



**Sell Smarter.
Quote Faster.
Win More Business!**

Citizens Bank Park
Philadelphia, PA
28th July 2026

Agenda



- Changing Business Landscape
 - Customers
 - Competition
- A New Playbook
 - Sell Smarter
 - Quote Faster
 - Win More Business



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Changing Business Landscape

How customers want to do business and how
dealers/installers are reacting

The Customer Has Changed

Customers want:

- Faster Responses
- Simpler Decisions
- Less Risk
- More Confidence
- Fewer Surprises



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The Competition Has Changed



Leading dealers/gate contractors have evolved:

- ✓ Responding faster
- ✓ Simplifying product selection
- ✓ Helping customers understand risks
- ✓ Creating confidence in the buying decision
- ✓ Delivering consistent customer experience



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Getting more from Miller Edge



When dealers engage directly with Miller Edge, they gain access to:

- Application guidance and product recommendations
- Faster answers to technical questions
- Sales and specification support
- Product training and educational resources
- New product introductions and application opportunities
- Tools designed to simplify quoting and ordering



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When you have won jobs where you weren't the lowest price,
what do you think was the biggest factor?

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A New Dealer/Installer Playbook

Sell
Smarter

- Help customers understand their options

Quote
Faster

- Reduce complexity and improve speed

Win More
Business

- Deliver solutions that create additional value



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Sell Smarter

Turn complicated product discussions into simple solution conversations.

Sell Smarter



- Use risk assessment to allow customer to “discover” risks
- Offer simple solutions with a “good, better, best” approach
- Refer back to risk assessment to provide confidence in buying decision
- Use same repeatable approach for consistent results



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Sell Smarter: Risk Assessment

Look at the environment and consider what needs to be protected:

- Personnel injury or death hazard
- Risk of damage to incoming raw materials
- Risk of damage to outgoing finished goods
- Risk of damage to vehicles, equipment, and property



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Sell Smarter: Risk Assessment

What are the costs that could result from a door or gate that is damaged and non-operational?

- Door or gate replacement
- Loss of use
- Loss of customer goodwill
- Business delays
- Lost productivity



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Sell Smarter: Risk Assessment



Consider all entrapment and productivity hazards and risks to property:

- Personal injury or death hazard
- Risk of material, product, equipment, or property damage
- Intended use and location of door
- Business impact



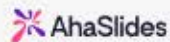
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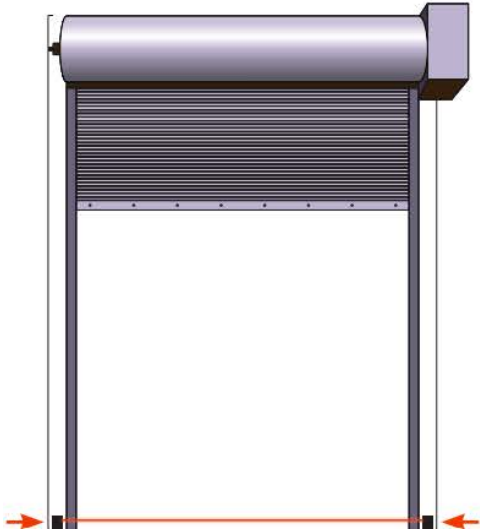
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What's the most common question customers ask when discussing safety devices and protection?

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Sell Smarter: Levels of Protection



SINGLE-BEAM PHOTO OPTIC

Thru-Beam & Reflective

Activation
Method



Non-Contact

Vertical
Coverage



Low

Obstruction
Detection



Meets Requirement

Price
Range



Lowest

Advantages

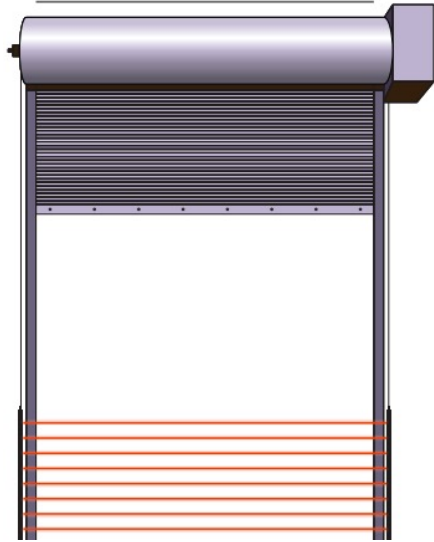
- Lowest upfront cost
- No contact required to detect obstruction
- Ideal for standard speed and low cycle doors
- Compact/unobtrusive



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Sell Smarter: Levels of Protection



MULTI-BEAM PHOTO OPTIC

3-ft. Light Curtain

Activation
Method



Non-Contact

Vertical
Coverage



Medium

Obstruction
Detection



Good

Price
Range



Moderate

Advantages

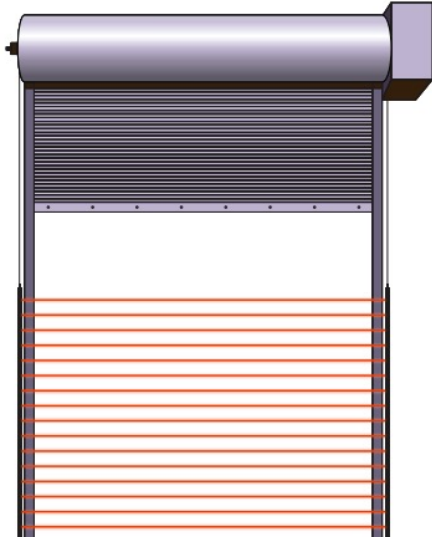
- Medium non-contact protection field decreases damage and injury
- Ideal for standard and high speed and all cycle type doors (low, medium, high)
- Can be combined with a sensing edge for added protection
- Compact/unobtrusive



