

DHI'S MAGAZINE FOR DOOR SECURITY + SAFETY PROFESSIONALS

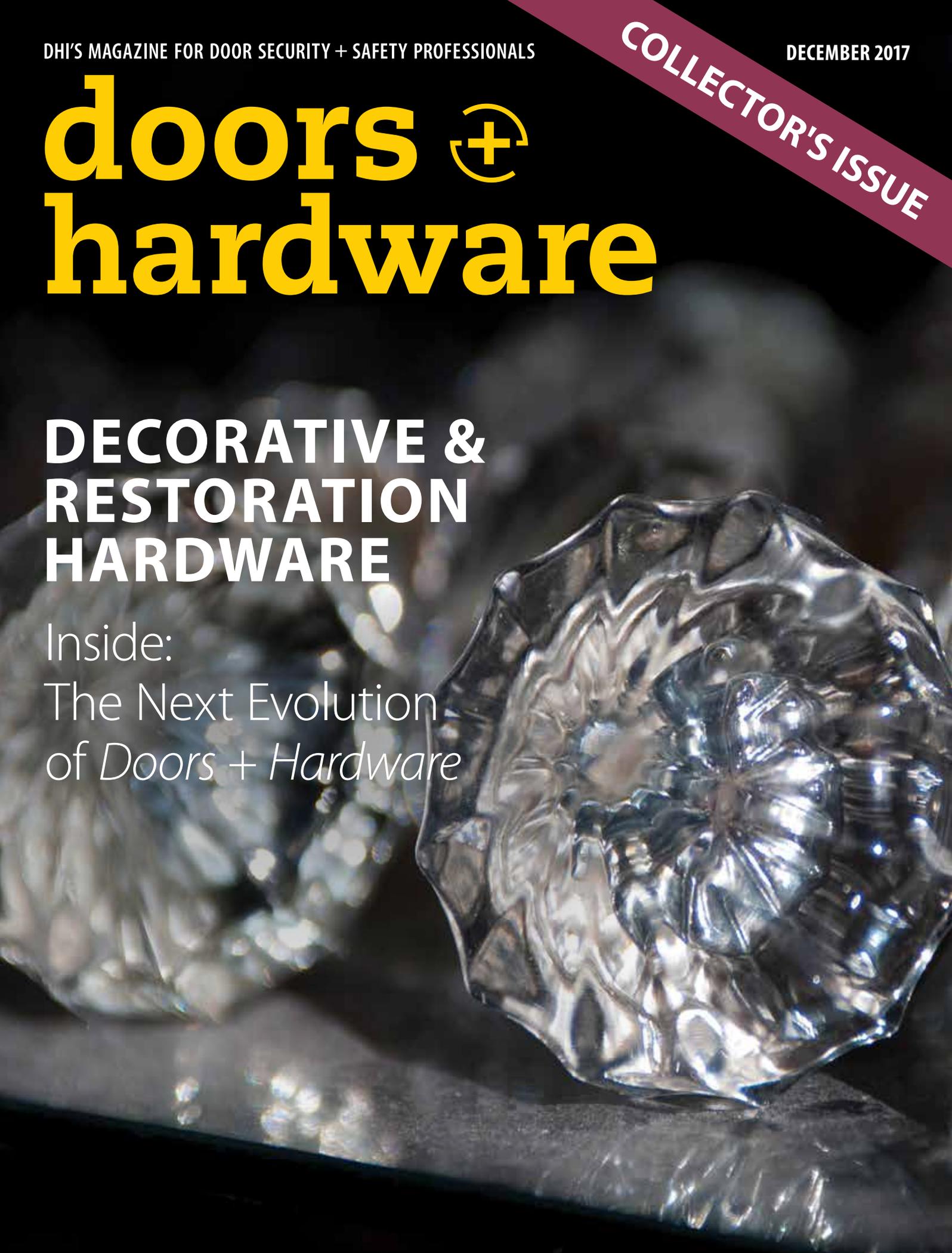
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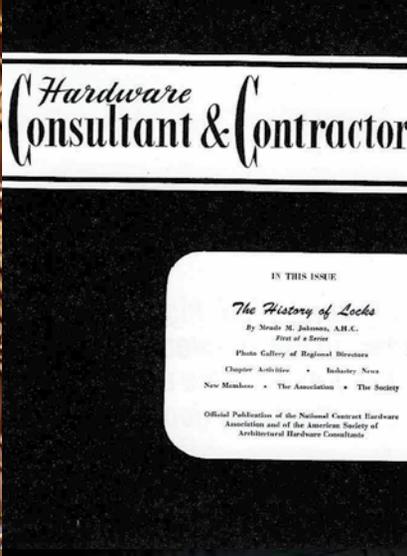
