

Schweiss Doors Designs Custom Hydraulic Container Door

MINNESOTA - Denver-based Shomotion specializes in the transportation, repositioning, customization and lease of equipment and drivers to assist in the execution of mobile marketing campaigns and other promotional events. When Shomotion founder Mike Scherkenbach needed a custom-made hydraulic door for a mobile container unit, in eight days, he called Schweiss Doors.

Shomotion promotional events range from providing stadium event services for top musicians like Paul McCartney, Kenny Chesney and AC/DC to the promotional arms of NASCAR, Tylenol, Home Depot, Burger King, Chevrolet, ESPN/Discover Card Gameday and the U.S. Army. Shomotion operates in the continental U.S., Mexico and

Canada.

Scherkenbach contacted Schweiss Doors for a custom-made rush job, ordering a 38-foot by 7-foot, 11-inch hydraulic door for a mobile container unit Shomotion was custom building for an overseas aircraft operation.

“When we got the call, we gave them top priority and went right to work on it,” says Mike Schweiss, president at Schweiss Doors. “We like challenges and always strive to give the best service. Our reputation over the years speaks for itself.”

Jason Rush, Shomotion’s Director of Intermodal Logistics, notes that Shomotion had a truck at the Schweiss factory eight days after the order was placed.

This custom container was to transport a 12-foot-wide airplane



fuselage on a multi-city roadshow to familiarize airline executives with Mitsubishi’s newest regional

jet. Due to the standard 102-inch width restrictions of traditional

Continued Page 24

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THE GARAGE DOOR NEWS

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 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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LAST MONTH'S CASE & ANSWER

Case 26-11: A Growing Business

GDN Gates & Doors had been in business for just over two years. At first the company had taken almost any work that came their way, but the owner Bill soon realized that by specializing he was able to focus his advertising dollars and promotional efforts.

Seeing a gap in the regional market, Bill focused exclusively on the residential and commercial gate markets – including new installations and service work. This allowed him to avoid most of the direct competition with local door dealers and begin to build a regional reputation. While the company did continue to do some work on overhead doors, over 90% of revenues came from the gate market.

Sales grew gradually, and Bill was pleased to have shown a small profit in the most recent quarter. But this success has been offset by increasing cash flow concerns. To grow, he hired a salesperson, additional installation/service technicians and has increased parts inventory.

His residential customers pay on installation of new gate systems, but often the time between the first site visit, providing a price quote and then the final installation is a matter of months. Scheduling issues sometimes mean that he orders a gate earlier than the installation time, and unavoidably holds the pre-sold gate in inventory for a period of time.

His commercial accounts are all profitable on paper, but payment terms put substantial pressure on his cash flow. He is constantly worrying about having cash on hand to pay the bills.

How should Bill handle the situation? Is this a sign of trouble with his business model or an expected outcome of his sales growth?

Case 26-11 Answer:

This case highlights an important business issue that is often overlooked by entrepreneurs – the difference between profitability and cash flow. It also demonstrates the fact that different market segments offer different combinations of profitability and cash flow.

Profitability is a relatively simple concept. Price minus cost equals profit. In many organizations, however, this simple equation is quickly complicated. Selling price, in general, is understood. Costs are often not understood. In the simplest installation, the cost includes the door or gate, associated hardware, and installation costs (labor and fuel). Those are the direct costs. Indirect costs – often called overhead – include insurance, accounting fees, rent, sales commission, office staff and other fixed costs.

Even a well-managed company can sometimes not really understand their true cost situation. Allocating those fixed costs can be complicated. It requires a sales estimate. If I have \$200,000 in fixed costs, that is \$500/project if a company sells 400 projects per year. If sales are slower, that could rise to \$1000/project. Properly allocating fixed expenses requires a manager to make sales assumptions.

Cash flow is entirely different. To demonstrate this, imagine an extreme example. Your company sells a project for \$10,000. The cost of all actual installed material is \$6500. Installation costs are \$1000. Fixed costs assigned to this project are \$500. So the expected profit is \$10,000 - \$6500 - \$1000 - \$500 = \$2000 in profit. That is 20% profit. That is an excellent profit margin.

Now imagine that you have to pay the product supplier, your employees, rent, insurance, etc. upfront -- \$8000 out of pocket immediately. Now imagine that your customer pays you in 45 days. Or 60. That's the cash flow problem.

CASE 26-12: An Unhappy Customer

In the 15 years that Bill and his sister Barb had been running GDN Doors, they had always focused on balancing product quality and price. They understood that high end products are nice, but most people want to buy a garage door that simply does what it is supposed to do – look good and open and close on demand.

As such, Bill and Barb had typically focused on affordable options that were backed by manufacturer warranties and GDN

Doors' honest backing of their installation.

The pair readily acknowledged that their company was not always perfect, but they strived to correct any problems. Barb frequently told office and installation staff: "If someone is unhappy....send them to me. We'll fix it."

Despite this over-riding company commitment to quality and customer satisfaction, GDN Doors is currently faced with a frustrating situation.

Apparently, a former customer was unhappy with the company's installation. On-line complaints indicated that the individual was not pleased with their new door or the overall installation experience. They claim that the door isn't working well and the installation crew left the job site in a less-than-perfect state.

That lone customer has complained on the GDN Doors website, Yelp and other online

sites. There is no way to identify who is actually complaining. And yet Bill and Barb understand that others will see these comments.

They want to accept responsibility for real problems and refute false issues. How can they handle this situation?

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

flexiforce^{FF}

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Overhead Door Introduces 2-Button LED Flashlight Remote

TEXAS - Overhead Door has introduced its 2-Button LED Flashlight garage door remote to provide homeowners with added security and convenience. The built-in powerful LED flashlight has been tested at 30 lumens to shed light up to approximately 50 feet, while running on a single AAA battery.

The bright light supplies homeowners with a convenient way to light up their walk back to the car, keep in hand for a night-time run or navigate their way through a dark garage. Once the button is pressed, the flashlight stays on until automatically shutting off after four minutes. The remote also comes with an 18" lanyard with a trigger snap clasp tested for up to 50 lb. of force,



reducing the chance of breakage during physical activities.

An additional security benefit of the 2-Button LED Flashlight Remote involves its small size. The transmitter is designed to fit into a purse, pocket or backpack, encouraging

homeowners to carry the remote with them instead of clipping it to a windshield visor.

The LED flashlight remote uses both 315 & 390 MHz frequencies to help reduce the potential that an outside source will cause interference, such as consumer electronics or nearby government bases. The remote also uses Overhead Door's encryption technology, CodeDodger Access Security System, to eliminate the chance of thieves hacking the code and gaining entrance into a home via the garage door.

The 2-Button LED Flashlight Remote is compatible with all Overhead Door CodeDodger openers produced since 1995 and requires the same programming process as other remotes.

