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News
For Immediate Release

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American Association of Automatic Door Manufacturers (AAADM) Offers a FREE White Paper on Automatic Door Trends

The American Association of Automatic Door Manufacturers (AAADM), a trade association of manufacturers of automatic pedestrian door systems, announces the availability of a free, ten-page white paper called “ Automatic Door Research Through the Eyes of Consumers and Key Buyers/Specifiers.” The white paper recapitulates the results from two studies the Association recently commissioned to help its members better understand the levels of importance, expectation and preference for automatic doors among consumers, architects, retailers, hospitality management and colleges/universities.

The first phase of the study looked at consumers and the second phase concentrated on those responsible for specifying and buying automatic doors in architectural, retail, hospitality and higher education environments. In order to analyze the data more efficiently, the second phase considered each group as compared to the entire universe of all respondent categories.

“Automatic Door Research Through the Eyes of Consumers and Key Buyers/Specifiers” reveals findings from both segments of the study and offers important demographical information for those involved in the studies.

One of the most interesting findings revealed by the studies was the fact that among those consumers polled who indicated a preference between automatic and manual doors, 98.9 percent of them would prefer to shop or stay at a business with automatic doors.

Among buyers and specifiers, the white paper points out the selection criteria, in order of importance, that drives their decision-making. (See table below for results).

FEATURE	<i>Universe of all respondent buyer/specifier categories</i>
Accessibility	1
Safety/Security	2
Customer Desire	3
Convenience	4
Maintenance Costs	5
Attractive Design	6
Temperature Control	7
Original Cost	8
Reduced Cost-Heating/AC	9

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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. AAADM offers training and certification for installers and service technicians as well as inspection of installations. The association also provides a strong support network to its members as they strive to improve technology and increase awareness of automatic door safety.

For more information or a copy of "Automatic Door Research Through the Eyes of Consumers and Key Buyers/Specifiers," 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: aaadm@aaadm.com. Web site: www.aaadm.com.

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