

Cost vs. Value: Garage Doors Continue as Premier Investment



Garage door replacement continues as one of the highest value-returning home improvement investments, according to the Remodeling 2012-13 Cost vs. Value Report (www.costsvalue.com). The study compares the average cost for 35 popular remodeling projects with the value those projects retain at resale in nine U.S. regions and 80 U.S. cities.

An upscale garage door replacement ranked second of 13 upscale projects, while the mid-range garage door replacement ranked third of 22 mid-range projects.

The roughly \$2,700 cost for an upscale garage door replacement delivered an estimated value at sale of \$2,046, equating to a 75.2 percent return. The typical \$1,500 cost for a mid-range garage door replacement had an estimated value at sale of \$1,132, or 75.7 percent of the original cost.

Of all projects that cost less than \$5,000, a garage door replacement ranks #2 and #3 on the list of projects that deliver the most value at resale.

“This continues the trend we’ve seen for several years now,” says Joe Dachowicz, vice president of marketing at Overhead Door. “Curb appeal upgrades are always money well spent, especially when a homeowner is preparing to put a property on the market. A garage door upgrade is often the one project that will make the biggest impact on curb appeal.”

To capitalize on the strengthening real estate market, Dachowicz recommends that dealers provide customers with the survey’s results for their region and city. ■



Neisewander

Schram

Raynor Wins Ad of the Year

In January, Raynor won the 13th annual Door & Access Systems Advertisement of the Year award. Mark Schram, DASMA president, presented the top trophy to Ray Neisewander III of Raynor at the DASMA Annual Meeting in Scottsdale, Ariz.

Raynor’s “We’ve Got That Color” ad, which first appeared in the winter 2012 issue of Door & Access Systems, introduced the company’s new Opticolor program that offers more than 1,800 colors on certain product lines. A panel of 12 judges selected the ad after reviewing more than 100 ads and narrowing down the list to 13 semi-finalists and five finalists.

Peter Elsenbach, Raynor director of marketing, says, “We wanted to create an ad that conveyed the breadth of color options available through the Opticolor program in an innovative and compelling design.”

Judges complimented the ad’s creative use of color

swatches, placing images of garage doors in the different colors. “The colorful image attracts the reader’s eye, then the ad conveys its message with a simple headline, minimal text, and creative manipulation of the color wheel,” says one judge.

Raynor’s “Made in U.S.A.” ad also placed in the top five finalists, along with Arrow Tru-Line’s “Let’s Make It Happen” ad, LiftMaster’s “My Q” ad, and Metal Coaters’ “More Reliability” trilogy of three 1/3-page ads.

The panel of 12 independent judges included 10 advertising experts and two industry observers. None of the judges are employed by any DASMA member company. The panel assessed each ad on the basis of creativity, attractive design, helpful copy, integrity/professionalism, and overall effectiveness. ■



EPA Opens Comment Period on Potential RRP for Public and Commercial Buildings

On Dec. 31, 2012, EPA opened a comment period to allow the public and interested parties to submit information

relating to EPA's pending decision

to apply RRP procedures to renovations for public and commercial buildings. The comment period runs through April 1, 2013.

Information and instructions for providing comments can be found in the Federal Register notice at

www.federalregister.gov and search for "RRP Lead."

In addition, EPA plans to hold a public meeting on June 26, 2013, about renovations for public and commercial buildings. More details on this public meeting will be published in the Federal Register in the spring of 2013. ■



DASMA Considers New Division

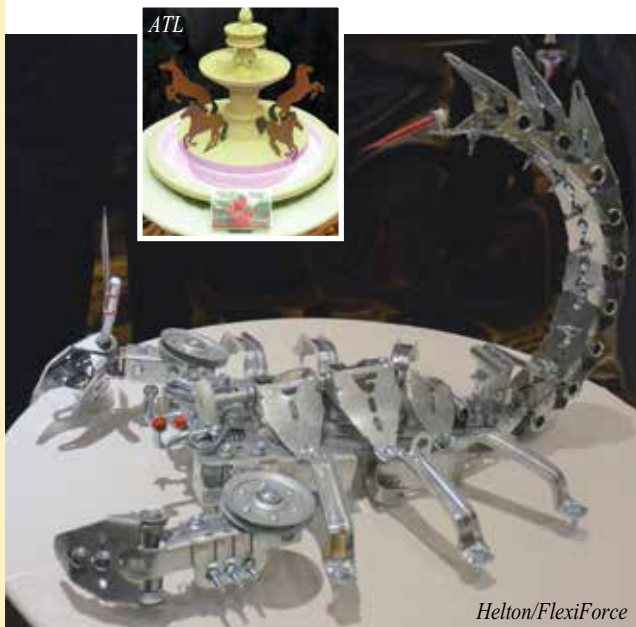
In January, at the DASMA Annual Meeting in Scottsdale, Ariz., several manufacturers met to consider forming a new DASMA division for companies involved in manufacturing and integrating active vehicle barrier systems used for security. The group prioritized potential objectives and short- and long-term activities as a DASMA division.