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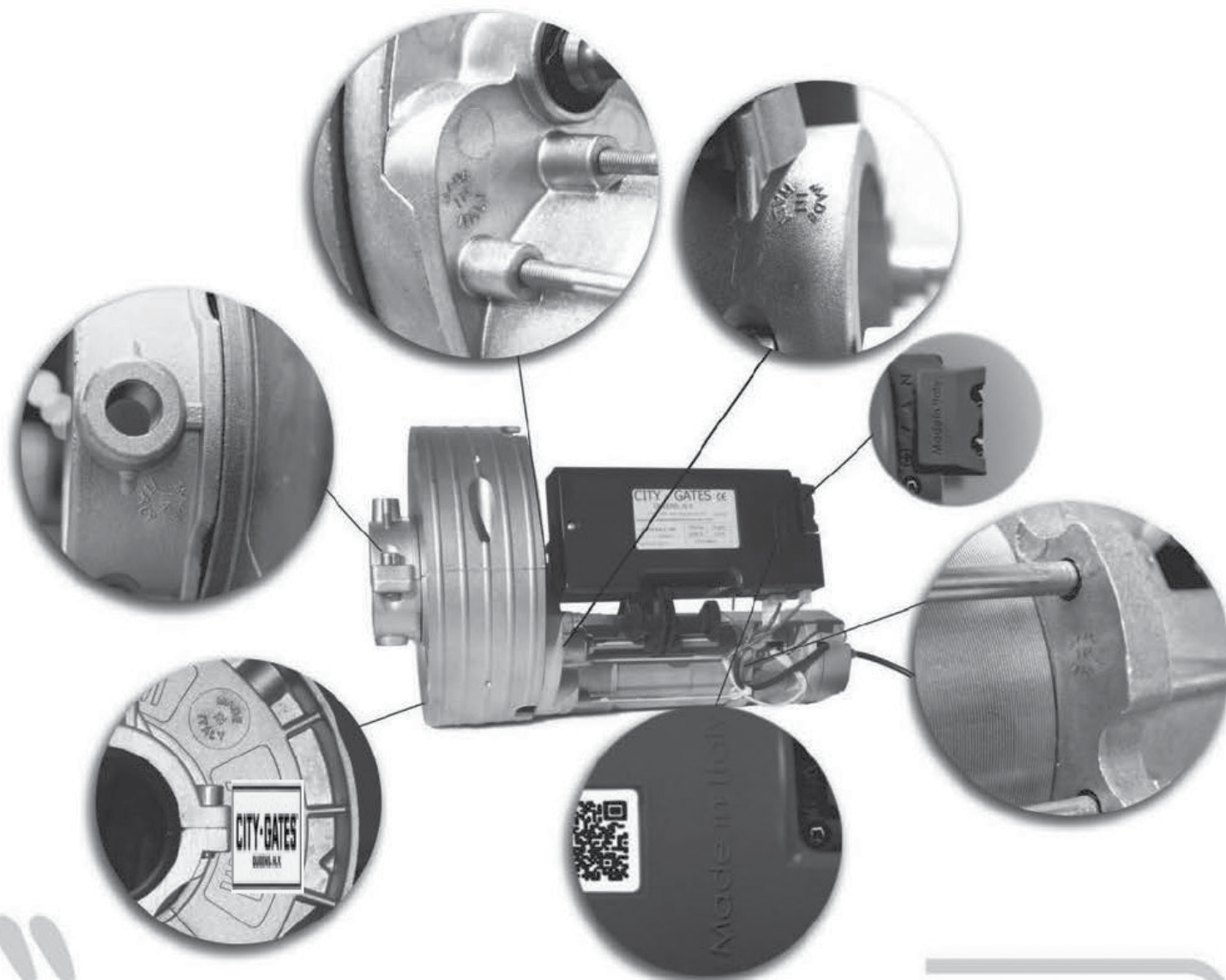


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Midland Garage Door Introduces ThermoGuard

NORTH DAKOTA - After years of development, Midland Garage Door Manufacturing Company officially launched ThermoGuard, its polyurethane door. ThermoGuard garage doors feature a proprietary polyurethane insulation that is environmentally friendly and provides an R-value ranging from 18.0 up to 26.0.

Some additional product features include concealed full-height center stiles and tailor-made custom end stiles, designed to improve the look and durability of the door, and heavy-duty galvanized hardware for both residential and commercial applications. Also, commercial grade seals are incorporated at the top and bottom of each section, to separate the internal and external skins, and a durometer strip is placed on the end stile to help provide a true thermal break. This design keeps moisture out while standing up to extreme temperatures.

The new ThermoGuard doors are available in 2- and 3-inch thicknesses for commercial use and 2-inch for residential use.



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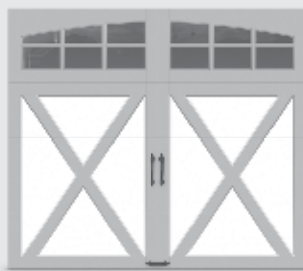




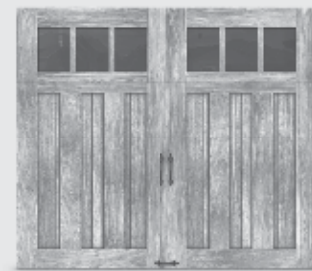
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Schweiss Doors Save Planes and Hangars From Damage During Category 4 Hurricane

TEXAS - Aransas County Airport is located in Rockport, Texas, a small gulf town located 30 miles north of Corpus Christi. The neighboring city of Fulton bore the brunt of Category 4 Hurricane Harvey that wreaked havoc in Texas in late August 2017. Harvey hit the shores with sustained winds in excess of 145 mph for a period of 5 hours with wind gusts topping 160 mph. Rockport faced hurricane force winds for more than 13 hours.

Airport manager Mike Geer called Mike Schweiss, Schweiss Doors owner, to let him know that hangars with Schweiss bifold doors were still standing.

"Those doors, in large part, are why we have buildings here that are still standing," Geer says. "We lost seven buildings all

together for a total of about 90,000 square feet of hangar space. I believe the Schweiss doors are why the buildings that are still standing are still up. On everything else, we lost the doors and the buildings followed right after. When we rebuild, I guarantee you we will be putting Schweiss doors on these hangars."

Two of the largest Schweiss bifold liftstrap doors on box hangars at Aransas County Airport are 60 by 17 feet. Eight bifold doors measuring 43 by 14 feet, 10 inches were installed on the T-hangars. Liftstrap doors are wind-rated at 130 mph and include hurricane pins to further secure them to the hangars.

"We have eight bifold doors on T-hangars and they are all still



Rockport, Texas, was in the direct path of Hurricane Harvey that wreaked havoc on the Aransas County Airport. All the hangars still standing had Schweiss bifold liftstrap doors.

standing with every hangar intact," Geer says. "We have another identical hangar next to it that had one of Schweiss' competitor's doors on it. That hangar was picked up and thrown to the ground because the doors failed. Our T-hangars that survived were the biggest deal to me. They took a full frontal and then a full force again after the eye crossed over. They got hammered. They have some cosmetic damage, but the amazing thing to me was the doors held. The hurricane pin bolts (windpins) were bent 25 degrees. They are an inch thick. That tells you how strong that wind was, but the Schweiss doors took it!"

