

THE GARAGE DOOR NEWS

VOLUME 28 ISSUE 4

APRIL 2019

CornellCookson Introduces Rolling Steel Door to Protect Against Tornadoes and Hurricanes

PENNSYLVANIA - CornellCookson has developed the StormDefender Door. This advanced rolling steel door is designed specifically for safe room protection against life-threatening tornadoes and hurricanes. The StormDefender Door is tested and certified to ICC500-2014 and FEMA P-361 standards. The fire-rated version of this specialty door meets UL10B and UL1784 standards – adding to its life safety credentials.

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StormDefender utilizes CornellCookson's AlarmGard Closing System. Its failsafe operation provides building occupants with

Continued Page 6



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THE GARAGE DOOR NEWS

LETTERS TO THE EDITOR

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

LAST MONTH'S CASE & ANSWER

Case 28-3: Product Based Competition

Bill has managed GDN Doors for over 15 years. In that time, he has developed the company into a solid provider of residential and commercial doors in a mid-sized market. GDN Doors had well-trained door technicians and had a reputation as an honest company to deal with.

Part of the company's success was a decision Bill made almost 10 years ago to only sell one brand of residential and commercial doors, and generally one brand of operators. This simplified inventory, product training and GDN Doors' local advertising. Bill had worked hard to co-brand the door manufacturer's strong brand awareness with the local awareness of the GDN Doors' brand. Once he convinced a potential customer about the quality of the door brand, GDN Doors usually got the sale.

Recently, a new competitor has entered the market. That new company has begun aggressively advertising the same door and operator brands that GDN Doors sells. To make matters worse, the company seems intent on building market share rather than maintaining healthy profit margins. So Bill is increasingly faced with people who are price shopping GDN Doors' preferred brand. And the other company is usually 5-10% cheaper.

How should Bill handle the situation? From a product perspective, Bill feels like GDN Doors is now competing with a mirror image. The fact that he advertises less and has higher prices really concerns him. But he wants to keep his eye on profitability. What advice would you give Bill?

Case 28-3 Answer:

This case explains a situation where a long established company is facing a new competitor, but the core issue is not really the new competitor. Any company could encounter the same problem with existing competitors.

If we look at the core issue at play in this case, it is simple. GDN Doors has successfully focused on a specific market strategy -- a co-branding strategy with a major manufacturer. Now a competitor is not only distributing that same product line, but also seems intent on gaining market share through lower pricing. As Bill notes, the matter is made more difficult because the competitor is also aggressively advertising.

This is a frustrating situation, but is actually fairly simple. GDN Doors has succeeded because it was focused. If it abandons that marketing strategy just because a competitor has challenged them on it, Bill must not truly believe in GDN Doors' ability to maintain the strategy. In the short to medium term, it is important that GDN Doors hold to the existing strategy.

This does not mean that Bill can be complacent. Bill may need to rethink his promotional budget. The company can't simply hand over the market to the new competitor. He will also have to decide how much leeway he has on price, but ideally GDN Doors will not shift its current pricing dramatically.

This new competitive situation may also require discussions with current suppliers. If GDN Doors is loyal to the manufacturer, it is fair to expect some loyalty in return.

Case 28-4: Extending the Company Brand

GDN Doors was launched in 1989 by Bill, a door installer who had been laid off in a recession. At the time, he had only been installing for two years, so he was competent, but far from an expert door technician. He also had little cash to start up a company. This meant that he had to really hustle. It also meant that he needed to worry about marketing and sales while keeping a keen eye on cash flow and profitability.

Early in the life of the company, Bill realized that he couldn't afford the time or money to go back and fix problems. So he quickly, and somewhat unintentionally, developed the company slogan: "We do it right the first time."

Over the years, the company slowly grew. Bill hired people who thought like him, and he dedicated moderate amounts of money to advertising. Between the modest

advertising and a dedication to quality work, GDN Doors gradually became known in the market. In fact, on the commercial side, Bill's company was generally seen as the preferred supplier, though not the cheapest. In the residential garage door market, GDN Doors was typically the most frequently mentioned garage door company name.

At 55, Bill is ready for a new challenge. He thinks that

his business model – the focus on quality – is transferable to other businesses. His initial thoughts were that the brand had the easiest potential to extend in related industries. How should Bill begin exploring options?

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

Past issues of The Garage Door News are available at

www.garagedoornews.com

New Impact Resistant Glazing Options on Residential Aluminum Series From Haas Door

OHIO - Haas Door has expanded its Residential Aluminum 360 Series (RA360) to include four new impact resistant options. The straight line look of the RA360 Series can now be enhanced with Clear, Bronze, Dark Gray and Pebble impact resistant glazing.

“The impact resistant glazing on these garage doors also meets design pressure requirements for specific high wind areas around the country and can enhance safety,” says Jeffrey Nofziger, president of Haas Door. “These architecturally pleasing low-maintenance aluminum garage doors include more than 30 glass options including non-impact resistant insulated, non-insulated specialty glass offerings, and impact resistant glazing. Whether

someone is looking for maximum light flow or the utmost in privacy, we have a glass option that can work for them.”

The look of the garage doors in the RA360 Series can be enhanced by the frame option selected. Haas Door offers 14 wood-grain color options, 10 painted finish options, and four anodized finish options. In addition, the doors may be ordered with custom-matched paint or powder coating finishes.

“This garage door makes a dramatic style statement on a home,” says Nofziger. “And now, with the options of Clear, Bronze, Dark Gray, and Pebble impact resistant glazing in the garage door, homeowners can feel extra secure in selecting the RA360 Series.”



The rust- and corrosion-free RA360 Series aluminum garage doors, which are all manufactured in the U.S.A., come in a modern contemporary style. The high-end commercial grade aluminum doors include tongue-and-groove section joints for durability.

Raynor Introduces the TruBalance Drum System

ILLINOIS - Raynor recently introduced the patented TruBalance Drum System. According to the company, this new technology better balances doors built with heavier weighted top sections. The TruBalance Drum System delivers smoother operation with more control as the door moves through the track radius. The company notes that homeowners will have more peace-of-mind knowing their doors can operate more safely in emergency situations such as power outages.

