



The Genie Company Announces Production Expansion

Capacity Increases over 30% with Completion of Additional Production Line

Mt. Hope, Ohio – December 14, 2020 - [The Genie Company](#), a leading manufacturer of both Wi-Fi and non Wi-Fi garage door openers & accessories, announces the launch of an additional residential production line. This line will help Genie meet increasing demand both now and in the future as the company looks to help meet customer needs for the entire garage door opener category.

“Genie has always been committed to mutually beneficial relationships with our channel partners and their businesses”, said Genie President Mike Kridel. “That especially includes planning on our end to help them with their future growth and profitability. The addition of this new production line ensures we can provide the volume and quality of products they need, giving them full confidence that we can match their selling initiatives.”

The value of the production line is not only overall capacity but its versatility in that it can run almost every opener model that Genie carries. The production line is also capable of quick modifications to meet future needs in case market demand shifts from one type of opener to another.

Randy Furbay, Plant Manager, said, “We’re very pleased we can provide our channel partners fast lead times to allow them to focus on sales and service. The pandemic provided challenges we’ve never seen before as far as production, material and transportation issues, but we came through them stronger than ever. Now with the addition of this production line we can give our entire customer network even more confidence that we can fully support their needs no matter how much demand they provide us.”

Safety and quality checkpoints are designed throughout the production line. This ensures team members have a safe environment and the products have the highest quality expected by Genie end user customers, including homeowners and builders. The launch is the culmination of extensive planning that comes just in time to kick off 2021 for an anticipated optimistic year of growth and opportunity for Genie and its business partners.

About Genie

The Genie Company is based in Mt. Hope, Ohio, and is a leading manufacturer of smart, connected garage door openers and accessories for residential and commercial applications. 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. For more on Genie, please visit: www.geniecompany.com. You can also follow Genie on [Facebook](#), [Twitter](#) and [Instagram](#) to see updates about the Universal Keypad and other great products.

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