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Sell Smarter: Levels of Protection



MULTI-BEAM PHOTO OPTIC

6-ft. Light Curtain

Activation Method



Non-Contact

Vertical Coverage



High

Obstruction Detection



Excellent

Price Range



Highest

Advantages

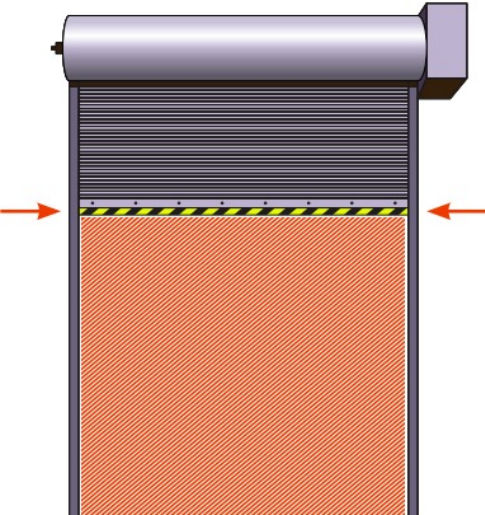
- Largest non-contact protection field decreases damage and injury
- Ideal for standard and high speed and all cycle type doors (low, medium, high)
- Can be combined with a sensing edge for added protection
- Compact/unobtrusive



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Sell Smarter: Levels of Protection



SENSING EDGE

Activation Method



Contact

Vertical Coverage



Full

Obstruction Detection



Excellent

Price Range



Moderate

Advantages

- Wireless option reduces additional cords around the door
- Can be combined with photo optics for added non-contact protection
- Ideal for standard speed doors and all cycle types (low, medium, high)
- Most vertical coverage; door to floor protection full path of travel
- Compact/unobtrusive



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Sell Smarter



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LEVELS OF PROTECTION for Motorized Commercial Overhead Doors

The options illustrated comply with building codes in the USA and Canada. Select the protection that best suits the needs of your environment.

RECOGNIZING THE NEED FOR PROTECTION

The door illustrations shown in this chart consider when safeguarding industry equipment, each environment is unique. When selecting the appropriate level of protection for your overhead door, be sure to consider the appropriate Miller Edge product installation.

HAZARD & RISK ANALYSIS

For basic hazard and risk at the environment and door:

- Personnel injury or death
- Risk of damage to property
- Risk of damage to equipment
- Risk of damage to business

ASSOCIATED COSTS

What are the costs of damage and injury?

- Door replacement
- Loss of time
- Loss of equipment
- Business interruption
- Lost productivity

OTHER CONSIDERATIONS

Cost of installation

LEVELS OF PROTECTION

Protection Level	Activation Method	Vertical Coverage	Obstruction Detection	Price Range
SENSING EDGE	Contact	Full	Obstruction Detection	Lowest
MULTI-BEAM PHOTO OPTIC 6-R Light Curtain	Non-Contact	Full	Obstruction Detection	Lowest
MULTI-BEAM PHOTO OPTIC 3-R Light Curtain	Non-Contact	Full	Obstruction Detection	Lowest
SINGLE-BEAM PHOTO OPTIC Thru-Beam & Reflective	Non-Contact	Low	Obstruction Detection	Lowest

Advantages:

- Reduces option reduces additional costs around the door
- Can be combined with photo optics for added non-contact protection
- Ideal for standard speed down and all cycle types (low, medium, high)
- Most vertical coverage, door to floor protection full path of travel
- Compact/robust

Advantages:

- Large non-contact protection field decreases damage and injury
- Ideal for standard and high speed and all cycle type doors (low, medium, high)
- Can be combined with a sensing edge for added protection
- Compact/robust

Advantages:

- Medium non-contact protection field decreases damage and injury
- Ideal for standard and high speed and all cycle type doors (low, medium, high)
- Can be combined with a sensing edge for added protection
- Compact/robust

Advantages:

- Lowest option cost
- No contact required to detect obstruction
- Ideal for standard speed and low cycle doors
- Compact/robust

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UNIVERSAL GATE SAFETY

Illustrations show common product placement locations to consider when protecting various gate types, for installation is unique. Be sure to consider all potential safety hazards and incorporate appropriate Miller Edge protection into your overall gate design. Read your gate operator's manual and follow the manufacturer's requirements.

SWING GATE

Mounting Locations:

- Bottom edge of gate
- Leading edge
- Post/Post point
- Post
- Control
- Arm

Suggested Products:

- A. ME100 (+ ME120-OS), MG200, MG200, MG200
- B. MG200, MG200, MG200
- C. CP210, ME120, MG110, MG120
- D. CP210, MG110, D-E OptiGuard™, TriGuard™

SLIDE GATE

Mounting Locations:

- Leading edge
- Trailing edge
- Control (strap-in) post
- Pocket
- Interior
- Exterior

Suggested Products:

- A-C. CP210, CP215, ME120, MG110, MG120
- D-E OptiGuard™, TriGuard™

CANTILEVER GATE

Mounting Locations:

- Leading edge
- Trailing edge
- Guide (strap-in) posts
- Interior
- Exterior

Suggested Products:

- A-C. CP210, CP215, ME120, MG110, MG120
- D-E OptiGuard™, TriGuard™

VERTICAL LIFT GATE

Mounting Locations:

- Leading/Bottom edge of gate
- Interior
- Exterior
- Top

Suggested Products:

- A. CP215, ME120, MG120
- B. OptiGuard™, TriGuard™
- C. OptiGuard™, TriGuard™
- D. CP215, ME120, MG120

VERTICAL PIVOT GATE

Mounting Locations:

- Bottom edge of gate
- Top edge of gate
- Back edge of gate
- Strap-in area
- Interior
- Exterior

