

DHF launches new garage door video

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The [Door & Hardware Federation \(DHF\)](#) has announced the release of its latest educational resource: an instructive video aimed at informing consumers about the importance of selecting a bona fide company such as a member of the DHF Garage Door Group for their garage door installation requirements.

In a market saturated with choice, Patricia Sowsbery-Stevens, DHF's Commercial Director, stresses the critical factors to consider when investing in a new garage door.

"While price and availability may initially drive your decision-making process, safety should never be overlooked," she explains. "A comprehensive garage door installation involves so much more than simply 'fitting the product'; it's about ensuring the safety and reliability of the entire system."

DHF's newly launched video is concise yet impactful at under two minutes long, and is tailored for industry and consumers alike. It explains the advantages of choosing a DHF member for a garage door installation and examines the type of service a specialist garage door supply and installation company, such as a DHF Garage Door Group member, should provide to result in a safe and compliant product.

In particular, the video guides viewers through the purchasing process from the initial consideration stage all the way through to post-installation support, draws attention to [DHF's Warranty Plus](#) promise that provides consumers with extra peace of mind, and demonstrates the benefits of using a DHF Garage Door Group member.

This initiative builds upon DHF's legacy of promoting garage door safety. Since the debut of its first [domestic garage door safety video](#) launched in January 2022 focusing on the complexities of the 'hold-to-run' feature, DHF has remained steadfast in its mission to educate both members and consumers on safety best practices.

"With DHF's Garage Door Group being consumer-facing, we believe it is vital to raise awareness of the need to prioritise safety when installing such a product, as well as educating the consumer about the

overall safety features of the domestic garage door,” says Patricia. “Through resources such as our technical helpline, additional training through webinars, site visits, industry group meetings and exclusive access to specialist literature, we equip our members with the knowledge and support needed to deliver superior service. We urge our members to share this video on their own social platforms to help inform consumers as to why they should choose a DHF member.”

To view the video in full, please visit: <https://bit.ly/3SWn5UT>

Download the video to share with your customers: <https://bit.ly/42UayRB>