64th ARGE Annual Conference
Normandy, France

Builders Hardware Manufacturers Association
Marketing Update
September 15, 2016
BHMA Staff

Ralph Vasami
Executive Director

Bonnie Sonnenschein
Marketing Communications Director
I. Trade Program Review
II. Residential Program Review
III. BHMA Member Marketing Tools
Trade Program Review
Examining builders hardware past, present, and future

HORIZONS
Mike Tierney

Locks, latches, deadbolts, and hinges are nothing new to those in the building construction industry. However, in the United States, recent legislation and rapid advances in technology have led to major innovations for the hardware industry, especially over the last 30 years.

In fact, it was not until the early 1990s that the first major advancement in hardware occurred. At this point in history, it was common practice for building owners to lock exit doors as a means of preventing workers from committing theft or taking unauthorized breaks. Ultimately, this practice of locking workers in was attributed to hundreds of deaths, since these locked exits trapped employees inside when building fires broke out.

Identifying that ease of egress was a major problem for facilities during this time, Carl Prindler—the manager of the builders hardware department at Vonseugt Hardware Company—sought a way for doors into public facilities to be locked from the outside while allowing egress from the inside, with minimal effort during an emergency. As a result, the first model of a panic bar style exit device was introduced in 1908, making it the first hardware of its kind to improve building safety and prevent senseless deaths.

This invention eventually led to a national standard for exit devices, which was one of the first standards for builders hardware ever to be published. The standard—A156.3, Exit Devices—was developed by the Builders Hardware Manufacturers Association (BHMA) and published by the American National Standards Institute (ANSI) in 1969. (In accordance with building codes, and as part of BHMA’s ongoing mission to protect and secure the welfare, safety and common good of the public, it is continually updated.)

The next major event for builders hardware was the passage of the Americans with Disabilities Act (ADA) in 1990. This created the need for many updates and changes to U.S. building codes, and required nondiscrimination based on disability by public accommodations and in commercial facilities. This meant all new and existing public buildings had to improve their accessibility, which had significant impact on many types of builders hardware.

For example, the act mandated that public buildings have door hardware that could be operable using only one hand, without requiring a person to tightly grasp, pinch, or twist the wrist. This resulted in the adoption of lever handles in place of traditional doorknobs. Today, 25 years after ADA was passed, it is not only common to see lever locks used in commercial buildings, but in homes and residential high-rises, as well. Widely used for low-power and power-assist doors also resulted from the act; the performance and safety standards for these products are covered in ANSI/BHMA A156.19, Power-Assist & Low Energy Operated Doors.

Door hardware, where is the industry now? And where is it going?

Everyday life. In this new age, it replaced more traditional, manually operated decades after ADA, and led to the standard ANSI/BHMA A156.25, Electrically operated electronic hardware was also made easier by allowing specific motorized electronic hardware to be particularly useful to people who need to lock but now be locked when entering new or today’s mobile world, the need to lighter and locks are no longer securing people to secure or hold, with the simple push of a button.

To see much more of its energy.

As an example of Energy & Environmental Design conscious certificates becoming more “green”, builders hardware products must now be more important than ever. (A156.22, Door Gasketing and Edge Thresholds) are much warmer air inside a building as compared to other types of weatherstripping, and the result was increased lever handles in all types of projects.

Noted to be recyclable and durable, and are naturally energy-efficient, as they are. However, current standards are now being updated to specifically address ANSI/BHMA A156.25, Electromagnetic Locks, will require manufacturers to disclose.

A test has seen a dramatic increase in innovation—specifically in the 20th and early 21st century requirements, and people’s needs have drastically changed. However, the same— that is, to keep the public safe and secure. By monitoring authorities and code bodies, engaging in technical and other cooperative efforts drawing jointly with industry leaders involved in hardware, security, and door safety, products help provide that assurance.

product standards coordinator for the Builders Hardware Manufacturers Association 17 years, where he works in the development and revision of performance standards. Tierney came to BHMA following a 29-year career in manufacturing, Honeywell, Black and Decker, and Yale Security. He is a principal member on the Fire Protection Association (NFPA), the A117 Committee for Accessible National Standards Institute ANSI. He can be reached by phone or e-mail: (718) 487-8600 or mtiernn@hotmail.com.

