

**AAADM**

*American Association of  
Automatic Door Manufacturers*

**Access for Everyone. It's Automatic.**



**10 Reasons**  
to Install Automatic Doors.

# 1

## More Choices

When you choose automatic doors, you don't have to sacrifice form for function. With so many different colors, finishes and designs to select from, it's easy to find an automatic door that enhances any business's unique style.

There are three basic types of automatic doors—swinging, sliding and folding doors.

**Automatic swinging doors** have a variety of configurations, including a single door that swings in or out and is left-handed or right-handed, and a pair of doors that simultaneously swing in the same direction. The door operator is concealed or surface-applied. The doors are center-pivoted, offset hung, balanced or hinged. Automatic swinging doors also feature sensors or control mats and safety signage.

**Automatic folding doors** are comprised of two or more separate panels; one panel swings, and the other panel slides in a guide. Automatic folding doors may include a single folding door that folds in or out and is left-handed or right-handed; or a pair of doors simultaneously folding in or out, either left-handed or right-handed.

**Automatic sliding doors** have flat panels that slide horizontally and linearly, with a variety of configurations. Their other features are similar to the ones described for swinging automatic doors, and they also include sensors or control mats as well as safety signage.

AAADM Owner's Manuals for automatic swinging doors, automatic folding doors and automatic sliding doors are available in Adobe PDF format at [www.aaadm.com](http://www.aaadm.com).



## 2 Customers Prefer Automatic Doors

Survey results prove that an overwhelming majority of customers prefer and place a high level of importance on automatic doors. AAADM's recent consumer research study showed that 98.9 percent of consumers who expressed a preference between automatic and manual doors prefer automatic doors.

AAADM research participants indicated that it was most important for automatic doors to be used at hospitals, airports, hotels/motels, shopping mall entrances and retail stores.

The survey also found that many consumers desire automatic doors in places they aren't typically found today. When participants were asked to name specific locations where doors are essential yet not usually present, they told researchers they should be installed more frequently at shopping malls, hotels/motels and post offices.

\*To obtain survey results contact AAADM\*



# 3

## Convenience

An automatic door entrance does away with the aggravation and struggle associated with opening a heavy, manual door and instantly demonstrates to users the establishment they are entering cares about their convenience.

When participants in AAADM's recent consumer research study were asked if automatic doors were perceived as a minimal level of service from a business establishment, most respondents suggested it was a convenience that **should** be offered by a business. Many went on to say that automatic doors are especially important because they show good customer service and provide access for the elderly, handicapped and those with children in tow.

As stated by one respondent, "Let's design not just for the handicapped, but convenience for all. Where possible, especially with large volumes of people, this should be understood."

Respondents also stated what they liked best about automatic doors is their convenience and ease of use. Some explained that a key advantage of automatic doors is they can be opened without the use of hands, which can sometimes be filled with packages, children and luggage.



## Image

Automatic doors can help to position a company as a leader.

First impressions are often significant and lasting. When a customer, or any other user, enters a building through an automatic door, they are instantly made aware that the business is state of the art.

Many surveyed in AAADM's study felt that the most inconvenient and impractical aspect of manual doors is that they are generally much too difficult and heavy to push open easily. This is problematic for both able-bodied and physically disabled users alike and could potentially lead them into having a negative impression of the business. Moreover, if automatic doors are not installed, it leads consumers to assume that the business is not in touch with their needs and desires.

## 5

### Easy to Own, Use and Maintain

Automatic doors are manufactured according to the highest standards for quality and safety, ensuring minimal maintenance requirements and making them incredibly easy to own, use and maintain.

One of the most imperative steps in purchasing an automatic door is determining the type and design that is best suited for the particular location where it will be installed. This process is greatly simplified with the assistance of qualified professionals who have an understanding of the location's traffic flow conditions, types of users expected and the facility's image concerns. Manufacturers' representatives work with buyers and specification writers to help them select an automatic door that satisfactorily fulfills their wishes and requirements. Additionally, an abundance of information is often available on the manufacturer's Web site or by contacting them directly and requesting literature.



Today's technologically sophisticated automatic doors are user-friendly and virtually self-sufficient. When an automatic door is installed and maintained properly, day-to-day operation is straightforward and typically trouble-free.

## Energy Savings

Automatic doors effectively reduce wasted energy in multiple ways and may significantly lessen annual heating and cooling costs.

Automatic doors open only when an incoming user or object triggers them to do so and then close again a safe time after the person or object passes through the door. This eliminates the incidence of doors being left open accidentally, which can be a costly mistake when heating or air conditioning is operating. Utilizing an automatic door also ensures that the door is shut completely each time it closes, thereby preventing expensive heat and air conditioning from escaping through open areas. Plus, many new, low-energy door options use minimal power to operate and establish a tight, secure seal to conserve energy.