Wind pins are strong steel bolts that lock the door to the building to resist negative wind loads similar to the bolt on a standard door lock. They can be placed into the floor at the bottom of the door or as "wall pins" in the side of the bifold or hydraulic doors.

The 7,000-square-foot hangars, with the doors measuring 60 by 35 feet, are built large enough to handle at least a Beechcraft King Air 350.

On the large box hangars, Geer says one wing nut came off on a plexiglass window. The exterior cladding stayed intact. A total of 15 airplanes were destroyed and 22 more damaged. Geer said engineering students from several universities visited the airport to study the impact of the storm.

"I chose to ride out the hurricane in the airport terminal for several reasons," Geer says. "One of which was that I knew it would be very difficult to get back into Rockport after the storm passed. I believed that the airport would be a natural staging ground for the relief and recovery efforts, so my thought process was to be ready to help with the first responders. Had I known Harvey was going intensify into a major hurricane, I would have evacuated."

"It was like having a 747 with parking brakes on at full throttle just outside the door. It was incredibly loud. We had hurricane force winds here for 13 hours. The Category 4 part sat on us for five hours. That's never happened before. Most hurricanes move through in three to five hours."

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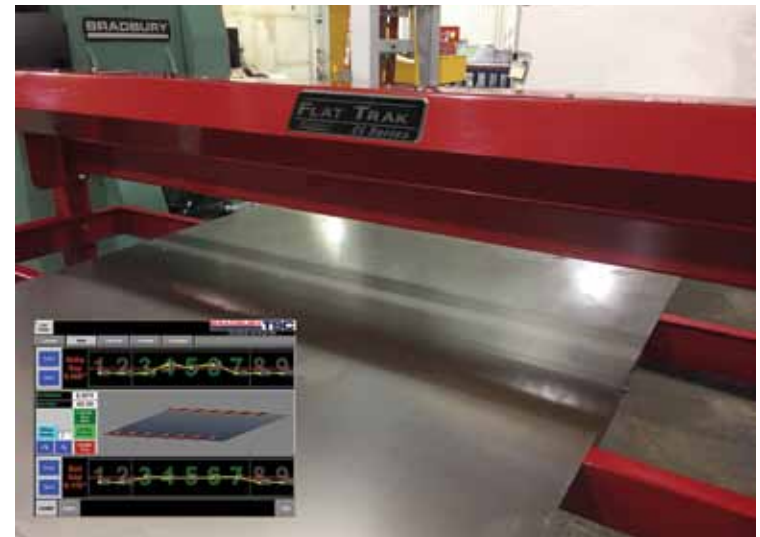
Bradbury Introduces Flat Trak CL

KANSAS - Bradbury has expanded their hydraulic leveling technology to include the new Bradbury Flat Trak CL monitoring system. Monitoring the material flatness is performed prior to the material being sheared which greatly reduces the amount of scrap material produced.

The system incorporates a laser measurement system to acquire an accurate surface shape. The laser view of the material is shown in real time and displayed on the operator screen in the form of a three-dimensional topographical view. Material shape is measured in I-Units so verification

of flatness is achieved per ASTM A568.

The software analyzes the surface of the material and offers a suggestion to correct it. Once selected by the operator, the e-Drive leveler adjusts and the desired material flatness is achieved. Once the material is flat within the preset I-Unit specifications, the software continuously monitors the flatness in automatic mode and adjusts the leveler for correction when needed. Flat Trak CL is on duty 24/7.



U.S. Monthly New Residential Construction October 2017

WASHINGTON, D.C. - The U.S. Census Bureau and the U.S. Department of Housing and Urban Development jointly announced the following new residential construction statistics for October 2017:

Building Permits

Privately-owned housing units authorized

by building permits in October were at a seasonally adjusted annual rate of 1,297,000. This is 5.9 percent (± 1.4 percent) above the revised September rate of 1,225,000 and is 0.9 percent (± 1.6 percent) above the October 2016 rate of 1,285,000.

Single-family authorizations in October were at a rate of 839,000; this is 1.9 percent

(± 1.7 percent) above the revised September figure of 823,000. Authorizations of units in buildings with five units or more were at a rate of 416,000 in October.

Housing Starts

Privately-owned housing starts in

Continued Page 20

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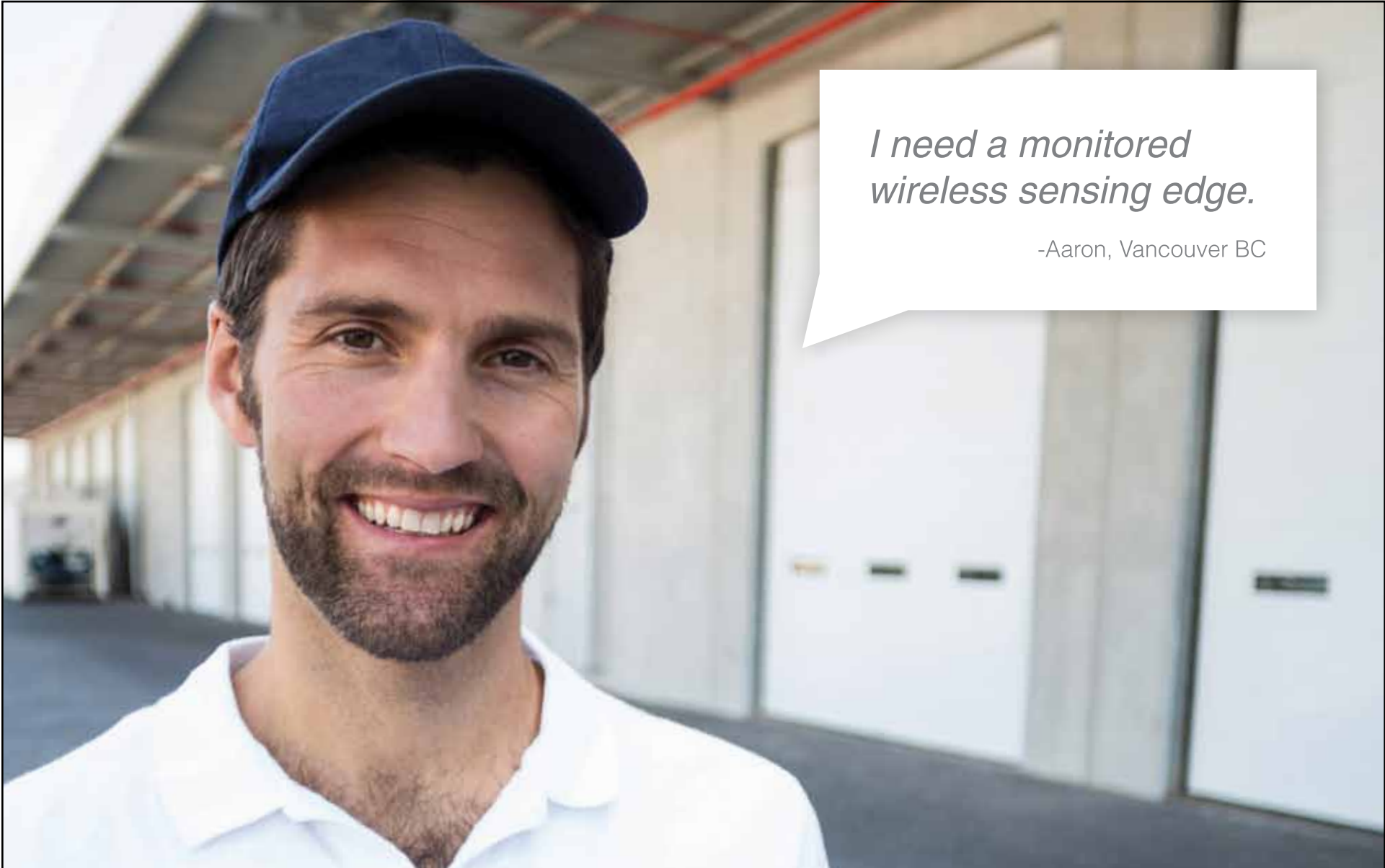
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Safe-Way Door Introduces New Window Options to Its Ambient Door Line

