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**News**  
*For Immediate Release*

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## **AAADM Offers Brochure Covering Ten Reasons to Buy Automatic Doors**

The American Association of Automatic Door Manufacturers (AAADM) is offering "Ten Reasons to Install Automatic Doors," a FREE brochure to help potential and current customers understand the many benefits of choosing automatic doors. The brochure includes vivid photography throughout its eight pages as it explores ten factors the Association regards as critical items for individuals to consider prior to purchasing or specifying automatic or manual doors.

The brochure provides valuable insight through copy that describes the advantages of installing automatic doors and substantiates its claims by highlighting important findings from an extensive research study the Association recently conducted with consumers, architects, colleges/universities, national retailer and hospitality managers.

Many interesting results from the AAADM study, which was designed to assess the level of importance, expectation and preference for automatic doors these different groups, are communicated in "Ten Reasons to Install Automatic Doors." Among the most significant is the fact that AAADM's research found that among those who expressed a preference, 98.9 percent of consumers prefer automatic to manual doors.

The brochure also examines different types of automatic doors, explains the inner workings of each and describes their typical applications. Important facts about ADA compliance, automatic door safety and AAADM's Certification Training Program for installers and service technicians are also emphasized, making this brochure a handy, useful reference guide.

AAADM is a trade association of manufacturers of automatic door systems. The association was founded in 1994 to promote the interests of the automatic door industry. AAADM offers training and certification for installers and service technicians as well as inspection of installations. The association also provides a strong support network to its members as they strive to improve technology and increase awareness of automatic door safety.

For more information or a free copy of "Ten Reasons to Install Automatic Doors," please contact the American Association of Automatic Door Manufacturers (AAADM), 1300 Sumner Avenue, Cleveland, OH 44115-2851. Phone: 216-241-7333; FAX: 216-241-0105; E-mail: Web site: [www.aaadm.com](http://www.aaadm.com).

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