"Examining Builders Hardware Past, Present and Future"
February 2016
By: Mike Tierney
“What Every Hardware Manufacturer Must Know: The Importance of Product Certification”
April 2016
By: Mike Tierney
“Measuring the Sustainability of Builders Hardware” - Cover Story
September 2016
By: Mike Tierney
Topic: Specialty Hardware for Schools

Byline: John Woestman

Pub. Date: December 2016
"Dave Borgmeier of Schiller Architectural Hardware Honored with 2016 BHMA Award of Excellence"

April 2016
Dear BHMA Members,

It was great to see so many of you during the BHMA Technical Committee Week in early April. For those who were not able to make it, I hope you’ll enjoy reading some of the meeting highlights, below, and I look forward to seeing you at our annual meeting this fall. This year looks to be another exciting one for BHMA as we gear-up for the official launch of our new residential program and consumer website, as well as the publication of the new PCR for Automatic Doors, among many other activities. Additionally, as we look ahead to 2017, the BHMA board has approved two new task forces to better serve our members and our industry: The new Home Electronics Task Force will serve to help those in the industry collaborate with other stakeholders currently playing a role in the automation of hardware products. The second task force, called the CPD Task Force, will serve to develop a scope for revamping our existing online Certified Products Directory in order to provide a better tool for architects, specifiers, hardware distributors, industry stakeholders and, soon, consumers.

Thank you all again for another successful committee week—be sure to mark your calendars for the fall meeting in October!

Regards,

Daniel Picard
President, BHMA

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Dear BHMA Members,

BHMA has been quite busy since our Spring Technical Committee Week, especially in regards to the 2018 ICC building codes updates and the launch of our consumer program for residential hardware. We look forward to showcasing our progress in these endeavors, and more, during the Fall Annual Meeting in October. The 2016 annual meeting will be held at the Hyatt Regency in Indian Wells, California from October 4-6. Be sure to book your room now at BHMA’s discounted nightly rate. This year, we’re happy to announce that Marc Siegel, the Commissioner of the Global Standards Initiative for ASIS International, will be joining us as our keynote speaker. Additional information regarding the program and registration will be emailed to you shortly. I hope you all enjoy the rest of your summer, and I look forward to seeing each of you in October.

Regards,

Daniel Picard
President, BHMA

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**Mark Your Calendars!**

**Join us for the BHMA Fall Annual Meeting**

**WHERE:**

Hyatt Regency Indian Wells Resort & Spa
Indian Wells, CA

**WHEN:**

October 4-6, 2016

Make your reservations at BHMA’s discounted rate of $199/night.

**Marc Siegel**, the Commissioner of the Global Standards Initiative for ASIS International, will join BHMA as our keynote speaker.

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**BHMA Promotional PowerPoint**

BHMA has developed a comprehensive document that outlines our activities and emphasizes the importance of BHMA’s work in the standards and codes arenas to help members and prospective members better understand who we are and what we do.

We invite you to visit the Members Only section of the BHMA website to download this presentation and share it with:

- Your company colleagues and employees (new hires unfamiliar with BHMA)
- Student chapters and/or trade schools
- Prospective members
- Other industry audiences

Presentation slides are available upon request. For more information, contact Larry McClean at lmclean@kellencompany.com.
BHMA staff created a comprehensive document that outlines our activities and emphasizes the importance of BHMA’s work in the standards and codes arenas. The ‘About BHMA’ PowerPoint is designed to help members and prospective members better understand who BHMA is and what we do, and is available on the Members Only section of the BHMA website.
**Product Category Rules: FAQs**

In 2014, in conjunction with the publication of the North American PCR for Builders Hardware, BHMA created a ‘BHMA Sustainable’ logo and web page to explain the PCR and how it benefits our members.

This year, BHMA updated this section of our website to include a document containing Frequently Asked Questions about PCRs as we prepare for the publication of a new PCR for Power-Operated Pedestrian Doors and Revolving Doors. The document is available for download and provides answers to some of the most common questions on this topic.
LinkedIn

- **29,000** Organic Impressions
- **328** Followers
- **1.33%** Engagement Rate

- 34% increase over previous period
- 26% increase over previous period
- 66% of followers are manager or senior level employees
- Average company page engagement rate: 0.054%
Organic impressions signify how many views BHMA’s LinkedIn page and posts received without using ads to promote it.
Followers indicate the number of followers of the BHMA LinkedIn company page.
Most popular posts include:

- Industry story about classroom barricade issue
- Link to BHMA’s new officers press release online
- Third-party story about standardizing door schedules
- Link to BHMA website’s informational overview on standards
- General construction industry news
Residential Program Review
Overview

The BHMA Residential Subcommittee is currently wrapping up Phase 1: The Pre-Launch and moving into Phase 2: The Launch.
BHMA Certified
Secure Home Label
BHMA Certified Secure Home Label

English

This BHMA certified product has been tested to a good (C), better (B), best (A) rating in each of these areas: security, durability and finish.

www.securehome.org

French

Ce produit est certifié BHMA. Il a obtenu une classification C pour la sécurité, une classification B pour la durabilité et une classification A pour la finition.

www.securehome.org

Spanish

Este producto certificado por BMHA ha sido sujeto a un examen de clasificación como bueno (C), mejor (B) y el mejor (A) en cada una de las siguientes áreas: seguridad, duración y acabado.

www.securehome.org
Requirements for Use
Requirements for Use

INFORMATIONAL LABEL VERTICAL SPECIFICATIONS

The label must be used in its entirety, using the color, black or white reverse version.

