

WinterGreen Research, INC.

**Commercial and Industrial Gate and Door Opener Market Shares,
Strategies, and Forecasts, Worldwide, 2011 to 2017**

Gate and Door Openers Implement Security Features and Automated Process

Mountains of Opportunity



Picture by Susan Eustis

WinterGreen Research, Inc.

Lexington, Massachusetts

www.wintergreenresearch.com

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REPORT # SH24811117

215 PAGES

80 TABLES AND FIGURES

2011

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CHECK OUT THESE KEY TOPICS

Commercial and Industrial
Gate Opener
Door Opener
Truck Door Operator

Industrial garage door
Sectional
Roller
Tilt

Shutter Opener

Commercial and Industrial Gate and Door Openers

**Commercial and Industrial Gate and Door Openers: Market Shares, Strategies,
and Forecasts, Worldwide, 2011-2017**

LEXINGTON, Massachusetts (September 6, 2011) – WinterGreen Research announces that it has a new study on Commercial and Industrial Gate and Door Opener Market Shares and Forecasts, Worldwide, 2011-2017. The 2011 study has 215 pages, 80 tables and figures. Commercial and Industrial Gate and Door Openers are evolving more sophisticated feature function packages and provide better security in a world that has moved to value security.

The commercial and industrial door and gate opener industry has seen a launch of dynamic new openers. Innovation is core to the market growth of the industry. Companies participating in the market do an incredible amount of research, development, and testing before they are able to introduce a new product.

DC operation for operators has been evolving and one would think that solar driven systems will follow shortly. New systems are able to power down when they are not being used so as to decrease the power draw occurring when the operator is not in use.

Designs are undertaken by market research that includes but is not limited to an exhaustive consumer research study. Extensive fact gathering missions involve spending the blood, sweat, and tears in cranking out design and performance parameters. The research conducted by Genie revealed features needed by homeowners and builders alike.

According to Susan Eustis, lead author of the study, “high quality and performance, strength, sound, and many safety and convenience features are desired in the market. Direct drive screw, belt, and chain drive systems have these features in next generation products. Next generation product offerings take the market to an all-new level.” .

Commercial and Industrial Gate and Door Opener Markets at \$1.95 billion in 2010 are anticipated to reach \$2.95 billion by 2017. Market growth will track the commercial building and manufacturing new construction and refurbishing markets. With anemic economic growth, refurbishing of existing buildings will account for much of the growth.

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WinterGreen Research, INC.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

Companies Profiled

Market Leaders

**Duchossois Group / Chamberlain / LiftMaster
Sanwa Holdings / Overhead Door Company / Wayne-Dalton Door / Genie
Marantec**

Market Participants

5. Commercial and Industrial Gates and Doors Company Profiles Advanced Bridging Technologies (ABT) Duchossois Group / Chamberlain / LiftMaster	Sanwa Holdings / Overhead Door Company / Wayne-Dalton Door Access Systems Division (ASD) Division Of the Overhead Door Corporation Overhead Door Corporate Division Horton Automatics	Overhead Door Corporate Division TODCO Sanwa Holdings / Genie / Overhead Door Corporation Alesco Acquires B&D Doors & Openers Consolidated Garage Doors
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Aiphone
Dominator
LiftMaster
Chamberlain Group
Eagle Access Control Systems
Ellard
Gates and Doors Inc. (GDI)

Hormann
Linear LLC.
Martin Garage Doors
Raynor
Rhine
Seip
Somfy

Sommer
Windsor Doors
1st United Door Technologies
Selected Access Door and Gate
Manufacturers

Commercial and Industrial Gate and Door Opener: Market Shares, Strategies, and Forecasts, Worldwide, 2011 to 2017

Report Methodology

This is the 481st report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search.

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Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

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The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

YOU MUST HAVE THIS STUDY

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OVERHEAD DOOR RHX PRODUCT FEATURES

Mounting

- Sectional Doors:
- Rolling Steel Doors:
- Motor
- On Board Radio Receiver
- Drive Reduction
- Direct Coupling (optional on sectional doors only)
- Brake System
- Clutch (standard with trolley; optional with hoist)
- Cycle Counter
- Adjustable Shaft
- Trolley Rail Assembly

Source: WinterGreen Research, Inc.

Overhead Door RHX Product Features

Figure 3-14

3-26

Overhead Door Corporation Horton Automatics Commercial Doors

Figure 3-15

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OVERHEAD DOORS



SWING DOORS



WALK RAMPS



PARTS



REPLACEMENT DOORS



OWNER'S MANUAL

Table 3-16

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Source: WinterGreen Research, Inc.

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OVERHEAD DOOR CORPORATION TODCO TRANSPORTATION DOOR POSITIONING

- Division of The Overhead Door Corporation
- Largest producer of transportation overhead and swing doors worldwide
- Most recognized brand name
- more TODCO doors on the road than any other brand
- innovator, introducing scores of advances that have become industry standards
- stainless steel aircraft-quality cables
- tongue-and-groove panel profile
- Maximum Security Lock
- powder-coated hardware
- solution for any need, any application
- features, performance and durability that put it among the "best of class category."
- Headquartered in Marion, Ohio, TODCO serves customers from three plants in Ohio and Mexico.

SOURCE: WINTERGREEN RESEARCH, INC.

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ABOUT THE COMPANY

WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

ABOUT THE PRINCIPAL AUTHORS

Ellen T. Curtiss, Technical Director, co-founder of WinterGreen Research, conducts strategic and market assessments in technology-based industries. Previously she was a member of the staff of Arthur D. Little, Inc., for 23 years, most recently as Vice President of Arthur D. Little Decision Resources, specializing in strategic planning and market development services. She is a graduate of Boston University and the Program for Management Development at Harvard Graduate School of Business Administration. She is the author of recent studies on worldwide telecommunications markets, the top ten internet equipment companies, the top ten contract manufacturing companies, and the Top Ten Telecommunications market analysis and forecasts.

Susan Eustis, President, co-founder of WinterGreen Research is a senior analyst. She has done research in communications and computer markets and applications. She holds several patents in microcomputing and parallel processing. She has the original patents in electronic voting machines. She has new patent applications in format varying, multiprocessing, and electronic voting. She is the author of recent studies of the Solar REnewable Energy, Wind Energy, Thin Film Batteries, Business Process Management marketing strategies, Internet equipment, biometrics, a study of Internet Equipment, Worldwide Telecommunications Equipment, Top Ten Telecommunications, Digital Loop Carrier, Web Hosting, Web Services, and Application Integration markets. Ms. Eustis is a graduate of Barnard College.

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