INDIANA - Safe-Way Doors has released the latest update to its residential Ambient Door line – pencil groove doors with residential style windows. The Ambient Line doors were introduced in the fall of 2016 and have heavy-duty construction and an R-value of 17.68. The company notes that this addition to the line should make it even more desirable to both the residential and commercial markets for customers who are looking for a



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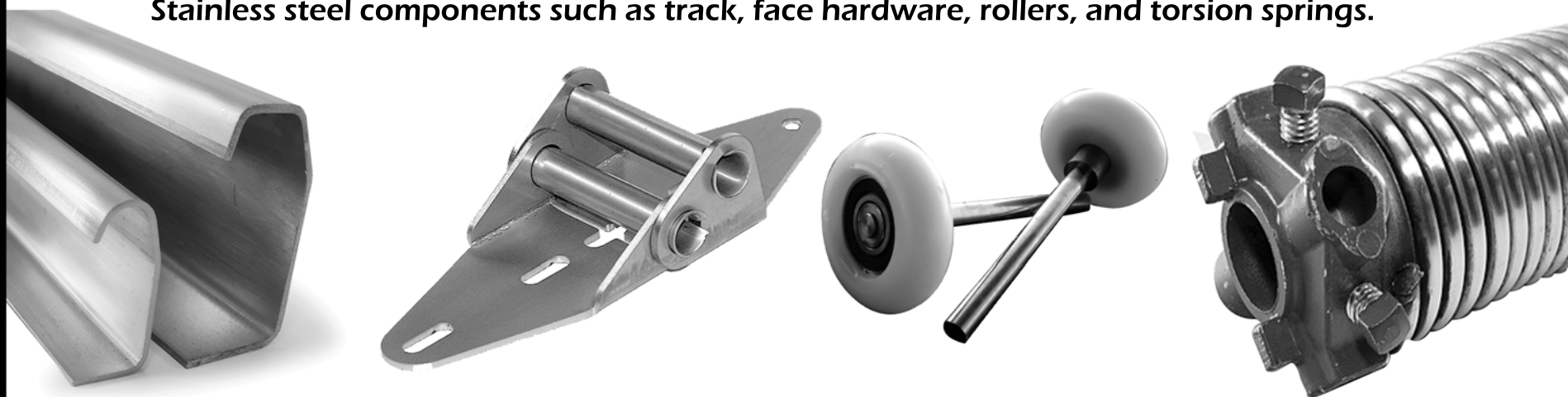


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A collection of handwritten signatures in blue ink, including names like 'John', 'Mike', 'Chris', 'Mary', 'Tom', 'Susan', and 'David'. A central message reads 'Cheers'.

as rolling entry systems

MMTC Stocking New Protective Cover for Photo Eye

NEW JERSEY - MMTC, Inc. is stocking a new protective cover for the E3K safety beam, the new COV-E3K. The new covers are made of steel with a black powder coating, fully enveloping the unit leaving only a square hole for the beams.

The company notes that in addition to being more protective, the new cover is more discreet in that it reduces the unit's ability to stand out to the eye, making it suitable for any layout in any location. Installing the cover is as easy as sliding it directly onto the photo-eye, which fits snugly by itself but can then be further secured with two hex key tightening screws on each side of the cover.



Haas Door Introduces Three New Bi-Directional Wood Grain Finish Options



OHIO - Haas Door has introduced three new garage door wood grain options that replicate the appearance of real wood doors, but without the maintenance requirements of wood. The new stucco embossed English Oak, Mahogany and Ash wood grains are available in bi-directional patterns on durable steel garage doors.

"These three new bi-directional wood grain color options provide a vertical wood grain pattern on the panel and stile, with a horizontal pattern on the rails," says Jeffrey Nofziger, president of Haas Door. "This offers the genuine look of a real wood door but with the strength of steel. Plus, we've added a strong 10-year warranty to the doors to assure homeowners of their durability."

According to Nofziger, the three new wood grains are built with 26-gauge galvanized steel. The pre-painted wood grain finish is baked on to ensure a strong and long-lasting door.

"After the successful launch of our Stucco Embossed American Walnut Bi-Directional door we've been repeatedly asked to offer more wood grain options in bi-directional patterns," says Nofziger. "From our experiences manufacturing uni-directional wood grain garage doors we know that English Oak, Mahogany and Ash are very popular wood species. That's why we selected these three specific wood grains to join our bi-directional family of steel doors. Now homeowners have four truly unique wood grain options to select from when desiring a bi-directional garage door that mimics real wood."

The bi-directional wood grain doors are available with all panels in the 2000, 700 and 600 series from Haas Door. All four steel wood grain color patterns feature an industry leading 10-year warranty.



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Wayne Dalton Garage Door Showcased in *On The House* 100-Year-Old Bungalow Renovation

TEXAS - When expert home building and renovation duo, The Carey Brothers, began restoring a 100-year old Craftsman-style bungalow in the San Francisco Bay Area, they opted for a Wayne Dalton Model 6600 Carriage House Steel door to transform and add unique style to what originated as a catalog order, kit-constructed cottage.

The turn-of-the-20th century transformation will be featured on The Carey Brothers' *On The House* syndicated newspaper column which is distributed weekly to more than 700 newspapers nationwide, including The San Francisco Chronicle, Chicago Tribune and The Washington Post, as well as their weekly radio program which broadcasts on more than 200 stations.

"Wayne Dalton is one of the most innovative garage door companies out there," said Morris Carey of the Carey Brothers remodeling team. "They have every size, shape and style to enhance the curb appeal of any home."

The garage door installed by local Wayne Dalton dealer, Bay To Bay Garage Doors, offers

the benefits of a steel garage door, including high thermal efficiency, with the appearance of wood, thanks to its composite overlay. The company notes that as one of Wayne Dalton's most popular residential doors, Model 6600 is not only durable, but fits nearly any architectural style.

