

# THE GARAGE DOOR NEWS

VOLUME 24 ISSUE 1

JANUARY 2015

## Guardian Access & Door Hardware Introduces New Garage Door Opener

CALIFORNIA - Guardian Access & Door Hardware recently expanded its garage door operator product line with the new model 615. The company notes that with its ½ HP equivalent DC motor, this operator fills a market segment need for a quiet operator in the value category. The model 615 is directly compatible with all HomeLink versions and can be configured with chain or belt, T-rail or C-rail. The 615 compliments the model 628, a ¾ HP equivalent DC motor garage door operator as well as the model 425, a ½ HP, 2-light operator and the model 415, a ½ HP contractor operator, both with reliable AC motors and traditional mechanical limits.

Guardian Access Corp. is a privately



held company with locations in Taipei City, Shanghai, Santa Fe Springs, CA, Glenview, IL and Medley, FL specializing in the design and manufacture of operators, die castings, component stampings and plastic moldings for the garage door industry.

## Janus Acquires Steel Storage Europe

GEORGIA - Janus International Group recently announced the acquisition of Steel Storage Europe, a manufacturer, supplier and installer of self storage systems in Europe.

The combination of Janus International UK LTD and Steel Storage Europe will continue to develop, manufacture and install solutions for the self storage market. David Curtis, Janus President/CEO, commented, "We are very excited about the Steel Storage Europe acquisition. With its strong and proven management team and a track record of success in Europe's dynamic self storage markets, we expect Steel Storage to be an important part of Janus' plan to lead the development of self storage infrastructure in the UK/European region. The combined organization now offers a full suite of solutions for operators and builders of self storage facilities."

Steel Storage Europe and Janus International UK LTD will be led by Colin Jeromson, the current CEO of Steel Storage Europe.

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BD Loops	714-890-1604	Page 8
Clopay Building Products	800-526-4301	Page 7
Collier	877-548-2799	Page 3
Croskill Overhead Doors	800-567-7472	Page 20
DEK Canada Inc.	800-361-3198	Page 1
Devanco Canada	514-267-3720	Page 10
Dynamic Industries	866-709-6688	Page 4
Flexiforce	877-300-7412	Page 5
Genie Company	800-843-4084	Page 23
Indotech Industrial Doors	866-835-8324	Page 11
Les Distributions Portes (CHI) Quebec Inc	877-537-3130	Page 20
LiftMaster	800-323-2276	Page 9
Ridge Doors	800-361-7123	Page 3
Schweiss Doors	507-426-8273	Page 15
Service Door Industries Ltd.	905-670-1200	Back Page
Service Spring Corp.	800-752-8522	Page 8
Slipit Industries Inc	845-778-7219	Page 14
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Letters to the Editor regarding anything that you see in this newspaper or elsewhere in the industry are welcome. Letters should be approximately 200 words, and faxed to:

THE EDITOR, Garage Door News, fax to 866-838-2967. Please include your name and phone number. Your letter will appear anonymously if requested.

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# The Case Page:

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## LAST MONTH'S CASE & ANSWER

### Case 23-12: The Next Generation

GDN Doors had been in business for almost 30 years. The company was active in most areas of the door industry, but specialized in the residential renovation market. The company also did a fair bit of work in the retail shutter market.

The company operated in a medium-sized city, and was one of a number of door companies. Bill, the founder and owner, had never concentrated on growth. Instead, he was happy to have three trucks on the road – always busy, and usually working for what Bill considered to be a fair profit. He spent very little on advertising.

Over the past several years, Bill's son (Bill Jr.) became more involved in the company. He was a fine door installer but would never be the best one in the company. He understood the company's operations, and really excelled in dealing with suppliers and customers.

So when it came time for Bill Jr. to take over the company, his natural focus was on building the brand. His plan was to expand GDN Doors' presence in the region through a substantial increase in advertising. He also planned on using his aggressive ad plans as a means of getting his suppliers to lower pricing: "With the ads driving demand, and the pricing set for growth, we should be able to double our sales in the next 18 months."

Bill Jr.'s father was less convinced. While Bill Jr. was managing the company, the father was still the majority owner. And he wanted to understand the upside and downside of Bill Jr.'s plans.

### Case 23-12 ANSWER:

It is common for strategies to transition with the introduction of new management, so it is not surprising that Bill Jr. has some plans that differ from those of his father. But Bill Jr. has very specific plans for GDN Doors. If Bill Sr. is going to back the changes, it is important that he first understand the core underpinnings of the proposed strategy.