CORNELLCOOKSON (Cont'd)

automatic safe room protection in a variety of extreme weather events. When these life-threatening situations occur, the integrated release device allows doors to close safely without loss of door spring tension – providing maximum protection.

In the event a storm knocks out the power, the door can automatically close its 4” tall 12 gauge slats if desired. These heavy-duty slats are held in the guides with specialized wind locks keeping them in the guides

even in the strongest of winds. In addition, sound deadening end locks reduce noise during operation.

This advanced system does not require human interaction after the alarm is cleared as it will reset and reopen automatically. The company notes that AlarmGard’s compact design makes StormDefender ideal for applications where there is minimal wall clearance, or where design requirements dictate the need to hide the coil box into ceiling construction.

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Canadian Housing Starts Trended Lower in February

ONTARIO - The trend in housing starts was 203,554 units in February 2019, compared to 207,742 units in January 2019, 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 national trend in housing starts resumed its downward trajectory in February while still remaining above historical average," said Bob Dugan, CMHC's chief economist. "Both single-detached and multi-unit dwellings starts trended lower. Higher mortgage rates combined with still-favorable, but less stimulative economic conditions have contributed to softer demand on new home markets in urban centres.

Monthly Highlights

Vancouver

The trend measure for February 2019 housing starts in the Vancouver Census Metropolitan Area (CMA) remained steady at a similar level as January. However, compared to the same month last year, the share of single starts decreased while condo starts rose to 77% of all new housing units in the CMA this month. This growth is led by Burnaby's condo sector, which accounted for 50% of all new construction activities for the month.

Victoria

The February 2019 trend measure for housing starts in Metro Victoria declined from a recent high-water mark in December. However, new condo construction boosted total housing starts above the level reached in the same period last year. The relative affordability of condo units as compared to single detached units has helped bolster demand for new units.

Edmonton

Housing starts in all segments of the market trended lower in February. While the number of starts and units under construction has been slowing in recent months, the number of completions continue to outpace absorptions, which is contributing to rising inventory levels in the ownership market. The slow economic recovery across Alberta combined with other demand headwinds continue to impact homeownership activity in Edmonton.

Regina

The total housing starts trended down in the Regina CMA in February after construction activity slowed in both single-detached and multi-unit segments. Actual starts during the second month of 2019 totalled 27 units, compared to 140 units in the same month a year earlier. A series of factors including weaker economic conditions, higher borrowing costs and inclement weather have significantly reduced homebuilding activity so far this year.

Toronto

Total housing starts in the Toronto CMA trended lower in February mainly due to low condominium apartment starts. Row and semi-detached home starts trended higher underlining their popularity among buyers looking for lower priced ground-oriented homes. Fewer pre-construction sales on single-detached homes throughout 2018 will continue to result in fewer starts in 2019. Conversely, sales of new condominium apartment starts have been strong in 2017 and 2018 and these units will continue to break ground throughout this year at a varying pace.

Hamilton

Row and apartment starts

Continued Page 12

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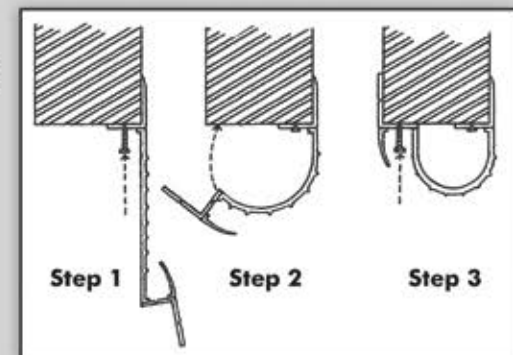
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BFGoodrich Announces Tradesman Support Program

SOUTH CAROLINA - BFGoodrich Tires has announced the introduction of a program designed to support tradespeople who rely on their trucks to earn their living. They note that the program, Tradesmen Support Program, was created to support people who work on tough job sites. The program includes tire discounts, an extended guarantee and 24 hour roadside assistance that goes beyond tire problems.

“We have sold tires for pick-up trucks to the construction industry for years,” notes Phil Watson, Public Relations Manager for BFGoodrich. “But this is a new program that positions us as the tire for the tradesman who needs his truck moving.”

The program offers tradespeople discounts on tire purchases. For members of certain trade organizations, the rebate is \$100 US

for a set of BFGoodrich All-Terrain T/A KO2 tires. Those organizations currently include the American Subcontractors Association, the Associated General Contractors of America, American Quarter Horse Association, the National Association of Home Builders, the National Association of Landscape Professionals and the Painting Contractor Association. Watson notes that BF-

Goodrich is eager to expand the list of partner trade organizations.

Tradesmen who are not members of those associations can still receive a \$70 US rebate for a set of tires.

Under the program, tradesmen would receive other benefits other than the rebate. BFGoodrich would offer two years of a 24 hour worksite and roadside

assistance program that includes: flat tire changing assistance, delivery of supplies, emergency battery service, lost key or lock-out service, and towing service.

Under the program, tradesmen will also receive a 30-day satisfaction guarantee on the KO2 tires.

“A 30 day guarantee is new for tires,” notes Watson.

New U.S. Residential Construction for February 2019

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 February 2019:

Building Permits
Privately-owned housing

units authorized by building permits in February were at a seasonally adjusted annual rate of 1,296,000. This is 1.6 percent (± 1.2 percent) below the revised January rate of 1,317,000 and is 2.0 percent (± 1.7 percent) below the February 2018 rate of 1,323,000. Single-

family authorizations in February were at a rate of 821,000; this is 0.0 percent (± 0.7 percent) below the revised January figure of 821,000. Authorizations of units in buildings with five units or more were at a rate of 439,000 in February.