"Garage doors can account for as much as 40 percent of a home's curb appeal," said James Carey of the Carey Brothers remodeling team. "Wayne Dalton products offer builders and consumers attractive finishes and peace of mind, knowing that their doors will operate safely and efficiently."



Delden Organizes Third Annual Ugly Sweater Garage Door Contest

MISSOURI - Delden Manufacturing Company has announced that it will be organizing its third annual Ugly Sweater Garage Door Contest. Boasting the 'ugliest holiday contest ever' the event is set to lift spirits high for the third year in a row. The contest begins on Friday, December 1, 2017 and will run through Friday, December 15, 2017.

"The holiday season is a time for hot cocoa, family, and of course, ugly sweaters. We are organizing this event to help get everyone in the holiday spirit and have a little fun at the same time," said Brad Dodson, marketing manager of Delden Manufacturing Company. "Create the ugliest sweater around for your garage door and you will have a chance at a prize that will surely give you a 'lift'," he added. The unique contest

organized by the company, had phenomenal response the previous two years and is expecting an even greater response from participants this year.

Contestants will be able to submit a photo of their ugly sweater garage door creation on the contest page, hosted on Delden's Facebook page, between December 1st and 15th for a chance to win a LiftMaster 8550W Elite Series electric opener featuring built-in Wi-Fi connectivity.

All submissions will be judged based on number of votes, so participants are encouraged to share the contest with friends and family. Contest rules and guidelines are included on the contest page. The contest will be open to entries from the continental United States.

U.S. NEW RESIDENTIAL CONSTRUCTION (Cont'd)

October were at a seasonally adjusted annual rate of 1,290,000. This is 13.7 percent (± 10.5 percent) above the revised September estimate of 1,135,000, but is 2.9 percent (± 10.1 percent) below the October 2016 rate of 1,328,000.

Single-family housing starts in October were at a rate of 877,000; this is 5.3 percent (± 12.1 percent) above the revised September figure of 833,000. The October rate for units in buildings with five units or more was 393,000.

Housing Completions

Privately-owned housing completions

in October were at a seasonally adjusted annual rate of 1,232,000. This is 12.6 percent (± 12.2 percent) above the revised September estimate of 1,094,000 and is 15.5 percent (± 11.7 percent) above the October 2016 rate of 1,067,000.

Single-family housing completions in October were at a rate of 793,000; this is 2.6 percent (± 11.1 percent) above the revised September rate of 773,000. The October rate for units in buildings with five units or more was 433,000.

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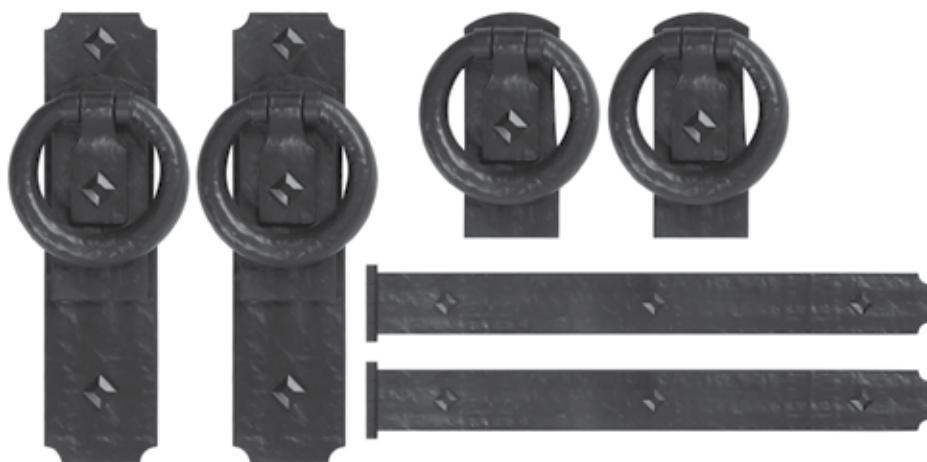
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Entrematic Introduces Nottingham Decorative Hardware



NORTH CAROLINA - Entrematic is introducing the Nottingham collection of magnetic decorative hardware for residential garage doors. The Nottingham collection includes ring pull with removal backer plate for two distinct looks and strap hinges made of lightweight, rust-resistant ABS vinyl with UV protection.

Magnetic hardware requires minimal measuring and no drilling, allowing for a quick and easy installation for dealers. The Nottingham collection reflects 'Old World' styling with a textured finish to create the appearance of hammered iron and uses rare-earth, neodymium magnets for secure attachment to steel garage doors.

The Nottingham collection is an addition to the company's Castle Rock and Maple Creek collections of magnetic hardware.

"Our new Nottingham decorative hardware is a great up-selling tool for dealers," said Entrematic vice president of marketing Vickie Lents. "If a customer is unsure about purchasing decorative hardware, a dealer can easily show the homeowner how much better it looks by quickly placing the magnetic hardware on the garage door. In an instant, the homeowner can see what their door looks like with decorative hardware, and the dealer makes an additional sale."

"Traditional metal decorative hardware looks great but has to be attached to garage doors using a drill and screws," she added. "The installation of traditional decorative hardware can be tricky and requires a lengthy installation time because the placement has to be very precise. Also, as most dealers can attest, easy-to-make drilling mistakes result in additional costs to the dealers."

Nottingham decorative hardware has passed stringent 2,000 hour color fade and weather durability testing and offers resistance to discoloration or door staining. A 1-year full replacement warranty in the event of manufacturing defects, color fade or premature weathering is available with the Nottingham collection.

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Canadian Housing Starts Trend Steady in October

ONTARIO - The trend in housing starts was 216,770 units in October 2017, compared to 215,153 units in September 2017, according to Canada Mortgage and Housing Corporation (CMHC). This trend measure is a six-month moving average of the monthly seasonally adjusted annual rates (SAAR) of housing starts.

"The trend in housing starts essentially held steady in October following a decrease in September," said Bob Dugan, CMHC's chief economist. "Nevertheless, new home construction remains very strong in 2017, as the seasonally adjusted number of starts has been above 200,000 units in nine of ten months so far this year."

Monthly Highlights

New Brunswick

After four years of declining construction activity, population growth has helped push

New Brunswick's housing starts up 28% year-to-date. Starts have been strong across the province, with much of the activity concentrated in the Moncton Census Metropolitan Area (CMA). Multifamily starts have been particularly strong in the hub city, up 49% year-to-date.

Montréal

In the Montréal area, this past month saw the highest level ever recorded of residential construction for the month of October, with close to 3,500 housing units started—half of them on the Island of Montréal. Once again in 2017, condominium and rental housing construction has driven the growth. The decrease in inventories of completed and unsold condominiums and the low vacancy rates in newer rental buildings seem to have prompted developers to ramp up on construction projects this year.

Ottawa

Low-rise housing starts trended higher in October supported by improved employment and earnings this year. This increase was just enough to offset the effect of the sharp decline in apartment starts this month. To October, housing starts were 27% higher than their level in 2016. The rise in starts so far this year was mostly driven by a doubling in apartment starts following three years of declining high-rise construction in the CMA as the number of completed and unsold condominiums has trended down considerably since peaking in mid-2016.

