



clopaydealer.com

dealer marketing bulletin

issue date: March 26, 2014

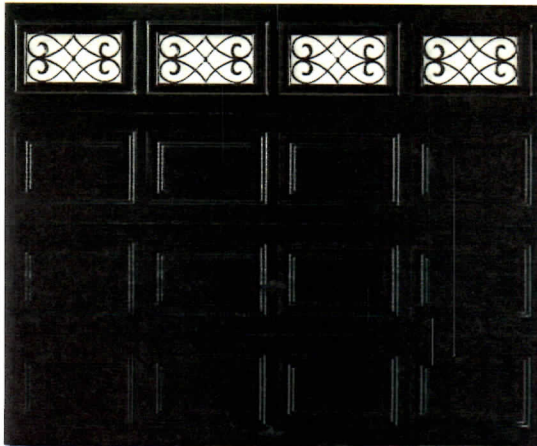
Black Introduction / Bronze Color Expansion

released by: Justin Evans

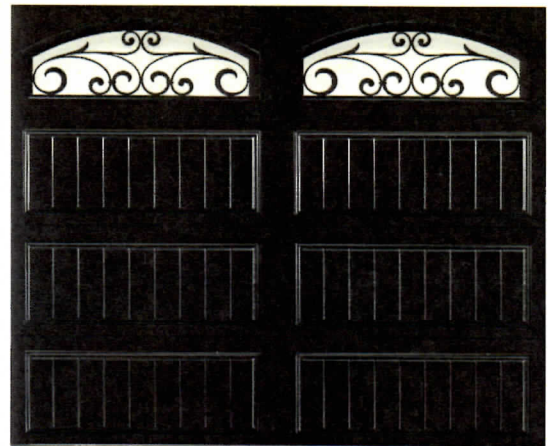
Overview:

Clopay is proud to introduce a Black color option (**Color Code: "BK"**) and expand our Bronze color option (**Color Code: "BZ"**) to our Gallery® Collection Premium Series, Classic™ Collection Premium Series Doors and select commercial 3-Layer sectional doors.

Last month, Clopay featured a black Gallery® Collection door at the International Builders Show. The door was a popular attraction, so popular in fact that *Builder* magazine ranked the door as one of their "top hits" of the show!



Classic™ Collection: Elegant Short Panel Shown with Tuscany Short Window



Gallery® Collection: Long Panel Shown with Arch Wrought Iron Window

Color Details:

Clopay is using a "cool" thermal reflective paint technology on both the Black and on the expanded Bronze offering.

Anyone who owns a very dark colored car can attest to the fact that dark colors adsorb and retain more heat than lighter colors. Our "Cool" Paint reflects much of the solar radiation, resulting in cooler steel surface temperatures. This helps reduce the potential for door damage caused by high heat.

In addition to the cool technology, the Black color will come standard with a thicker 24 gauge exterior steel surface. This will result in Black doors having a different spring weight than other colors. Complete spring charts are available on the Dealer Portal effective March 10th.

