



NEWS RELEASE

## **GENIE® and INTERSTATE BATTERIES® TEAM UP TO BRING POWER TO YOUR GARAGE WHEN YOU NEED IT MOST**



*Available through Genie Professional Dealers only.*

Mt. Hope, OH (March 28, 2013) – Two great American brands, The Genie® Company and Interstate Batteries®, have come together to help ensure your garage door opener still works when the power does not.

Dealing with a power outage, whether weather-related or man-made, can be stressful. Arriving to one's driveway in a pouring rain or having to leave home during a snowstorm while knowing the garage door opener will still operate your door is one less annoyance to have to deal with during those times.

Genie's new battery back-up unit, which is available only through Genie professional dealers, features an eight (8) AMP hour sealed lead acid (SLA) battery and works with current production models of the company's popular TriloG™ and IntelliG® openers. The magic of this battery is its ability to drive the TriloG and IntelliG's uniquely powerful 140V DC motors. This provides the exceptional performance needed when weather or other elements play havoc with a home's power. As an added benefit, the opener's safety and security features function normally even if operating under battery power.

The battery itself, which is distributed by Interstate Batteries, can operate up to 50 cycles\* in a 24-hour period after the initial power outage and is backed by a full one-year warranty from time of installation. LED indicators help the homeowner know the status of the battery, including green (ready-state), yellow (charging or internal charge is low) and red (needs charged). It will work on properly balance garage doors that have a maximum height of eight feet and maximum weight of 500 pounds, which covers the vast majority of residential doors.

Mike Kridel, president of Genie, said, "We are very pleased to offer our customers such a powerful battery back-up unit with the help of Interstate Batteries, which has such an outstanding nationwide reputation for high performance and durable products. Whether you don't have the physical capacity to manually lift your garage door or just want to avoid the annoyance during a weather or non-weather related outage, you can be assured 'Genie power' will operate your opener if the main power to the garage goes out."

The optional accessory offers great flexibility for the homeowner in that it can be purchased at the same time as the opener or in the future, should the homeowner decide it isn't something needed at the moment. This is due to the intelligent design of the TriloG screw drive and IntelliG belt and chain openers, which have a connector port that the battery can be plugged into with a single cable connector at any time.

That means homeowners who live in power-outage prone areas or just want the added security of having battery back-up can get exactly what they want with their opener purchase, while others who don't want the option do not have to pay for it but can do so if desired at a later time. Other garage door opener battery back-up units are integrated into the opener even though a homeowner may not want or need it.

To learn more, please visit [www.GenieCompany.com](http://www.GenieCompany.com), or become a Genie fan on [Facebook](#) and follow us on [Twitter](#).

*\* One cycle is a complete open & close of the garage door; testing performed at room temperature.*

### **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 alike.

Genie distributes its openers and accessories through a broad distribution channel of professional dealers, wholesalers, and retailers throughout the U.S. and Canada. The Genie Company is a separate division of Overhead Door Corporation.

**FOR CUSTOMER SERVICE & PRODUCT INQUIRIES, CONTACT:**

Genie Customer Care Dept.  
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