



# Trac-Rite® News

Trac-Rite® Door, Inc. Newsletter

June 2000

## ROLLING STEEL FIRE DOORS

Trac Rite has accelerated it's rolling door program to hyper speed. Although delays and bumps in the road have occurred in development, we have built our new price book with major new product improvements, price reductions and product offerings.

First, if we didn't see you in Las Vegas at the International Door show, I want to introduce our **Guardian™ Fire Door**. Once you have bid, purchased and installed the **Guardian™ Fire Door**, it's going to be pretty tough to go back to a tension release style fire door by any other manufacturer. We shipped our first **Guardian™ Fire Doors** on May 1, 2000. Since that time we have completed and scheduled on site installation training seminars to further our dealer's confidence and integrity with this outstanding product. Don't hesitate to sign up!

The **Guardian™ Fire Door** is a simple to test and reset, chain hoist operated fire door available with a three or four hour U.L. Label. It is available with oversize labels up to 256 square feet and is manufactured with three angle structural guides as standard.

The **Guardian™ Fire Door** represents cutting edge fire protection with dramatically reduced installation times, maintenance and test drop expense. **Drop Testing the Guardian™** is accomplished by raising a wall mounted hand lever. Reset is achieved by merely returning the lever to its original position, and the door is ready to go again.

Look at what it offers: **Modest purchase price**, greatly **reduced installation** times, greatly **simplified**

**TRAC-RITE®**  
**Guardian III**  
**QUICK TEST FIRE DOOR**

**Where there's Fire...  
You want a Guardian™ III  
Quick Test Fire Door**

**Introducing the Guardian™ III from Trac-Rite®  
Mid America's Rolling Door Company.**

The Guardian III is your ultimate fire protection solution. Few other fire doors offer such:

- Reliable fire protection
- Improved speed of installation
- Simplified testing procedures
- Lifetime affordability

- 1. Reliable Protection – Contain the Flames!**  
Lock in the fire with the Guardian III durable design engineered to operate effectively in every fire emergency. Designed to drop using all fire detection systems, the Guardian III delivers quiet, smooth and predictable drops every time.
- 2. Faster Installation – We've Made it Easier!**  
Available with a three-hour or a four-hour U.L. Class A label, Trac-Rite's Guardian III Fire Door is packed with installer-friendly, time-saving features. The 6' to 12' per second drop speed can be easily adjusted by a door technician.
- 3. Easy testing procedures – Fast, Simple and Silent!**  
Testing your fire doors has never been easier. Just release the handle and the door drops. Then simply return the handle and raise the door to its normal position with the chain hoist. No alarming noise, no elaborate operation. Just security and peace of mind. Why suffer through long, complicated noisy door tests? The Guardian III makes regular, scheduled testing a convenience.
- 4. Lifetime Affordability – For You and Your Customer**  
The Guardian III is a top-quality fire door that delivers bottom-line savings. Its chain operation is efficient and affordable. Your customers will appreciate the price break, as well as the automatic response and unparalleled quality that sets Trac-Rite Fire Doors apart from the pack.

**Easy testing procedures – Fast, Simple and Silent!**

**Give Your Customers the Best for Less – Call Trac-Rite Today!**  
Make sure your next purchase is a Guardian III Fire Door. For more information about this dynamic new fire protection product, or Trac-Rite's full line of steel door products call 800-445-0970 or see our website at [www.tracrite.com](http://www.tracrite.com).

**MID AMERICA'S  
ROLLING DOOR  
COMPANY.**

**Trac-Rite®**  
Rolling Steel Doors

**installation** requirements, greatly **simplified drop testing** procedures and greatly **enhanced ownership appeal** for the end user. **Architectural response** has been terrific! **This door can literally be drop tested on a daily basis, by the owner, if so desired.**

Believe me when I say that a new day has dawned on fire doors, and the

**Guardian™** is a safe bet with unlimited marketing potential and high eye appeal. Don't think for a minute that this is an also-ran fire door; It's a full blown contender for the championship!

Be sure to bid your next fire door **opportunity** with a **Guardian™ Fire Door from Trac Rite!**

## PRODUCT UPDATES

What a year this is!

When we told you last fall that things were happening fast at Trac Rite, we weren't kidding. During this time we have been hard at work developing cutting edge new concepts; testing and introducing new products at a pace that rivals any manufacturer in this business.