For example, automatic revolving doors can be used for high-traffic applications necessitating simultaneous entry and exit, controlled access or can be used as an air lock to help manage energy expenses. A variety of other low-energy door models are also available.

## 6 Cost / Value

Automatic doors are much more economical than many people believe. Furthermore, a lot of potential buyers neglect to include important factors such as product life cycle, energy savings and lower-cost automatic door options in their pre-purchase door evaluations. This often leads to a common misconception that automatic doors are excessively high-priced.

There are many low-energy automatic door options available, including low-energy swinging doors. These doors offer a cost effective solution to providing universal accessibility—while allowing able bodied traffic to use the door as a manual, swinging door. Creating additional cost savings, low-energy operators can be applied to existing doors.

Automatic doors that are correctly maintained and serviced usually run smoothly for many years and virtually pay for themselves in terms of convenience and energy savings.



# 8

## Safety

With over 50 billion safe automatic door openings and closings every year in the United States alone, automatic doors hold an exceptional safety record. When properly installed, inspected annually by AAADM certified inspectors and safety-checked daily by premise owners, automatic doors consistently provide safe, convenient access for everyone.

AAADM's certification and training program for inspectors and technicians was developed to further enhance automatic door safety. Classes are held on a regular basis all over the United States. AAADM Certified Inspectors are thoroughly trained and qualified to conduct annual inspections in accordance with current industry standards. Annual inspections are important to make sure the door system is compliant with the latest industry standards. In addition to annual inspections, AAADM Certified Inspectors also provide maintenance and repair services.

All AAADM members manufacture their automatic doors and components in compliance with the American National Standard for Power Operated Pedestrian Doors, ANSI A156.10. This national consensus standard defines and governs things such as installation, sensing devices and safety requirements for automatic pedestrian doors.

The American Association of Automatic Door Manufacturers provides a video presentation on daily safety check procedures. Premises owners can use this video to train or retrain employees to perform the daily safety checks properly. Printed material is also available. For ordering information, visit [www.aaadm.com](http://www.aaadm.com)



# 9

## ADA Compliance and Access for the Elderly

Automatic doors allow businesses to welcome everyone entering, regardless of their physical capabilities, with an accommodating, open door.

Significantly, millions of Americans are disabled and this number grows as the average population age increases. The Americans with Disabilities Act is effective in guaranteeing that handicapped people are properly served. This means they should be able to enter any building with little effort, in spite of their physical disability. Elderly people, whether suffering from a handicap or not, often fall into a category of people who are unable to easily open manual doors independently. So they benefit greatly from the law as well.

After this law was passed, it became necessary for many businesses to install automatic doors to become ADA-compliant. However, besides simply meeting ADA requirements, automatic doors demonstrate excellent customer service, according to AAADM's consumer study research.

# 10

## Network of Professionals

Businesses that purchase automatic doors from an AAADM member receive the additional advantage of working with a company dedicated to continuously improving technology and increasing automatic door safety.

AAADM provides a Certification Training Program for installers and service technicians in the interest of improving and promoting safety in the industry. AAADM Certified Inspectors provide maintenance, repair and annual inspections of automatic door systems and help promote customer awareness and product safety.

AAADM has made it a priority to educate the public about proper and safe use of automatic doors. AAADM has developed a public awareness campaign that educates both users and owners of automatic door systems. The program consists of public service announcements, advertising and education, all supporting safer use of automatic doors.

But the bottom line is that you will be receiving expert counsel from companies who measure their success by your success.



# DOES YOUR BUSINESS PASS THE ENTRANCE EXAM?

Unlike manual doors, automatic doors provide access for everyone. OPEN THE DOOR TO SOMETHING BETTER.  
Need one good reason to install automatic doors? We've given you ten.

## About AAADM

The American Association of Automatic Door Manufacturers (AAADM) is a trade association of power-operated automatic door manufacturers who established their organization to raise public awareness and administer a program to certify automatic door inspectors. AAADM was founded in 1994 by a group of automatic door manufacturers who wished to promote safety in the manufacture, installation and operation of automatic doors and their components.



For more information, please contact the • American Association of Automatic Door Manufacturers (AAADM) • 1300 Sumner Avenue, Cleveland, OH 44115-2851.  
Phone: 216-241-7333; FAX: 216-241-0105; E-mail: [info@aaadm.com](mailto:info@aaadm.com) • [www.aaadm.com](http://www.aaadm.com).