

The Genuine. The Original.



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Overhead Door™ Brand Recognized as a 2020 *BUILDER* Brand Leader

National survey ranks construction material suppliers and names Overhead Door™ Brand a top choice for garage doors and garage door openers

April 15, 2020 - [Overhead Door™ Brand](#), a trusted manufacturer of reliable, high-quality doors and openers for residential, commercial and industrial applications, has been named a “Brand Leader” by *BUILDER* magazine. Ranked by more than 1,000 respondents in the 2020 *BUILDER* Brand Use Study, Overhead Door™ Brand was recognized as the garage door brand with the highest ‘brand familiarity’ and the ‘brand used most.’ Additionally, Overhead Door™ Brand was named among the top three brands for garage door openers. The annual study gauges the attitudes of U.S. builders, developers and contractors to reveal the top manufacturers and products on the market.

“Overhead Door™ Brand has stood for product quality and expertise for almost 100 years. Our innovative products and trusted solutions have led our loyal customers to consistently classify us as a top choice in the industry. The Brand Leader distinction by *BUILDER* magazine is further evidence of this,” said Christian Morrow, brand manager for Overhead Door™ Brand.

Sponsored by Hanley Wood and conducted in collaboration with leading market research firm The Farnsworth Group, the survey gathered brand use practices and perspectives from respondents who ranked brands across 51 building product categories. The survey results suggest that product performance and desirable features are the top priorities for construction professionals when selecting building products. Other elements they consider important include warranty, availability, price and ease of installation. The complete list of brand use study winners

will be featured in the April 2020 issue for *BUILDER* magazine and will be available to view online at builderonline.com.

Earlier this year, Overhead Door™ Brand earned its ninth consecutive Women's Choice Award® by WomenCertified® for 'America's Most Recommended Garage Door Brand.' In 2019, the leading garage door brand was recognized by the bi-annual Brand Leader awards from *REMODELING* magazine, receiving first place for highest overall quality in the garage door category.

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About the Overhead Door™ Brand

A brand of Overhead Door Corporation, The Overhead Door™ Brand is one of the most trusted for garage doors and garage door openers in North America. Through its dedicated network of more than 400 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. Overhead Door Corporation is a sponsor of the Women's Choice Award survey. For additional information, visit www.overheaddoor.com.

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About BUILDER

Hanley Wood's BUILDER is the leading authority in the residential construction industry and serves as the magazine of the National Association of Home Builders (NAHB). For more than three decades, BUILDER has provided essential news, information and resources about products, technologies, trends, regulatory requirements and best practices to help home building professionals succeed in today's market. Learn more, visit builderonline.com.

About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics and editorially driven Construction Industry Database - powered by Metrostudy - the company provides business intelligence and data-driven services. The company produces award-winning media, high-profile executive events, and strategic marketing solutions. To learn more, visit hanleywood.com.