Suggested Products:

- A. CP215, MG200, MG200, MG200
- B. CP215, MG200, MG200, MG200
- C. CP215, MG200, MG200, MG200
- D. CP215, CP215, ME120, MG110, MG120
- E. OptiGuard™, TriGuard™
- F. OptiGuard™, TriGuard™

OVERHEAD GATE

Mounting Locations:

- Leading/Bottom edge
- Side
- Interior
- Exterior

Suggested Products:

- A. CP215, MG200, MG200, MG200, ME120
- B. CP215, MG120, MG200, MG200, ME120
- C. OptiGuard™, TriGuard™
- D. OptiGuard™, TriGuard™

Barrier Arm

Mounting Locations:

- Bottom

Suggested Products:

- A. CP210, MG110



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Sell Smarter: Gates Example

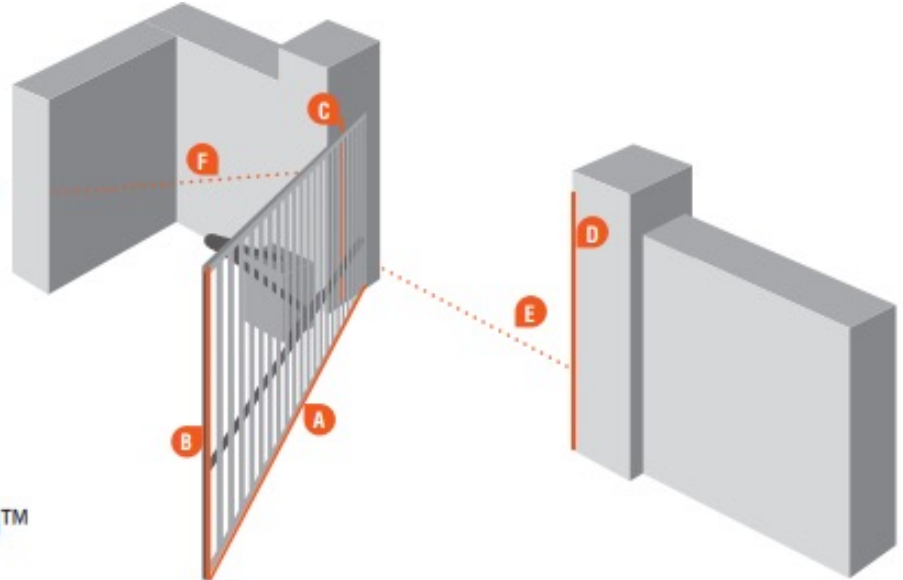
SWING GATE ▶

Mounting Locations

- A. Bottom edge of gate
- B. Leading edge
- C. Post/Pivot point
- D. Post
- E. Exterior
- F. Arm

Suggested Products

- A. ME120 (+ ME120-C5), MGO20, MGR20, MGS20
- B. MGO20, MGR20, MGS20
- C. CPT210, ME120, MG110, MG123
- D. CPT210, MG110
- E-F. OptiGuard™, TruGuard™



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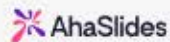
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Less back-and-forth. Fewer errors. Faster turnaround.



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What's the most common question customers ask when discussing safety devices and protection?

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Quote Faster: Doors

1 Door Type

- ▶ **Required:** Select a door type to determine edge model

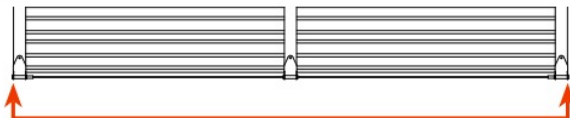


Sectional Doors: ME123B

Net Price: \$21.65 /ft.



- ▶ For doors 1-1/2-in. or thicker.
- ▶ **Includes:** ME123 sensing edge, black color, universal wire outlet location, ME123-C mounting channel.



- ▶ Measure the door's bottom section width.

-ft.

-

-in.

Qty:

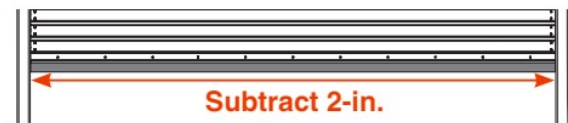


Rolling Steel Doors: MC22B

Net Price: \$25.79 /ft.



- ▶ For all door brands with 2-in. double-angle bottom bars.
- ▶ For CornellCookson extruded aluminum bottom bars.
- ▶ **Includes:** MC22 sensing edge, black color, universal wire outlet location, MC22-C7 mounting channel.



- ▶ Measure from the tip of one guide to the tip of the opposite guide, then subtract 2-in.

-ft.

-

-in.

Qty:

2 Length

- ▶ **Required:** Provide length and quantity



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Quote Faster: Sectional Doors



- Most popular sectional door sensing edge model: ME123
- Compatible with 1 1/2" to 2" thick sections
- ME123-C3 "L" Shaped mounting channel adapts to most sectional doors

