

The Genuine. The Original.



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## **Overhead Door™ Brand Awarded Across Multiple Garage Door and Opener Categories in the 2022 *BUILDER* Brand Use Study**

*National survey of contractors, builders and developers identified Overhead Door™ Brand for its industry-leading products and recognizable brand*

**July 18, 2022** - Overhead Door™ Brand, a trusted manufacturer of reliable, high-quality doors and openers for residential, commercial and industrial applications, has once again been recognized by *BUILDER* magazine's annual Brand Use Study, receiving the highest ranking for all garage door categories. Ranked by more than 850 respondents, Overhead Door™ Brand has been awarded highest 'brand familiarity,' 'most used in the past two years' and 'used the most' overall. In addition, Overhead Door™ Brand was among the top three companies for highest quality garage door openers.

“For more than a century, the Overhead Door™ Brand team and our hundreds of distributors across the nation have been dedicated to quality and customer satisfaction,” said Christian Morrow, Senior Brand Marketing Manager for Overhead Door™ Brand. “To have the people who buy and work with our products every day name us as their brand of choice is a true testament to reliable performance we have engineered into our garage door and opener solutions.”

Each year, the *BUILDER* Brand Use Study commissions an in-depth survey that pinpoints which brands the construction industry recognize and use most and how they rate their products' quality across 52 categories. The results reveal the top manufacturers and products they

most use and trust, with the report's research intended to identify brand use practices and perspectives from professionals as well as investigate the importance of factors influencing brand selection within each category. The complete list of brand use study winners is featured in the May 2022 issue for *BUILDER* magazine and is available to view online at [builderonline.com](http://builderonline.com).

This year, the Overhead Door™ Brand also earned its 11th-consecutive Women's Choice Award® by WomenCertified® for 'America's Most Recommended Garage Door Brand.'

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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 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. For additional information, visit [overheaddoor.com](http://overheaddoor.com).

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