

Hörmann Flexon Breaks Ground for New Plant



Gov. Tom Corbett (left) and Christopher Hörmann (right).

On July 9, Hörmann Flexon conducted a groundbreaking ceremony for its new industrial door manufacturing facility at Starpointe Business Park in Burgettstown, Pa. Many Hörmann Flexon employees attended, along with the governor, state and local government officials, and several local business leaders.

At the event, Pennsylvania Governor Tom Corbett spoke of his recent visit to Germany pursuing business ventures, noting that 35,000 Pennsylvanians currently work for hundreds of German-owned companies.

Although building a new facility during a frail economy, Christoph Hörmann, managing partner for Hörmann Flexon, said that "...companies are investing in improving their workflow and product flow. I think right now is the time to be successful in the U.S."

The plan is to build in three phases, beginning with a 68,000-sq.-ft. plant with room for future expansion to as much as 220,000 sq. ft. Completion is estimated for late summer 2013, when Hörmann Flexon's Leetsdale, Pa., operation will be moved to Starpointe Business Park, 15 miles away. ■

Bradbury Announces Joint Venture

In July, The Bradbury Group and Athader S.L. announced a joint venture. Athader is the latest company to become a member of The Bradbury Group. Athader makes coil processing equipment for the European and Latin American markets.

David Cox, Bradbury president and chief operating officer, says the joint venture will be a platform for continued growth in Europe. Bradbury companies manufacture and supply roll-forming equipment for a wide range of industries, including garage doors. ■



Albany Completes Name Change

In July, Albany Door Systems announced that its legal name has been changed to Assa Abloy Entrance Systems. The new name reflects that it is part of the Assa

Abloy group, a global producer of all types of doors, locks, and security solutions.

As Assa Abloy Entrance Systems, the company will continue to produce Albany brand products and maintain a Web presence at www.albanydoors.us.

Assa Abloy Entrance Systems is one of five business divisions within Assa Abloy and specializes in entrance automation for industrial, commercial, and residential applications. ■



Helton/FlexiForce to Manufacture in Illinois

In August, Helton/FlexiForce announced plans to begin manufacturing sectional door struts at the FlexiForce facility in Dixon, Ill.

"This is the first step in our plans to set up manufacturing operations in Dixon," says Mike Rauch, CEO. Production of 2-1/4" struts is scheduled to begin in December 2012.

In addition to manufacturing struts, FlexiForce is also now stocking struts, track, and perforated angle at the Dixon facility. Stocked 2" track is now available in Dixon in Dura-Hem or conventional track profiles. ■



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Overhead Door TV Spot Wins Two Tellys

In August, Overhead Door announced it was a bronze winner in two categories in the 33rd Annual Telly Awards for its television ad titled "Perfect Day."

The 60-second commercial highlights a happy family of four, pulling into the garage, forgetting that bicycles are on top of the car.

A drink spills on mom, and the garage door is ruined. An Overhead Door distributor arrives promptly to replace the door.



The commercial, which has run in more than 20 U.S. markets, won in both the Use of Humor category and the Furniture/Home Furnishings/Appliances category. It can be viewed at ohdcorp.wordpress.com. This year, the Telly Awards received nearly 11,000 entries from all 50 states and many countries. ■

Overhead Door Featured in Virtual Home

In August, Overhead Door announced its sponsorship of Remodeling magazine's Home for Life virtual home tour. The virtual home shows how baby boomers can remodel, save money through energy efficiency and low maintenance, and live comfortably in their homes now and in preparation for the future.

A recent survey conducted by AARP revealed that 84 percent of baby boomers would like to stay in their current homes during retirement, but only 16 percent have taken steps to adapt their homes for the next stage of life. More information on the tour is at www.homeforlife2012.com. ■



Clopay Featured on 2012 Idea House

Until Dec. 23, 2012, the Southern Living 2012 Idea House will be open, featuring Clopay Coachman Collection carriage-house style garage doors on the renovated 1830s farmhouse in Senoia, Ga.

The architect chose Clopay's insulated 4-layer steel and composite Coachman Collection garage doors with insulated rectangular windows and an "A" frame panel design. The 2012 Idea House is expected to draw 40,000 visitors.