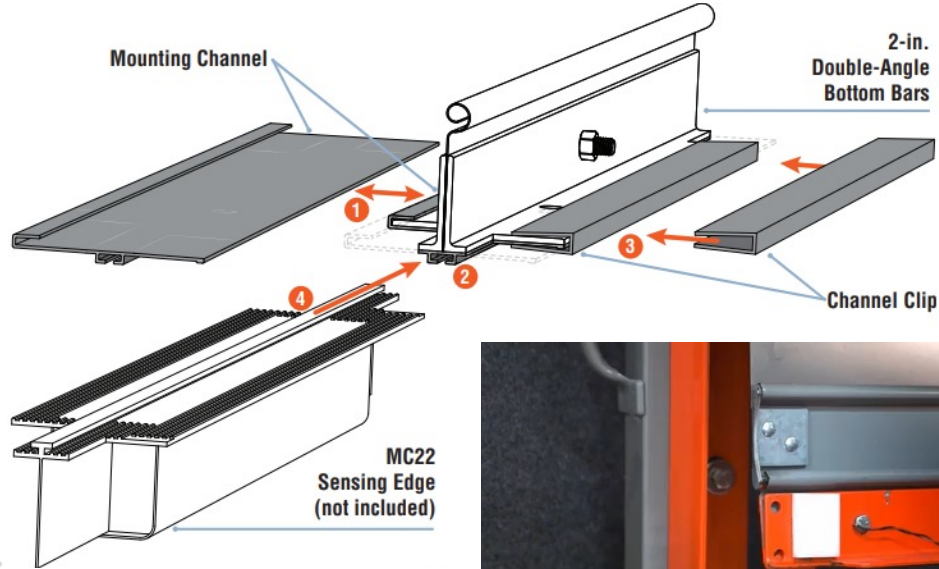


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Quote Faster: Rolling Doors

- MC22 with MC22-C7 Mounting Channel
- Fast and easy installation onto both extruded aluminum and double angle bottom bars



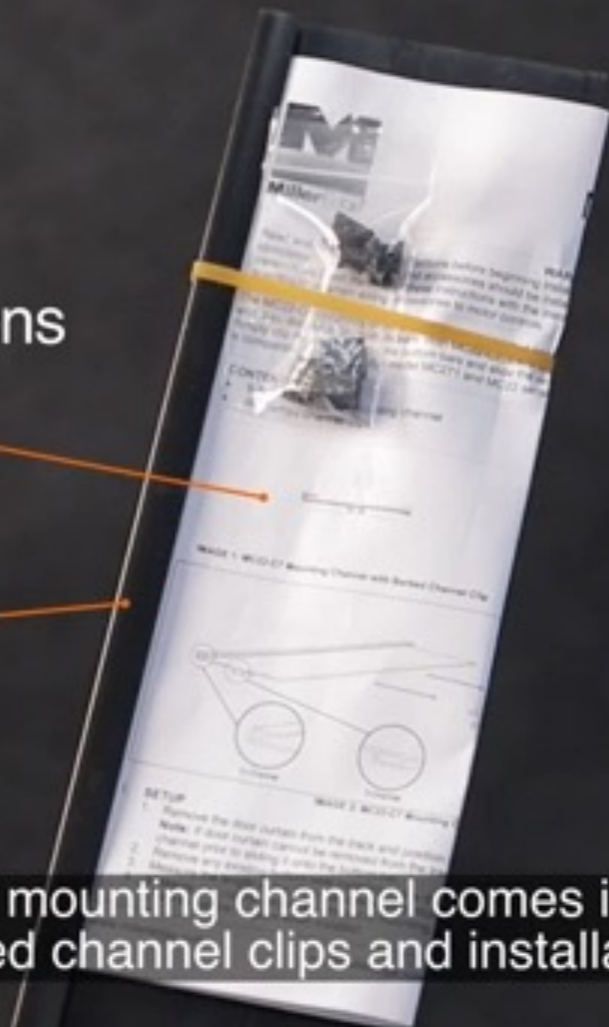
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Installation Instructions

MC22-C7 Mounting Channel

The MC22-C7 mounting channel comes in 5-ft. 2-in. sections with 6 barbed channel clips and installation instructions.



Quote Faster: Doors



3

Operator Connection

► **Required:** Select an accessory to connect the sensing edge to the commercial door operator

Wireless Systems

Monitored



RB-P-K10C

RBand Wireless
Edge System

Net: **\$203.07 /ea.**

Non-Monitored



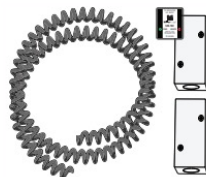
MWRT12B

Single Channel
Wireless Edge System

Net: **\$146.85 /ea.**

Hardwiring Kits

Monitored



Most CDOs

KC182-20M

(1) SM-102 + J-Box,
(1) C182-20, (1) JB-02

Net: **\$118.50 /ea.**



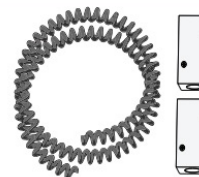
OHD/Genie CDOs

KC182-20M-OHD

(1) GEM-102, (1) C182-20,
(2) JB-02

Net: **\$118.50 /ea.**

Non-Monitored



KC182-20B

(1) C182-20B, (2) JB-02

Net: **\$88.38 /ea.**



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Quote Faster: Doors

- Shipping part of the bundle package
- Easy calculation



Shipping: \$2 /ft.

- ▶ Ships Ground from PA and AZ typically within 2-3 business days
- ▶ Delivered anywhere in the continental US

Shipping is calculated by rounding the sensing edge length to the whole foot to determine the billable footage. The minimum shipping charge per order is \$20.

Formula: Shipping = \$2 per foot × (billable feet per edge) × (edge quantity)

- **Billable footage rounding rules:**
 - Round **down** if the edge length is **less than or equal to X-ft. 2-in.**
 - Round **up** if the edge length is **greater than or equal to X-ft. 2¼-in.**



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Quote Faster: Doors



Quick Order Form
 Sensing Edge Door Dealer Bundles
 Questions? info@milleredge.com • 800-220-3343
 Submit Form: info@milleredge.com

Customer:

Job #:

Operator Brand/Model:

Door Brand/Model:

Quick Order Form
 Sensing Edge Door Dealer Bundles
 Questions? info@milleredge.com • 800-220-3343
 Submit Form: info@milleredge.com

Customer:

Job #:

Operator Brand/Model:

Door Brand/Model:

1 Door Type
 Required: Select a door type to determine edge model.

Sectional Doors: ME123B
 Net Price: \$21.65 /ft.

