



*NEWS RELEASE*

## **The Genie Company Announces New Battery Backup Capable Garage Door Opener**

*Model 3020 Can Be Ordered With or Without BBU for Maximum Inventory Flexibility*

**Mount Hope, Ohio** (October 10, 2016) – The Genie Company announces the introduction of its latest garage door opener, the Model 3020.

The Model 3020 opener features battery backup capability and gives dealers the option to order the battery backup either packaged with the powerhead, or separately as an accessory to keep in inventory for customers as needed. As homeowners realize the importance of being able to operate the garage door in a power outage, more want the option to help make circumstances easier and more secure while waiting for outside power to be restored.

Whether it is ordered with the battery backup (3020H-B) or without the battery backup (3020H), the Model 3020 features a DC motor for strength and superior quietness. The DC motor also provides for Soft Start & Stop Control, which allows the door to start and stop its movement gradually. This not only helps keep noise to a minimum but also saves wear and tear on the door by saving it from sudden jerking or stopping. A standard 6' power cord makes those hard-to-reach outlets easier to get to, saving the need to install a new outlet box or move an existing one when a common 4' cord is not long enough.

This opener is a great addition to the Genie Professional Line of garage door openers as it rounds out the offering with a battery backup (BBU) option in the value range category. It has an opening speed of 7.0" per second\*. (*\* Maximum speed +/- 0.5 inches per second*)

"The Model 3020 is the response to dealer requests for an opener that allows them to offer a battery backup unit in our entry level series of openers while maintaining maximum inventory flexibility", said Steve Janas, Vice President and General Manager – Sales/Marketing. "Battery backup popularity is growing but dealers have different ways they want to offer it – either the opener with the BBU already in the box, or the opener without the BBU but with the ability to easily add it from inventory for those customers who want it. I'm happy to say Genie provides both options."

The Model 3020 rail fits right in line with Genie's interchangeable C-Channel rails that can be used on any of its other belt or chain models, helping to reduce inventory that dealers maintain. By design, the C-channel rail offers strength and improved aesthetics for homeowners as it helps shield the belt or chain from view.

Installers will appreciate how the Model 3020 can reduce installation time by being so easy to work with. The powerhead itself weighs only about nine pounds (13 pounds with the battery backup), which in many cases is less than half the weight of a traditional AC motor opener. Since the rail connects to the powerhead with only four screws, installation is quick and efficient.

The remotes, which incorporate Genie's superior Intellicode® encryption system, come pre-programmed right out of the box with easy instructions to reprogram if desired. The built-in auto seek technology of the remote uses both 315 and 390 MHz frequencies to reduce potential interference from local military base equipment or other sources.

Stretch-wrapped, color-coded rails (belt-blue/chain-black), quick-connect wiring, and easy programming for travel limits & force adjustment further reduce installation time and ease warehouse complexity with the goal of increased profitability for the Genie Professional Dealer.

The Model 3020 can be further enhanced with innovative and convenient accessories. These options include the Genie LED light bulb, designed specifically for garage door openers, the Aladdin Connect smart device garage door controller, and the wireless keypad, among others.

Dealers and homeowners will be happy to know that the Model 3020, like all of the Genie Professional Line Openers, is compatible with ALL current and previous versions of HomeLink and Car2U. That's a big advantage over openers that require an additional converter to make their units compatible with the in-car remote systems.

### **About The Genie Company**

The Genie Company is based in Mt. Hope, Ohio, and is a leading manufacturer of garage door openers and accessories for residential and commercial applications. With its main manufacturing facility in Baltic, Ohio, its roots run deep as an American brand that has been synonymous with garage door openers since 1954. The Genie name itself is a well-recognized icon among homeowners, builders, and dealers alike.

Genie distributes its openers and accessories through a broad distribution channel of professional dealers, wholesalers, and retailers throughout the U.S. and Canada. The Genie Company is a separate division of Overhead Door Corporation.

To learn more, please visit [www.GenieCompany.com](http://www.GenieCompany.com), or become a Genie fan on [Facebook](https://www.facebook.com/geniecompany) and follow us on [Twitter](https://twitter.com/geniecompany).