Bill Jr. plans on using increased advertising to build demand. That demand will increase sales volumes, which can help secure lower pricing from suppliers. Sounds simple. But to understand the likelihood of success, it is important to also think about the impact of time on the strategy.

Let's assume that GDN Doors begins an aggressive ad campaign next week. Because Bill Jr. is after a rapid increase in demand, the ads will likely need to be substantially price-promotion focused.

Because the price-promotion comes before the increased volume, GDN Doors may need to reduce margins in the short term until they start to see the anticipated volume that is needed to drive down costs.

This may not seem like a major issue, but any price cut needs to be understood by its impact on profit margins. Consider a simple sale of \$1000. If traditional gross profit margins on that sale are, for example 30%, a \$100 price cut would be a 10% price cut. The gross profit margin would now be  $\$200/\$900 = 22\%$ . So he would have lost just over a 1/4 of that transaction's profitability.

The greater the urgency in Bill Jr.'s plan, the greater the risk. If he hopes to transition the company strategically over, say, a three year period, he maintains the ability to adjust the strategy over time. If he is hoping for a rapid shift in strategy, risks rise.

### Case 24-1: Strategic Cost Cutting

Like many door companies, GDN Doors has been experiencing two years of gradual sales growth after being impacted by the earlier economic downturn. As General Manager, Bill focused on cost control in the lean years including labor, cost of goods sold, rent for his building, the leases on his vehicles, utilities, promotion and insurance. He had broadened the product/service offering as a means of growing revenue.

Bill is fairly confident that these changes are really starting to pay off. GDN Doors is again profitable. The company has recently hired an additional installation crew and developed new brochures to build the GDN Doors brand. He really likes the location of GDN Doors because the building has high visibility and easy access to the major industrial sections of the city (for service work), so he doesn't want to move the company.

Instead, he has arranged for some additional storage space in a neighboring building for inventory. So, the company is positioned for growth, and Bill is confident that the regional economy can support that growth.

At the same time, Bill wants to keep expectations as realistic as possible. He has a business plan that he believes will succeed, but he wants to find a way to maintain that focus on cost-control

and an openness to new product introduction.

So how does a company control expenses without stifling growth? How does he judge between good and bad expense increases?

NOTICE TO CASE READERS:  
 All business cases in the Garage Door News involve fictitious companies facing realistic business problems.






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# Nortek Security & Control Group Charts New Strategic Course

RHODE ISLAND and CALIFORNIA - Nortek Inc. recently announced that its Linear LLC subsidiary has been renamed Nortek Security & Control, LLC. Linear, 2GIG and GoControl will be the subsidiary's cornerstone brands, each targeting key markets. Positioned with product portfolio synergies and the ability to cross-pollinate technology across the broader Nortek family, Nortek Security & Control provides a broad range of smart home solutions to OEMs, telecoms, major retailers, managed service providers, security dealers, custom installers and DIY consumers.

"Nortek's Linear business has been transformed during the past few years, as we have become a market leader not only in the

security industry but the broader home control and automation sector, as well," said Nortek President and Chief Executive Officer Michael J. Clarke. "Linear's legacy includes 50 years as a pioneer in the wireless access control market and industry-leading capabilities in the design, engineering and manufacturing of sensors and connected devices. Our 2013 acquisition of 2GIG Technologies accentuated these strengths by bringing us more brands and capabilities, as well as complete solutions for the broader

home automation space."

"We also recently transitioned the development and sales of certain Linear branded products, such as garage door operators, to one of its sister companies, GTO Access Systems," Clarke said. "This sharpens the focus of each business and positions GTO to expand its presence in the perimeter access market. Coinciding with these changes, we are not only renaming the Linear business but also repositioning its brands and allocating greater

resources to accelerate its growth in the exciting home control market."