Continued Page 10

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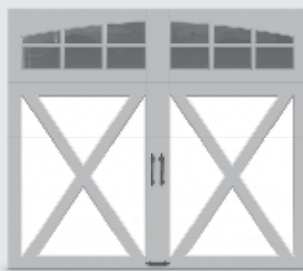
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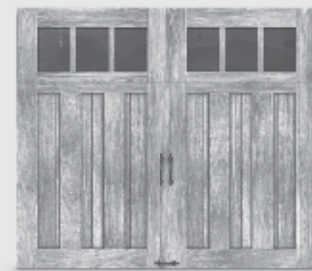
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Residential Remodeling Spending Continues to Gradually Grow

NEVADA - U.S. spending on residential improvements will continue to grow over the next two years at a gradual pace, according to experts at a press conference hosted by the National Association of Home Builders (NAHB) Remodelers during the International Builders' Show in Las Vegas. NAHB predicts that remodeling spending for owner-occupied single-family homes will increase 1.6 percent in 2019 and another 1.1 percent in 2020.

"Remodeler confidence continues to remain at a high level, as remodeling spending reached \$172 billion in 2018," said 2018 NAHB Remodelers Chair Joanne Theunissen, CGP, CGR, a remodeler from Mt. Pleasant, Mich. "Although there is steady consumer demand in all areas of the country, the biggest challenges continue to be the costs of labor and materials to meet the interest."

"We're not only seeing more requests for proposals, but more homeowners are choosing

to incorporate aging-in-place design into their homes," said Thomas Ashley, Jr., CAPS, CGP, CGR, a remodeler from Denham Springs, La. "The older housing stock combined with aging homeowners allow growth in that sector of the market."

"NAHB estimates that real spending on

home improvements will continue to grow but at a slow pace of about 1.6 percent in 2019," said Danushka Nanayakkara-Skillington, NAHB's Assistant Vice President for Forecasting and Analysis. "Factors prohibiting stronger growth include the ongoing labor shortage and rising material prices."

U.S. RESIDENTIAL CONSTRUCTION (Cont'd)

Housing Starts

Privately-owned housing starts in February were at a seasonally adjusted annual rate of 1,162,000. This is 8.7 percent (± 10.3 percent) below the revised January estimate of 1,273,000 and is 9.9 percent (± 11.5 percent) below the February 2018 rate of 1,290,000. Single-family housing starts in February were at a rate of 805,000; this is 17.0 percent (± 11.2 percent) below the revised January figure of 970,000. The February rate for units in buildings with five units or more was 352,000.

Housing Completions

Privately-owned housing completions in February were at a seasonally adjusted annual rate of 1,303,000. This is 4.5 percent (± 17.8 percent) above the revised January estimate of 1,247,000 and is 1.1 percent (± 18.6 percent) above the February 2018 rate of 1,289,000. Single-family housing completions in February were at a rate of 816,000; this is 10.0 percent (± 11.0 percent) below the revised January rate of 907,000. The February rate for units in buildings with five units or more was 473,000.

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CANADIAN HOUSING STARTS (Cont'd)

remained high and decreased less than single-detached starts, which were already very sluggish. A wider gap has developed between the number of multi-unit housing starts and single-detached starts because buyers had their purchasing power reduced in the past 6 to 12 months due to rising carrying costs. Pre-construction sales of new single-detached homes during that time, which are now turning into starts, suffered the most of any dwelling type due to their generally higher price tag.

St. Catharines

New home starts in the St. Catharines CMA continued their upward trend in February 2019 to reach a 10-month high, to a large extent thanks to stronger row and apartment starts. The affordability advantage relative to the nearby communities and the future expansion of the rapid transit network to the region continue to support construction of new homes.

Windsor

The housing starts trend fell for the third month in a row in February. This month's decline was marked by fewer single-detached and row starts, while apartment starts went in the opposite direction. Due to fewer new listings of lower priced housing in the resale market, there has

been growing need for new condominium apartments. This has resulted in the apartment starts trend rising to its highest level in the past decade.

Sherbrooke
In the first two months of 2019, housing starts in the Sherbrooke CMA were up compared to the same period in 2018. This increase was attributable to both rental housing, particularly seniors' residences, and freehold (single-detached, semi-detached, row and duplex) homes. Residential construction in the area has continued to be stimulated by the rise in full-time employment, migration and the aging of the population.

Montréal
Total housing starts in the Montréal area in the first two months of the year were down from the corresponding period in 2018. However, unlike condominium and single-family home building, rental apartment construction has continued to show strong growth. The low vacancy rates, the aging of the population and the greater proportion of young households now opting for the rental market have continued to stimulate rental housing starts.

Halifax

Total housing starts in February expanded by 25% year-over-year as construction on

the multiples market in Halifax remains strong. While single-detached starts were stable compared to the same period last year, continued population growth from both international and interprovincial migration, combined with low vacancy rates are driving elevated levels of rental apartment construction.

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 173,153 units in February, down 16.3% from 206,809 units in January. The SAAR of urban starts decreased by 18.0% in February to 155,663 units. Multiple urban starts decreased by 20.2% to 116,284 units in February while single-detached urban starts decreased by 10.6% to 39,379 units.

Rural starts were estimated at a seasonally adjusted annual rate of 17,490 units.



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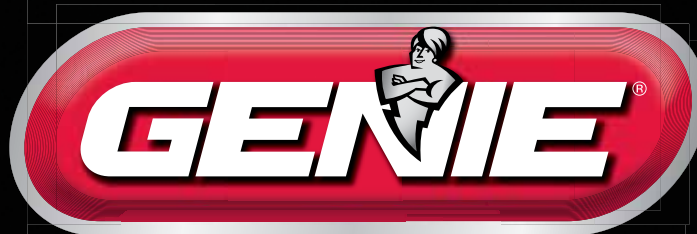


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NAHB Study Finds Differing Views of Garage Choice

WASHINGTON, DC – The National Association of Home Builders (NAHB) recently released the results of the 2019 *What Home Buyers Really Want* study. The study included insight into the parking preferences of recent and prospective home buyers. Recent home buyers were defined as households that had purchased a home in the last three years. Prospective home buyers were defined as households that expect to buy a home in the next three years. The study identified substantial regional, income-based and age-related differences in preferences.