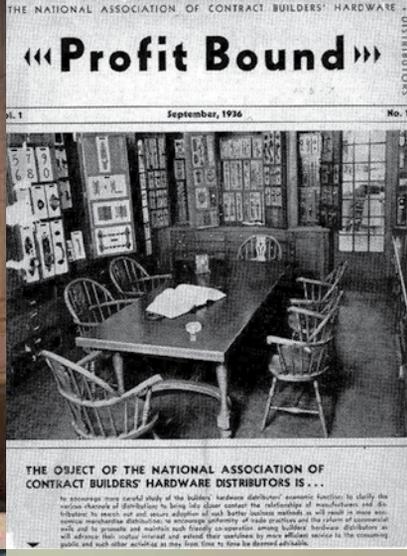
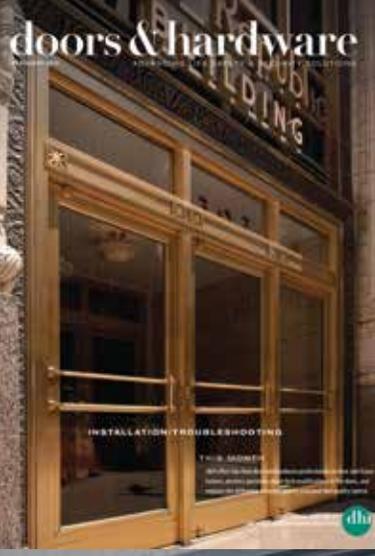
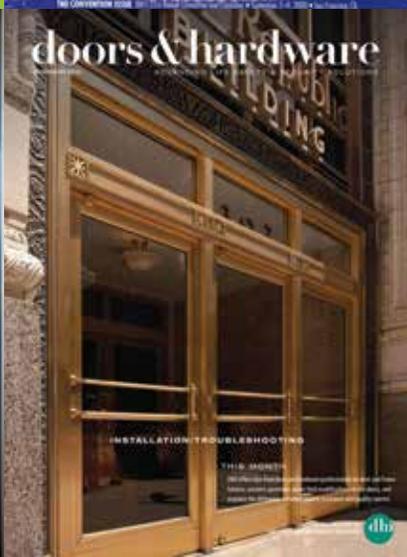
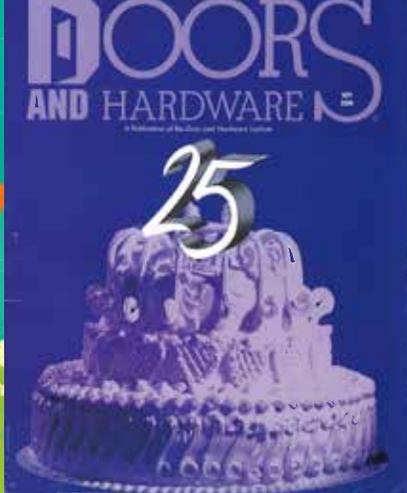
COLLECTOR'S ISSUE

