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Wayne Dalton Named in 2020 BUILDER National Brand Use Study

Leading manufacturer of residential and commercial garage doors outshines competition, ranking among the top quality garage door providers nationwide

May 20, 2020 - Wayne Dalton, a leading manufacturer of residential and commercial garage doors, has been recognized by *BUILDER* Magazine's Annual Brand Use Study as the #3 provider of quality garage doors nationwide in 2020. For more than 20 years, the report has become one of the most anticipated industry resources for trends, brand and product information of more than 50 categories of the home.

Proving an unprecedented brand promise among trade professionals and competition, Wayne Dalton ranked in the top three companies for "Brand Familiarity," "Brands Used in the Past 2 Years" and "Brands Used the Most" for the Door/Garage category.

"To be recognized as a top garage door provider nationally in an increasingly competitive industry only proves that Wayne Dalton has created an unshakeable reputation," said Wayne Dalton Brand Manager Sarah Schram. "We look forward to continuously establishing Wayne Dalton as a top market leader in the building industry and beyond."

The 2020 *BUILDER* Brand Use Study, sponsored by Hanley Wood and conducted by The Farnsworth Group compares the number and average sale price of residential units built in 2019, overall brand familiarity, use and opinions in 51 different product categories. This year, more than 1,000 qualified builders, developers and general contractors participated in the online survey. The complete study will be highlighted in the April 2020 issue of *BUILDER* and will be posted to builderonline.com.

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About Wayne Dalton

Wayne Dalton, a division of Overhead Door Corporation, is a world-class designer and manufacturer of residential and commercial garage doors. Wayne Dalton 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 wayne-dalton.com

About BUILDER

Hanley Wood's BUILDER is the leading authority in the residential construction industry and serves as the magazine of the National Association of Home Builders (NAHB). For more than three decades, BUILDER has provided essential news, information and resources about products, technologies, trends, regulatory requirements and best practices to help home building professionals succeed in today's market. Learn more, visit builderonline.com.

About Hanley Wood

Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics and editorially driven Construction Industry Database, the company provides business intelligence and data-driven services. The company produces award-winning media, both digital and print, high-profile executive events, and strategic marketing solutions. To learn more, visit hanleywood.com.