



## NEWS RELEASE

# GENIE® EXPANDS INTO COMMERCIAL MARKET WITH MAJOR NEW PRODUCT LINE



**MT. HOPE, OH** (May 2012) – The Genie® Company announces a product line expansion with the launch of its new Commercial Line of door operators. Genie is expanding its well-known iconic brand to commercial and industrial markets with an extensive line of heavy, standard, medium, and light-duty models.

With the addition of commercial operators, Genie can now offer single source shopping to dealers and distributors who need high quality, reliable, and competitively priced operators for their industrialized markets, in addition to their residential segment.

Mike Kridel, Genie President, said, “We are extremely proud of the effort and dedication of our entire staff to get us to this point with the logical expansion of our product line into the commercial and industrial segments. I am confident that once dealers and their installers are able to work directly with our operators and experience them first-hand, the product portfolio will become a valuable and profitable asset to their overall business.”

Some of the outstanding features included in the Genie commercial line include:

- **MultiVolt™ Setting:** Ability for the voltage to be selected on the job site. Units come either single or three phase and then can be configured for a specific voltage when they are installed.
- **LCD Display:** Every unit comes with a 16-character display that guides the installer through the set-up of the operator. The display shows operating status and is also used for diagnostics when necessary.
- **EZLimit™ System:** Provides for push-to-set limits directly from the LCD set-up menu. Move the door to where you want it and hit the button to set that limit.
- **TensiBelt™ Drive:** Auto tensioning belt system that sets the proper belt tension and needs no re-tensioning over the life of the opener.
- **DC Disc Brake with Progressive Braking:** Adjustable braking rate set via the LCD allows for the door to come to a smooth stop.

- **Advanced Radio:** Set up is done via the LCD display. Learn up to 50 Intellicode<sup>®</sup> I transmitters, get unique identification number assigned to each, and have the ability to delete individual transmitter I.D.s by using the display. Once a transmitter is learned every time it activates the door the identification number will be displayed and logged.

Ralph Angiuli, Commercial Product Manager, noted, “The Genie Commercial Line is feature-laden to meet the market demands of a commercial operator. Its combination of brand and design will set our dealers apart with a great opportunity for them to build their sales and profits. Our comprehensive product offering includes all the most popular commercial models ranging from light to heavy duty.”

Product models in the Heavy Duty category include: GCL-GH (Hoist) and GCL-GT (Trolley); in the Standard Duty category: GCL-J (jackshaft), GCL-H (hoist), and GCL-T (trolley); in the Medium Duty category: GCL-MJ (jackshaft), GCL-MH (hoist), and GCL-MT (trolley); and in the Light Duty category: GCL-GCX (rolling counter doors).

As part of the product launch, Genie is including in-depth materials on how to properly select the right operator for the job based on criteria such as duty cycle, door type and size, and voltage. Extensive dealer education is in process, and the company also offers a well-trained staff of customer and technical service support to ensure dealers have many different resources at their disposal for questions and guidance.

For more details, call 1-800-843-4084, or send an email request to [TeamGenie@GenieCompany.com](mailto:TeamGenie@GenieCompany.com).