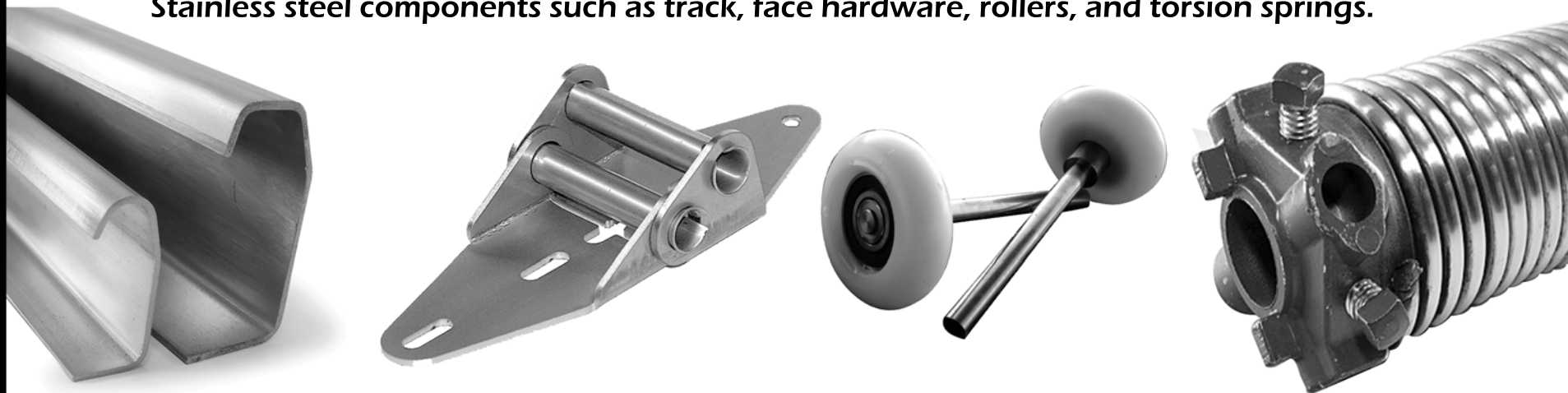
Mike O'Neal, President of Nortek Security & Control, said, "Our success is now being driven by factors that are bigger and different from our historical Linear business. Nortek Security & Control is a tangible reflection of Nortek's leadership in the market and its commitment to charting a strategic course in what may be one of the hottest technology categories in the past 20 years - smart home control."

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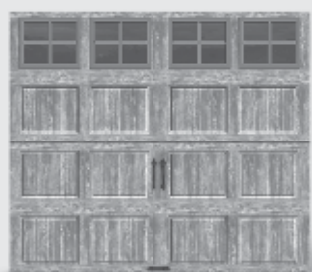
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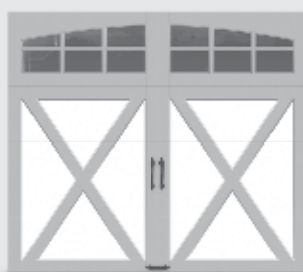
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## Bradbury Group Manufactures B.O.S.S. Flying Shear with Slitter



KANSAS - The Bradbury Company recently announced the shipment of a B.O.S.S. Flying Shear with Slitter. The shear runs up to 250 feet per minute and is capable of producing 5 slits of .048" pre painted steel, .050" aluminum, and .037" stainless steel. It has servo acceleration and closed loop controls for +/- 1/16" length tolerance at any speed. A hand wheel with a digital counter is used to engage and disengage the slitter. The swing away lead-in table allows for direct access, positioning, and adjustment of slitter knives.

## Janus Confirms ADA Compliant Roll-Up Doors

GEORGIA - Janus International has confirmed that its self-storage roll-up doors meet ADA regulations. The ADA requires that self-storage roll-up doors must be tensioned at 5 lbs. maximum force as it pertains to the continuous application of force necessary to fully open a door. "We've conducted extensive testing to confirm that the normal tensioning of Janus roll-up doors meet ADA requirement," states Ramey Jackson, vice president of sales. "Coupled with the ADA pull/signage kits we provide, our storage customers can feel secure that their roll-up doors and hallway systems are ADA-compliant."

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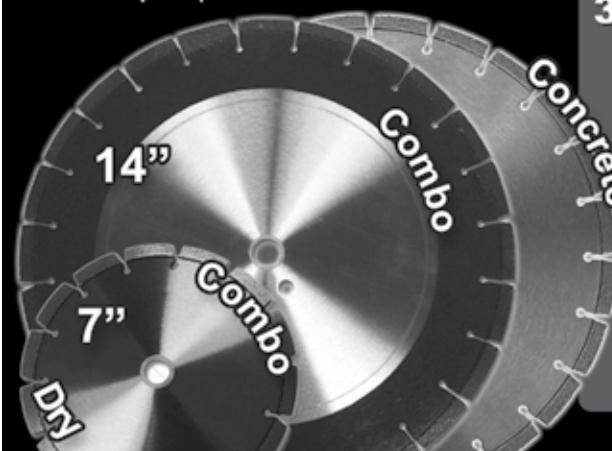
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# LiftMaster Partners with Hendrick Motorsports

NORTH CAROLINA - LiftMaster will join 11-time Sprint Cup Series champions Hendrick Motorsports beginning with the 2015 NASCAR season when it will become a primary sponsor of driver Kasey Kahne and his No. 5 Chevrolet SS team.

