

The Genuine. The Original.



Media Contact:

John Camp, (214) 329-4477

john@coopersmithagency.com

Overhead Door™ Brand Receives Top Recognition for All Garage Door Categories in the 2021 *BUILDER* Brand Use Study

National survey ranked Overhead Door™ Brand highest for ‘brand familiarity,’ ‘most used in the past two years,’ ‘used the most’ overall and tied for ‘highest quality’

May 6, 2021 - [Overhead Door™ Brand](#), a trusted manufacturer of reliable, high-quality doors and openers for residential, commercial and industrial applications, has been recognized by *BUILDER* magazine’s annual Brand Use Study as the highest ranked garage door brand in all measured categories. Ranked by more than 750 respondents, Overhead Door™ Brand was awarded highest ‘brand familiarity,’ ‘most used in the past two years,’ ‘used the most’ overall and tied for the ‘highest quality.’ In addition, Overhead Door™ Brand was named second among the top brands for garage door openers.

“With this year marking Overhead Door™ Brand’s centennial anniversary, these achievements are a noteworthy recognition of our strong-held commitment to exceptional quality, innovation and high-performance building solutions since our founding 100 years ago,” said Christian Morrow, Senior Brand Marketing Manager for Overhead Door™ Brand. “As evidenced by the Brand Use Study’s results, our loyal customers have made their voice known and their trust in us makes all our efforts worthwhile.”

The 2021 *BUILDER* Brand Use Study gauges the attitudes of U.S. builders, developers and contractors to reveal the top manufacturers and products they most recognize, use and trust. Conducted over the course of several weeks by Zonda Media, previously known as Hanley

Wood, using *BUILDER*'s audience, the report's research is intended to identify brand use practices and perspectives from professionals who ranked brands across 52 building product categories as well as investigate the importance of factors influencing brand selection within each category. Among the top priorities identified in the data were new and advanced product features, followed by product quality, price, availability and green or sustainable features. The complete list of brand use study winners is featured in the April 2021 issue for *BUILDER* magazine and is available to view online at builderonline.com.

This year, Overhead Door™ Brand also earned their 10th 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.

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