A feature article about the project appeared in the August 2012 issue of Southern Living magazine. More information is at southernliving.com/2012ideahouse. ■

Amarr Offers TV Commercial to Dealers

Amarr Garage Doors recently produced a television spot for dealers. Local television stations can add a local dealer tag to the spots, which are approved for reimbursement under Amarr's co-op guidelines.

The Amarr spots can be accessed via AmarrDealer.com and on YouTube. ■

Clopay Honors Top Dealers

From May 17-20, Clopay celebrated its 24th annual Leadership Conference with its top master and authorized dealers at the Greenbrier, a luxury resort near the Allegheny Mountains in West Virginia. To qualify to attend, dealers are required to achieve specific sales goals.

Dealers attended seminars on search engine and website marketing and product line diversification. Marvelous Mark, author of "Opportunity Rocks!," was the keynote speaker. Dealers also enjoyed the Greenbrier Spa, a culinary demonstration, golf, horseback riding, skeet shooting, archery, and tours of the resort's historic grounds.

Clopay's 2013 Leadership Conference will be a five-night cruise to Bermuda aboard the Royal Caribbean Explorer of the Seas. The ship will launch from Cape May, N.J., on April 27 and return May 2. ■



Martin Part of TV Renovation Project

In May, Martin Door announced that a Martin garage door was a part of episode 21 of “Fix This Yard” on the Arts & Entertainment network. A crew from United Garage Doors of Orlando installed the door.

The Florida home featured a white Martin door with a hurricane rating. The door was a ranch door design with Canterbury windows. ■



Overhead Door Receives Women’s Choice Award

In July, Overhead Door announced it had been awarded the 2012 Women’s Choice Award in the garage door category. The award was based on a WomenCertified Brand Preference Survey, conducted with the Wharton School of Business.

The award recognizes brands based on a woman’s propensity to recommend that brand to others. More than 5,000 female consumers were

surveyed about their favorite garage door brands,

and Overhead Door came out on top. ■



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Clopay's Avante Featured on Garage Makeover

In July, Clopay announced that its Avante Collection aluminum and glass garage door was a key feature of a NASCAR-themed garage makeover on the DIY Network television series, "House Crashers."

In this episode, a typical garage was transformed into a racing-themed lounge and featured an Avante Collection door with frosted glass panels. Clopay dealer RCS managed the installation. ■



Amarr Featured on Home Talk USA Radio Show

In July and August, Amarr Garage Doors was featured on the radio show Home Talk USA With Cajun Contractor Michael King. On the May 5 show, Amarr's Coach House Accents windows and hardware were discussed. On Aug. 8, Amarr CEO Richard Brenner was interviewed.

Home Talk is considered the top nationally syndicated home improvement radio program and webcast. Segments can be heard at www.hometalkusa.com. ■

Amarr Announces Garage Door Design Winner

In July, Amarr Garage Doors announced that Troy Zimmerman of Playa del Rey, Calif., was the winner of the Amarr's 2012 Great Garage Door Design Competition.



The contest encouraged professional and amateur designers to participate. Zimmermann's "Grove" design won a \$500 cash prize and will earn royalties if Amarr decides to manufacture and sell it. More information is at www.amarr.com/doorsdesigncontest. ■

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Miller Edge Launches New Website

In May, Miller Edge announced its all-new website featuring easy navigation and new safety and maintenance tips for end users. A special section for door pros helps dealers find the best sensing product by installation type. The site (www.milleredge.com) also includes a press room, news archive, and a place to join the company's mailing list. ■



Northwest Door Website Gets Makeover

In May, Northwest Door announced a complete makeover and new features for www.northwestdoor.com. The new site



allows consumers to view and select Northwest Doors for their homes. The new site includes a before-and-after photo album, a green facts section, and a photo gallery with more than 300 images of homes with Northwest Doors. ■

Overhead Door Upgrades Design Center

In August, Overhead Door announced it had upgraded its DoorView design center for iPad and tablet PC use. DoorView

shows Overhead Door products on stock home images or actual home images. DoorView is also now Web-based, allowing the company to provide distributors with 24/7 access to the most current residential product offerings. ■



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