



AMERICA'S FAVORITE GARAGE DOORS®



MEDIA CONTACT:

Mischel Schonberg
Public Relations Manager
513-239-3393
mschonberg@clopay.com

PHOTO CAPTION:
Canyon Ridge™ Collection

EDITORIAL BACKGROUND

YES, EVEN A GARAGE DOOR CAN BE “GREEN”

Homeowners looking for ways to make their house “green” can start by taking stock in an unlikely home commodity – the garage door.

As the largest moving part on a home, the garage door plays an important role in sustainability and energy efficiency – two important criteria in green building design.

Long-Lasting Products, Fewer Replacements

Green building is about reducing environmental impact and, with a life cycle of between 15 and 20 years, an investment in a durable garage door that can withstand the rigors of daily use is money well spent for a home and the environment.

“Long-lasting products significantly reduce the impact of manufacturing and building on the environment, as well as fuel costs associated with distribution and general waste,” says Pat Lohse, vice president of residential marketing for garage door manufacturer Clopay Building Products.

Some characteristics to look for when shopping for a door that’s built to last are galvanized torsion springs, which look better and last 50% longer than the industry’s standard oil-tempered springs, heavy-gauge steel to ensure a quality appearance, dent resistance and quiet operation, a hot dipped galvanized coating topped with a baked-on paint finish that resists fading and peeling, and environmentally safe CFC-free insulation that is contoured and bonded on both sides of the door panel for improved dent resistance, strength and R-value.



Steel and composite polymer doors are becoming popular alternatives to real wood doors because they are UV resistant and impervious to moisture, meaning they won't rot, warp or crack. Thus, they won't need to be refurbished or replaced as frequently as a door constructed from natural materials.

Clopay is introducing two garage door solutions in 2009 for eco-conscious builders, homeowners and architects who love the look of stained wood, but not the upkeep.

Marketed under the names Ultra-Grain™ and Canyon Ridge™ Collection, these products deliver the best of both worlds: the realism and design flexibility of wood with the low maintenance and energy efficient benefits of insulated steel.

Ultra-Grain is a new stained woodgrain print coating that is available on the company's three-layer insulated Gallery® Collection vintage style steel door as well as its contemporary glass and aluminum Avante™ Collection.

The Canyon Ridge Collection is a line of rustic high definition faux wood composite doors molded from actual wood to replicate its natural texture and intricate grain patterns as well as its imperfections, like deep, irregular pockmarks, knots, cracks, and holes up to 1/4" deep. It is attached to an insulated three-layer steel base door for added energy efficiency and strength.

Protecting and Preserving the Homes We Build

Sustainability takes on an increased level of importance in coastal areas and other regions susceptible to high winds because the garage door can literally preserve a home's structural integrity during a storm or hurricane.

"Because of their size, garage doors are more susceptible to wind damage than other exterior openings – especially two-car garage doors. Unless you have a tested, reinforced door installed, high winds can force it out of the opening and put your home and property at risk," says Lohse.

The loss of a garage door during a hurricane can cause an uncontrolled buildup of internal pressure resulting in a blowout of the roof and supporting walls.

With the institution of the International Building Code, garage doors in designated geographic areas are now required to have additional bracing, heavier gauge tracking and other necessary hardware to help keep them in place under extreme winds.

"It is a lot more economical and environmentally responsible to invest in securing a home in advance than it is to rebuild after a total loss," adds Lohse.

Energy Efficiency

An insulated garage door can help reduce overall household energy consumption if the garage is attached to the home. That's because garages are more susceptible to temperature fluctuations given how often they are opened and closed every day.

Since attached garages typically share one or two common walls with the house, any hot or cold air that travels through an open door will ultimately reach the living areas adjacent or above. An insulated door helps stabilize temperatures in the garage to help reduce heat losses or gains from the common house walls.



Clopay's new three-layer "sandwich" doors feature environmentally safe, CFC-free, polyurethane insulation foam injected between two layers of heavy gauge steel, offering R-values of up to 17.2. R-value is a measurement of thermal efficiency of a door, or how well it insulates. The higher the R-value, the more energy efficient the door is.

The sandwich construction method also helps reduce noise and minimize unsightly dents and dings, one of the main reasons why homeowners choose to replace a door before it reaches its maximum life expectancy.

Polyurethane insulation is currently available on the Clopay Premium Series and Gallery Collection three-layer doors.

Tips for Choosing a Green Garage Door

Can a garage door be green? Yes, but homeowners have to do their part by choosing a model that supports green building principles. Here's how:

1. Choose a low-maintenance insulated steel or composite polymer door for energy-efficiency and long-term durability and performance. If wood is a must-have for aesthetic purposes on a home exterior, choose a manufacturer that uses naturally fallen materials or those harvested from sustainable forests.
2. Support manufacturers who utilize recycled materials and are environmentally conscious in their manufacturing and distribution processes. For instance, find out if they use recycled materials, fuel efficient transport vehicles, or have a program in place to help reduce waste of disposable goods.
3. In coastal areas or regions where high winds are common the garage door is a critical element in keeping a home intact during a storm. Investigate local building requirements and invest in a reinforced door that meets them – if you haven't already.

###