doors + hardware

DECORATIVE & RESTORATION HARDWARE

Inside:
The Next Evolution
of *Doors + Hardware*





COMING: THE NEXT EVOLUTION OF *DOORS + HARDWARE*

By Denise Gable

NEXT MONTH,
*DOOR SECURITY +
SAFETY* MAGAZINE
**DEBUTS WITH A
FRESH NEW LOOK.**
OUR INDUSTRY
IS CHANGING,
AND **WE'RE
CHANGING
WITH IT.**

Welcome to the last issue of *Doors + Hardware*

magazine! Next month, you will notice a big change to your monthly magazine. In addition to changing the name from *Doors + Hardware* to *Door Security + Safety*, we've made a design "refresh" that gives the magazine a more sophisticated look in an easy-to-read format.

You may be asking, "Why *Door Security + Safety*, and why now? This magazine has served the industry for 81 years beginning as *Profit Bound* in 1936. It has had only three other name changes over the years: *Hardware Consultant and Contractor* in 1944, then just *Hardware Consultant* in 1953, and finally *Doors and Hardware* in 1975. (See sidebar on next page)

We believe a name change building upon the re-branding of DHI launched last year, and better representing our readership and the expanding editorial direction of the magazine, is critically important now. It's an opportunity to leverage a tremendously valuable tool to help communicate the vision of the New DHI and to deliver critical information to what should be a vastly expanding audience interested in and involved with door security and safety.



MAGAZINE HISTORY DATES TO 1936

There is nothing permanent except change.

— Greek philosopher, Heraclitus

By Carla Mangone

DHI evolves to fit the needs of its members and industry, and the same can be said for its flagship magazine, *Doors + Hardware*. The association magazine started out as *Profit Bound* in 1936 and eight years later, a name change delivered *Hardware Consultant & Contractor* to DHI members with articles focused on the industry.

Another title change was made in 1953, *Hardware Consultant*, which reflected who the core magazine readers were.

Robert G. Ryan, *Doors + Hardware* editor from 1946-1977, reflected in the 50th Anniversary edition, "The goal from the beginning was to provide timely, authoritative information that helped readers stay on top of developments that directly affected your business." Today, articles focus on builders' hardware, doors, electronic security devices, technology, fire and life safety equipment, codes, ADA issues and many specialty products. Changes and growth within the industry, as well as non-technical concerns in the industry, such as management, marketing, inventory, and sales techniques, are also covered.

"It's hard to make it in your business without the magazine of your business," Ryan added.

In the 1986 *Doors + Hardware* anniversary issue of the Industry's first 50 trade shows, Joseph Lesniak, DAHC, and Richard Hornaday took a peek into what the future may hold for door security + safety professionals over the next 50 years. While some predictions will most likely not happen in the next 19 years (Mars colonies and force field openings, to name a few), they were spot on forecasting automation and paperless environments (including the downward trend of newspaper and magazines), thumbprint scanners for door locks and entry, and the first female DHI president (which coincidentally was only one year off). It should be noted that we aren't far off from their prediction of driverless automobiles!

As proven by the predictions made in 1986, innovative door security + safety professionals make up DHI. As we transition into our new *Door Security + Safety* publication, we expect our industry, and as a result, our organization, to continue to grow. Our magazine, which reflects our industry and the door security and safety professionals who work in it, will be a big part of this evolution.

With the name *Door Security + Safety*, we will now align our flagship publication to represent the door security + safety professionals who comprise our industry, and also align with the Door Security & Safety Foundation, which provides awareness, education and advocacy to promote secure and safe openings that enhance life safety.

This name change is crucial to symbolize to the traditional readership of the magazine that our editorial content is expanding to better represent the realities of today's markets, which is a considerable benefit to readers. But it's just the first step. There are several other steps in this initiative:

- ✓ A strategic plan for refocusing and expanding the print and digital circulation of the magazine.
- ✓ Expand digital version circulation to locksmiths, security dealers and integrators, and stakeholders involved in security through allied associations representing these markets.
- ✓ Expand content of the new magazine to include not just door, frame, mechanical and electrified security hardware, but a greater focus on electronic access control products, and all other door opening related products that comprise all aspects of door security and safety.

We hope you are pleased with the new look and new direction of our magazine, and we welcome your feedback. And as always, we can't have a great publication without great contributors. If you've ever thought about writing for the magazine, there's no better time. Email me at dgable@dhi.org, to get started. ■



IT'S HARD TO MAKE IT IN YOUR BUSINESS WITHOUT THE MAGAZINE OF YOUR BUSINESS.