Rolling Steel Doors: MC22B
 Net Price: \$25.79 /ft.

2 Length
 Required: Provide length and quantity.

For doors 1-1/2-in. or thicker
 Includes: ME123 sensing edge, black color, universal wire roller brackets, ME123-C mounting channel.

For all door brands with 2-in. double-angle bottom bars
 For Corus/Corus extruded aluminum bottom bars
 Includes: MC22 sensing edge, black color, universal wire roller location, MC22-C mounting channel.

3 Operator Connection
 Required: Select an accessory to connect the sensing edge to the commercial door operator.

Wireless Systems

Monitored

 RB-P-K10C
 RF/Bluetooth Wireless Edge System
 Net: \$203.67 /ea.

Non-Monitored

 MWRT12B
 Single Channel Wireless Edge System
 Net: \$146.85 /ea.

Hardwiring Kits

Monitored

KC162-20M
 1/16-1/2 in. x 1/4 in. x 1/4 in.
 Net: \$118.50 /ea.

KC162-20M-DHD
 1/16-1/2 in. x 1/4 in. x 1/4 in.
 Net: \$118.50 /ea.

Non-Monitored

 KC162-20B
 1/16-1/2 in. x 1/4 in. x 1/4 in.
 Net: \$88.58 /ea.

Shipping: \$2 /ft.

- Ships Ground from PA and AZ typically within 2-3 business days.
- Delivered anywhere in the continental US.

Shipping is calculated by rounding the sensing edge length to the whole foot to determine the kit's package. The minimum shipping charge per order is \$50.
 Minimum shipping = \$2 per foot + (package cost per edge) + (edge quantity)
 • Round DOWN if the edge length is less than or equal to 6-0, 3-0.
 • Round UP if the edge length is greater than or equal to 6-0, 3-0.

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Quote Faster: Gates



- Individually packaged 5ft sensing edges
- Large (CPT215) and small (CPT210)
- CPT210 slides into popular ME120-C mounting channel
- Field configurable for size and termination

CPT210-EDGE-5-T1T2	5-ft. CPT210 Edge Kit: Monitored, Non-monitored; 5-ft. extrusion, ME120-C channel, (2) caps, (2) cages, (1) wired plug, (1) 8.2K monitored plug, (1) 10K monitored plug, (1) non-monitored plug, (2) screws
CPT215-EDGE-5-T1T2	5-ft. CPT215 Edge Kit: Monitored, Non-monitored; 5-ft. extrusion, ME123-CA3 channel, (2) caps, (2) cages, (1) wired plug, (1) 8.2K monitored plug, (1) 10K monitored plug, (1) non-monitored plug, (2) screws



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Win More Business

Differentiate your offering and create additional value for your customers.

The easiest way to compete less on price is to provide more value.

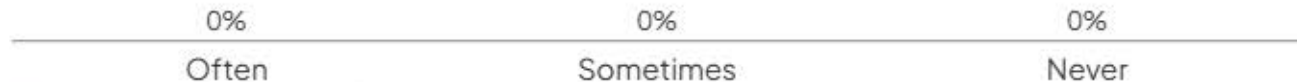
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How often would better visibility around a door or gate system, help to reduce accidents or downtime?



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^ Get Feedback

Win More Business with VisiLight



- Customers want safer facilities and more efficient operations
- Visibility challenges often exist but go unaddressed
- Visibility solutions can complement existing protection systems (sensing edges, photo optics etc)
- Bringing innovative solutions helps position you as a trusted advisor, not just a vendor

 **VISILIGHT LED™**
Motion Made Visible



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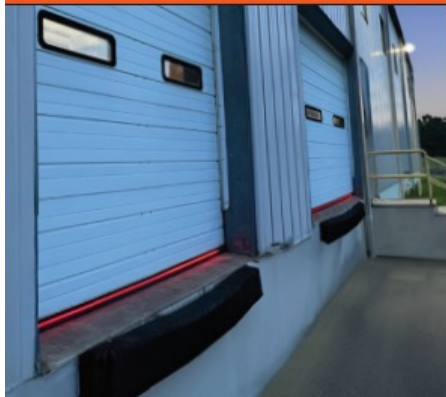
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Win More Business with VisiLight



Dual-Sided Visibility

ARIES™



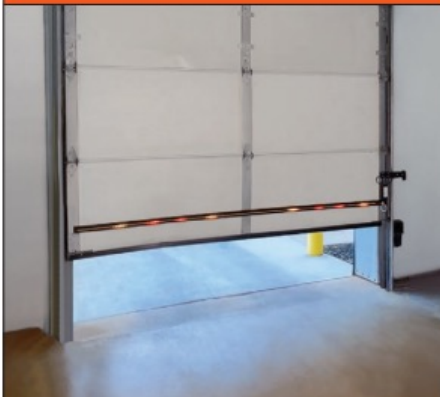
Maximum Brightness

ORION™



Simplified Installation

PHOENIX™



Barrier Visibility + Safety

PEGASUS+™



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Win More Business with VisiLight Aries



- Integrated sensing edge option
- Interior & exterior visibility
- Always-on LEDs: color change sequence
- Diffused light bar appearance
- 1-3/4"-2" thick sectional doors
- ME123 & CPT215 edge models or LS-0107 weather seal



