

# Raynor Garage Doors Aspen Series Product Launch

Case Study



## Opportunity

Representing the widest range of door styles, colors and window choices the company has ever offered, the new Aspen Series garage door launch was supported with a comprehensive and creatively themed communications program. To create a sense of anticipation and engagement for the Raynor sales team and dealers in particular, the program included pre-launch as well as follow-through initiatives covering the full spectrum of social media, PR, direct mail and showroom promotion.

## Strategy/Implementation

Introducing the aspirational campaign phrase "Reaching New Heights" along with tie-in graphics of mountain climbing expeditions and gear, the Aspen Series kick-off program began with a high impact launch kit sent to all Raynor garage door dealers. The large, full-litho boxed kit included a starting supply of all key materials each dealer will use to convert their showrooms and align their personal selling efforts with an entirely new corporate direction for marketing of residential garage doors.

### Each starter kit included:

- Showroom posters
- Counter mats
- Window graphics
- Sales literature
- Sales guide for the dealer manager and sales team
- Order form to make it easy for dealers to obtain additional marketing materials



## Client Brief

Raynor Garage Doors is a leading manufacturer of overhead door systems for residential and commercial applications. Raynor overhead doors and operators are sold in the U.S., Canada and more than 60 other countries worldwide.

**HEINZEROTH**  
Marketing Group

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## Other Tactics

Heinzeroth also provided support for a number of campaign elements that quickly followed the dealer communications:

- Press conference for regional media**  
 Unveiled the impressive new automated factory line dedicated to Aspen Series and provided special recognition for employees that played an important role in developing the innovative product design and its manufacturing technology. The press conference was also documented in photos and videos which were shared with media contacts not able to attend the event.
- Publication and social media features (Facebook, LinkedIn, Twitter, Instagram)
- Addition of Aspen Series to the Design Guide apps (iOS and Android) used by architects
- Insertion of Aspen Series content into Raynor's ongoing inbound marketing program which includes blog articles, automated emails and other engagement tactics
- Special signage for use at national conventions such as AIA (architects) as well as regional home shows

## Results

The product line was cheered by dealers and end users alike, as the new door styling and easy-to-customize options effectively re-energized the entire organization. Raynor met its launch target timetable and quickly surpassed revenue goals. The company is now moving along with additions to the product line for a second phase of growth. Heinzeroth's dealer sales kit "Reaching New Heights" was awarded a Silver Addy by the American Advertising Federation of Northern Illinois.

For more information contact:  
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*"Heinzeroth has played a key role in the successful launch and continuing inbound marketing program for our Aspen Series garage door line. Their creative work set the tone for the entire campaign and is well received by our dealers."*

**Peter Elsenbach**  
 Director of Marketing  
 Raynor Garage Doors

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