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**St. Cloud Overhead Door Co. and locations in Willmar, Brainerd and Alexandria announce new name, American Door Works, and industry accolades.**

St. Cloud, MN – January 5, 2015 – After more than 40 years of success and continued growth, St. Cloud Overhead Door Company, Willmar Overhead Door Company, Brainerd Overhead Door Company and Lakes Area Overhead Door Company will be rebranded under the new name, American Door Works. The refreshed brand is intended to unify operations and build a stronger connection between both consumers and staff across the different markets that have helped make the company Central Minnesota’s leading supplier of garage doors and accessories.

President Gary Bechtold explained, “This new, unified brand reflects the commitment of our staff, working together from any of our locations, to continue delivering an extraordinary customer experience and the right door solutions for all of your projects.” For the Bechtold family, this move is just the latest in series of exciting announcements from the company, co-founded by Roger Bechtold (Gary’s father) over four decades ago. This includes the recent announcement that Junior Achievement, a nonprofit organization focused on educating K-12 students on career readiness, has named Gary Bechtold as this year's recipient of the organization's Entrepreneurial Spirit Award.

The company has also been recognized as 2015 Door Dealer of the Year by the International Door Association, an award that will be presented on April 15th at the association’s annual Awards Dinner in Indianapolis, IN. This follows their recent acceptance of the 2014 Small Business Excellence Award presented by the Small Business Administration and Bremer Bank.

While the brand has changed, Founder Roger Bechtold is quick to remind customers what hasn’t. “Though our name and logo have been updated, the values created during 42 years of family ownership will remain the same… friendliness, integrity, innovation and hard work.”

The new brand will be rolled out throughout the course of 2015 and will include updates to the four retail locations, marketing materials, a new website at AmericanDoorWorks.com and more.

**About American Door Works:**

The newly named American Door Works includes four retail locations in St. Cloud, Willmar, Brainerd and Alexandria. Since purchasing the company over 40 years ago, this family-owned and operated business has been Central Minnesota’s leading supplier of garage doors, commercial doors and related products. For information on offerings, store locations, hours of operation and customer testimonials, visit AmericanDoorWorks.com.

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