Thunder Bay

October housing starts in Thunder Bay trended at their highest level in three years due primarily to a continued increase in the trend for multiples starts. Downsizing senior households, international

post-secondary students and immigrants to the CMA drawn in by an improving service sector have all been supportive of apartment starts this year. Conversely, the trend for single detached starts has remained mostly flat owing to more affordable alternatives in the resale market.

Toronto

Total housing starts in the CMA trended lower in October 2017, with the most pronounced declines occurring in single-detached home and apartment starts. Lower trending single-detached home starts are reflective of fewer sales of pre-construction units through 2016 and spring of 2017. Sales of pre-construction condominium apartment units have been brisk over the past couple of years and these units continue to start construction with varying

Continued Page 28



Merry Christmas and Warm Wishes for a
Wonderful Holiday Season and a
Very Happy New Year!
From All of Us at The Garage Door News

APPOINTMENTS

Sigmon Named President of Entrematic Sectional Door Americas

NORTH CAROLINA - Entrematic has named Val Sigmon as new president of Entrematic Sectional Doors Americas following the departure of long-time president Jeff Mick. Sigmon previously served as executive vice president of Entrematic Sectional Doors Americas.



Val Sigmon

Sigmon began his career at the company in 1995 as an assistant Door Center manager for Amarr (now part of Entrematic) and later became a Door Center manager, district manager and director of national accounts. He has held a wide variety of executive roles within the company and across multiple areas, including sales, customer service, product structure, applications engineering, supply chain and human resources.

“When Jeff’s retirement from the company was announced in September, Val filled the void as interim president and is now officially president for the long-term,” ASSA ABLOY Entrance Systems CEO Juan Vargues said. “We are confident Val will provide steady leadership as the company continues its projected growth track.”

“We also thank Jeff Mick for his 19 years of loyal service to Amarr and Entrematic. He led the transformation of the company from a small regional player to one of the leading sectional door brands in America,” Vargues added.

Sigmon received a Bachelor’s degree in industrial relations and psychology from the University of North Carolina and a Master’s degree in business administration from Wake Forest University.

Entrematic Announces New Sales Manager

NORTH CAROLINA - Entrematic has promoted Daniel W. Bolin to territory sales manager for the company’s Mid-Atlantic and Northeast regions. Prior to his new position, Bolin was a service manager for the company’s Richmond Door Center.



Daniel Bolin

Before joining Entrematic in 2015, Bolin served as a general manager for Aaron’s rentals in Moundsville, West Virginia and Clearfield, Pennsylvania. Earlier in his career, Bolin was a service manager and sales manager for Door Systems in Woodbridge, Virginia.

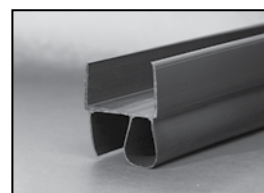
A native of Richmond, Virginia, Bolin received a degree in systems administration from ITT Technical Institute in 2011.

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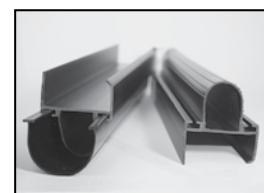
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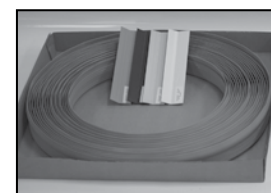
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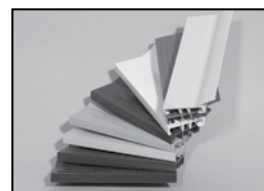
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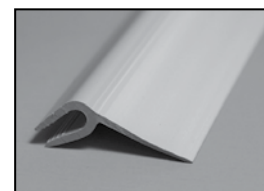
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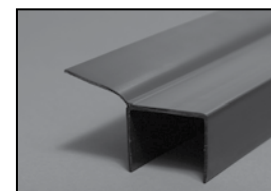
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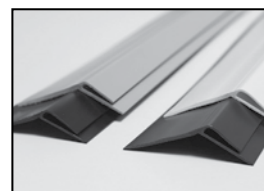
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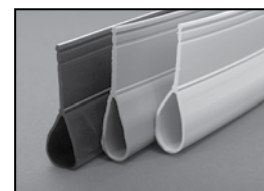
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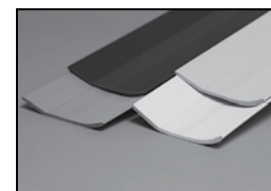
Top Cap



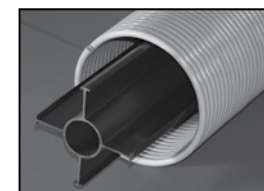
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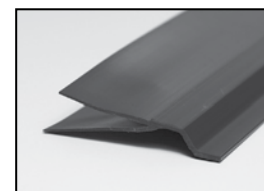
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SCHWEISS (Cont'd)

trailers and containers, Shomotion commissioned the construction of a 144-inch-wide by 40-foot-long display container with hydraulic actuated doors to showcase the product. Mitsubishi was adamant the side view be unobstructed, offering a clear view of the entire fuselage, which is more than 36 feet long.

Mitsubishi airline executives traveled from Japan to Shomotion's headquarters to discuss the unique project. Shomotion and its partner companies and vendors came up with a design to showcase a mock aircraft fuselage that would be securely housed inside a mobile container. Shomotion had eight weeks from design to completion to construct a road-

ready container. Six weeks was devoted to fabricating a container featuring a hydraulic door that would open wide on one side, allowing for viewing and loading of the fuselage.

Mitsubishi was excited about showing off this new fuselage. It would be the prototype introduction for the Mitsubishi Regional Jet (MRJ). MRJ is a twin-engine regional jet aircraft seating 70-90 passengers. The container with the mockup of the fuselage was driven on a 10-week tour to airshows and to show important regional jet clients in the rebuilt jet market throughout North America with a stop in Canada.

"The mockup had never been transported in a container and put on the road all assembled,"

says Rush. "We custom-built a 12-foot-wide by 40-foot container with a side-mounted hydraulic door on it. From the back of the trailer, there is a platform set up where you could walk into a receiving area and then inside the fuselage's first class and coach seating, complete with overhead bins and some kitchen and serving areas as well."

In addition to building the large hydraulic door, Schweiss Doors also supplied components for the second smaller entry door. Rush says the crew that fabricated the container was able to install the door with easy-to-understand directions from Schweiss.

"It was meant to be a tradeshow display piece, not necessarily a transport, so we had

to design a system to securely fasten and tie the fuselage to the container using special strapping and blocks to minimize any shock to it," Rush says. "The rear receiving area and the fuselage itself were air-conditioned."

"The hydraulic door worked flawlessly. It was perfect for loading the fuselage and exactly what the customer required. It is really a high-quality door. There were a few challenges; we had to make sure we had enough clearance when the door opened and closed to clear the fuselage and that the support pieces were sufficient. The hydraulic pump was mounted on the floor inside the front of the container. The client was really happy with it."

