

**The Genuine. The Original.**



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## **Overhead Door Earns Three “Brand Leader” Awards in 2017**

### ***REMODELING* Brand Use Study**

*Remodelers, general contractors and replacement contractors recognize Overhead Door for best in Brand Familiarity, Brand Used Most and Highest Quality*

**October 13, 2017** - Overhead Door, one of the leading brands of doors and openers for residential, commercial, and industrial applications, has earned three *REMODELING* “Brand Leader” awards in its product category, receiving first place for Brand Familiarity, Brand Used Most and Highest Quality. The study, conducted by leading market research firm The Farnsworth Group, surveyed nearly 1,000 remodelers, general contractors and replacement contractors to rank the top materials suppliers in the remodeling industry.

“With more than 95 years of garage door experience under our belt, earning three Brand Leader Awards validates Overhead Door’s customer-centric culture. Our national network of distributors will always strive to provide the best services and products in the industry,” said Heather Meiner, Brand Manager for Overhead Door.

The top three most important factors that influenced brand selection were product quality and performance; defect free and undamaged delivery; and customer experience.

“It’s been proven time and time again that replacing a garage door is one of the smartest investments you can make, and it’s important for contractors and homeowners to know which garage door company is best recommended for its quality products and services,” said Meiner.

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

leading garage door company has also been recognized by *BUILDER* Magazine's 2017 Brand Use Study as the #1 brand used most, brand used most in the past two years and highest brand familiarity.

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**About Overhead Door**

Overhead Door, a division of Overhead Door Corporation, is one of the most trusted brands of garage doors and garage door openers in the United States. Overhead Door's dedicated network of more than 400 Red Ribbon Distributors across North America 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 [www.overhaddoor.com](http://www.overhaddoor.com).