The new relationship will feature LiftMaster as a primary sponsor in three Sprint Cup races annually and as an associate-level partner in all other events. The agreement covers the 2015, 2016 and 2017 NASCAR seasons.

"We're excited to establish a new partnership with Kasey Kahne and Hendrick Motorsports in 2015," said Bob Markwart, president of LiftMaster Americas. "Kasey is a threat to win every weekend, and we're looking forward to joining the No. 5 team's pursuit of a championship next year."

In 2015, the No. 5 LiftMaster Chevrolet SS will appear in Sprint Cup Series races May 24 at Charlotte Motor Speedway, July 11 at Kentucky Speedway and Oct. 18 at Kansas Speedway.

"Whether you're talking products, services or the way customers are treated, LiftMaster has a reputation as the industry leader," said Rick Hendrick, owner of Hendrick Motorsports and chairman of Hendrick

**Continued Page 15**

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*To all Canadian Door Institute (CDI) Members:*



I would like to take this opportunity to thank you for your support over the last two years as CDI National's President.

It has been an exciting time for CDI with the beginning of the new CDI Training Manuals spearheaded by Ned Stanojevic and the Alberta Region. Soon this will be the recognized standard for door mechanic training across the country. Our presence in Eastern Canada was resurrected with a very successful Trade Show. Thank you to Trevor Johnston and his group.

CDI will be launching its new website [www.CDI-DOOR.com](http://www.CDI-DOOR.com) early in 2015 with an online training module with certification, a section identification program (courtesy of Kyle Harts Door App) along with our standard member benefits.

CDI has never been stronger, with membership growing every year and a positive attitude towards making our industry one to be proud of. Now is the time to join the organization which tirelessly promotes the growth and legitimacy of our industry.

I would like to thank the outgoing past President Ken Garbutt for his years of service and his input to the National Board, and welcome in the new National Board for 2015/16. The new National President will be Mike Plecash; 1st Vice-President, Ned Stanojevic; 2nd Vice-President, Mike Morelli; and Secretary/Treasurer, Ray Kiomall. Our board is rounded off with very knowledgeable Directors-at-Large: Keith Dunn, Kyle Hart, Jeff McNaughton, and Shawn Baird.

I wish the new Board of Directors great success in the future and great success to CDI as a national organization.

*On a personal note...*

*To all members and nonmembers:*

I have been lucky enough to have a 30 plus year career (not a job) in a door company founded by my father Jack Secord in 1956. I am now lucky enough to see a third generation take interest in a business that is in an industry I am very proud to be a part of. Our company has always supported CDI and will continue to do so in the future. We believe in what CDI stands for, the promotion and advancement of an industry which even though is not a recognized trade, truly is one in its own right. This industry's mechanics are a skilled group of individuals who install, maintain and repair specialized equipment, from 8x7 residential doors to 20x20 industrial doors to aircraft hangar doors. Some of these doors being the largest piece of equipment in the building, and doing all this at times in weather most trades wouldn't work in. As technology has advanced over the years, your management team, sales force and technicians have grown with it. From contactors to circuit boards, mechanical safety edges to photo cell curtains, counter balance to high speed. The evolution of our industry is constant and your skill set has grown with it. We all are a very specialized, skilled, dedicated group of people.

My parting message to all door companies is whether you're a new company or 3rd generation:

- Be proud of who you are and what you do. Don't be afraid to charge what you're worth.
- Sell on quality of workmanship and the skill it takes to perform the work, not price.
- Remember this is your industry and only you can make it a better one. Support CDI.

Best Wishes for the future.

*Mark Secord  
CDI Past President*

## Wayne Dalton Featured on 'The Property Brothers at Home'

TEXAS - Jonathan and Drew Scott, the home improvement gurus from HGTV who help couples remodel their dream homes, have taken on a remodeling project of their own—their Las Vegas house. In a four-part series that aired Nov. 26 on HGTV, the Property Brothers renovated their house from the inside out.

The Scott brothers first teamed up with Wayne Dalton as celebrity judges of the Xtreme Door Makeover contest, where dealers had the opportunity to submit before-and-after photographs of the garage doors they replaced for clients. As a result, Wayne Dalton was asked to provide doors for both the Scott brothers' main and guest houses in Las Vegas.

