



## PRESS RELEASE

### The Genie Company Unveils New Genie® Man Mascot

*One of America's Iconic Brands Brings Life to Company Symbol*

**Mount Hope, Ohio** (June 5, 2018) – The Genie Company revealed its latest branding innovation as it showcased the power of its namesake and logo with a new Genie® Man mascot at the recent International Garage Door Expo in Las Vegas.



The current version of Genie Man, who floats in the middle of the letter N in the five-letter GENIE name, has been around many years. The symbol is designed to connote strength and magic by granting your wish every time you want to automatically open and close your garage door.

Genie has been a long-standing fabric in American brand lore with its roots starting in Alliance, Ohio in 1954, when the company itself was known as the Alliance Manufacturing Company, specializing in a variety of electronics. An instant hit for the company, Genie garage door openers quickly became its primary product line. With the invention of screw drive technology in 1958, the name Genie became synonymous with garage door openers ever since.

Much as the Michelin® Man does for Michelin®, the Genie Man brings life and personality to the Genie brand. Also as similar type of brand symbols have done, his shape and looks have changed over the years. For instance, the previous version of Genie Man was blue. In the current version, Genie Man is gray with prominent shoulders and muscles but just as the previous version, also has a smiling, friendly face.

“We went through numerous sketches, color swatches, and color combinations to get his looks as true to form as possible,” said Dave Osso, brand manager.

The Genie Man costume, made of mainly closed-cell foam and muppet fleece with a small fan in its head to keep the performer cool, was designed to replicate the Genie Man in the logo as much as possible. This included his gray skin tone, muscle definition, with a few added elements so he can walk at tradeshows and home shows. The Genie Man used in the logo itself version has no legs but a lightning bolt to portray him as just having come out of a Genie lamp.

Osso noted, "Genie Man was a bigger success in his initial unveiling than even we thought he'd be. His friendly demeanor was welcomed by everyone and selfies with Genie Man ruled our booth throughout the 2-day event. He adds life and character to our brand in a way few other brands can match."

Genie produces garage door openers and accessories including smart versions of both lines that allow homeowners to remotely monitor and operate their garage doors around the clock. Recently added time features allow the user to even have their door automatically close at a certain time, or after a set timeframe of their choosing.

Look for Genie Man in future public appearances as he continues to help promote the brand as it grows further with its smart garage door opener innovations.

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## **ABOUT THE GENIE COMPANY**

The Genie Company is based in Mt. Hope, Ohio, and is a leading manufacturer of garage door openers and accessories for residential and commercial applications. With its main manufacturing facility in Baltic, Ohio, its roots run deep as an American brand that has been synonymous with garage door openers since 1954. The Genie name itself is a well-recognized icon among homeowners, builders, and dealers. Genie distributes its openers and accessories through a broad distribution channel of professional dealers, wholesalers, and retailers throughout the U.S. and Canada. Genie is a separate division of Overhead Door Corporation.

For more information or regular updates, become a Genie fan on [Facebook](#), follow us on [Twitter](#) and Instagram, or go to our website at [www.GenieCompany.com](http://www.GenieCompany.com).