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Wayne Dalton Web Videos Offer Dealers New Option for Customer Education

LEWISVILLE, Texas (June 11, 2013) – Garage door dealers now have another option for teaching customers about the range of benefits that come with purchasing a new garage door.

Wayne Dalton's new video series equips dealers to educate customers during the sales process about options and maintenance considerations necessary when choosing a new garage door for their home. Dealers are encouraged to use the videos to answer questions and expand upon topics ranging from curb appeal to materials and pricing. The topics highlighted in the six videos include:

- Choosing Your Garage Door Dealer
- How Garage Door Add Curb Appeal
- Garage Door Styles and Designs
- Garage Door Materials
- Garage Door Insulation
- Garage Door Pricing

"Wayne Dalton garage door dealers understand that purchasing a new garage door is not something homeowners do every day," said Ali Isham, brand manager at Wayne Dalton. "No matter the stage of the selection process, our network of experienced specialists can use this series of garage door selection tips to inform homeowners and share the benefits of a garage door replacement for their home."

Beyond the basics, the videos also provide information on garage door maintenance, durability and climate considerations. Wayne Dalton dealers are able to expand upon the topics covered in the videos and provide additional information to homeowners in order to increase sales and ensure customer satisfaction.

To watch the entire set of videos, see the left-hand side of the Support page at www.wayne-dalton.com. Learn more about Wayne Dalton garage doors by liking the Wayne Dalton [Facebook](#) page or following Wayne Dalton on [Twitter](#).

About Wayne Dalton

Wayne Dalton, a division of Overhead Door Corporation, is a world-class leader that has designed and manufactured residential and commercial garage doors for over 50 years. For dealers, the company is known as a proactive business partner that prides itself on providing a wide variety of easy-to-install innovative products and smart sales tools that help them grow their business. At the same time, Wayne Dalton simplifies the purchase process by providing a full range of door options and styles through conveniently located dealers. Nine manufacturing facilities, over 70 Sales Centers, and over 2,000 independent dealers, both domestic and international, ensure unmatched distribution. Wayne Dalton continues to expand its offering into

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other building material categories, and offers a complete line of Fabric Shield Storm Protection Products. For more information, visit www.Wayne-Dalton.com, our [Facebook](#) page or follow us on [Twitter](#).

About Overhead Door Corporation

Overhead Door Corporation, based in Dallas, Texas, is a leading manufacturer of doors and openers for residential, commercial, industrial and transportation applications. The company has five divisions: Access Systems Division (ASD), which features the Overhead Door and Wayne Dalton brands; The Genie® Company, manufacturer of remote-controlled garage door opening systems; Horton Automatics, a manufacturer of automatic entrance systems; TODCO, the largest producer of truck doors for the transportation industry and Creative Door Services, Western Canada's leader in providing door products and services to the residential, commercial and industrial markets. Overhead Door Corporation created the original overhead garage door in 1921 and the first electric garage door opener in 1926. Overhead Door now employs more than 3,500 people, has 22 manufacturing facilities, 78 regional sales and service and installation centers and more than 5,000 distributors and dealers that service national builders, national accounts, architects, general contractors and homeowners, as well as major retailers in the U.S. and Canada. Overhead Door Corporation is a subsidiary of Sanwa Holdings Corporation of Tokyo, Japan. For additional information, visit www.overheaddoor.com, our [Facebook](#) page or follow us on [Twitter](#).

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