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MARKETING

The Ever-Changing Role of the Garage Door Opener

By Dave Bussière

When I started in the door industry in the late 1980s, a garage door opener was a relatively simple device. Its components were primarily mechanical. The only electronic component, the remote control capability, was anchored on four or five switches that set the access code. At that point, the garage door opener was only responsible for opening and closing sectional and one-piece garage doors. It was literally a garage door opener (and closer).

So door companies sold homeowners on the convenience of not having to open and close a garage door manually. If that was not a compelling benefit, people did not buy the garage door opener.

Over the next decade, reversing systems were improved. This innovation became important because people were being injured by garage doors. The product improvements included work on the sensitivity of garage door openers – how much pressure they needed to experience before stopping a door closing motion – and the introduction of secondary reversing systems. UL 325 advances gained industry acceptance in the US and Canada. Manufacturers adapted. Installers adapted. And so, garage door openers were then augmented to be responsible for *safely* opening and closing sectional and one-piece garage doors. But the key feature was still functionally focused on opening and closing of doors.

So door companies sold homeowners on the convenience of not having to open and close a garage door manually, coupled with

the care of their children, pets and belongings. If that was not a compelling benefit, people did not buy the garage door opener.

That changed as rolling codes came into play. This innovation was important because technology had allowed people to ‘read’ garage door opener codes or send out hundreds of possible codes in attempts to access the contents of a garage or the home. Rolling codes added security features to garage door openers. At this point, the garage door opener was not only responsible for safely opening and closing sectional and one-piece garage doors, but also for protecting access to a home.

So door companies sold homeowners not only on the convenience of safely opening and closing their garage door, but also on helping the family secure a major home entry point. If that was not a compelling benefit, they did not buy the garage door opener.

The addition of wireless keypads and battery backup systems did not change the core benefits being purchased by homeowners. Instead, they extended and amplified the existing benefits. The number of remotes was no longer a limiting factor. In electrical blackouts, the opener will still provide the safety and convenience to the homeowner.

But recent enhancements in garage door operating systems, coupled with smart phone technology, has again changed the overall value of a garage door opener. A garage door opener that can be remotely accessed introduces new levels of convenience. It allows

a homeowner to open and close a door to fit their needs...even when they are not at home. It also allows people to check and alter the status of the garage door – open or closed.

So today, a door company selling a garage door opener can speak about the basic functions (safely opening/closing), but also talk about how accepting a delivery from Amazon or other vendors is now easy. They can also explain that a person can have peace-of-mind by verifying that their garage door, or their parent’s garage door, is properly closed. They can check the door at their second property or vacation property.

This means that the benefits of buying a new garage door opener has moved substantially away from the mechanical benefits (opening/closing), to the intangible benefits: safety, security, convenience and peace-of-mind. It is about access control in the hands of the homeowner. These benefits are enhanced by the addition of opener-connected cameras and door status sensors.

But the future of the garage door opener is likely to get more complicated.

Car manufacturer Daimler and technology company Bosch are jointly working on self-parking cars. The assumption behind their work is that cars can deliver people to a location (work or entertainment) and then self-drive to a parking location that optimally considers proximity, cost and security.

The latest software from electric car manufacturer Tesla includes a feature called Summon. Tesla explains the Summon feature: “Using Summon, once you arrive

home and exit Model S or Model X, you can prompt it to do the rest: open your garage door, enter your garage, park itself, and shut down. In the morning, you wake up, walk out the front door, and summon your car. It will open the garage door and come to greet you. More broadly, Summon also eliminates the burden of having to squeeze in and out of tight parking spots.”

These new car features speak about a need to envision a garage door opener or parking gate opener that is totally independent of human intervention. This delivers the same end activity – something opens or closes – but the actual benefit, and the positioning of that benefit, would shift dramatically. It is less and less about the garage door. It is not even about access and security. It is more and more about integration into transportation decisions.

So door companies will need to sell homeowners on several features. Of course, a garage door opener safely and securely opens and closes a garage door. Yes, it works in power outages. Yes, you can remotely monitor and move the door. But there is more.

Even with all of these important product improvements, garage door openers have moved from an add-on to the garage door to an add-on to the home security/access systems. As autonomous cars develop and increase in volume, garage door openers will soon be an extension to the car – not the garage door.

That changes the sales pitch. That changes the benefits of the product.

Haas Impact-Resistant Garage Doors Survive Hurricane Irma

OHIO - When Hurricane Irma hit in September, the mass of the Category 4 hurricane encompassed all of Florida. Exposed and vulnerable, Cocoa Beach received a lashing with high winds and tornadoes. However, amidst nature's full wrath, residents at several Florida communities say their garage doors remained intact.

"There were 100 mph winds that took down trees, broke glass and caused water damage in many of our 72 units, but the Haas Doors on our garages appear to be just fine," says Joe Fanning, treasurer of the Spanish Main Condominium Association in Cocoa Beach, Fl. "These 64 garage doors have now survived Hurricanes Matthew and Irma. They're amazingly durable and we're very pleased that we invested in these impact-resistant ga-

rage doors earlier in 2016."

The steel garage doors from Haas Door meet state of Florida and Miami/Dade County wind load standards and can help protect properties from storms. In Cape Coral, Donald Koch had a similar experience during Hurricane Irma.

"We had a direct hit from the hurricane, with winds reaching more than 100 mph and higher gusts, but had no damage to our house," says Koch. "The 600 Series is the best garage door you could ask for. This is the second time our garage door from Haas Door has



stood up to Mother Nature for us.

"In January of 2016 an EF-2 tornado with wind gusts of 132 mph hit our area. Our 600 Series door was riddled with ceramic shingles that actually flew into and embedded themselves in our garage door. Amazingly, once they were pulled out, the garage door worked!"

In the middle of Florida, in Sanford, Josh Smith feels fortunate

that his riverside home survived with no damage during Hurricane Irma. "We have a new home and it's a testament to its construction and the materials used that we were able to escape with no damage," says Smith. "The house fared well, and the garage door from Haas Door did an awesome job. There was no wind or water penetration at all during the storm!"



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Safe-Way Introduces Commercial Style Windows for Regency Madera Line

INDIANA - Safe-Way Doors has introduced commercial style windows for their Regency Madera line of garage doors.

Built to precise specifications in their Warsaw, Indiana manufacturing facility, the Regency Madera line of garage doors is now available both with pencil grooves and commercial style windows as options. The Regency Madera replicates the

look of natural stained wood in either Oak or Rosewood, constructed of heavy gauge steel inside and out and then insulated with polystyrene for an R-Value of 10.25.

Following the recent trend in home styles to include an industrial look to the visual cues of a home is what prompted Safe-Way Door to include these new door panel and window options in the Regency Madera line of doors.



CANADIAN HOUSING STARTS (Cont'd)

levels of intensity each month.
London

Total housing starts in the London CMA were down significantly in October 2017 compared to October 2016, due to a high number of apartments started last

October. However, single-detached starts in London CMA posted the highest levels for the month of October since 2007. Strong population growth and a low supply of resale home listings have strengthened demand for new single-detached

homes – encouraging builders to continue to keep single-detached starts elevated over recent months.

