



# Haas Door® Media Kit

Haas Door welcomes you to our 2026 Media Kit. Haas Door is located in Wauseon, Ohio, where we manufacture steel and aluminum residential and commercial garage doors. Family-owned and holding memberships in the International Door Association (IDA) and Door & Access Systems Manufacturers Association (DASMA), we produce products that are sold throughout North America. Haas Door values our customers and manufactures garage doors with the highest-quality workmanship and raw materials. Our people take pride in their work and strive to provide the highest quality products and services day in and day out. That's the Haas Door Difference. We work with the best professional garage door installer-dealers who bring years of expertise to every installation and product selection, for long-term satisfaction.

Inside our media kit, a wide variety of information, such as a our brand story, product information, including new releases, visual assets, media resources, and more, can be found. **Visit the team at booth W4143** to learn about the endless possibilities with Haas Door.



open the door to  
endless possibilities

[haasdoor.com](https://haasdoor.com)





# Media Kit

## Brand Story

"It's not enough to have a beautiful garage door. Our wind-rated doors are engineered to protect the entire home from damage during severe storms and hurricanes. We know how important our products are to the people they protect. That's why I'm proud to work at Haas Door."

Mark Schweitzer - Product Engineer at Haas Door



"Innovation, ideation, and collaboration are all part of who we are. We share ideas that drive process improvements, better safety measures, and improve manufacturing processes, creating quality products. I'm part of the innovation at Haas Door."

Tom Wheeler - Project Engineer

"I'm committed to making the best quality product for our dealers because that's the Haas Door way! I feel like every door we make has my signature of approval on it. I'm part of a team that makes sure our steel, foam, and other components are thoroughly tested to ensure maximum performance and a long-lasting product."

Tommy Naas - Director of Operations



Haas Door is committed to delivering durable and long-lasting products to our professional garage door dealers. We understand that quality is the key factor for long-term value, so we work hard to perform our best and deliver just that. From purchasing dependable components to ensuring top-quality manufacturing, conducting daily inspections, and delivering to our customers, we ensure that quality is the core of each product we offer our dealers. Visit our website to learn more about the Haas Door difference and how our dealers deliver on that promise as well.



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## Why Haas Door

### Quality People

Our method is simple. We hire quality people driven to produce quality products. We don't just say it, we do it. Our people take pride in their work and strive to provide the highest quality of product and service day in and day out. Together, we find innovative ways to solve problems and continuously improve while working smarter and safer. That's the Haas Door Difference.

### Quality Product

Choice is important, so we offer a wide variety of door styles with a range of thicknesses, widths, heights, surface treatments, colors and options. With Haas Door, you can create your own unique design that meets your specific requirements. Our doors are third-party tested for thermal performance in accordance with the Door & Access Systems Manufacturers Association's Thermal Performance Verification Program (TPVP).

U-Factor tests the whole installed assembly, which includes section joint, lites, stile attachment, etc. - more relevant to thermal performance.



### We support the Independent Dealer

Our team at Haas Door is dedicated to offering quality products to our dealers. We focus on building lasting relationships and offering support that sets our partners up for success. We support the dealer to be successful, so we can be successful. Some of the tools we provide include:

- Online and in-person Training Webinars
- Social Media content and how to support
- Branded Clothing
- Marketing Materials
- HaasCreate, HaasWorx, and E-store ordering tools
- And More





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## Product Information

### Product Line Sheets

- Residential & Commercial Catalogs: [LINK](#)
- Sell Sheets: [LINK](#)

### Performance Specs: Wind load ratings, insulation U-Factor & durability testing results.

- Technical Sheets: [LINK](#)
- Wind Load Brochures: [LINK](#)
- Link to ARCAT Specs: [LINK](#)  
Use the SpecWizard to select the individual options you want, and it builds the "custom" spec from the options you chose.
- Link to the ICC-ES Website: [LINK](#)

## Visual Assets

### Product Line Sheets

- Lifestyle/Installation Images: [LINK](#)
- Logos: [LINK](#)
- Video Links: [LINK](#)
- Customer Testimonials: [LINK](#)

## Trade Show-Specific Information

### Booth Number & Location

- Booth Number: W4143
- Location: West Hall
- Floor Map: [LINK](#)

## Media Resources

- Press Releases: [LINK](#)

### Top 3 Press Releases

### New Glass Options



### Double SlimLine



### Plank Colors





# COMING SOON: New Plank Colors!



## Bold. Distinctive.

Haas Door is expanding our newest wood grain option, plank, with two new colors: Black Oak and Natural. There are five color options: American Walnut Plank, English Oak Plank, Cedar Plank, Black Oak Plank, and Natural Plank.

The offering reflects a new plank design and adds two highly desired color spaces, black and a neutral. Black Oak Plank offers a deep, rich black while allowing the wood grain to still show. Natural Plank provides a clean, neutral color with a cohesive, streamlined wood design.

With trends toward wood accents and nature-inspired facades, the new plank colors, varied hues, and authentic wood designs are a perfect choice to enhance curb appeal on any project or home. The plank colors lean toward true neutrals, accenting almost any look. The versatility of the plank complements both modern homes and traditional styles, making a distinctive statement.

### PLANK FEATURES

- American Walnut Plank, English Oak Plank, Cedar Plank, Black Oak Plank, and Natural Plank
- Unique authentic wood board patterns the width of the section
- Varied hues to provide depth
- Available in 600, 700 & 2000 Series only in Flush models '10, '14, '10CP, and '10SP
- Window frame options are available in Black or can color-match the door
- Finish Warranty of 12 years



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## Contact Information

### Media Contact

- **Tina Mealer**  
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*Phone: 567-454-9686*  
*On-site availability: February 17-19 8:00 AM - 4:00 PM*
- **Blair Welch**  
*Email: [bbucklew@haasdoor.com](mailto:bbucklew@haasdoor.com)*  
*Phone: 567-454-9489*  
*On-site availability: February 17-19 8:00 AM - 4:00 PM*
- **Drew Beadling**  
*Email: [dbeadling@hartinc.com](mailto:dbeadling@hartinc.com)*

## Dealer Inquiries Contact

- *For Dealers wanting to become a Haas Door Dealer*  
**Become a Dealer: [CLICK HERE](#)**
- *For Builders wanting to Partner with Dealers*  
**Paul McManus**  
*Email: [pmcmanus@haasdoor.com](mailto:pmcmanus@haasdoor.com)*