The NAHB survey of 3996 Americans, approximately proportional and representational of the general US population, asked individuals about their purchase preferences for homes with differing types of parking options. Individuals were asked to choose between carports, no garage, and garages with one, two, or three or more garages. Because cost is an important factor in this decision, the survey included approximate costs for each parking option. In the survey, costs were noted as follows:

| GARAGE STRUCTURE | CONSTRUCTION COST |
|----------------------|-------------------|
| No Carport or Garage | No cost |
| Single Carport | \$9,000 |
| Double Carport | \$16,500 |
| Single Garage | \$27,000 |
| Double Garage | \$45,000 |
| Triple Garage | \$65,000 |

Overall, the respondents demonstrated a strong preference for garages (75%) over carports (18%) and no garage (5%), but those overall statistics do not explain the true US market.

EXPERIENCE MATTERS

First time homeowners are more likely to select a carport (30%) or opt for no garage (12%) than repeat home purchasers (carport 17%; no garage 4%). Two-thirds of repeat home purchasers prefer homes with two or more garages (66%), while only 44% of first time home buyers demonstrate the same preference.

AGE MATTERS

Home purchasers under 35 years of age demonstrated a strong preference for lower cost garage options including carports (29%) and single car garages (17%) and only 40% preferring 2-car garages and 9% preferring a three or more garage option. This is substantially different from Americans between 45-54 and 55-64 who shifted to 47-48% with a preference for a two car garage. Americans in the 65+ age range favored two-car garages at an even higher rate (56%). Only 13% of this older demographic favored carports, well below other age groups that ranged between 19-29%.

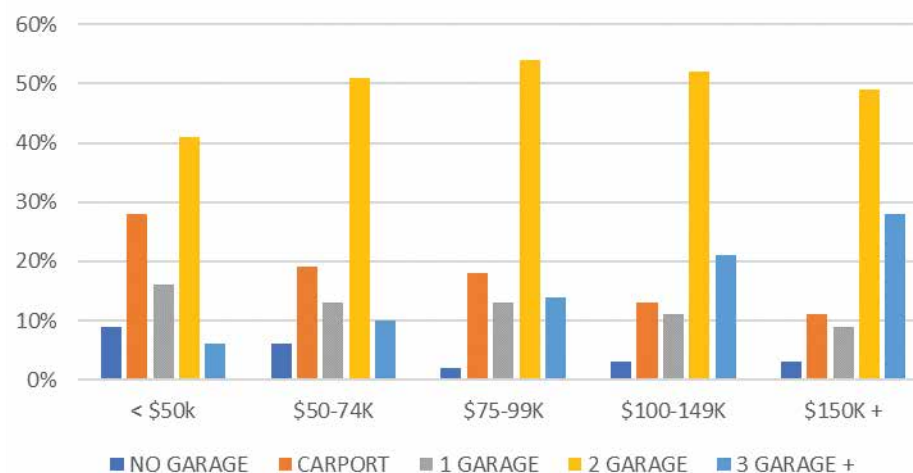
INCOME MATTERS

Not surprisingly, the home buyer's household income has an impact on garage preference. This is especially true because the survey noted approximate costs for each alternative. The impact of income is most noticeable at the low end of garage options (no garage

or carports only) and at the 3 or more garage preferences. Over a third of home buyers with income under \$50,000 prefer not to pay for a garage or opt for carports (37%). That number declines to 25% for homes buyers with income between \$50-75,000, and below 15% for the higher income brackets.

Homeowners willing to pay the stated \$65,000 price for 3 or more garages grows steadily from 6-10% for lower income brackets to 28% for higher income brackets.

GARAGE CHOICE BY INCOME



LOCATION MATTERS

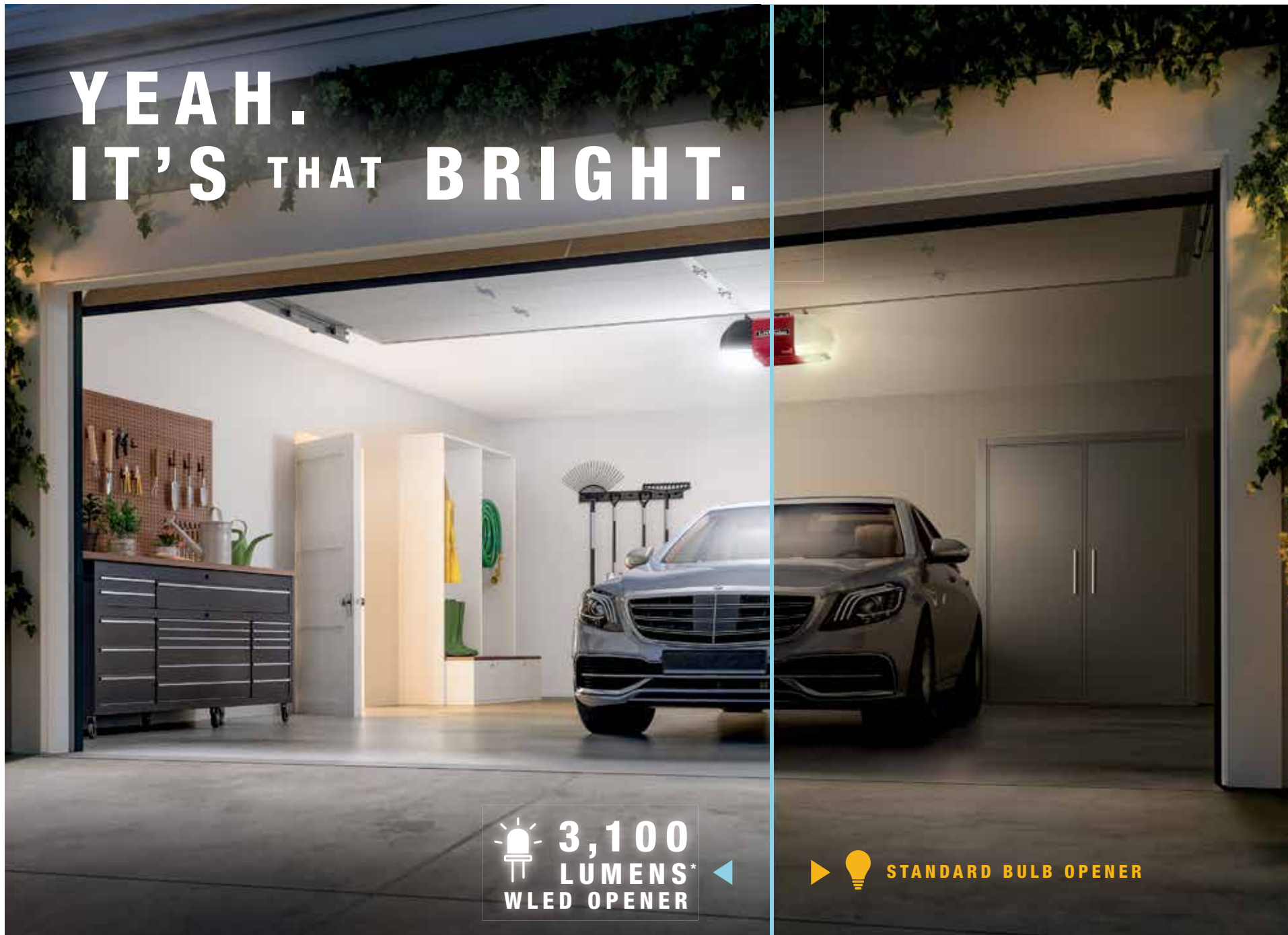
The survey also demonstrated regional differences in willingness to pay for garage options. As the following chart indicates, eastern regions are more likely to favor the lower cost options (no garage or carports). For the New England and Mid-Atlantic regions, this trend continues to single car garages with rates over 50% higher than the national average.