The typeface used within the label must always be Helvetica Neue; font size will vary based on the size of the label.

The vertical informational label may not be used in any size smaller than 0.75" wide.

PANTONE 398
CMYK 100 / 0 / 0 / 000

MINIMUM SIZE 0.75" WIDE

REVERSE
SecureHome.org

LOOK FOR THE LABEL
Only products with the BHMA Certified Secure Home label are rigorously tested and rated for security, durability and finish.

CHECK THE RATINGS
Your security is put to the test every time you open and close a door. Check the ratings to assess quality and value.

WHERE TO BUY
Not quite sure what to buy or where to buy it? Click here to learn more about available products and options.

BHMA CERTIFIED SECURE HOME RATINGS

Security
Security measures how well a lock or deadbolt can withstand impact, whether it is from a possible intruder or extreme weather conditions.

Durability
Durability measures how well a lock or deadbolt functions after repeated, long-term use. It also measures how well a lock or deadbolt operates with excessive weight on the door – such as a hanging piece.

Finish
Finish measures how well a product can withstand sun exposure, humidity, saltwater, dew and even the oils in our hands - all of which can cause the covering of a lock or deadbolt to change and discolor over time.
• **Infographic(s)** – To help consumers and trade professionals easily understand how to read the label, and what to look for when purchasing certified hardware
  - Look for the Label
  - Assessing Your Need

• **FAQ Sheet** – Common questions about the residential program, with answers for quick reference

• **Press Release** – A fill-in-the-blank news release for retailers to customize and distribute to customers and/or local media

Available on [www.securehome.org](http://www.securehome.org)
Look for the Label

Three Steps to a More Secure Home™

Before you buy new door hardware for your home, ask yourself these three questions:

1. What are some key things I should consider before I buy?
   - My son gets home from school before I get home from work. Having a lock that has been certified for SECURITY is important to me.
   - I have a busy family that is constantly coming and going. Having a lock that has been certified for DURABILITY is important to me.
   - I live in an area where the weather constantly changes. Having a lock with a FINISH that has been certified to withstand the elements is important to me.

2. Does this product have the BHMA Certified Secure Home label?
   - This label assures that the lockset or deadbolt has been rigorously tested in the three areas most important to you.

3. How does my product rate?
   - Once a product has been tested for security, durability and finish, it is given a rating of Good (C), Better (B) or Best (A) in each area. Find the product with the combination of ratings that best fit your specific hardware needs!

BHMA Certified
SECURITY DURABILITY FINISH

Only products with the BHMA Certified Secure Home label are rigorously tested and rated for security, durability and finish. BHMA is the only organization accredited by the American National Standards Institute (ANSI) to develop and maintain performance standards for residential hardware.

For more information, visit www.securehome.org.
Assess Your Need

Three Steps to a More Secure Home™

Before you buy new door hardware for your home, ask yourself these three questions:

1. What are some key things I should consider before I buy?
   - My son gets home from school before I get home from work. Having a lock that has been certified for SECURITY is important to me.
   - I have a busy family that is constantly coming and going. Having a lock that has been certified for DURABILITY is important to me.
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3. How does my product rate?
   Once a product has been tested for security, durability and finish, it is given a rating of Good (C), Better (B) or Best (A) in each area. Find the product with the combination of ratings that best fits your specific hardware needs!

For more information, visit www.securehome.org.
Next Steps

**Trade & Retailer Education**
- Direct Mail Campaign
- Trade Show Collateral
- Press Release
- Bylined Articles

**Consumer Education**
- Press Release
- Syndicated/Wire Releases
- Educational Video
- Social Media Program
BHMA Member
Marketing Tools
Available Tools

‘About BHMA’ PPT

Product Testing

Products are tested and certified in five main areas:

Builders Hardware Manufacturers Association
Available Tools

Hardware Highlights

One-page summaries of each of BHMA’s 38 standards, for quick reference.

ANSI/BHMA A156.18-2012
American National Standard for Materials and Finishes

Standard ANSI/BHMA A156.18-2012 establishes finish test methods and code numbers for finishes on various base materials. It includes criteria for viewing comparative finishes to the BHMA match plates and establishes five categories of finishes. For further information, consult the full standard, ANSI/BHMA A156.18 for Materials and Finishes.

BHMA has created a series of Hardware Highlights to provide useful, accessible information about builders hardware for anyone with an interest in devices that hang, control, secure, and trim the doors. BHMA is the trade association which represents almost all of the North American manufacturers of builders hardware. One of its main activities since 1983 has been the development and maintenance of ANSI-authored standards for 38 separate product categories.