ARIES™



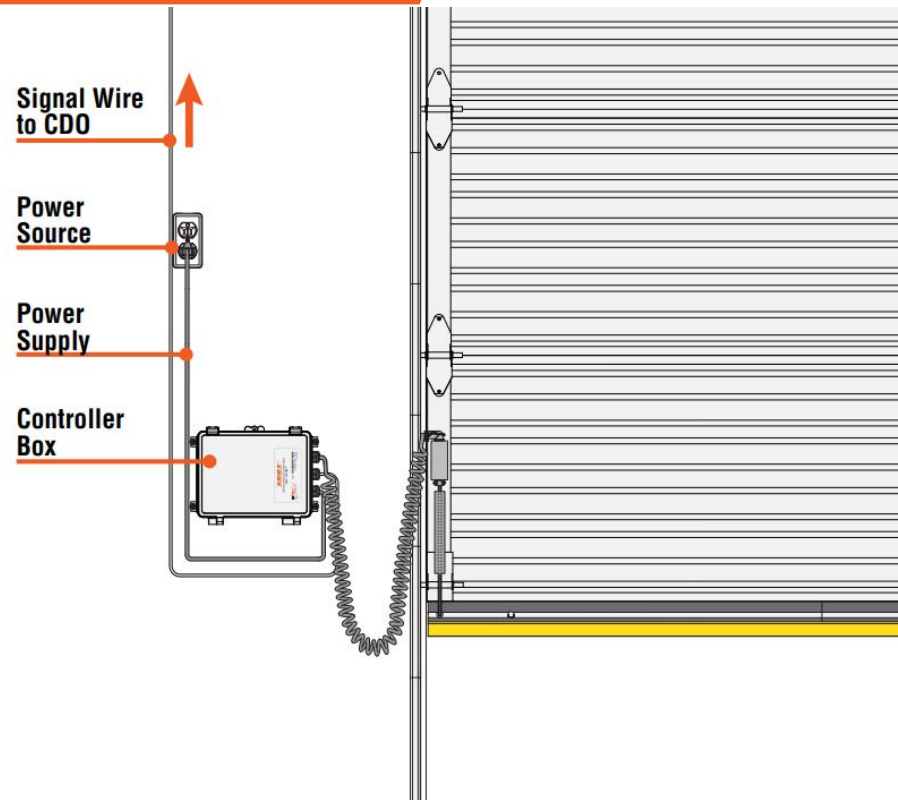
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Win More Business with VisiLight Aries



- Single 6-wire coil cord carries both power/signal for sensing edge (optional) and LED
- Controller box houses LED controller
- Standard 120v wall plug for power or use other available 115-230v power source
- Signal wire from LED controller connects to open and close door operator limits to control LED function and color



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Win More Business with VisiLight Orion

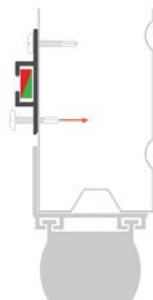


- Brightest solution
- Interior visibility
- Always-on LEDs: color change sequence
- Mounts on sectional or rolling steel doors



Rolling Steel Doors

Installs on Bottom Bar with Clip



Sectional Doors

Installs with Self-Drilling Screws



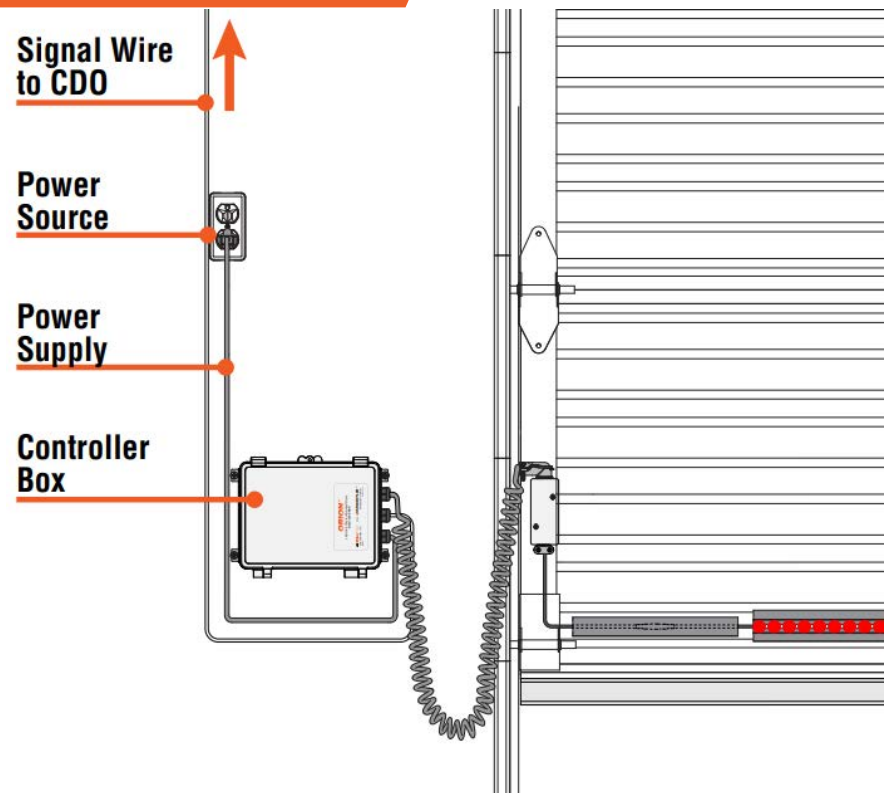
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Win More Business with VisiLight Orion



- Single 6-wire coil cord carries power/signal for LED
- Controller box houses LED controller
- Standard 120v wall plug for power or use other available 115-230v power source
- Signal wire from LED controller connects to open and close door operator limits to control LED function and color



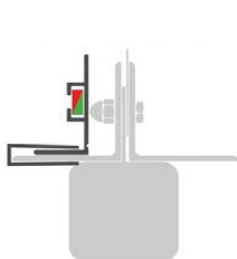
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Win More Business with VisiLight Phoenix

