

# display catalog

## ORDER FORM



Showroom & Merchandising Support



America's Favorite Doors™

# Clopay Merchandising Program

## **We Are Proud to Announce Our NEW and Improved Merchandising Display Program**

Clopay's NEW and improved display program benefits dealers of all sizes! Our modular display system will allow you to customize your displays to match the needs of your showroom.

Take a look through our catalog and think about what these displays can do to enhance your customers' showroom experience and increase your sales and profits.

## **Modular Display Benefits**

There are many benefits to having the ability to select modular display units. Modular units allow for beautiful and unique merchandising displays that fit any dealership's showroom. No matter how large or small your showroom is, these displays can be customized to work for you.

As you look through the catalog, you will see our standard displays. This is the starting point for how your display can be built. Next, you will notice the optional features that can be added to create the perfect display for your showroom or home show experience. The Sample Center, Literature Center and LiftMaster® Garage Door Opener Center are perfect for use at home shows. Simply roll them back into the crates they shipped to you for shipment.

## **How to Order**

As you flip through the catalog and find displays and options you would like to order, simply turn to the inserted order forms and follow the order form instructions. Once all orders are received by the deadline of September 21, you will receive an email verification with an order summary that includes the price of shipping. You will then be asked to sign and return to Clopay. Once your signed approval is received, your displays will be produced and shipped to your dealership in 8 to 10 weeks. Displays will arrive from Clopay along with your scheduled product orders.

**All orders must be submitted by September 21, 2012. We cannot accommodate orders for displays after the September 21 deadline.**

## Clopay's Information Center – Standard Features (Optional Features on Page 3)

Display dimensions are 5'W x 7'.75"H x 3'D.

The standard Information Center is made with a rich Mahogany Laminate and black Thermofoil Laminate with a touch of Faux Stone to create a warm and welcoming display customers will flock to. This display can sit flush against a wall or be customized for a free-standing unit. The Information Center includes 2 energy efficient LED Nora Puck Lighting where electric is required. Electric will also be required for the optional touch screen or monitors.

### The Standard Information Center Includes:

- |   |  |
|---|--|
| <b>1</b> 12 Hinged Sample Frames with Handles<br>(Samples Not Included)   |  |
| <b>2</b> Plexi Cutaway to Show Sample Insulation                          |  |
| <b>3</b> 2 Energy Efficient LED Nora Puck Lighting<br>(Electric Required) |  |
| <b>4</b> 2 Literature Holders<br>(Literature Not Included)                |  |
| <b>5</b> 2 Side Snap Frame Graphics Panels<br>(Graphics Included)         |  |
|   | <b>6</b> 1 Front Snap Frame Graphics Panel<br>(Graphics Included)            |
|   | <b>7</b> Faux Stone and Mahogany Laminate                                    |
|   | <b>8</b> Clopay Logo   |
|   | <b>9</b> Neutral Filler Snap Springs<br>(Allows All Samples to Fit in Frame) |
|   | <b>10</b> Casters  |

### INFORMATION CENTER PRICE:

\$4,563.00



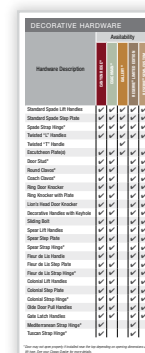
Please remove end stiles from samples before putting into Information Center so insulation will be seen through plexi cutaway.

## Clopay's Information Center – Optional Features

Need more storage for your showroom or home show displays? Check out our storage unit, hardware drawer and other optional features for the Information Center. (See complete list of options below.)

INFORMATION CENTER – OPTIONAL FEATURES FOR FRONT OF DISPLAY:		
Additional Options	Dimensions	Price
5 Literature Holders with Frame (Front)	10" x 48"	\$85.00
Acrylic Keyboard Tray	20" x 10" x 2-1/2"	\$34.80
Storage and Drawer Unit (Empty)	53" x 34" x 29"	\$595.00

The magnetized decorative hardware drawer kit offers an organized location for all our hardware options. The storage unit must be purchased in order to order the magnetized decorative hardware drawer kit. The drawer comes with a silver 20 gauge magnetic panel. Hardware and magnets that adhere to the hardware are included with this kit. Now available to order off the Clopay Merchandising site is our new hardware rack card. This rack card will outline what hardware is available for each product line and fits perfectly inside the hardware drawer kit.



INFORMATION CENTER – OPTIONAL FEATURES FOR FRONT OF DISPLAY:		
Additional Options	Dimensions	Price
Magnetized Decorative Hardware Drawer Kit	26-1/2" x 47-1/2"	\$609.99

Don't forget about the benefits of technology in your showroom. Show before and after photos, your company's and Clopay's websites and the Door Imagination System by adding a touch screen or video monitor and acrylic keyboard tray to your display.