Product Performance: Purchasers of materials and finishes certified to A156.18 (https://www.buildershardware.com/go/) can be assured products will perform to their expectations.

Below are an explanation and some examples of the evaluations conducted for certification:

CORROSION WEAR & CHEMICAL SAFETY & SECURITY NOMENCLATURE

A combination of tests — including pencil hardness, abrasion and penetration resistance — is offered to provide assurance that the surface will hold up to handling during the operation of the hardware.

Finishes need to be formulated to resist degradation over time from exposure to light. Visual failure modes are any chipping, flaking, and color loss of change from clear to white of yellow to brownish.

Useful to designers, specifiers, and other users, most combinations of architectural finish and substrate is assigned a BHMA Code Number, such as 605 for clear-coated bright brass (formerly US30).

Finish Terminology

The standard contains a full set of definitions for applicable finishing terms, such as:

- Polished to sat off by contrast through the partial removal of finish, creating a brushed, satin, or antique effect.
- Satin: a smooth, dull finish with or without a directional pattern.

Sustainability

Materials and finishes contribute to building sustainability through their varied durability, as well as material characteristics such as recycled content and recyclability. The reliable closing and sealing of openings can also contribute to energy conservation. BHMA has developed Product Category Rules, which will further define sustainability requirements and guide life cycle assessments and environmental performance declarations.

ANSI/BHMA A156.18 provides comprehensive tables with the finish code numbers, descriptions, and equivalent finishes, such as those shown below.

<table>
<thead>
<tr>
<th>BHMA CODE NUMBER</th>
<th>FINISH DESCRIPTION</th>
<th>BASE MATERIAL</th>
<th>CATEGORY</th>
<th>NEAREST FORMER US EQUIVALENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>612</td>
<td>Satin brass, clear-coated</td>
<td>Brass</td>
<td>A</td>
<td>US30</td>
</tr>
<tr>
<td>615</td>
<td>Brass, clear-coated</td>
<td>Brass</td>
<td>A</td>
<td>US10</td>
</tr>
<tr>
<td>625</td>
<td>Bright chrome plated over nickel</td>
<td>Brass, Brass</td>
<td>C</td>
<td>US10A</td>
</tr>
<tr>
<td>647</td>
<td>Satin nickel plated, blackened</td>
<td>Blackened</td>
<td>E</td>
<td>US10A</td>
</tr>
</tbody>
</table>
Available Tools

Infographics

Steps to Certification

1. Application
   - Steps described:
     - Manufacturer submits the BHMA designated form to BHMA and the completed form to the product manufacturer. The designated form is submitted on the BHMA website.

2. Testing
   - Manufacturer conducts a BHMA designated testing by submitting the completed form to the product manufacturer. The designated form is submitted on the BHMA website.

3. Creation of Listing
   - Upon completion of testing standards, the application is processed for listing.

4. Affirmation
   - BHMA responds with the BHMA certified label for the product.

5. Certification
   - BHMA issues the BHMA certified label for the product.

6. Assurance
   - BHMA issues the BHMA certified label for the product.

Is it a BHMA Certified Product?

Don't Mislead:
- Don't advertise products as BHMA Certified or BHMA Certified Products.
- Don't use the BHMA logo or BHMA Certified label without permission.

Look for Proper Language:
- Certified product will appear language as qualified by ANSI/OSHA Standards.

Look for the Mark:
- Only BHMA Certified products display the BHMA Certified Mark. BHMA Certified products are not certified or approved by BHMA for compliance with ANSI/OSHA Standards.

Don't Hesitate to Double-Check:
- Make sure that your logo or label is consistent with the BHMA logo or BHMA Certified label.

Still Not Sure? Check the Online Directory:
- BHMA Certified products are listed in the Certified Products Directory, which is available online. BHMA Certified products are only available online through the directory.
Available Tools

Educational Video

https://www.youtube.com/watch?v=43z9I3QEZZU
FAQ for Product Category Rules

What is a product category rule (PCR)?
A product category rule (PCR) is a set of specific rules, requirements and guidelines that determine what data should be gathered and how it will be evaluated when conducting the life cycle assessment (LCA) of a product.

What is a life cycle assessment (LCA)?
An LCA is the process of assessing the environmental impacts associated with all the stages of a product’s life from “cradle to grave” – in other words, from raw material extraction to disposal or recycling. The life cycle assessment of a product is required for any manufacturer looking to develop an environmental product declaration (EPD).

What is an environmental product declaration (EPD)?
An EPD is an independently verified and registered document that educates consumers and building professionals about a product and its environmental impact. These documents offer a standardized way of quantifying...
Thank you.