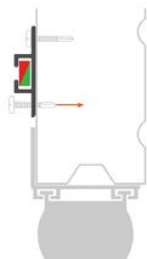


- Simplified installation, independent of operator
- Battery powered with inductive charging
- Interior visibility
- Auto-off LEDs when door is stationary
- Mounts on sectional or rolling steel doors



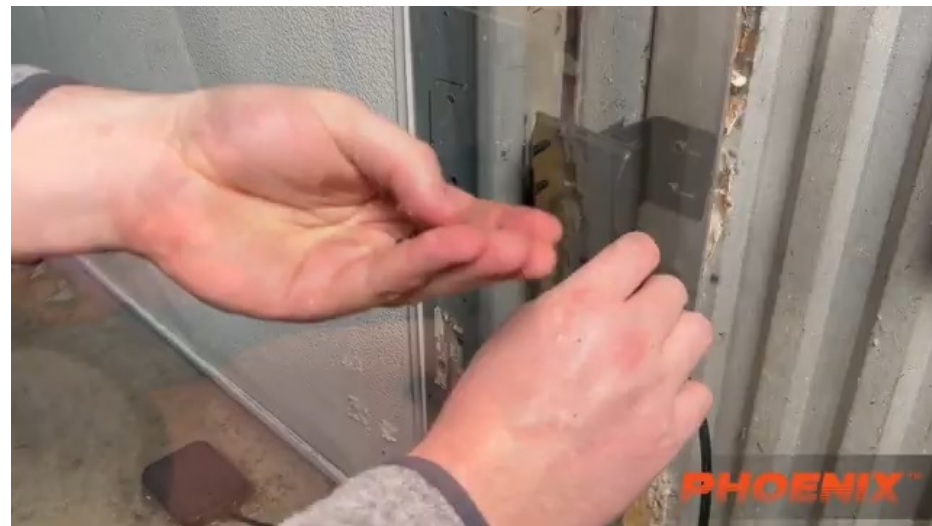
Rolling Steel Doors

Installs on Bottom Bar with Clip



Sectional Doors

Installs with Self-Drilling Screws



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Win More Business with VisiLight Phoenix



OPEN

Green
ON (~6 secs),
then OFF

OPENING

Red/Amber
Scanner
Pattern

CLOSING

Red
Scanner
Pattern

CLOSED

Red
ON (~6 secs),
then OFF



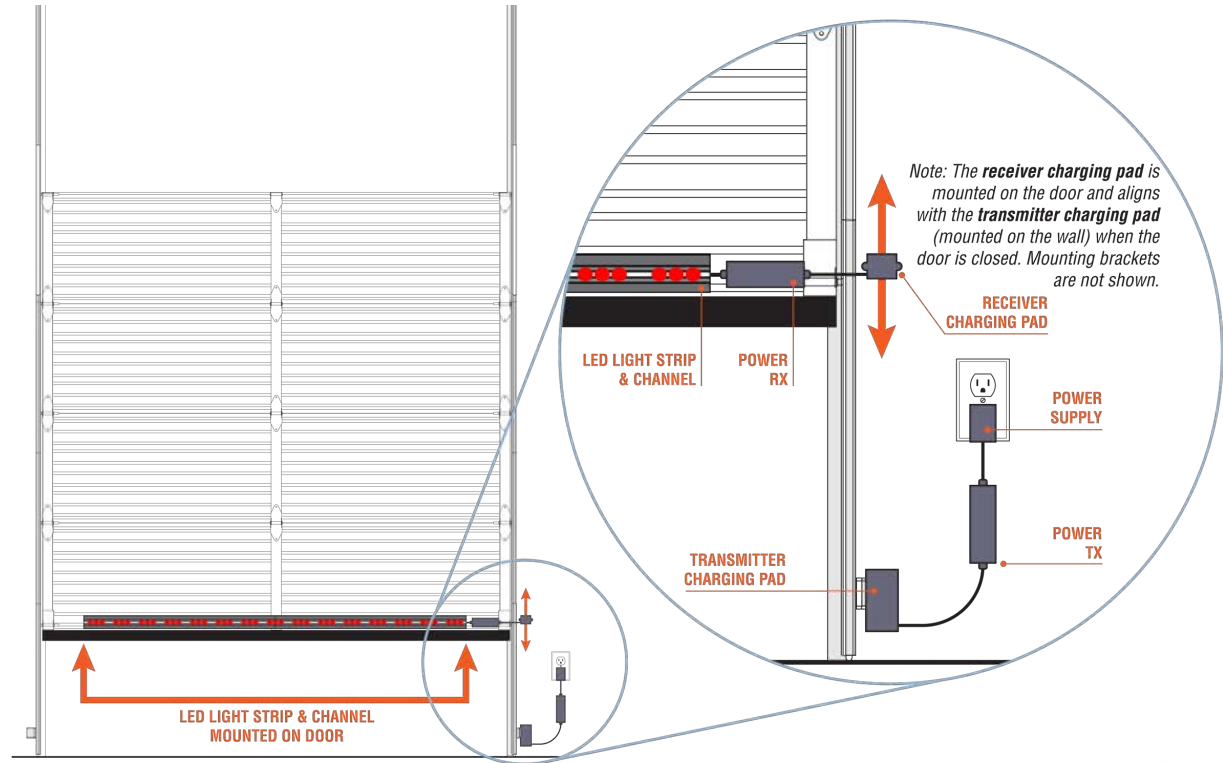
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Win More Business with VisiLight Phoenix



- LED connects to power rx which houses battery pack
- Battery charged via inductive charging pads
- Standard 120v wall plug for power



