

The Genuine. The Original.



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**Overhead Door™ Brand's First-Ever Residential Exterior Security Shutter
Honored in Industry-Leading Product Innovation Awards**

*International Door Association recognizes Model 653RX Allura® Security Shutter for innovation,
high performance and originality*

Aug. 30, 2021 - Overhead Door™ Brand's Model 653RX Allura® Security Shutter, the industry's first UL 325 compliant and listed residential exterior security shutter opener with a weather-resistant enclosure, has been honored in International Door Association's (IDA) 'Product Innovation Showcase and Awards.' Recognized in the residential door systems category and awarded for meeting key criteria in innovation, high performance and originality, the door system is uniquely designed for the application of securing exterior access to residential properties.

“Model 653RX Allura® Security Shutter fills a hole in the market that was previously unaddressed. Traditionally engineered for commercial installations, exterior shutters for residential applications are ideal for high traffic areas where people want to prevent access into their driveway,” said Christian Morrow, Senior Brand Marketing Manager for Overhead Door™ Brand. “As Overhead Door™ Brand celebrates our 100-year anniversary, earning distinction in the IDA Product Innovation and Awards further testifies to the fact that we continue to revolutionize the industry as we provide quality, cutting-edge solutions for homeowners.”

International Door Association is a leading trade association representing door and access system dealers and suppliers all over the world. The IDA 'Product Innovation Showcase and Awards' were announced in the July/August issue of International Door & Operator Industry (ID&OI) magazine, a prominent resource and award-winning publication providing informative articles about the garage door market.

As a UL 325-compliant security shutter, Model 653RX Allura® Security Shutter was engineered for the industry's highest safety requirements while providing smooth and quiet operation. It includes a residential exterior security shutter opener and is equipped with an exterior mounted tube frame structure and safe direct drive operation. The addition of monitored photo eyes offers a fully perforated or fenestrated pattern, allowing for 22% and 24% open area visibility, respectively. Optional cylinder locking mechanisms are also available to further enhance security.

With its aesthetically pleasing, compact design, Model 653RX Allura® Security Shutter features a sloped hood that provides a weather-resistant enclosure and promotes moisture runoff. The presence of an extruded aluminum curtain, guides and bottom bar allows an attractive finished look that can be custom-ordered in a variety of colors to boost any home's curb appeal. The door system is available in four standard PowderGuard® Premium powder coat finishes, silver, bronze, white or almond, in addition to approximately 200 other powder coat color options, or can be color-matched to architect specifications. PowderGuard® powder coat finishes provide reliable, lasting durability and a more consistent color finish than anodized aluminum.

Model 653RX Allura® Security Shutter comes with a two-year limited warranty on parts, components and finish. The opener's motor or gearbox comes with a limited lifetime warranty

while its core unit parts include a two-year limited warranty and its accessories and other parts and components come with a one-year limited warranty.

For more information, visit overheaddoor.com.

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About the Overhead Door™ brand

Overhead Door™ brand, a brand of Overhead Door Corporation, has been one of the most trusted for garage doors and garage door openers in North America for 100 years. Through its dedicated network of more than 450 Overhead Door™ Distributors – which operate across the country under “Overhead Door Company” trade names – that provide superior service and expertise to consumers, the brand is easily recognized by its iconic Red Ribbon logo and “The Genuine. The Original.” slogan. For additional information, visit overheaddoor.com.

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