

FlexiForce Acquires Helton Industries



Bert Fransens of FlexiForce (left) and Mike Rauch of Helton.

On May 10, FlexiForce Group of the Netherlands announced the acquisition of Helton Industries of Abbotsford, B.C. Helton makes a wide range of hardware and window products for commercial and residential garage doors and operates

distribution and installation companies in Western Canada. The company employs 235 people.

FlexiForce Group is the largest manufacturer and distributor of overhead door hardware in Europe. With manufacturing and distribution companies in eight countries, Flexi-Force employs 300 people. FlexiForce Group is a division of Assa Abloy Entrance Systems of Sweden.

“Helton Industries is another strategic step and a perfect fit to our expansion in North America,” says Bert Fransens, FlexiForce president and CEO. “Helton will provide us with access to markets in the western part of North America where we are not so active today and will substantially enhance our product offering in the eastern part of the country out of our Dixon, Ill., distribution facility,” says Fransens.

Helton will become the headquarters for FlexiForce Group’s operations in North America and will assume responsibility for the Dixon distribution facility. Helton and its affiliated companies will continue to operate with no changes.

“The integration of FlexiForce and Helton creates the largest independent manufacturer of overhead door hardware in the world,” says Mike Rauch, who will serve as CEO of North American operations. Helton was founded in 1981 by Gerhard Rauch (Mike’s father) and Henry Neels. ■

C.H.I. Purchases Janus Equipment

In May, C.H.I. announced the purchase of selected rolling steel equipment and intellectual knowledge assets from Janus.

“By acquiring these assets from Janus, C.H.I. is able to add several new products to our growing rolling steel product line,” says Tim Miller, sales and marketing manager. More announcements are expected when these new products become available. ■

Overhead Door and Wayne-Dalton Announce Fire Door Certification Course

In April, Overhead Door and Wayne-Dalton announced the industry’s first (customized to manufacturer) fire door technician training program certified by the Institute of Door Dealer Education and Accreditation (IDEA).

Through August, Overhead Door and Wayne-Dalton will host courses based on the study guide developed with IDEA. The program will take place at the companies’ facilities in Dalton, Ohio; Lewistown, Pa.; and Dallas, Texas.

The class is designed for installers and technicians with at least two years of fire door experience. Participants who meet all requirements can become IDEA certified at the end of the course. The IDEA fee for taking the certification test is \$250.

Each participant will learn about codes and standards, rolling steel fire door materials and components, OSHA safety information, service and operation of fire doors, product selection and installation, and more. Custom training programs are available for both Overhead Door red ribbon distributors and Wayne-Dalton dealers. ■

HySecurity Trains 75 Techs

From March 13-16, HySecurity stopped all production to train 75 attendees with new product demonstrations and hands-on classes during its Spring Tech Training. Gate operator distributors, installers, and end users attended from all over the U.S. and Canada.

HySecurity’s Tech Training event is offered every spring and fall in Seattle and covers installation, maintenance, and troubleshooting of HySecurity automated gate systems. Classes also covered loop design, wire sizing, UL 325 and ASTM F2200 safety guidelines, and optional StrongArm M30 training.

“Your tech training is top notch,” said Scott Davis of Sacramento, Calif. “The commitment to excellence really outshines the competition.”

The next HySecurity Tech Training will be held Oct. 23-26, 2012, in Kent, Wash. ■



Wayne-Dalton Announces Xtreme Door Makeover Winner

On May 11 at Expo 2012, Wayne-Dalton announced the grand prize winner of its Xtreme Door Makeover Photo Contest. Jennifer Kuhn from Hamburg Overhead Door in Hamburg, N.Y., received \$5,000 for her photo entry that showcased Model 9400, a steel door with the Charleston finish.

The second- and third-place winners were Dee Ann Downing of Pioneer Overhead Door in Lincoln, Neb., (\$2,000) and Dan Madsen from Dutchess Overhead Doors in Poughkeepsie, N.Y., (\$1,000).

The contest ran from March 16 to April 16, 2012, and was open to all Wayne-Dalton dealers. Submissions were required to showcase Wayne-Dalton residential garage door replacement installations that took place after Jan. 1, 2011. ■



From left: Preston Bowen of Overhead Door, Jennifer Kuhn of Hamburg Overhead Door, Ali Isham of Wayne-Dalton, and Tim Christ of Wayne-Dalton.

LiftMaster Hosts Pit Stop Challenge

On May 8, LiftMaster hosted its first annual Pit Stop Challenge at the Charlotte (N.C.) Motor Speedway. LiftMaster is an official sponsor of Earnhardt Ganassi Racing.

Representatives from four area firehouses were invited to participate with NASCAR pit crew members and driver Jamie McMurray, competing in a series of challenges for a chance to upgrade their firehouses with a new LiftMaster UL 325 commercial door operator and access system.

The teams competed in two timed competitions — a 75' aerial climb in full gear and a 150' hose drag — and a timed pit stop challenge with onsite instruction from Jamie McMurray and his pit crew. The winning team, the Albemarle firehouse, received a professionally installed LiftMaster Logic 4.0 commercial door operator package configured specifically for firehouse applications. ■



From left: Mike McGuire of Richards-Wilcox Canada; Michael Beltrami, IDA president; Todd Neisewander of Raynor; Stephanie Kirby of Susan G. Komen for the Cure; Ray Neisewander III of Raynor; Bob Hammersley, IDA past president; and Randy Hiebert of Richards-Wilcox Canada.