There's a lot to tell, so first I'll explain improvements we've made to the venerable 940 self storage door.

—Dave Dawdy  
Vice President of Marketing  
Trac-Rite Door

## MODEL 940 GUIDES

Guides received the most attention. A new **guide runner extrusion** was engineered for better fit to prevent slippage, and a new compound was developed for better wear characteristics. To back this up, the guide itself was given an **additional number of tabs** to anchor the guide runner in place - almost double the original amount. This guide runner will not move!

Second, the **bellmouth portion of the guide** was re-designed to firmly anchor the guide runner and to make it easier to bend properly during installation for smoother curtain feed.

Third, the bearing **brackets and guides were given lateral slots** for at-the-jamb attachment. This gives the installer lateral adjustment that is so crucial to fine tune guide spacing.

Fourth, a big Trac Rite first is the introduction of an **optional two piece guide**. This guide is shipped UPS as a replacement when required, or, if you are having us drop ship a door, the 2 piece guides may be put in the box with the door and hardware as one unitized package. You can say good-bye to lost or damaged guides! The up charge is very modest, and the guide assembles easily with a transition plate and track bolts. Additional jamb mounting holes are located right at the splice to assure a clean, smooth joint that allows the door

to run perfectly. Shipping cost for stand alone replacement guides has been drastically reduced, so take advantage of it.

There will be more exciting developments in the near future for the 940/950 lines, so stay tuned.

## SERVICE DOOR DEVELOPMENT

Although our "big" service doors are not in the price book yet, we have increased the size offerings in several models and continue to make improvements in many areas.

For example: Later this year we will introduce a more trim, easy to attach bellmouth design for all rolling door products that will simplify and speed installation. We are also working on a formed steel guide for smaller doors that will be optional and at reduced cost to structural, three angle guides.

Always keeping the installer in mind, we began shipping guides earlier in the year with one bolt in the top, and one bolt in the bottom of the inner guides and wall angle. This allows the wall angle to be mounted in advance of the inner guides by the removal of only these two bolts.

The curtain may then be installed with the sling method, (recommended), with no damage to the curtain from inner guides or bellmouth fixtures.

## WEB SITE UPDATE

Our web site is being modified and completely overhauled to emerge as a completely interactive, user friendly system. If you have an e-mail address, please e-mail or fax it to Trac-Rite's Sales department.

Trac Rite is Movin'!



## TIP OF THE DAY

I am asked questions quite frequently about correct fire door installation procedures, therefore I am offering this reminder to each of us who work with people and rolling steel fire door products.

Be sure to remind your installers - and enforce the point - that the plastic washers and heavy galvanized washers that are supplied with all fire doors are critical to correct installations. These washers, properly installed, begin melting out at approximately 160 degrees, allowing the guides and wall angles to expand and move correctly per design. This is essential if the door is to function in a fire as it was designed, and approved, to do.

Spacing the guides from the floor and wall angle bolting patterns are also critical points. Make it a point to go over this with anyone who rides in the installation truck.

Fire doors receive approval from Underwriters Laboratories and others based upon installation as per factory instructions. Any modification, deletion or change that you or your installer makes in the field increases your liability profile. This is a bad thing, and completely avoidable.

**READ THE INSTALLATION MANUALS IN ADVANCE - THEN REQUIRE YOUR INSTALLERS TO DO THE SAME. INSPECT ALL FIRE DOOR INSTALLATIONS.**

## TRAC•RITE DOOR OFFICE HOURS

Monday - Friday

7:00 am - 4:15 pm CST

**Our office will be closed on the following holidays:**

**Independence Day**

Tuesday, July 4th

**Labor Day**

Monday, September 4

## ROLLING STEEL PRICE BOOKS AND EXTRAS

Due out by July 1, 2000. If you need a new Rolling Steel binder, call us. The same applies for **Guardian™** literature and extra copies of the price book for your salespeople.

We have installation and operational/maintenance manuals packed in with the price books, as well as **Guardian™** literature and a general presentation piece. Our updated catalog with specifications, drawings and area charts will be out later this year.