"When you think of curb

appeal and enhancing the look and feel of your home, you naturally think of the Property Brother's home improvement show on TV," said Ali Isham, marketing director, Wayne Dalton. "When you think of the beauty and craftsmanship of a wood garage door, you think of Wayne Dalton. It was a perfect partnership."

The four-part series began with the main house, then each additional episode aired on the following Wednesdays, concluding with the guest house. For the series, Wayne Dalton fitted the garages with custom wood Model 7103 doors with arched windows. The result is



Photo by: Laure Joliet

a cohesive look that reflects the Scott brothers' classic tastes. To see when *The Property Brothers*

*at Home* airs in your location, check your local listings or visit [hgtv.com](http://hgtv.com).

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# LiftMaster Adds Pad-Mounted Gate Operators to New DC Line

ILLINOIS - LiftMaster has added pad-mounted operators to its new line of DC gate operators that offer new and improved features to enhance performance including greater connectivity and security. Designed for high-traffic applications such as gated communities and commercial properties, the new CSW24VDC Swing Gate Operator and CSL24VDC Slide Gate Operator are the new additions to the new DC product line. The products join the linear actuator models LA500DC, LA412DC, and LA400DC, which were introduced in August 2014.

Central to the new product features is the integration of MyQ Technology, which allows customers to monitor, control and stay connected with their gate operator anywhere, anytime, with their smartphone, tablet or computer. The new line also includes Security+ 2.0



patented technology that ensures a strong and reliable signal to access property quickly and safely.

“We’re excited to add these two pad-mounted operators to our line,” said Scott Blue, Director of Marketing, Perimeter Access Solutions, Americas. “The ability for these operators to be monitored and controlled by a smartphone, along with enhanced security, provides our end-users with a convenient and secure gate operator solution, while the ease of installation and enhanced operator performance and features enables LiftMaster Dealers to continue to differentiate themselves from the competition.”

Both the CSL24VDC and CSW24VDC feature LiftMaster’s battery backup power management system, providing low power draw



when the gate is idle and battery backup that lasts for weeks when the power goes out. The line also includes a new two-segment LED diagnostic display and common control board platform that reduces installation and troubleshooting time.

The new gate operators feature LiftMaster’s solar performance system to help ensure gate functionality in areas where power is unavailable. Wireless Dual Gate Operation eliminates the need for expensive wiring and trenching, and the new auto force adjustment feature learns the force profile of the gate and adjusts over time to provide consistent and safe operation.

The introduction of CSW24VDC and CSL24VDC represents the second of several gate operator product rollouts – including a new line of AC gate operators in 2015.

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# Watch a Wayne Dalton Wood Door Come to Life on 'How It's Made'

TEXAS - Earlier this year, Science Channel show *How It's Made* sent a camera crew to Wayne Dalton's manufacturing facility in Mt. Hope, Ohio, to showcase the making of a garage door. Camera crews spent 12 hours filming the unique process that goes into the making of hand-crafted wood garage doors.

Now completed, the *How It's Made* episode aired on December 19.

"Despite all of the new materials and

technology introduced every day, there is something about a hand-crafted wood garage door that takes the curb appeal of your home to the next level," said Ali Isham, marketing director for Wayne Dalton and Overhead Door Corporation. "Inviting viewers of the Science Channel to watch this process first-hand was very special and we are proud to demonstrate the unique qualities that set us apart from other garage door manufacturers."

The segment highlights the artisan process from beginning to end. Everything from building the core to customization of the door to final inspection will be covered. The company notes that one highlight of the episode will be watching the swift precision with which craftsmen cut and insert glass windows by hand.

To watch this episode of *How It's Made*, check your local listings or visit [www.sciencechannel.com](http://www.sciencechannel.com).



## LIFTMASTER PARTNERS (Cont'd)

Automotive Group. "Having used LiftMaster both at Hendrick Motorsports and in our dealerships, we know first-hand the emphasis they put on quality and innovation. We look forward to working together to build a NASCAR program that reflects their brand and drives business."

Since joining Hendrick Motorsports in 2012, Kahne, 34, has earned at least one victory each season while securing three consecutive Chase for the NASCAR Sprint Cup berths. The Enumclaw, Washington, native has 17 career wins in NASCAR's top division, including five in three full seasons with the No. 5 team.