Raynor Donates to Komen for the Cure

On May 11 at Expo, Raynor presented a check for \$2,500 to the Southern Nevada Affiliate of Susan G. Komen for the Cure. The group was chosen by IDA to receive financial support and exposure at Expo 2012 in Las Vegas.

“The Susan G. Komen for the Cure Foundation is able to continue its battle against breast cancer because of conscientious organizations like Raynor Worldwide,” says Stephanie Kirby, executive director of the Southern Nevada office. ■

Hollywood-Crawford Door Named Top Garage Door Firm

In April, Hollywood-Crawford Door of San Antonio announced that it had been named the 2011 top-performing garage door contractor for American Home Shield. Hollywood-Crawford Door earned a \$25,000 bonus for its performance in American Home Shield's 2011 Contractor Quality Bonus program.

“Customers in the San Antonio area told us they would highly recommend Hollywood-Crawford Door to their family and friends, which is an incredible testimony to the quality service the company provides,” says Dave Crawford, president of American Home Shield.

“If a customer has a problem, we do whatever it takes to correct it, while respecting and educating them so they understand what is going on,” says Randy Oliver, owner of Hollywood-Crawford Door.

In all, six contractors from six trade categories from across the country each earned a \$25,000 bonus. A full list of award winners can be viewed online at AHSBigScore.com. With a national network of more than 10,000 independent contractors, the American Home Shield program rates and rewards contractors according to customer feedback. ■

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BD Loops Seminar Approved for IDEA CEUs

In April, BD Loops announced that the IDEA board of directors has approved the "Everything You Need to Know About Loops" seminar to count toward the required nine hours of CEUs.

The seminar varies from 15 minutes to two hours, depending on the venue. Upcoming events include the CODA 2012 Western Regional Trade Show on Sept. 28-29 and the West Coast Regional Fence Show on Oct. 5. ■



DBCI Marks Three-Year Safety Record

In March, DBCI announced that its employees have been accident free at all three of its locations for more than 29 months. At two of its three locations, employees have been accident free for more than three years.

Each day at DBCI begins with a safety meeting. Employees have the authority to interact with other employees on work behaviors, both positive and negative, and to stop a work process if they feel that safety is being compromised. ■

Amarr Featured on HGTV "Curb Appeal"

On May 4, Amarr garage doors were featured on an episode of "Curb Appeal: The Block" on HGTV.

The show selected three homeowners in North Euless, Texas, for exterior home façade

and landscape makeovers after they entered a nationwide contest sponsored by the "Rachael Ray Show."

Amarr provided complementing garage doors to enhance the curb appeal of the three homes. A local Amarr dealer, Family Christian Doors, installed Classica Collection and Stratford garage doors on the homes. ■



Clopay Doors Selected for Actor's House Project

Starting September 13, Clopay Custom Reserve Collection wood carriage house doors and Model 8550 MyQ openers will be featured on the Santa Barbara Design House and Gardens, a philanthropic showcase home benefit project developed by actor Dennis Franz of "NYPD Blue." Clopay teamed up with LiftMaster and Consolidated Overhead Door and Gate to provide Clopay products for the project.

The home will be seen on season two of the BRAVO! Network's "Million Dollar Decorators" and an HGTV Special. ■

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Garaga Introduces Sales Tool for iPads

In May, Garaga announced an iPad-compatible program for dealers that, in effect, becomes a portable showroom in the palm of their hands.

The program allows dealers to create three versions of quotes in less than three minutes. Quotes can then be emailed to customers with a reminder flag to follow up, or quotes can also accept a customer's electronic signature. The dealer can then email the signed quotes to their office for scheduling and to Garaga to place the order.

The iPad/tablet program also gives dealers quick access to technical product spec sheets, brochures, and Garaga product videos and photos. All these features require an iPad or compatible tablet, an Internet connection through a 3G or 4G network, or a hotspot connection for most smartphones. ■



Northwest Door Introduces Showroom App

In April, Northwest Door introduced version 1.2 of its Android-based tablet application, a selling tool for Northwest Door dealers to use anywhere.

The app's virtual showroom allows the dealer to take a photo of a home using the tablet camera and show the homeowner what their home will look like with more than 1,000 different Northwest Door designs. The photo, product information, and estimate can then be emailed to the homeowner instantly. ■

Amarr Adds Pro Feature to OnSite

In May, Amarr announced new enhancements for its OnSite scheduling, quoting, and reporting software. A new feature, Door Designer Pro, allows dealers to show customers what a house will look like with a specific Amarr door.

Onsite 3.0 also allows the dealer to attach a PDF or JPEG document if additional technical information is needed.

An application designed for devices running the Android or Apple platforms is available free to Amarr dealers. The app allows dealers to upload and show images to customers in the field. Images can be saved and added to quotes using the OnSite program. ■

C.H.I. Offers New Dealer Web Template

In February, C.H.I. announced a new user-friendly website template for dealers, allowing them to control the content of the site and to upload photos. The templates and video tutorials are free to dealers.

"The entire site was designed to allow dealers to change the content of their website with the click of a button," says Roman Bulkiewicz, director of IT. "We focused on keeping it simple at all levels of design for dealers who do not have websites and also for those who do," he explains. ■

EXCITING NEW PRODUCTS

- HySecurity StrongArm30
- EGGO Cell Phone Entry System
- LiftMaster LA500

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