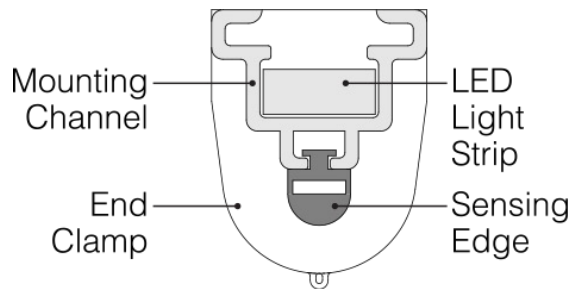
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Win More Business with VisiLight Pegasus+



- Lighted barrier arm solution for 1601 & 1603 DKS octagonal arms
- Integrated sensing edge
- Interior & exterior visibility
- Always-on LEDs



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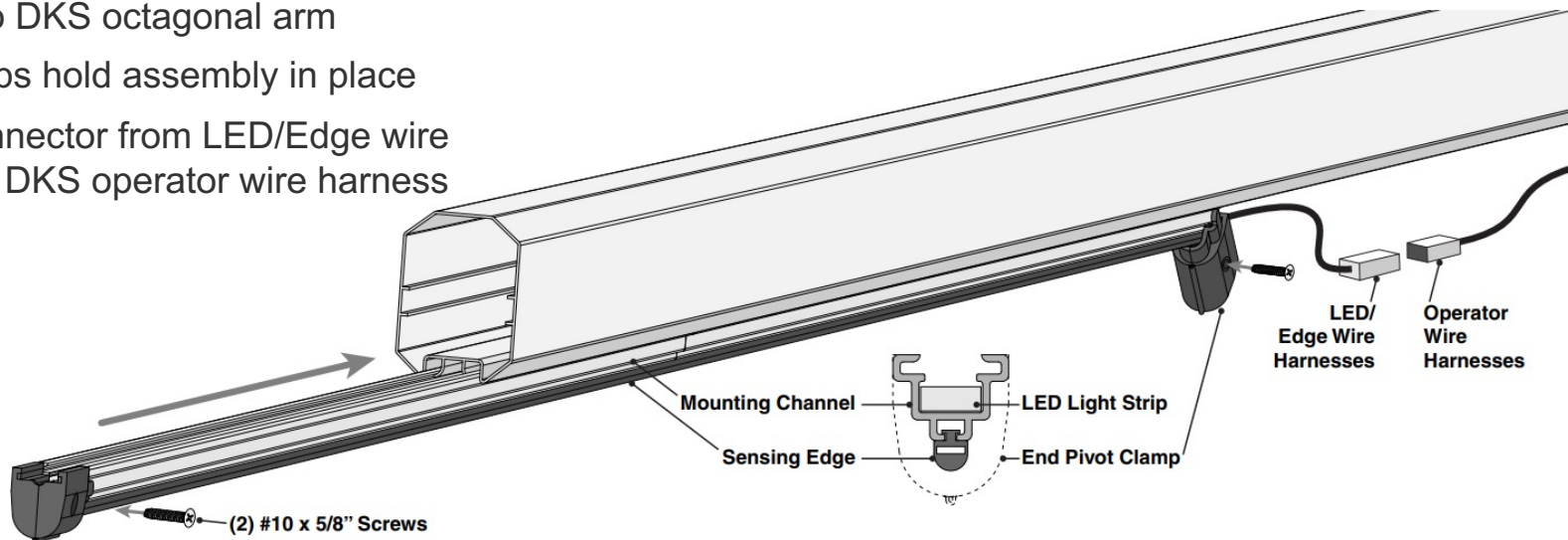
51

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Win More Business with VisiLight Pegasus+



- Slides onto DKS octagonal arm
- Pivot clamps hold assembly in place
- Simple connector from LED/Edge wire harness to DKS operator wire harness



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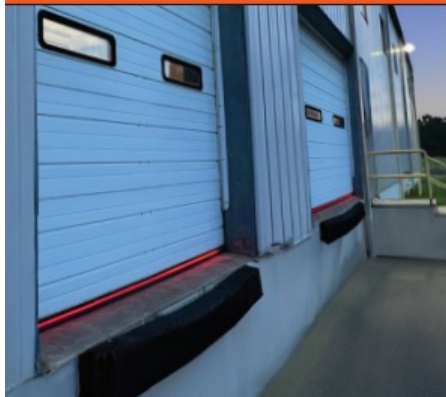
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Win More Business with VisiLight



Dual-Sided Visibility

ARIES™



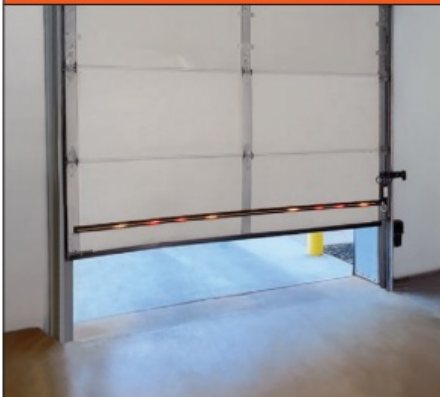
Maximum Brightness

ORION™



Simplified Installation

PHOENIX™



Barrier Visibility + Safety

PEGASUS+™



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Summary

Let's wrap up!

Summary

-  **Sell Smarter**
 - Help customers understand risk and protection options
 - Use Levels of Protection to simplify decisions
 - Create confidence in the buying process
-  **Quote Faster**
 - Reduce complexity and puts power in your hands
 - Use the Quick Order Form to speed up quoting
 - Less paperwork, more time with the customer
-  **Win More Business**
 - Differentiate your offering with VisiLight solutions
 - Create additional value beyond basic protection
 - Compete on value, not just price



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Questions



July 28th 2026

Sell Smarter. Quote Faster. Win More Business!

MAKING YOUR WORLD A SAFER PLACE



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