

# Overhead Door Co. Celebrates 90th Anniversary in Garage Door Industry

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One of the most recognized and respected brands in garage doors and openers entered the market and began an industry 90 years ago. Overhead Door Corp.'s founder, C.G. Johnson, invented the first upward-lifting garage door in 1921, and the first electric garage door opener in 1926.

In 1921, as Henry Ford's automobile became more widespread, Johnson, a Detroit resident, believed he had the perfect solution to heavy barn doors, which were difficult to open and provided little security. Johnson unveiled the first upward-acting sectional door and sales grew steadily as the word spread. By 1923, Overhead Door Corp. formed its first distributorship.

Today, Overhead Door is based in Dallas, and remains the leading provider of overhead and garage door systems. It employs more than 3,500 people and has a broad network of more than 450 authorized Ribbon Distributors in the United States and Canada, many of whom are second- and third-generation family owned businesses.



These "Ribbon Distributors," named after Overhead Door's well-known red-ribbon logo, continue to provide residential and commercial customers innovative solutions and unmatched professional installation, service and support. In May, Overhead Door hosted a 90<sup>th</sup> anniversary gala in Puerto Rico with its base of Ribbon Distributors to celebrate its legacy and vision for the future.

"What C.G. Johnson did 90 years ago was truly remarkable," says Preston Bowen, senior vice president of sales and marketing. "Overhead Door has continued to follow his example of innovation, commitment to quality products and expert customer service still today. These are the principles behind our continued success."

## New Products

In this 90<sup>th</sup> anniversary year, Overhead Door has launched a bevy of new residential and commercial products, including an intelligent line of residential garage door openers that offer enhanced safety features and

smooth operation. The Odyssey and Destiny openers are available with chain, belt or screw drives and feature powerful 140 volt DC motors that can lift almost any properly balanced residential door quickly and quietly.



“The company that invented the garage door opener has just reinvented it,” says Gary Saletrik, director of product development. “These new openers, coupled with any of our residential doors, will offer homeowners a complete garage door system that is the most advanced in the industry.”

Like garage door openers, much has changed with garage doors since their inception, especially in regard to options and styles. Overhead Door offers more choices than ever before, making it easy for homeowners to greatly enhance their curb appeal quickly and cost effectively.

“According to *Remodeling* magazine, upgrading your garage door virtually pays for itself,” says Kevin Jones, brand manager. “By replacing a basic garage door with one that has more style features like windows, wood overlays or decorative hardware, a homeowner can expect an 84 percent return on investment on average. The garage door not only has the ability to provide protection and convenience, but it also offers the ability to dramatically transform the look of the entire home.”

Most certainly, the common garage door has come a long way in 90 years.

*Overhead Door Corp. includes three divisions: Access Systems Division (ASD), the largest, which features the Overhead Door and Genie brands; Horton Automatics, which includes automatic pedestrian entrance systems; and TODCO, the largest producer of overhead doors for the transportation industry worldwide. Overhead Door is a subsidiary of Tokyo-based Sanwa Holdings Corp. For more information, visit [www.overheaddoor.com](http://www.overheaddoor.com).*