Central and western US regions favor 2 or more car garages. The Mountain region has a preference for 3 or more car garages at a rate (32%) that is five times that of the New England (5%) and Mid-Atlantic (6%) regions and double most other regions.

| REGION | NO GARAGE | CARPORT | 1 GARAGE | 2 GARAGES | 3+ GARAGE | 2+ GARAGES TOTAL |
|--------------------|-----------|------------|------------|------------|------------|------------------|
| Pacific | 5% | 19% | 12% | 49% | 16% | 65% |
| Mountain | 5% | 15% | 9% | 41% | 32% | 73% |
| West North Central | 3% | 14% | 9% | 45% | 12% | 57% |
| West South Central | 6% | 20% | 9% | 54% | 11% | 65% |
| East North Central | 3% | 12% | 10% | 59% | 17% | 76% |
| East South Central | 6% | 24% | 13% | 41% | 16% | 57% |
| New England | 7% | 21% | 25% | 42% | 5% | 47% |
| Mid Atlantic | 8% | 22% | 22% | 43% | 6% | 49% |
| South Atlantic | 6% | 23% | 14% | 45% | 12% | 57% |
| AVERAGE | 5% | 19% | 14% | 47% | 14% | 61% |

Percentages in blue indicate that the region displays above national average for that garage category.

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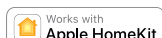
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Richards-Wilcox Announces the Launch of the T200C



ONTARIO - Richards-Wilcox recently announced the availability of the Thermatite color series of sectional overhead doors. The company notes that the T200C comes with the quality and performance customers come to expect from R-W's Thermatite product with the added benefit of eight colors to choose from. It will be available in R-W's multi ribbed profile and their industry standard ribbed profile.

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Labor Shortage Will Limit U.S. Single-Family Gains in 2019

NEVADA - Mounting housing affordability concerns coupled with supply-side constraints will limit single-family output to modest gains in 2019, according to economists speaking at the National Association of Home Builders (NAHB) International Builders' Show in Las Vegas.

"Ongoing job creation and solid household formations will keep demand firm, but builders will continue to grapple with supply-side headwinds that will dampen more vigorous growth in the single-family sector," said NAHB Chief Economist Robert Dietz.

Specifically, builders are dealing with a chronic lack of construction workers; a shortage of buildable lots; onerous regulations; tariffs on lumber and other key building materials; and a slow growth in acquisition, development and construction loan activity that is failing to keep pace with demand.

All of these factors, plus home price appreciation over the past year that has outpaced wage gains, are contributing to rising affordability woes in the housing sector.

The NAHB/Wells Fargo Housing Opportunity Index released shows that housing affordability continues to hover at a 10-year low, with 56 percent of households able to afford a median-priced home in the fourth quarter of 2018. But a closer look at the numbers reveals that the affordability rate fell to 35 percent when only factoring in newly-built homes.

One bright spot is townhome construction, which can serve as a useful bridge for young buyers to transition to homeownership, is expanding at a robust 24 percent annualized growth rate.

The Forecast

Interest rates are anticipated to gradually rise, as NAHB expects 30-year fixed-rate mortgages will

average 4.81 percent in 2019 and 5.08 percent next year. NAHB is projecting 1.26 million total housing starts in 2018, and expects overall production to inch up 0.8 percent this year to 1.27 million units.

Single-family starts are expected to be at 876,000 units in 2018, and rise an additional 2 percent to 894,000 this year. That's still well below the 1.1 to 1.2 million units that demographics would support. Some of this shortfall is being made up by increased use of accessory dwelling units.

On the multifamily side, NAHB is expecting multifamily starts to hit 386,000 units in 2018 and level off two percentage points to 379,000 this year. This rate of production is considered sustainable due to demographics and the balance between supply and demand.

South and West are Hot Spots

Delving beneath the national numbers, the South and West are the regions that will lead new-home growth in the year ahead, according to Frank Nothaft, chief economist at CoreLogic.

"Metros with good affordability, good job growth and good weather have had the highest growth in new-home sales over the last year," said Nothaft.

New-home sales are rising fastest in the South. Leading the way are Houston, Dallas, Atlanta, Phoenix and Austin, Texas, which all averaged more than 1,000 new-home sales per month between Nov. 2017 and Oct. 2018.

Lafayette, La.; Ocala, Fla.; Wilmington, Del.; Coeur d'Alene, Idaho; and Lakeland, Fla. were the metropolitan areas that posted the highest new-home growth in terms of percentage increases over the 12-month period ending on Oct. 2018.

Nothaft added that builders

continue to be hampered by rising labor and construction costs.

