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## **Wayne Dalton Rolls Out New Tools To Boost Dealers' Businesses**

*New online tools and enhanced resources aimed at providing dealers with tech-forward design resources and pushing sales leads from the newly-redesigned website*

**Lewisville, Texas, April 11, 2017** - Wayne Dalton has released a series of new online tools designed specifically with its valued dealers in mind, including a Dealer Locator, Dealer Resources page and a significantly-enhanced Garage Door Selection Guide. The new tools can be accessed on mobile devices or desktop computers via Wayne Dalton's newly-redesigned [website](#).

"As we began the technical and design upgrade of the website, we talked to our valued network of dealers about what tools would most help their businesses. Three topics rose to the top of the list -- connecting with local consumers who visited our site, using technology in their businesses to help their customers select their garage doors and easy online access to marketing collateral and brand support," said Sarah Schram, Brand Manager at Wayne Dalton.

"We've tied those tools together in a fresh, mobile-responsive website that reflects our position as innovators in the garage door industry," added Schram.

### **Dealer Locator**

Now offering a more robust search platform, Wayne Dalton's Dealer Locator identifies nearby dealers based on zip code and dealer type (residential, commercial, Fabric Shield, Canadian and international). Once the search is narrowed, all contact information is provided on the page directing traffic to the individual dealer's website or office. Circle of Excellence dealers

are prominently identified on the page.

### **Garage Door Selection Guide**

Visitors to the website can use the Garage Door Selection Guide to pinpoint exact models and most compatible finishes for their home style by taking a simple one-question “quiz” based on their home’s type.

### **Garage Door Design Center**

Taking online selection a step further, the Garage Door Design Center has been significantly enhanced to allow users to customize their chosen garage door through a wide variety of design options, including styles, windows, colors, handles and accessories. Customers can upload a photo of their own home to the product visualization tool to see a real-life simulation of the new door on their home or choose a similar home style from the image gallery.

### **Dealer Resources Enhancements**

The Dealer Resources page has been updated to offer dealers more extensive access to helpful links to benefit their business, including marketing materials and an expanded image library. A Sales Center Locator has also been added for dealers needing to find wholesale sales centers in their state.

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### **About Wayne Dalton**

Wayne Dalton, a division of Overhead Door Corporation, is a world-class brand that has designed and manufactured residential and commercial garage doors since 1954. The brand is known as a proactive business partner for its dealers, providing a wide breadth of innovative, easy-to-install products and smart sales tools to help grow their business. For consumers, Wayne Dalton simplifies the purchase process by providing a full range of doors and styles through conveniently located dealers. For more information, visit [www.Wayne-Dalton.com](http://www.Wayne-Dalton.com).