



Insulated Rail Options for RA360 and CA320

Social Media Posts

To make use of the social posts provided, please copy the images to your hard drive from the HaasConnection email in a location that will be easy to find. Then follow the directions for each social site.

Tips:

- Always proofread your posts for spelling and punctuation.
- Add videos and images to get more interaction with your customer base.
- Post or Tweet at regular intervals. Consistency is important.
- Respond promptly to posts. Check your sites often for responses.



Facebook:

To post on Facebook, you must have an active account. The process is relatively easy. There are two ways to post information.

1. Create a post on Facebook and add content to it.
2. Create a post using a URL link.

For process 1), within Facebook click in the text space that says "What's on your mind?" A window will pop up. Select "Photo/Video" and find the image on your computer where you saved the images from HaasConnect. Select the image you'd like. Then, type or copy the text from this document into the text area that says "What's on your mind?" Once you have the text as you want it, hit "Post" on the upper right-hand side. For process 2), just paste the URL of the article/information you'd like to share into the text area of the post box. It will pull the content and an image into the post when it has been posted.



Twitter:

To tweet on Twitter, you must have an active account. Once you have an account set up, click on the box containing a feather. A box will appear, and you add your text by typing or copy & paste the text from this sheet. You can also add an image at this point. In Twitter, your message is limited to 280 characters.

Twitter is similar to a CB radio service. When you send a message, it goes out to everyone and they have the opportunity to reply. If you want to establish a keyword that others can use to add to the conversation, add a hashtag. The hashtag is a way to keep the conversation between the people who use the hashtag. Once you have the tweet finalized, click on the "Tweet" button on the bottom right.

LinkedIn **LinkedIn:**

LinkedIn is a professional networking site. It provides a way to connect with other professionals and stay in contact with millions of users. To post on LinkedIn, you post exactly like you would on Facebook. Remember your audience is professional, so your content should fit your viewers.

LinkedIn or Facebook Posts	Suggested Image
<p>Haas Door Commercial Aluminum 320 Series can now be ordered with polystyrene-filled rails, providing more insulation and energy efficiency in the all-glass garage doors. To get the full thermal performance available, order with Solarban 70 argon filled gas glass. The insulated rails come with an infiltration bulb seal and meets IECC requirements.</p> <p>DOWNLOAD IMAGE</p>	
<p>Stylish and energy efficient. All-glass RA360 garage doors from Haas Door now come with the option of impact glass. To increase energy efficiency of these beautiful doors, ask for polystyrene-filled rails that provide more insulation.</p> <p>DOWNLOAD IMAGE</p>	
<p>Beauty meets energy efficiency. Ask us about the insulated rail option in RA360 and CA320 all-glass garage doors from Haas Door.</p> <p>DOWNLOAD IMAGE</p>	
<p>For commercial garage door situations in areas with high winds, we offer the Commercial Aluminum 320i Series from Haas Door with impact resistant options of Clear, Frosted, Bronze, Dark Gray and Pebble glass. Take it a step further and increase the energy efficiency of these garage doors by requesting polystyrene-filled rails!</p> <p>DOWNLOAD IMAGE</p>	
<p>More glass. More energy efficiency. Ask about RA360 and CA320 all-glass garage doors from Haas Door. Now available with polystyrene-filled rails that add more insulation and energy efficiency. Go a step further and request Solarban 70 glass with Argon gas to maximize the thermal performance.</p> <p>DOWNLOAD IMAGE</p>	

Twitter Tweets	Suggested Image
<p>#Energyefficient residential and commercial #garagedoors. #Allglass with polystyrene-filled rails for added #insulation. #HaasDoor</p> <p>DOWNLOAD IMAGE</p>	
<p>Strong. Stylish. Insulated. #New polystyrene-filled rails on #HaasDoor Commercial Aluminum and Residential Aluminum #garagedoors. #SuccessfulArchitecture #CurbAppeal #EnergyEfficient</p> <p>DOWNLOAD IMAGE</p>	
<p>Now available: Insulated rail options for RA360 and CA320 all-glass #garagedoors. #energyefficient #curbappeal</p> <p>DOWNLOAD IMAGE</p>	
<p>Solid construction. Stylish choices. Stand out appearance. Now with impact glazing and filled-rail insulation options. #HaasDoor Commercial Aluminum and Residential Aluminum #garagedoors. #impactresistant #energyefficient</p> <p>DOWNLOAD IMAGE</p>	
<p>Elegant and strong. CA320 and RA360 all-glass #garagedoors from #HaasDoor. Choices: added rail insulation, impact resistant glass options, 14 powder coated woodgrain options, 10 painted finishes, 3 anodized colors. #Bestgaragedoorever Meets IECC requirements for air infiltration.</p> <p>DOWNLOAD IMAGE</p>	
<p>Blog Content</p>	
<p><u>Haas Door Launches Insulated Rail Options for RA360 and CA320</u></p> <p>Haas Door, a trusted leading manufacturer of steel and aluminum garage doors, has introduced an insulated rail option for the company’s RA360 and CA320 models. The polystyrene filled rails add more insulation and energy efficiency to the all-glass style garage doors.</p> <p>Designed to add a contemporary look to homes, RA360 residential garage doors feature rust- and corrosion-free commercial grade aluminum. Now, with polystyrene insulation added in the rails, <i>the garage doors are even more energy efficient.</i></p>	

For the [CA320](#) garage doors, polystyrene can also be added in the rails for the commercial aluminum garage doors. This garage door series offers the largest door size maximums for commercial projects with a heavy duty frame.

More Energy Efficient Insulation

Both garage door series feature tongue-and-groove section joints with a bulb seal that meets IECC requirements. The insulated rail, designated by an “x” in the model number, will also offer end caps for RA360ix and CA320ix to provide a clean, professional, finished look on the garage doors. Both models include a tongue and groove joint with bulb seal that meets IECC requirements.

“We are pleased to now offer an insulation option in these two models,” says Jeffrey Nofziger, president of [Haas Door](#). “And for the greatest thermal performance we recommend combining the new insulated rail, with [SolarBan 70 glass](#) with argon gas.

“The greatest impact on thermal performance for these doors is the glass option and this combination will provide a higher thermal rating for customers and architects that require it.”

Finish Options

Both the RA360 and CA320 product lines feature a wide variety of glass options. There are four polycarbonate impact glazing options. Both have 16 insulated and 13 non-insulated glazing options to allow the garage door to match the rest of the home’s or project’s windows.

Finish choices for each line include 14 powder coated woodgrain options, 10 painted finish options and three anodized colors. There’s also the ability for custom-matched color, powder coat and paint. There are 60,000 paint color choices with no additional lead time for custom paint colors.

“RA360 and CA320 are some of our most popular product lines,” says Nofziger. “With the addition of our insulated rails, and our clean line end caps, we are offering advancements that make these garage doors even more appealing with energy efficiency enhancements without sacrificing the aesthetic of the door.”