Recession Not in the Cards

Looking at the big picture, David Berson, senior vice president and chief economist at Nationwide Insurance, said there is a low risk of a near-term recession. However, he said that economic growth is expected to slow modestly this year in response to trade/tariff issues, higher interest rates and diminishing fiscal stimulus from the 2017 passage of the Tax Cuts and Jobs Act.

Berson expects the Federal Reserve to tighten interest rates two or three times this year, with fewer moves in future years. This anticipated action, along with inflation edging higher, should result in a modest rise in 30-year mortgage rates in 2019.

In a sign that a recession is not imminent, Berson observed that the spread between the 10-year and 1-year Treasury notes have narrowed and flattened significantly over the past year, but the yield curve is not inverted. An inverted yield curve means that the yields on bonds with a shorter duration are higher than the yields on bonds with a longer duration.

Berson noted that the best leading indicator of a recession is a yield curve that fully inverts for about three months. Even then, there is usually a lag time of 12 to 18 months following an inverted yield curve before a recession hits.

"The start date for the next recession is uncertain, but the odds rise as we look out two to three years," Berson said.

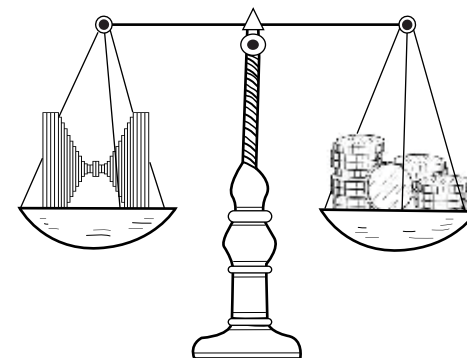


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The Lighter Side

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**“Is this the pre-pre-meeting,
the pre-meeting, or the
actual meeting this time?”**

Carlo Gavazzi Launches Solid State Relays and Contactors With Integrated Monitoring

ONTARIO - Carlo Gavazzi is launching the RG..M Series of 1-phase solid state relays and contactors with integrated monitoring features. The RG..M consists of solid state switches that integrate monitoring features for quick and timely failure detection, besides the switching function. Timely failure detection eliminates the need for re-work and prevents scrap, leading to better production throughput and better quality products. Detection for mains loss,



load loss, SSR open and short circuit, SSR internal fault and supply out of range are now possible without a need for external components. The RG..M of solid state contactors and relays is equipped with an Alarm LED for visual indication of fault presence, and an alarm transistor output for remote signaling.

The RG..M solid state relays are available with either an integrated heatsink, RGC..M

or without the heatsink, RGS..M. Ratings go up to 660 VAC, 65 AAC (for the RGC..M) and 90 AAC (for the RGS..M). The RG..M Series is controlled with a 4 to 32VDC input signal, and must be supplied with 24 VDC.

Typical applications for the RG..M include plastics machinery, packaging, semiconductor wood-

processing, and drying equipment, in a situation when an immediate detection of load or relay failure is required.

The RG..M adds to the portfolio of RG SSRs with monitoring, which already includes 1-phase SSRs with partial load loss detection and 2 and 3-phase devices with system monitoring.

Garage Door Replacements Ranked Among Top Home Improvements for ROI in Survey

TEXAS - *Remodeling* magazine publisher Hanley Wood and the National Association of Realtors (NAR) have again ranked garage door replacements the top remodeling project in the U.S. for return on investment, according to the organizations' 2019 Cost vs. Value Report. With an average ROI of nearly 100 percent of the project cost at resale, this is the second consecutive year that garage door replacements have topped the list. Garage doors have consistently ranked within the top five projects since they were first included in the study in 2010.

"The Cost vs. Value report shows that 'curb appeal' projects generate the highest return on investment, making them among the easiest and most cost-effective ways to boost your home's resale value," said Christian Morrow, Brand Manager for the Overhead Door brand.

The report says that, on average, homeowners nationwide can obtain up to a 97.5 percent return on investment for their garage door replacements. In select markets, such as the Pacific region, the return on investment increases to as much as 124 percent.

According to the study, the return on investment of upscale garage door replacements was more than double that of other popular remodeling projects, including a master suite addition and backyard patio. In recent years, the national averages for exterior replacements have outperformed those of larger discretionary remodeling projects. Nine out of the top 10 high-return projects ranked are exterior replacement projects.

The 2019 Cost vs. Value Report compares the average cost of 22 popular remodeling projects in 136 markets. Year after year, this report has shown garage door upgrades can be one of the most cost-effective remodeling projects for homeowners interested in high ROI and lower costs. Overhead Door Corporation is a sponsor of the Cost vs. Value study.

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Construct Launches Workflow App

NEVADA - Construct, a mobile and web based construction management platform, introduced a cloud-based eco-system which streamlines communication, file sharing and scheduling.

Construct was created by a team of Texas-based real estate developers who have developed a project management solution that streamlines communication between architects, engineers and construction teams through a chat platform. The platform encourages collaboration to streamline project workflow through messaging and file sharing.

Construct creates a permanent record and searchable archive of exchanged messages allowing for quick and simple referencing – all organized by project groups and date.

Users can upload, share and manage important documents, images, 3D models and PDFs to a secure cloud-based server allowing all team members real-time access to any mobile or desktop device. The uploaded data is organized by project, giving users easy access to necessary information.

In the second quarter of 2019, a scheduling/project man-

agement feature will be added to the platform. This tool will give users the ability to delegate projects, set timelines and track progress.

Construct's users can easily and quickly use and navigate the features of the app from a mobile device or desktop computer. Three levels of access are available - owner, administrator and user - which adds additional levels of controlled security.

"Our development team brings over 30 plus-years of project management experience in the construction business," said Kang Shen, Business Development Manager of Construct, "Initially we created a proprietary software to help our teams work more efficiently. Once we shared this with our subcontractors we found that this was an incredible platform that others in the industry could really benefit from. The most important thing for us was to design Construct in a way that was welcoming to users and would maximize overall workflow."

The Construct app is compatible with Apple and Android mobile devices and can also be accessed through a web browser on a desktop computer.