## SERVING OUR CUSTOMERS IS A JOURNEY NOT A DESTINATION

“Change is inevitable and all things will pass.” I don’t know who originally said this phrase but we keep it in mind when we plan. We aim to make our mark in the industry so when the guy with the big eraser comes along (Change) the work is minimized. We made it past the Y2K cut-off just fine. Thanks to our Information Systems Department headed up by Jill McDowell and her Systems Hardware Technician, Tom Ewing. We are two years old on our new computer system and we hope you are seeing the positive effects.



—Jeff Seefeldt  
Executive Vice President  
Trachte Building  
Systems

### Growth and Expansion

We are now in the new millennium and we have made or are making some changes to improve our service levels. Separate departments have been created for Customer Service for a more focused and concentrated effort. Two new conference rooms have been built to aide in space requirements for meetings and training needs. In manufacturing, we are adding additional personnel to help increase production capacity and maintain lead times.

Building the future is tough and we would like to thank all of you for taking the time to contribute your feedback and helping us plan the path for the journey. We appreciate it greatly.

## TRAFFIC NEWS YOU CAN USE

800-448-8979 Phone 800-236-8722 Fax [shipping@tracrite.com](mailto:shipping@tracrite.com)

### E-MAIL SHIPPING DIRECT

As we strive to give you a bump free ride from contract to completion we offer you another way to contact our Traffic Department. You can now reach us directly through e-mail at the following address: [shipping@tracrite.com](mailto:shipping@tracrite.com). All of your questions will be answered in a timely manner. We do ask that whenever possible you include your sales order number in your correspondence. By using e-mail, we hope to eliminate any time you might have had to wait on ‘hold’ while we get the information you need. The system is up and running, we encourage you to give it a try.

### C.O.D. ORDERS

Ever come across the ‘Angry Truck Driver Syndrome’? Most carriers have a standard policy for C.O.D. shipments where the truck driver is to collect your check *before* they will allow you to unload their truck. As a reminder, most carriers charge a C.O.D. fee to pick up your check and will collect this fee at the time of delivery. Please be assured the truck driver is only doing his job. You will still have time to check your material for shortages or damage. Be sure to note any discrepancies or damage that is not concealed, on the drivers bill and give us a call. We will deal with the carrier and we will put you in touch with our Customer Service Dept. They will make sure you have everything you are supposed to for your order.

If for any reason you have a problem with a truck driver, please let us know immediately. We treat the drivers as professionals and expect

them to behave as such. If you feel they haven’t, give me a call.

### BEFORE THE ORDER SHIPS

Our Traffic Department will always contact you before your order ships. We will let you know approximately when your order will arrive and if there is a C.O.D. check to be collected and the exact amount due (not including any C.O.D. fee imposed by the carrier). If you prefer we contact you with this information electronically, just give your sales representative a call with your e-mail address or request it at the time you place your order.

If we can be of any assistance, please let myself or one of my Shipping Specialists know:

Shelly Mertig	Ext 140
Kris Barnes	Ext 139
Phyllis Kaplanek	Ext 132



—Terry Stephens  
Traffic Manager  
Ext 164



## CUSTOMER SERVICE CORNER



–Mike Platt  
Customer Service  
Field Engineering Mgr

Customer Service activities are very important to us at Trac-Rite. As you have seen in the past few years we have been growing and changing continually as we strive to better serve you. The Customer Service/Technical Support Center has evolved into its own department, focused on providing top quality service to you. Trac-Rite Technical Support has become part of this new department in order to help provide you with the support and

800-448-8979 Phone 800-236-8722 Fax [custserv@tracrite.com](mailto:custserv@tracrite.com)

service you deserve. Customer Service is eager to help you with order status, shipping dates, replacement, and repair parts for your doors.

Technical Support looks forward to hearing from you with any questions or concerns that you may have with the assembly of your Trac-Rite products. If you are not certain about our provided instructions, please do not hesitate to call and let us help.

Technical Support/Service Specialists:  
Lori Deppe Phil Wittwer  
Adam Goldschmidt Mike Platt

### DAMAGE CLAIMS

Immediately upon delivery, check the condition of materials for visible (note visible damage on the bill of lading while the carrier is still on the premises) or concealed freight damage incurred in transit. If there is any damage, follow the delivery instructions that accompany every order, and contact Trac-Rite's Customer Service department immediately. Our Customer Service department processes all freight claims. A freight claim ***CAN NOT*** be processed on concealed damage reported **after 15 days** from the date of delivery.



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