"It means a lot to have support from a great company like LiftMaster," Kahne said. "The No. 5 team has high expectations for 2015, and they'll be with us as the primary sponsor at three tracks where we're traditionally very fast. All of us are looking forward to representing them throughout the season and developing a successful long-term relationship."

## Atlas Rolling Entry Systems Breaking Ground for New Building



ONTARIO - Atlas Rolling Entry Systems is beginning construction of their new 25,000 sq. ft. facility immediately adjacent to their current building. According to Dean Forget, General Manager, the new building responds to recent sales growth and is particularly important given the nature of the products they stock, including many items that are long and bulky. The building, expected to open in April 2015, will increase capacity to over 50,000 sq. ft.

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## APPOINTMENTS

### Bradbury Announces Promotions

KANSAS - The Bradbury Co. recently announced several promotions.

Aaron Woods has accepted the position of Field Completion Coordinator within the Customer Service Department. Woods has worked in hydraulic assembly, and most recently as a Test Technician specializing in Bradbury eDrive Levelers. Woods will be responsible for coordinating equipment installations and startups through their completion. Woods brings to the position a great deal of equipment knowledge. He will ensure the equipment is performing to the customers' expectations.



Aaron Woods

Mike Nuzum is the new Field Service Technician for the Customer Service Department. After serving the company in electrical assembly, Nuzum will be responsible for assisting customers and Bradbury field technicians in troubleshooting equipment. Nuzum brings a strong electrical background to the department with an Associate's Degree in Applied Science and Electrical Technology along with a Journeyman's license from North Central Kansas Technical College.



Mike Nuzum

Shawn Fields has accepted the position of Parts and Sales Technician within the Customer Service department. Fields has served the company as a lathe operator for several years. He will be responsible for assisting customers and Field Technicians in placing part orders, upgrades, and repairs. Fields' manufacturing and machining knowledge will be a great benefit to the parts department.



Shawn Fields

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## CLASSIFIEDS

### Experienced Overhead Door Technician

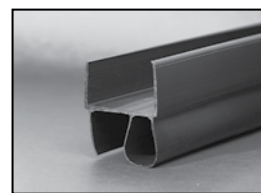
Fast growing overhead door company in Billings has opportunities for experienced Techs that want to grow and prosper with the company. We are looking for a motivated, full-time, responsible, detail oriented individual to provide excellent customer service and assist in coordinating activities related to job management. The position requires a minimum of 3 years' experience in installing and servicing residential and commercial overhead doors. Top pay, bonuses, full benefits including; health/vision/dental insurance, paid vacation, numerous paid holidays, and retirement benefits. Additionally, there are opportunities for advancement. If you are looking to live in Montana and be a part of a growing business send Resume to:

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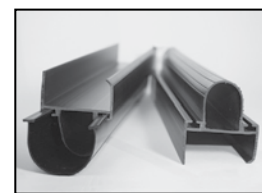
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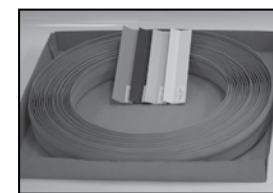
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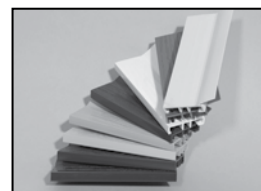
Bottom Seal



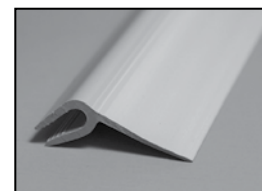
Combo Btm. Seal Retainer



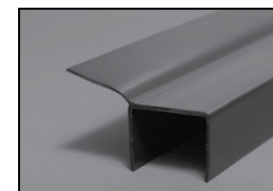
Rolled Door Stop



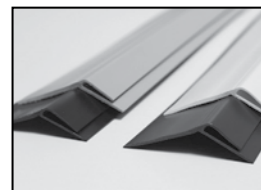
Door Stop (11 Colors)



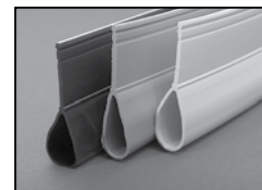
Guide Seal



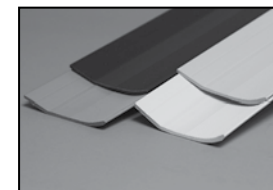
Top Cap



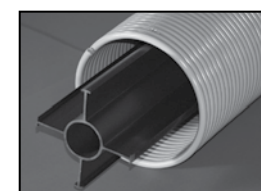
Reverse Jam Angle Seal



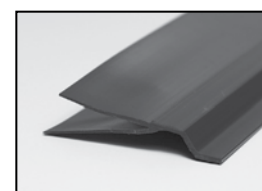
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## The Lighter Side

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“Great news! I picked you to handle the fun paperwork backlog that no one else wants to do.”