*Recommended electronics are recommendations only. All Clopay electronic recommendations are the best fit/size for the display. Using the brands recommended will ensure proper fitting and mounting to the Information Center. Electronics are not offered through Clopay's merchandising program and must be purchased locally. Retail prices are subject to change.*

ELECTRONIC RECOMMENDATIONS	RECOMMENDED DIMENSIONS	ESTIMATED RETAIL PRICE
Recommended All-in-One Touch Screen Computer (Front) Sony VAIO VPCL23BFX/W	23.94" x 16.89"	\$1,399.00
Recommended Flat Screen (Back) Sony KDL-40EX640	37-1/8" x 22-3/4" x 2-3/8"	\$829.00

INFORMATION CENTER – OPTIONAL FEATURES FOR BACK OF DISPLAY:		
Additional Options	Dimensions	Price
Snap Frame Graphics Panel (Back)	42" x 30"	\$160.00
Back Clopay Logo	18" x 8"	\$62.00
5 Literature Holders Attached to Wall (Back)	8-3/4" x 9-1/2"	\$22.00
3 Energy Efficient LED Nora Puck Lighting (Back)	2-3/4" diameter	\$152.50

## Information Center – Optional Features: (Front)

- 1** 5 Literature Holders with Frame
- 2** Acrylic Keyboard Tray
- 3** Optional Storage and Drawer Unit (Empty)
- 4** Magnetized Decorative Hardware Drawer Kit
- 5** Touch Screen or Video Monitor



## Information Center – Optional Features: (Back)

- 1** Touch Screen or Video Monitor
- 2** Snap Frame Graphics Panel
- 3** Clipay Logo
- 4** 5 Literature Holders
- 5** 3 Energy Efficient LED Nora Puck Lighting (Electric Required)



Frames for samples are not designed to accommodate sample sizes over 3-1/4". For example, the Custom Reserve® Collection and 2-sided Canyon Ridge® Collection samples.



## Clopay's Garage Door Center – Standard Features (Optional Features on Page 6)

*Display dimensions are 12'W x 8'2.5"H x 3'D.*

If you want to show multiple full size doors, this display is for you. Having the ability to display 4 doors in your showroom will impress any customer who walks through your showroom. This display gives customers the ability to touch and feel the detail and textures of our products.

### The Standard Garage Door Center Includes:

- 1** Frames with Handles that Hold Four 8' x 7' Doors  
(Doors Sold Separately)
- 2** Clopay Logos  
(Front and Back of Display)
- 3** 1 Snap Frame Graphics Panel  
(Graphics Included)
- 4** Faux Stone and Mahogany Laminate
- 5** Rollers to Move Doors Back and Forth
- 6** 3 Energy Efficient LED Nora Puck Lighting  
(Electric Required)

### GARAGE DOOR CENTER PRICE:

\$2,609.00

If height is an issue in your showroom, simply move the logo here to accommodate. Your display dimensions would then be 12'W x 7'10.5"H x 3'D.



Casters not included due to weight of display.  
This display can sustain up to 1000 lbs. (250 lbs. per door).

### GARAGE DOOR CENTER – OPTIONAL FEATURES:

Additional Options	Dimensions	Price
Snap Frame Graphics Panel (Back)	42" x 30"	\$160.00
4 Literature Holders Attached to Wall (Back)	Holds 8.5" x 11" Literature	\$16.68

### Garage Door Center – Optional Features:

Optional Features Benefit a Free-Standing Unit

- 1** Snap Frame Graphics Panel (Back)  
(Graphics Included)
- 2** 4 Literature Holders (Back)  
(Literature Not Included)



## Clopay's Entry Door Center – Standard Features (Optional Features on Page 8)

*Display dimensions are 6'W x 8'H x 2.5'D.*

Our Entry Door display showcases our beautiful Entry Door product line. This operating display showcases the look and feel of an Entry Door from the exterior as well as the interior of a home. Walk your customers around this display and let them open and close the door to see all the workmanship that goes into Clopay Entry Doors. Entry Door product must be ordered from the Entry Door display program (must order options with sidelites). Please also order matching Entry Door interior casing to finish the interior side of the Entry Door display.

### The Standard Entry Door Center Includes:

- 1** Frame for 1 Working Door  
(Door and Sidelites Sold Separately)
- 2** 2 Clopay Logos  
(Front and Back of Display)
- 3** 2 Snap Frame Graphics Panels  
(Graphics Included)
- 4** Faux Stone and Mahogany Laminate
- 5** 3 Energy Efficient LED Nora Puck Lighting (Front Only)  
(Electric Required)

### ENTRY DOOR CENTER PRICE:

\$2,759.00

Front of  
Entry Door  
Display



Casters not included due to weight of display.