APPOINTMENTS

Service Spring Hires Vice President of Engineering

OHIO - Service Spring Corp, a McAlear Group company, has brought on Jerry Schutt in the position of Vice President of Engineering.

Schutt began his career after obtaining an Associate's Degree in Machining from Owen's Community College in Perrysburg, Ohio.

While working as a machinist, he attended the University of Toledo and earned a Bachelor's Degree in Mechanical Engineering.

Schutt has held various engineering positions in the automotive industry. He has also worked in the garage door industry for the past 13 years as the Director of Engineering for Arrow Tru-Line.

Service Spring is excited to have Schutt on board to streamline their manufacturing processes and directly oversee Innovative Machine & Manufacturing, the machining shop of The McAlear Group.



Jerry Schutt

Hörmann Announces New Appointment

PENNSYLVANIA - Hörmann High Performance Doors recently added Terry Ziegler to their inside sales force as an inside sales coordinator. Ziegler has 20 years of experience with inside sales responsibilities and is working with dealers in the Northeast, Mid-Atlantic and Southeast territories.



Terry Ziegler

Raynor Introduces a Coastal Package for Rolling Steel Doors

ILLINOIS - Raynor recently introduced a Coastal Package for rolling steel insulated and non-insulated flat slat doors. The company notes that the new Coastal Package is designed to withstand even the most punishing environments that lead to sea-side corrosion by incorporating corrosion resistant features.

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APPOINTMENTS

Nortek Security & Control Appoints Four New Regional Sales Managers

CALIFORNIA - Nortek Security & Control LLC (NSC) recently announced the appointments of Mike Paglione, Ryan Kosterow, Steve Swanda and Matt Reasor as Regional Sales Managers on the Linear Pro Channel sales team.

Mike Paglione joins NSC as Linear Pro Channel Northeast U.S. Regional Sales Manager, covering New York, New Jersey, Massachusetts, Vermont, Rhode Island, Connecticut, Maine, New Hampshire, Delaware, Maryland, Washington, D.C. and Eastern Pennsylvania. With 25 years of sales and management experience in the construction industry, most recently as Business Development Manager at KP Building Products, Paglione brings expertise and knowledge that benefit clients and business performance. Prior to that role, he served in numerous sales management and sales representative positions at Lansing Building Products, Certainteed, and Clopay Building Products. Paglione received his B.S. in Business Administration and Management from Western Maryland College.



Mike Paglione



Ryan Kosterow

Ryan Kosterow joins NSC from Accounting Principals, where in his role as National Sales Account Manager he oversaw development and management of North American accounts such as Ajilon Professional Staffing, Parker+Lynch and Paladin. Kosterow now serves as the Linear Pro Channel Regional Sales Manager for Utah, Colorado, Arizona and New Mexico. Prior to his position at Accounting Principals, Kosterow implemented a sales plan to drastically increase non-U.S. sales as International Sales Director at Nexus 21 Concealment Systems. Kosterow received his M.A. in Business from Clark College in Washington.

Steve Swanda joins NSC in the role of Linear Pro Channel Regional Sales Manager for Kentucky, Tennessee, Virginia, North Carolina and South Carolina, following his successful tenure as Business Development Manager for Northeast Security Solutions, Inc. Over the past 34 years, Swanda has honed his skills as account manager, sales engineer, systems analyst and network consultant for a variety of technology companies including Forsythe Solutions Group, Bell Labs Lucent Technologies and Wayne-Dalton Corp. He received a degree in Electronic Technologies from Hennepin Technical College.



Steve Swanda



Matt Reasor


Matt Reasor joins NSC as Linear Pro Channel Regional Sales Manager for Texas, Oklahoma, Arkansas, and Louisiana. Reasor has been in the access control and gate industry for over 20 years, with roles as a welder's helper, gate fabricator, installer, service technician, gate department manager, gate department salesman, distribution branch manager, and distribution outside sales rep. Reasor proudly served in the United States Air Force in Operation Desert Storm in 1990 and Operation Enduring Freedom in 2001-2002.

Hörmann Introduces SmartControl M2M Remote

PENNSYLVANIA - The SmartControl M2M remote diagnostic tool was recently introduced by Hörmann High Performance Doors as an available option for all of their high performance door models. Using a web browser as an interface, SmartControl M2M allows an authorized door professional to remotely diagnose door issues by accessing activity and codes


directly from a specific Hörmann high performance door in the field. In many cases, resolution of an error can be made over the phone, saving an unnecessary service call. In addition, control box firmware may be updated remotely using SmartControl M2M and preventative maintenance calls may be scheduled based on the number of cycles noted on the door.

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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 bought a new (to me) tractor and to my pleasant surprise, the cab is lower than the ROPS system of my old tractor, and thus the new tractor will fit into my garage if I change the up and over door for something providing more clearance.

The doorway has a Catnic lintel which defines the headroom. At present, there's a wooden door frame below the Catnic which reduces the height by a couple of inches. I may have to remove this to get the required clearance, but I hope not.

So what are my options for something that will not reduce the clearance at the top of the doorway?

Obviously, I could have plain swing doors on hinges and these can be bought not too expensively, but they always seem to get tatty and wobbly fairly quickly. Are there any that are

robust and last well and would fit with top flush to a Catnic lintel?

I think the other possibility is a roller door. There is only about 300mm clearance between the top of the doors and the rafters though. Are there roller doors that will fit in this space?

QUESTION 1, ANSWER 1:

If you are only looking for a couple of inches, could you slot or lower the entrance?

QUESTION 1, ANSWER 2:

I am sure I have seen roller doors where guides fit to the front of the building rather than inside or in the opening, and the roller mechanism is contained in a neat housing that sits on the outside as well - like some shops' roller shutters.

QUESTION 1, ANSWER 3:

I have a roller door on my garage and the mechanism housing is

THIS MONTH'S QUESTION

QUESTION 1: New door that optimizes headroom

300mm tall and protrudes inside by the same amount. The drop on the door is 2m, which I know for you is probably only half of what you need, but when rolled up, there is not much space in the housing. Maybe get another roll on it at a push. At a guess, to roll up say a 4m drop, I would say you are looking at a housing at least 400 X 400mm taking into account that as the roll circumference increases, more of the vertical drop is accounted for.