Steve Carlsen of HySecurity, a DASMA member that could belong to the potential new division, chaired the meeting. "Everyone indicated strong interest in forming a new DASMA division," he says. "I am excited that a critical mass of manufacturers appears to be ready to go forward with this."

The group will meet again in April in Las Vegas when they may vote to establish the new division. ■

Helton/FlexiForce Wins Centerpiece Contest

At the DASMA Annual Meeting held in Scottsdale, Ariz., in January, Helton/FlexiForce took first place in the annual centerpiece contest. Taking advantage of the Southwestern theme, the company created a scorpion out of a variety of Helton/FlexiForce hardware products. Second place went to Arrow Tru-Line's re-creation of Scottsdale's Bronze Horse Fountain, also made from ATL parts. ■



Helton/FlexiForce

Most Industry Manufacturers Skip Builders Show

Most of our industry stayed away from the annual International Builders' Show, held Jan. 22-24, 2013, in Las Vegas. The only garage door or opener manufacturers to exhibit in 2013 were C.H.I.

Overhead Doors, DoorKing, and Sommer USA. LiftMaster, which exhibited in 2012, reportedly exhibited some products at the C.H.I. booth in 2013.

Prior to 2012, companies like Amarr, Clopay, Genie, Linear, Overhead Door, Raynor, Wayne Dalton, Windsor, and others typically exhibited at the show and often with large booths. Last year, manufacturers cited low attendance and the economy as primary reasons for pulling out.

Attendance at the 2013 show continued to suffer. In spite of the Las Vegas location, total attendance in 2013 dropped to 48,722, compared to 51,445 in 2012 and 105,000 in 2006. Exhibitor personnel in 2013 accounted for 16,120, or one-third of the total attendance. Las Vegas will again host next year's show from Feb. 4-6, 2014. ■



New Energy Tax Credit Does Not Apply to Garage Doors

The new U.S. federal energy tax credit for 2013 does not apply to garage doors, according to Naomi Angel, DASMA legal counsel.

Angel made the announcement at the DASMA Annual Meeting in January.

The 2012 and 2013 federal tax credit applies to six product categories including “Windows & Doors.” Entry doors are included but not garage doors.

The tax credit, which expires Dec. 31, 2013, is worth 10 percent of the product cost up to \$500. The qualifying product must be installed in an existing home and the homeowner’s principal residence. New construction and rentals do not qualify. For more information, go to www.energystar.gov and search for “tax credit.” ■



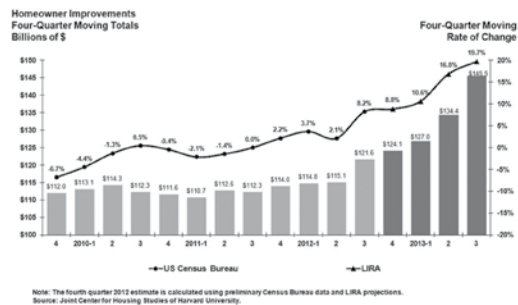
Harvard: Remodeling Recovery Underway

All signs point to a strong rebound for home improvement activity in 2013, according to the Leading Indicator of Remodeling Activity (LIRA) released in mid-January by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University.

Robust spending in the second half of 2012 suggests the remodeling recovery is already underway, and the LIRA projects that annual homeowner improvement spending will see accelerating double-digit growth through the third quarter of 2013.

“There are many external economic and political risks that could derail this remodeling recovery,” says Kermit Baker at the Joint Center. “However, the solid momentum behind home-building activity, existing home sales, low financing costs, and remodeling contractor sentiment all point to a solid start to the new year for home improvement spending.” ■

Leading Indicator of Remodeling Activity – Fourth Quarter 2012



Harvard: U.S. Housing Stock Ready for Improvement

After languishing for several years, the U.S. remodeling industry appears to be pulling out of its downturn, and a renewal of the nation’s housing stock is underway, according to a major “U.S. Housing Stock” report released in late January by the Joint Center for Housing Studies of Harvard University.

Foreclosed properties are being rehabilitated, sustainable home improvements are gaining popularity, older homeowners are retrofitting their homes, energy-efficiency upgrades continue to expand, and the future market potential is immense, as the emerging “echo boom” generation is projected to be the largest in our nation’s history. ■

Training School for Rolling Doors Coming to Expo

At Expo 2013 in May, IDEA is offering a new two-day training school for rolling door and rolling fire door technicians. To increase access to the training, IDEA has bundled its certification programs for rolling doors and rolling fire doors and is offering them at a reduced fee.