Back of Entry Door Display

- 1 Interior Look and Feel



Entry Door Center – Optional Features:

- 1 3 Energy Efficient LED Nora Puck Lighting (Back)  
(Electric Required)



ENTRY DOOR CENTER – OPTIONAL FEATURES:		
Additional Options	Dimensions	Price
3 Energy Efficient LED Nora Puck Lighting (Back)	2-3/4" diameter	\$152.50

## Clopay's Sample Center – Standard Features (Optional Features on Page 10)

Display dimensions are 2.4'W x 6.6'H x 2'D.

Keep your showroom clean and organized with our Sample Center. This display helps showcase samples while also keeping them in an organized location. The samples are on a hinged frame to allow customers to view both the front and back of the samples. When the samples are pulled open, customers can view graphics that explain more about the products held in the displays. This display also features a full length graphic on the back of the display so it can be showcased anywhere in your showroom.

Our removable Clopay logos are a great benefit to our modular displays. If you want to showcase this display next to the Information Center or Literature Center, simply remove the logo and place it in the center of the new arrangement. (See various display arrangements on page 14.)

### The Standard Sample Center Includes:

- |   |  |
|---|--|
| <b>1</b> 1 Hinged Sample Frame with Handles<br>(Holds 3 Samples, Samples Sold Separately) |  |
| <b>2</b> 2 Snap Frame Graphics Panels<br>(Graphics Included)                              | <b>5</b> Neutral Filler Snap Springs to Fit Any Sample |
| <b>3</b> Mahogany Laminate  | <b>6</b> Casters                                       |
| <b>4</b> Removable Clopay Logo<br>(Front and Back)  |  |

### SAMPLE CENTER PRICE:

\$1,995.00



Faux Stone and Side Literature Holders not included with standard display (see page 10 for options).  
Frames for samples are not designed to accommodate Custom Reserve® Collection and 2-sided Canyon Ridge® Collection samples.  
Please remove end stiles from samples before putting into Sample Center so insulation will be seen through plexi cutaway.

### SAMPLE CENTER – OPTIONAL FEATURES:

Additional Options	Dimensions	Price
5 Literature Holders on Side (No Faux Stone)	8-3/4" x 9-1/2"	\$20.84
4 Literature Holders and Faux Stone	16" x 27"	\$232.00
Faux Stone up Entire Display	15" x 75"	\$325.00

### Sample Center – Optional Features:

- 1** 5 Literature Holders on Side  
(Literature Not Included)
- 2** 4 Literature Holders and Faux Stone  
(Literature Not Included)
- 3** Faux Stone up Entire Display





## Clopay's Literature Center – Standard Features (Optional Features on Page 12)

*Display dimensions are 2.4'W x 6.6'H x 2'D.*

We developed the literature center to create a one-stop shop in your showroom for all of your customers' literature requests. If you want to showcase this display next to the Information Center or Sample Center, simply remove the logo and place it in the center of the new arrangement. (See various display arrangements on page 14.)

### The Literature Center Includes:

- 1** 8 Literature Holders on Front of Display  
(Literature Not Included)
- 2** 1 Front Snap Frame Graphics Panel  
(Graphics Included)
- 3** 1 Full Snap Frame Graphics Panel on Back  
(Graphics Included)
- 4** Mahogany Laminate
- 5** Removable Clopay Logo  
(Front and Back)
- 6** Casters

### LITERATURE CENTER PRICE:

\$1,169.00

Front of  
Literature  
Center



Back of  
Literature  
Center



Side Literature Holders not included with standard display; see optional features.



## LITERATURE CENTER – OPTIONAL FEATURES:

Additional Options	Dimensions	Price
5 Literature Holders on Side (No Faux Stone)	8-3/4" x 9-1/2"	\$20.84
4 Literature Holders and Faux Stone	16" x 27"	\$232.00
Faux Stone up Entire Display	15" x 75"	\$325.00
8 Literature Holders on the Back <i>(Must also Purchase the Snap Frame Graphics Panel for Back)</i>	Holds 8-1/2" Literature	\$33.34
Back Snap Frame Graphics Panel <i>(Purchase This Graphic When 8 Literature Holders for Back Side Are Purchased)</i>	27-1/2" x 63"	\$190.00

### Literature Center – Optional Features:

- 1** 5 Literature Holders on Side  
(Literature Not Included)
- 2** 4 Literature Holders and Faux Stone  
(Literature Not Included)
- 3** Faux Stone up Entire Display
- 4** 8 Literature Holders on the Back  
(Literature Not Included)
- 5** Back Snap Frame Graphics Panel  
(Graphics Included)



LiftMaster® Garage Door Opener Center

Display dimensions are 2.4'W x 6.6'H x 2'D.