# LiftMaster Donates and Installs New Gate Operator for Children's Charity

*LiftMaster also holds training event at Victory Junction Gang Camp*

ILLINOIS - LiftMaster recently donated a new gate operator to the Victory Junction Gang Camp in Randleman, North Carolina. Victory Junction provides year-round programs aimed at enriching the lives of children with serious illnesses by providing fun and empowering camps at no cost to the

children or their families. LiftMaster donated a swing gate operator (model CSL24V) and a single entry access control keypad and proximity reader (model KPR2000) which was installed at the doctors' facility entrance. Additionally, LiftMaster provided installation training as part of the North American Fence Contractors Association's (NAFCA) event where installers were trained on proper gate operator installation, as well as UL 325 and ASTM F2200 safety standards. Training event

participants were given the opportunity to meet NASCAR legend Richard Petty and attend the NASCAR race at Charlotte Motor Speedway that weekend.

"We at LiftMaster are proud to donate product to support such an outstanding organization," stated Pat Evans, Marketing Manager, Gate Operators. "This was also a great opportunity for attendees to learn about current UL 325 and ASTM requirements as well as gate and gate operator installation."

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*Attendees at NAFCA Training event with LiftMaster at Victory Junction (Left to Right): Fred Ross, South Eastern Dist.; Bill McCoy, LiftMaster; Rob Guerrero, LiftMaster; Herby Denning, Seegars Fence; Randall Holman, Hollman Fence; AT Fulcher, Chapman Fence; Richard Petty; Pat Evans, LiftMaster; Chris Chapman, Chapman Fence; Herby Denning Jr., Seegars Fence; Sammy Franklin, C and C Fence; Anthony Verde from EDI in CT; Rich Mattera, Sears Garage Doors; Fred Ezell, Sears Garage Doors; Jeremy Toth, Sears Garage Doors.*

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**NOTE:** These questions and answers are from various home improvement newsgroups on the internet. These questions are real, and the *answers* are provided by other internet users, *not by the Garage Door News*. We are printing these questions to let the industry know what types of information people are looking for about garage doors and garage door openers. The answers will give you an idea of what type of "neighborly advice" is being given out. Please fax us your comments or concerns about this column (866-838-2967).

#### QUESTION 1:

Neighbors have had a screw-drive garage door opener for 15 years. They had trouble. I downloaded the manual. It says to lubricate the rollers and hinges of the door, but there's nothing about lubricating the closer.

Online experts advise silicone on the rail and white lithium grease on the screw, annually. I didn't know if this brand was different. I found a Q&A at the manufacturer's site. It recommends white lithium grease on the screw and rail every 4 years.

I have two cans of white lithium grease, but what is it? One can is Lith-ease and the other is Pennzoil 705. Both lids say "White Grease." In the days when lubricants came from animal carcasses, white grease was the purest, but lithium grease uses lithium soap as its base, not white grease. The stuff in my cans is the color of peanut butter. I'm not sure if it was whiter when

new.

The Pennzoil can says it's NLGI #2. That just means it's like peanut butter at room temperature. That's the only specification on either can. Lithium soap is a base for additional lubricants, which determines what the grease is good for. How is a guy supposed to know what he's using?

I had the Lith-ease first. When I had to pack wheel bearings, I read the list of uses on the can. They included bearings on boat trailers and breaking bearings in, but didn't include wheel bearings. So I bought the Pennzoil.

I don't know why Lith-ease is recommended for the wheels of boat trailers but not other wheels. I don't know why Pennzoil 705 is better for wheels.

The manufacturer of my neighbor's opener doesn't specify any kind of white lithium grease. Genie, which makes most screw openers, recommends a particular

### THIS MONTH'S QUESTION

QUESTION 1: Understanding lubricant options

white lithium grease that costs \$10 an ounce. I have no idea whether another brand costing \$3 a pound, or the stuff I have on hand, would for practical purposes be as good.

#### QUESTION 1, ANSWER 1:

At stores near me, we have spray cans of "white lithium grease." I'd be tempted to buy a can from a good brand such as Ace, or Lowe's. Spray it onto the moving parts, and be done with it.

