



Amarr Advantage

SAFETY AND QUALITY IN EVERY DOOR

Amarr's pinch protection sections are designed to reduce the risk of serious hand and finger injuries.

Do you know?

Approximately **20,000** people are injured each year by a garage door.¹

#1 Garage Door Injury involves fingers and hands getting caught between sections.¹

71% of homeowners use their garage door as their entry door.²

On average, your garage door is opened and closed **1,500** cycles a year.³

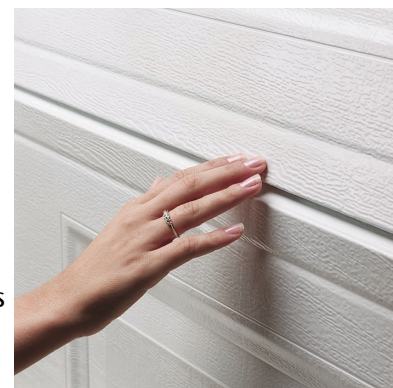
Safety Matters

Get Peace of Mind

with Amarr's SafeGuard Pinch Protection Doors.

Your family's safety is worth every dollar.

Over 80% of parents believe in paying \$1—\$3 more per hour for a CPR certified babysitter in case of emergencies.⁴ Parents may purchase a \$15—\$25 more expensive bike helmet with thicker cushioning just in case a child falls off a bike. Consumers may pay a \$500—\$700 premium for automobiles with side airbags in case of a car accident.



Garage door safety is just as important as other life purchases. 71% of homeowners use the garage door as their entry door every day, more often than their front entry door.² For virtually no additional cost, homeowners can own an Amarr steel garage door designed with the Amarr SafeGuard system to reduce the risk of serious hand and finger injuries. Choosing an Amarr garage door will give you the peace of mind you deserve. Your safety is worth it.

Consumer Purchase	Additional \$ Spent for Added Safety	Assumptions	Equivalent Consumer Annual Cost
CPR trained babysitter	\$1 - \$3 /hour	4 hrs; 1x/mo	\$48 - \$144
Extra-cushioned bike helmet	\$15 - \$25	4 years	\$3.75 - \$6.25
Car with side airbags	\$500—\$700	10.8 years ⁵	\$46.30—\$64.81
Amarr SafeGuard Garage Door	\$30-\$120	12 years⁶	\$2.50 - \$10.00

¹ Annual U.S. Garage Door Injury Statistic, garagedoorchildsafety.com

² garagewownow.com

³ DASMA 102

⁴ Red Cross Survey

⁵ USA Today Statistics 1/7/2012