With our partner LiftMaster®, we are proud to present our new Opener Display. This display showcases 3 Openers along with information on each series. LiftMaster® Openers are not included with the display and can be ordered through LiftMaster®. Shams or Openers of your choice can be mounted to this display. Simply order a model from the Elite®, Premium and Contractor Series™ and place next to coordinating series description.

The Standard Opener Center Includes:

- 1 Holders for 3 Openers  
(Openers are Ordered Separately Through LiftMaster®; Rails are NOT Needed for Display.)
- 2 Mahogany Laminate
- 3 LiftMaster® Logo  
(Front and Back)

OPENER CENTER PRICE:
\$1,186.00

- 4 1 Snap Frame Graphics Panel on Back  
(Graphics Included)
- 5 5 Literature Holders Down Side
- 6 Casters



Faux Stone not included with standard display; see optional features.

OPENER CENTER – OPTIONAL FEATURES:		
Additional Options	Dimensions	Price
4 Literature Holders and Faux Stone	16" x 27"	\$232.00
Faux Stone up Entire Display	15" x 75"	\$325.00

## Clopay's Showroom Displays

No matter how large or small your showroom is, you can create a wonderful merchandising area so your customers will have all the information they are looking for. Below are a few examples of how these modular displays can look in your showroom.





## Clopay's Double-Sided Door Display – Standard Features

*Display dimensions are 24"W x 82-3/4"H x 3-3/4"D.*

Our Double-Sided Door Display is perfect to showcase two garage doors in a small amount of space. This display is great to showcase one side in front of your showroom windows and another door on the inside of your showroom without taking up a large amount of space. We added the Mahogany Laminate and Faux Stone seen throughout our showroom display program to tie everything together.

### The Standard Double-Sided Door Display Includes:

- 1** Double-Sided Door Stand
- 2** Faux Stone and Mahogany Laminate

### DOUBLE-SIDED DOOR DISPLAY PRICE:

\$572.00



### Relaminated Replacement Parts

Already have Clopay showroom displays but want to update their look? Our new Formica® Laminate and Faux Stone information is listed below for your convenience.



#### Formica® Victorian Mahogany

Available at Lowe's and various home improvement stores.



#### Norwich Kentucky Dry Stack

Desert Sand color. Can be ordered at [www.fauxpanels.com](http://www.fauxpanels.com).





America's Favorite Doors™

# display

## ORDER FORMS



# How to Order

## **Step 1:**

Determine the displays you would like to order and fill out your dealership information in full on the inserted forms.

## **Step 2:**

Review the display order forms and indicate which displays you would like to order, quantity of order and optional features requested.

## **Step 3:**

Review the graphics order forms and indicate graphics requested.

## **Step 4:**

Email or mail order forms to:

Clopay Building Products  
Attn: Ashley Langenkamp  
8585 Duke Boulevard  
Mason, OH 45036  
Email: [alangenkamp@clopay.com](mailto:alangenkamp@clopay.com)

## **Step 5:**

All orders must be submitted to Clopay by September 21, 2012 for processing. After September 21, you will get an email verification with an order summary for your approval. Your order summary will include shipping costs to your display invoice total. Once a signed approval is received, your displays will be produced and shipped to your dealership in 8 to 10 weeks.

# Complete Your Order

## Step 1:

Please make sure your dealership information is filled out in full on the inserted order forms.

## Step 2:

Review your display order form to make sure orders selected, optional features and graphics are indicated on the forms.

## Step 3:

Email or mail order forms to:

Clopay Building Products  
Attn: Ashley Langenkamp  
8585 Duke Boulevard  
Mason, OH 45036  
Email: [alangenkamp@clopay.com](mailto:alangenkamp@clopay.com)

For additional questions, contact:

Ashley Langenkamp  
Phone: 513-770-3947  
Email: [alangenkamp@clopay.com](mailto:alangenkamp@clopay.com)

## Step 4:

Make sure your orders are submitted to Clopay by September 21, 2012 for processing. After September 21, you will get an email verification with an order summary for your approval. Your order summary will include shipping costs to your display invoice total. Once a signed approval is received, your displays will be produced and shipped to your dealership in 8 to 10 weeks.

THANK YOU FOR YOUR  
SHOWROOM  
MERCHANDISING ORDER!