The reason I say good brand is that one time I sprayed a bicycle chain with Popular Mechanics silicone from Walmart (great price!) and the chain seized up a few days later. Might have been more solvent, and less silicone.

#### QUESTION 1, RESPONSE:

I'm considering CRC white lithium. Not long ago, I freed up the handbrake lever in a brake drum. The manual said to grease everything with high-temperature grease. The peanut-butter stuff I have wouldn't spread itself in a thin layer or wick into tight spaces, so I decided to put it back together and grease it later.

Is spray grease a bit like WD-40, with a solvent to help it spread and penetrate?

There are more expensive sprays that advertise a wider temperature range than CRC. I don't know if it would benefit me.

#### QUESTION 1, ANSWER 2:

My Genie Blue Max screw drive opener motor died after ~20 years. I replaced it with Genie 140V DC motor opener Power Max. I use spray white grease on the screw, a very little amount. Same with hinges, rollers. The trick is using it very sparingly. Good one has wide range of temperature from below freezing to hot. I once used liquid

Teflon spray, but no more.

#### QUESTION 1, RESPONSE:

Last year, when I first serviced the opener that stopped in cold weather, the only drag I found was in the plain bearings of the motor. I used a q-tip to apply a little 20W machine oil to the shaft. Removing the sprocket allowed some end play, so I worked the oily shaft in and out of the bearings. It turned much better.

When there was more trouble this year, I figured I hadn't used enough oil. This time I used 30W. A couple of weeks later, when there was another cold snap, there was more trouble. Thinking the 30W was too viscous for cold mornings, I flushed it with WD-40 and applied 20W.

For the first time, I noticed the plain bearings on the screw shaft. I oiled them, too. It didn't help. The manual said nothing about lubricating bearings, the screw, or the rail, but lubricating the screw and rail was recommended online. It appeared that the screw and rail had never been greased; I don't know if silicone spray had been used. I used a little white lithium. It didn't help.

I found the manufacturer's Q&A online. It said to grease the screw and rail. It also said that if it keeps stopping, either there's too much end play, or what I call the optical interrupter wheel, is out of place. Sure enough, the wheel had slid perhaps 4mm up the motor shaft. I pushed it back and everything worked. With it out of place, I guess contraction in cold weather moved it enough that it didn't interrupt the beam to give the safety sensor a speed reading.

A professional had installed the opener and serviced it several

**Continued Next Page**

**These questions are real, and the *answers* are provided by other internet users, *not by the Garage Door News*. We are printing these questions to let the industry know what types of information people are looking for about garage doors and garage door openers. The answers will give you an idea of what type of "neighborly advice" is being given out.**

**WEB (Cont'd)**

times for cold-weather failures. He'd turned the up and down force adjustments to maximum. With the interrupter properly positioned, I turned the adjustments to minimum and found that I still had to apply a lot of force to the door to stop it. There's torque to spare. I guess the professional didn't know about the need to check the interrupter. That company needs a better manual!

I'll use spray white lithium on the screw and rail, but what's the best lube for the plain bearings of the motor and screw?

**QUESTION 1, ANSWER 3:**

I've never lubed a door opener but Lubriplate is my go-to for white assembly grease. They do make a couple of opener specific products. Whether it's any better than what you have on hand is another question.

**QUESTION 1, ANSWER 4:**

Wheel bearings on cars get hotter from braking so they need a higher temperature grease. That said, in 50+ years of driving,

I've seen more trailers on the side of the road from bad bearings than I've ever seen from cars. I'd use a better grease on my boat trailer.

**QUESTION 1, RESPONSE:**

After driving amtracs in the ocean, we'd take a grease gun with 25 pounds of grease and pump grease into the 18 road wheels, driving old grease out. I wonder if you're supposed to do that with a boat trailer. Not doing it could account for bad bearings.

If Lith-ease is recommended for boat trailers but not car wheels, maybe for some reason it won't last indefinitely in a bearing. I wonder why.

**QUESTION 1, ANSWER 5:**

If you pack the bearing and install it wrong (torquing), you can destroy it in no time. I always carried spare bearings in the days when I towed a fiver camping trailer. I had tire failure but no bearing failure during that time. Worst one was truck drive train steady bearing going out in the middle of no man's land. I could drive only 10mph to get to a shop.

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# **EASY INSTALLATIONS** FOR INSTALLERS

# **EFFICIENT OPERATIONS** FOR DEALERS



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### **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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