

NCDC newsletter

More than just garage doors. Your partner for success.

WHY ARE LEAD TIMES SO LONG?

Manufacturers provide four key reasons

It is well known that door manufacturers were forced to extend lead times in 2020. Now it appears these product delays are continuing well into 2021.

Door + Access Systems collected information from various manufacturers in order to identify the factors contributing to the extended lead times. Several key reasons emerged from their feedback. Believe it or not, one of these reasons is great news for the industry!

Delayed and back-ordered door and access products have become the new normal; much of this can be attributed to the worldwide pandemic.

According to door manufacturers, the pandemic is the most influential factor affecting lead times. However, there are several trickle-down components linked to the pandemic that also need to be considered.



Four key reasons for delays:

1. Sick & exposed employees

Manufacturers reported that employees continue to get sick and/or exposed to COVID-19, a factor that is out of their control. “One positive test can lead to the quarantining of several employees, and in some cases, affect numerous departments.”

2. Unpredictable supply chain

Unfortunately, it's not just manufacturers' employees who are getting sick. Suppliers' employees and trucking companies' employees are also getting sick. This inevitably leads to more delays. “Sometimes, we have the door made, and it's ready to go, but we're waiting for parts,” said one manufacturer. “This can hold the order up for weeks.”

3. Availability of raw materials

Every manufacturer reported that the limited steel supply is directly linked to their extended lead times. Manufacturers said that the availability of steel is making delays harder to predict.

4. Increased demand for industry products

The fourth factor contributing to longer lead times is actually a good problem to have. Manufacturers from various sectors and countries have reported an increased demand for door products. This trend is great news for the industry.

More time at home has focused homeowners' attention on home improvement projects, such as upgrading garage doors.

Stay informed

Dealers curious about current lead times need to be diligent about staying informed. "Right now, more than ever, it's important for dealers to open and read emails sent by manufacturers and to visit the company website and social media

sites for updates," said one manufacturer. "I also recommend talking to your regional and account managers for lead time and delay information specific to your area."

What can we expect?

While the factors causing the delays are inevitable for now, manufacturers appear to be better educated and better equipped to minimize the delays' impact on dealers. In addition, as dealers become more aware of the issues surrounding the long lead times, they can better prepare their customers.

Working together, manufacturers and dealers will weather the storm. And we can all be thankful for the increased demand and sales industrywide.

Source Article: Vicki Jones, DASMA editor.

ABOUT NORTH CENTRAL DOOR AND OUR VALUES

Every day, thousands of times a day, in locations across the upper Midwest, North Central Door's residential and commercial garage doors are used to gain access into homes and businesses in a variety of conditions, environments and uses. We're proud of that fact. Founded over 50 years ago, North Central Door began as a small company wanting to build a better garage door. With each success, we increased our manufacturing capacities, grew in staff and industry expertise, strengthened our relationships with customers and partners, and expanded our reach throughout our home state of Minnesota and across the Great Plains.

Today North Central Door continues to be a growing company that hasn't forgotten its roots. We look forward to creating and building lasting partnerships and personal relationships with our dealers and distributors, backed with hands-on customer service and an experienced sales team. As a North Central Door dealer, you'll truly experience a difference in prompt communication, partnership involvement and product knowledge.

Sincerely,
Steve Palmer - President/CEO



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