The IDEA board of directors created the training in partnership with an industry faculty of experts in rolling steel doors and fire doors. The course covers all of the content covered in two of the IDEA Technician Certification study guides—Commercial Rolling Door Systems and Rolling Steel Fire Doors. The training provides an immersion in these products for new technicians, and it serves as an exam preparation course for certification candidates.

The courses will run throughout the two-day educational agenda at Expo and will close with optional examinations for all technicians who are registered for the certification programs. For more information on IDEA rolling door certifications, go to www.dooreducation.com. ■

Major Changes for Gate Operators Coming to UL 325

The UL 325 Standard Technical Panel (STP) has approved an extensive, 17-part revision to the UL 325 standard, including significant changes to gate operator provisions. Publication of the revised standard is expected in the spring of 2013.

The gate operator revisions enhance safety by adding clarity and applying the experience gained since the gate operator provisions were first adopted.

The original provisions included the terms “primary” and “secondary” when describing entrapment protection devices. “Unfortunately, these terms may have been misunderstood to mean that only one device was sufficient,” says Steve Carlsen of HySecurity, chair of the DASMA Operator & Electronics Division. “That was clearly not the intent, so our committee proposed changes to remove uncertainty related to this terminology.”

Other revisions clarify the entrapment protection requirements by eliminating differences among classes of operators. “All gate operator installations will now be required to have two independent means of entrapment protection,” Carlsen adds.

DASMA worked on the proposed revisions to the gate operator requirements for about two years. Other revisions included some editorial or minor corrections to clean up inconsistencies or inaccuracies in the standard. ■



DASMA Addresses Vehicular Barrier Arms

In January, the DASMA Operator & Electronics Division decided to review the UL 325 safety standard requirements for vehicular barrier arms and operators. The division recently concluded an effort to enhance UL 325's requirements for gate operators, and the members are considering whether a similar process for barrier arm operators would be beneficial. A possible outcome is a revision to the UL 325 standard.

Steve Carlsen, division chair, says that the division scope includes such products. Vehicular barrier arm operator manufacturers that are not currently DASMA members are encouraged to contact DASMA to become involved in this review. The division hopes to conclude the review sometime in 2013. ■

Report: Today's Rolling Fire Doors Are Better

FM Approvals recently reported to DASMA that the reliability of rolling steel fire doors has undergone “significant improvement” during the past 20 or more years.

FM Approvals cited several reasons for their assessment:

- Codes being adopted and enforced include the NFPA 80 requirement of annual fire door testing.
- Doors are being regularly maintained and annually tested by property owners.
- There have been fewer reports of door performance-related property losses.
- The industry has increased its efforts to educate installers through free literature such as DASMA's Technical Data Sheets.

In fact, Jeff Gould, senior engineering specialist at FM Approvals, complimented DASMA's efforts to distribute such information for installer use to help them better understand fusible links, release devices, and drop testing.

Industrial and commercial companies around the world rely on products and services that are FM Approved to protect their properties from loss. ■

Rolling Door Seismic Calculation Template Completed

In January, DASMA completed a seismic calculation template allowing DASMA members to quickly see whether a specific rolling door will be compliant with seismic requirements on a specific application.

The template, which was independently verified by a consulting company, checks compliance with ASCE 7-05 and ASCE 7-10 requirements. Manufacturers simply enter a series of easy-to-identify job and door parameters to produce the analysis.

The project involved more than a year of effort between DASMA staff members and the consulting company, S.K. Ghosh Associates. Susan Dowty, representing S.K. Ghosh, says that the project broke new ground in applying ASCE 7 seismic provisions to rolling doors.

“The creation of this template is timely, since model codes now base their seismic requirements exclusively on ASCE 7 procedures,” she says.

DASMA expects to develop seismic calculation templates for sectional doors and high performance doors. ■

DASMA Submits Rolling Door Survey Results to MBMA

In late 2012, the DASMA Rolling Door Division submitted to the Metal Building Manufacturers Association the results of an industry survey on parameters associated with rolling slat and sheet doors. The parameters, for door widths ranging from 8' to 20', included minimum and maximum windlock slip, minimum and maximum windlock vertical spacing, and moment of inertia for 12" of curtain height.

MBMA plans to use the parameter ranges toward its ongoing research to analyze the interaction between rolling doors with windlocks and light-gauge metal framing. The objective is to improve rolling steel door performance on metal buildings located in high-wind areas.