QUESTION 1, RESPONSE:

No, the existing up-and-over door eats up too much headroom. I need just about the whole height below the Catnic, maybe a couple of inches to spare.

I only need a tiny bit over 2m. It's only a compact tractor!

I have just on 300mm clearance inside above the door, so yours would probably work for me. What make is it?

QUESTION 1, RESPONSE:

I just looked at the existing (up-and-over) door. If it were a simple hinged door, there would be enough clearance. It's the door hanging in its open position that reduces the clearance too much.

Has anyone ever converted an up-and-over to hinges? It's a fairly crude and simple galvanized door. I think it will be stiff enough. I could add some bracing if necessary. What else might be significant in trying to do this?

QUESTION 1, ANSWER 4:

Nearly. I converted an up-and-over doorway to one with hinges by making a new frame from angle and a tri-fold door set from box section steel and steel sheet for the infill.

The main 'frame' was just the

sides and the top (with some lighter stuff across the bottom), made from 100 x 100 x 10mm steel angle and so it only intruded into the opening by 10mm on the height (the lower frame is recessed into the ground). The right hand door pair fold to the right and that leaves me a personal door on the left to keep the heat in if I'm working in there.

It wasn't a particularly 'easy' project, but it works very well for my needs.

Note, the up-and-over door my pre-fab-concrete garage came with was 8' square and because I only need just over 6' (6' 6") for the personal door, I put a bar across at that height and some skylights above (one fixed, two opening).

I did consider making that hinge up from the bottom to give me the full height, but as I have things suspended from the roof (like material stock and folding boats), there probably wouldn't be much point.

QUESTION 1, ANSWER 5:

My factories had sectional doors, which are installed behind the opening and go up into the space above it. That leaves the entire height and width of the opening free.

You could also have a 'round the corner' door, which as the name suggests, goes around the corner into the garage.

QUESTION 1, ANSWER 6:

Why is it that garages are still made with the doorway significantly narrower than the garage itself? There's no advantage in a garage being wide enough to open the car doors if you risk scraping the paint off the wings every time you try to

Continued Next Page

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Perfect Products Introduces Commercial Door Stopper

OKLAHOMA - Perfect Products has introduced a new commercial version of their bumperless door stopper for pedestrian swing doors, the DoorStopper. The mechanism is added to existing door hinge pins and allows users to establish the stopping points of a door without using a traditional door stop.

The company notes that this eliminates damage to doors, trim and walls, while requiring minimal installation time. The DoorStopper Commercial is available in bright brass, antique brass, chrome, pewter, antique nickel and oil rubbed bronze.

WEB(Cont'd)

get the car in and out of the garage.

Likewise, a lot of double garages have two single doors with a brick plinth between them, when a good RSJ or concrete lintel should be able to allow a double-width door. OK, a double door is heavier, but that just means it needs heavier counterweights or stronger counter-springs.

QUESTION 1, ANSWER 7:

I don't know. Mine was 8' and the garage is 10' and I'm not sure how many cars are 8' wide?

But I agree. With many modern/narrow garages, the doors being even narrower doesn't help (or is it that garages are the same width they have always been and cars are getting wider).

QUESTION 1, ANSWER 8:

I think most of the roller door manufacturers will

offer custom sizes, 8' being the standard. I had mine widened to 9' because I have to approach the garage forwards at a slight angle and have to straighten up once partially inside.

QUESTION 1, ANSWER 9:

How about this:

1. Keep the existing doors.
2. Get an air pump.
3. Reduce tire pressures.
4. Drive in.
5. Pump up tires again.

And vice versa coming out again. Depending on how often you are parking the tractor, this may be a lot less work than changing the doors.

QUESTION 1, RESPONSE:

You could be right, though the tractor is quite busy at times.

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Custom Home Hydraulic Garage Door Aids in Resale of Log Home

MINNESOTA - Central Oregon Garage Door Company specializes in unique solutions, like the custom cedar-clad Schweiss Doors residential hydraulic designer door on a log vacation home's two-car garage.

The garage door measures 14' 10" wide with a 6' 3" clear opening and features a walk-through door. Josh Beith, operations manager for the Bend, Ore. company, believes the garage door was a selling point for the homeowner.

"The customer wanted to do a garage door with a man door on the 30" x 30' garage, which didn't have one," Beith says. "Doing a man door on a log home with a rock veneer on the front is somewhat of an endeavor. The plan challenged us ... 'Can we do a big one-piece door with a big man door in it?' The homeowner didn't quite know what should be done. Once we thought about a hydraulic door, Schweiss was the first company we started investigating. It was a no-brainer. We called and did some engineering with Brent at Schweiss Doors and

it got figured out. Somebody inherited a very fancy garage door."

The hydraulic door style was chosen in order to gain maximum headroom. The homeowners had a Suburban they were trying to squeeze into the garage along with some sports cars.

"We installed the door," Beith says. "Anchoring to the logs was a little bit of fun, we had to do a bit of engineering, but it went well. We played around with location of the hydraulic pump and decided to mount it at ceiling height above a workbench near the garage door itself. Because of the thickness of the Schweiss doorframe, it has quite a bit more insulation than a standard 2-inch thick wood door would have."



Polishing off the look of the door is cedar exterior cladding and an inside liner of Philippine Lauan Mahogany. Four windows located on the top half of the door allow for substantial natural light and add to the attractiveness of the door.

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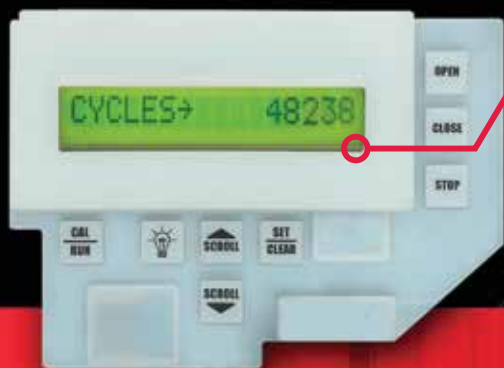


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