Since the first garage door was created in the early 1900s, manufacturers have worked creatively to advance performance and produce a wide range of products using new designs and materials that satisfy the customer. While classic styles still dominate the garage door market in 2018, residential consumers' tastes continue to adapt and help shape emerging trends.

## Bucking tradition

Garage door manufacturers watch sales numbers each year to stay on top of the latest consumer trends. While standard steel raised-panel and carriage house doors are still the go-to choices for many, the garage door industry has seen an increase in customers who want their homes to stand out from the pack. Whether they want garage doors that incorporate a bold color or new design configurations like vertically aligned windows on either side, today's homeowners are not sticking to tradition.

From what I've seen at Wayne Dalton, the industry can expect to see a surge in custom designs that take a new spin on a classic style. For example, over the past year, I've seen an increased demand for carriage house doors that feature sleek lines

and horizontal wooden slats, rather than the traditional barn door style.

Instead of traditional beige, bright or bold colors for garage doors are growing in popularity, since they add eye-catching curb appeal that can attract potential buyers. Like other manufacturers, we offer custom colors for the growing number of customers who want to make their homes pop. Wayne Dalton actually offers more than 6,000 color choices!

## Contemporary flair

For modern homes with indoor-outdoor spaces, garage doors that feature clean lines are becoming one of the biggest and fastest-growing trends. Aluminum full-view garage doors are increasingly popular for applications such as patios, bars, swimming pool enclosures, and offices. This type of full-view glass door is especially appealing for the abundant flow of light when it's closed and the abundant flow of air when it's open.

Recently, contemporary design has been elevated to the next level with full-view glass doors that appear to have no frame. Unlike aluminum full-view doors with frames around each window, these glass doors are constructed using advanced adhesives to produce a seamless appearance. Thanks to its unique look, our new Luminous all-glass model sells itself.

## Affordable luxury

Manufacturers are also finding success by introducing products that resemble higher-

priced doors at a more affordable price point. A good example is a low-maintenance fiberglass door that looks like a high-end wooden garage door. This option gives homeowners a premium look that doesn't break the bank.

## Insulated vs. non-insulated

Insulated doors are generating more sales as the industry pushes to educate customers on their value. When coupled with insulated garage walls, an insulated garage door can help to significantly control the temperature of the space, reducing heat loss and improving thermal efficiency.

The added insulation also provides rigidity and strength to door panels, which bolsters resistance to dents or damage and provides excellent acoustic properties. Some homeowners place a high value on reducing street noise, which is especially important when there are living areas above or adjacent to the garage.

## The trends for 2019

My prediction for 2019? With homeowner preferences continuing to lean toward a sleek, no-nonsense aesthetic, I think that contemporary designs with simple straight lines will continue to gain popularity. In addition, we can expect to see a rising demand for insulated doors, custom colors, and an upscale look.



## Report: Residential garage door demand to grow

Demand for residential garage doors is forecast to increase 4.8 percent per year to \$2.2 billion in 2022, according to the new "Garage & Overhead Doors" report published in October by The Freedonia Group.

Residential sales growth will be driven by:

- Ongoing emphasis on boosting curb appeal and property value by investing in higher-priced garage doors
- Homeowner tendency to trade up to better-quality, more-expensive products
- Continued healthy advances in new housing construction
- Strong increases in residential improvement spending

The majority of sales gains will come from new construction, supported by rebounding housing starts. The report says that builders are increasingly recognizing the value of higher-quality, higher-cost garage doors that attract buyers.

**Combined demand for residential and commercial sectional doors** is forecast to increase 4.5 percent per year to \$3.6 billion in 2022. The 120-page report is available for \$4,300 at [www.freedomagroup.com](http://www.freedomagroup.com). ■



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