Dr. Lee Shoemaker, MBMA director of research, says that the survey would be shared with researchers at Virginia Tech, who are developing a computer program to analyze the interaction between metal buildings and rolling steel doors. “We want to end up with a usable program that ultimately helps to increase confidence in the performance of metal buildings and rolling doors in high-wind areas,” he says. ■

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Florida Clarifies Windborne-Debris Protection

The Florida Building Commission has clarified some key issues for garage doors in a windborne-debris region.

The FBC's Declaratory Statements, obtained in response to DASMA requests, establish the following:

- "Glazed products" code sections do not apply to non-glazed products.
- Non-glazed garage doors are not required to be protected in a non-High Velocity Hurricane Zone (HVHZ) area.
- State-approved glazed garage doors rated for non-HVHZ impact resistance are acceptable for jobs outside the HVHZ without a Miami-Dade County Notice of Acceptance (NOA).
- "Protection of openings" means the same as "opening protection."

The Declaratory Statements are designated as 2012-85 for the residential code volume and 2012-94 for the building code volume.

Joe Hetzel, DASMA technical director, says that the statements bring clarity and may be useful beyond Florida, where the ICC codes are adopted and enforced. Dealers are encouraged to communicate with their manufacturer suppliers regarding use of the Declaratory Statements. The documents are expected to be posted at www.floridabuilding.org. ■

DASMA Withdraws Obsolete Wind Load Charts

In January, the DASMA membership formally withdrew several wind load charts in TDS 155 because they are associated with codes and standards that are no longer in use or enforced.

Specifically, the following charts were withdrawn:

- 155a (It refers to the 1999 Standard Building Code.)
- 155b (1997 Uniform Building Code)
- 155c (1999 National Building Code)
- 155d (1995 National Building Code of Canada)
- 155e (1998 CABO One- and Two-Family Dwelling Code)
- 155i (ASCE 7-93)
- 155j (ASCE 7-95)
- 155o (Florida Building Code through the 2007 Edition)
- 155q (NFPA 5000)

"The withdrawals reflect the huge volume of changes to codes and standards since DASMA first published a Wind Load Guide in 1996," says Joe Hetzel of DASMA. He adds that DASMA's Technical Data Sheets are reviewed every five years to keep them current and relevant. ■

DASMA Submits Five Energy Code Proposals

Earlier this year, DASMA submitted five International Energy Conservation Code proposals involving sectional, rolling, and high performance doors. The proposals resulted from code enforcement situations.

The proposed changes:

- Reference ANSI/DASMA 105 as a garage door U-factor alternative to NFRC 100.
- Delete the rolling door maximum U-factor value of 1.00 and exempt rolling door U-factor requirements for semi-heated spaces in climate zones 1 through 6.
- Change the “roll-up or sliding” door designation to “non-swinging” in the U-factor table.
- Require a 1.2 maximum U-factor for opaque and glazed high-speed doors.
- Require a 1.30 cfm/sf maximum air leakage value for high-speed doors.

ICC will consider the proposals in April. ■

DASMA Wind Load Charts Updated for Florida

In February, the Florida Building Commission approved updated garage/rolling door wind load tables for the residential and building volumes of the upcoming 2013 Florida Building Code.

The tables are based on ASCE 7-10 wind speeds and are consistent with DASMA Technical Data Sheet 155s, cross referencing “ultimate” design wind speeds to equivalent “allowable stress” design wind speeds formerly used. Joe Hetzel, DASMA technical director, worked with a consultant and the FBC’s Structural Technical Advisory Committee to update the tables.

Before the 2013 Florida Building Code is finalized in September, there will be a public comment period and a “glitch” amendment period. The 2013 Code should become effective in March 2014. ■

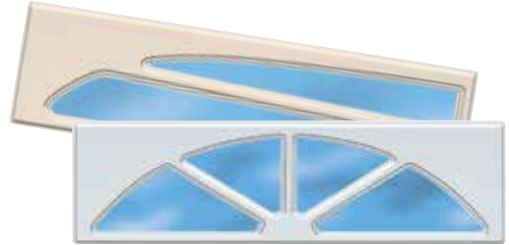
The Most-Downloaded Technical Data Sheets

Downloads*	DASMA Technical Data Sheet
157	TDS 155 Residential and Commercial Wind Load Guides
115	TDS 151 General Code Inspection Guidelines for Garage Doors
86	TDS 182 Technical Considerations for Dock Doors
78	TDS 161 Connecting Garage Door Jamb to Building Framing
66	TDS 156 Standard Wood Header and Jamb Detail Guidelines

*Nov. 15, 2012 – Feb. 15, 2013

More than 100 Technical Data Sheets are freely available at www.dasma.com under Publications (www.dasma.com/PubTechData.asp). These documents have been prepared and are continually reviewed by the DASMA Technical Committees and technical staff. ■

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