

The Genuine. The Original.



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Overhead Door™ Brand Recognized as the ‘Most Familiar Brand’ and ‘Brand Used Most Often’ in 2018 *BUILDER* Brand Use Study

Annual survey gathers insight into the construction industry’s attitudes towards products they recognize, use and trust

May 7, 2018 - Nearly 1,000 U.S. builders, developers and contractors have voted the Overhead Door™ Brand, one of the leading brands of garage doors and openers for residential, commercial and industrial applications, as the garage door brand with the highest brand familiarity and the brand used most, according to the 2018 *BUILDER* Brand Use Study. The annual study reveals the top manufacturers and products that are the best fit for builders’ current needs.

“The Overhead Door™ Brand has remained one of the study’s top choices for builders, developers and contractors for eight years. We’re proud of the products and trust that we’ve earned for nearly a century,” said Heather Meiner, Overhead Door Brand Manager. “We look forward to the next 100 years of innovative product achievements combined with superior service.”

According to the survey conducted by leading market research firm The Farnsworth Group, product performance and desirable features are the top two priorities in product selection. Other important factors for choosing a product include warranty, availability, price and ease of installation. Survey respondents represented a variety of price points, disciplines and production volumes across 51 building product categories.

Earlier this year, the Overhead Door™ Brand earned its seventh consecutive Women’s Choice Award® by WomenCertified® for ‘America’s Most Recommended National Garage Door

Brand.’ The leading garage door brand has also earned three 2017 *REMODELING* magazine “Brand Leader” awards in its product category, receiving first place for Brand Familiarity, Brand Used Most and Highest Quality.

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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.

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