Windsor

Multi-unit housing starts in the Windsor CMA posted the highest levels for the month of

October since 2004, while single-detached starts trended lower for a second consecutive month. Slightly lower demand in the resale market evidenced by a declining sales-to-new listings ratio has discouraged

Continued Page 29



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*Wind Load tested on a 10' x 12' solid vinyl Roll-Up Door per ANSI/DASMA 108-2002



Mike McAlear Honored With Dedications

OHIO - On October 30th, 2017 at Service Spring's corporate office, the Wood County Sheriffs Department took their newly purchased drone for a test flight in dedication to Mike McAlear.

McAlear, a longtime supporter and reserve deputy for the Wood County, donated funds to the Wood County Sheriffs Department to purchase the more updated drone.

The DJI Matrice M210 device will be used in aiding search and rescue, special response team aerial surveillance

and additional law enforcement related situations as needed.

In addition, on November 2, 2017 Owen's Community College (Perrysburg, Ohio) honored Mike McAlear at their ribbon cutting ceremony for the new Veteran's Hall on campus.

The circular drive surrounding the new hall was named "Mike McAlear Way" in May 2017.

McAlear was a member of the Owens Community College Board of Trustees and donated to the college in support of veterans programming.



The McAlear Way family photo includes: (Michelle McAlear (Mike's Daughter), Gloria McAlear (Mike's Wife), Pat McAlear & Marilyn McAlear (Mike's Parents), Matt McAlear (Mike's Son & CEO of The McAlear Group), and Jen McAlear (Matt's Wife).

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	Pan Head Quadrex Self Drillers		Special High Hex Washer Head Tapping Screw Type A
	Carriage bolts		Knurled Track Bolts
	Flat Head Carriage Bolts		Flat Head, Round Head & Shoulder Rivets
	Short Neck Carriage Bolts		UNC Finished Hex Nuts
	Special Low Profile Carriage Bolts		Serrated Flange Locking Nuts
	Hex Head Cap Screws		Flat Washers - Lock Washers <small>* NOTE: using serrated hexwasher screws & nuts eliminates the need for flat & lock washers</small>



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CANADIAN HOUSING STARTS (Cont'd)

builders from keeping single-detached starts as high as they were early in the summer. Also, Windsor's growing population of seniors has strengthened demand for multi-unit starts, as seniors have a higher propensity to downsize to apartment units and semi-detached homes as they age.

Calgary

While labour market conditions and housing demand have improved this year, the trend in total housing starts has been slowing down over the last couple of months. A rise in active listings in the competing resale market combined with elevated inventories in the new home market, especially for apartments, have impacted new home construction. Despite the decline in the trend, total actual housing starts to the end of October were still up 24% compared to the same period a year earlier.

Vancouver

Starts trended higher in the Vancouver CMA in October, with seasonally adjusted monthly starts reaching a 12-month high. The increase was primarily driven by a significant uptick in condominium apartment starts in Burnaby, Coquitlam and Surrey, where

the demand is strong for more affordable multi-family dwellings. Year-to-date starts remain below 2016 levels, mostly due to fewer projects getting underway in the City of Vancouver and on the North Shore this year.

CMHC uses the trend measure as a complement to the monthly SAAR of housing starts to account for considerable swings in monthly estimates and obtain a more complete picture of Canada's housing market. In some situations analyzing only SAAR data can be misleading, as they are largely driven by the multi-unit segment of the market which can vary significantly from one month to the next.

The standalone monthly SAAR of housing starts for all areas in Canada was 222,771 units in October, up from 219,293 units in September. The SAAR of urban starts increased by 2.5 per cent in October to 205,935 units. Multiple urban starts increased by 12.5 per cent to 149,593 units in October. Single-detached urban starts decreased by 17.1 per cent, to 56,342 units.

Rural starts were estimated at a seasonally adjusted annual rate of 16,836 units.

FROM THE WEB



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.

QUESTION 1:

I'm looking to build a garage to help a friend. He wants a slab of 12x20 and to make the pitch come right off front of his house for one car personal use. If I got an 8' x 8' door, what size opening would I have to frame in for it?

QUESTION 1, ANSWER 1:

7' x 7'

QUESTION 1, ANSWER 2:

About yea tall and about yea wide is a good guess.

QUESTION 1, ANSWER 3:

.. dunno. For a real nice fit, I'd frame it a tad smaller, then plane down the door. If it's a metal door, you might need to re-sharpen your hand plane a few times.

QUESTION 1, ANSWER 4:

...but the header will be wider. The poster never said if the header is

wood, concrete or steel I-Beam.

QUESTION 1, ANSWER 5:

.. I guess .. you're right, again .. a hand plane doesn't stay sharp for long - on those steel I-Beams or concrete. I give up. It can't be done.

QUESTION 1, ANSWER 6:

What do the install instructions for the door say? If you have to ask, might not be a good idea to be doing this work for someone else. 8x8 is an odd door size too.

QUESTION 1, ANSWER 7:

The poster wants to "help a friend." My take is the "friend" should pass on the offer. Maybe I'm wrong.

QUESTION 2:

Does a pre-fitted steel frame for a single-width garage door need fitting at the top? Or is it strong enough to function if it is only

THIS MONTH'S QUESTIONS

QUESTION 1: Framing a new garage door

QUESTION 2: Framing a replacement garage door

fixed at the sides?

The reason I ask is that my garage door opening, once I've knocked all the rotten timber out, will be about 10 cm higher than the highest door that that manufacturer makes at the required 8ft width.

Sorry to ask here, but I emailed the manufacturer and the guy who answered from their sales desk was a cut-and-paste merchant who couldn't be bothered to get his head around the question.

Basically, I would like to pay a supplier to supply and fit, and then I can put a strip of non-structural plywood between frame and lintel.

If I have to fit solid timber framing across the top, which would require some vertical pieces if it is to stay in place, I'd be tempted to think I might as well fit framing down the sides as well, and buy a door without a pre-fitted frame.

QUESTION 2, ANSWER 1:

Mine is fixed at the sides only, with an infill of uPVC cladding above.

QUESTION 2, ANSWER 2:

If it is an up and over type door,

then all of the strain is on the sides, so I would doubt it needs any solid structure above it.

Unless you have already ordered the door, then I would suggest you look at a powered roller door. They are much more convenient and can take up less space. A ready to fit, DIY, needn't cost any more than an up and over type.

QUESTION 2, ANSWER 3:

The uncooperative salesman needs to answer the question 'Do you want to make a sale' - if the answer is Yes, then he needs to answer your initial question, but otherwise walk away and go elsewhere.

Sometimes salespeople need reminding what the customer/seller relationship is all about. (Oh, and copy your emails to the manufacturer.)

QUESTION 2, ANSWER 4:

I was going to say that I've actually seen transparent plastic used above these doors when I could see, so that would kind of suggest it's OK as long as they actually made the frame strong enough.

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