Case Study

Names and Numbers / Pittsburg, KS

Sky's the Limit for Directory Company

Wilson Doors Help Them Take off after New Business

Names and Numbers is one of those legendary American success stories. Its start was in 1974 when Ken Brock used his savings to buy a small directory business out of Springfield, Missouri. He later moved the business to his living room in the small southern Kansas town of Pittsburg.

From there it took off, especially after deregulation of AT&T spun off regional Baby Bells, giving birth to a host of phone directories. The company has grown to 275 employees and its books are in desks and on coffee tables in four million homes.

Now that Names and Numbers offers directories in ten states, taking off in his corporate plane from the FBO outside of town is how Ken brings his personal touch to the businesses throughout this territory.

From early on Ken used private planes to reach his customers, starting with a single engine craft in 1978. Ken recalls, "we found early on that to make sales calls even just inside Kansas means the next appointment could be up to 400 miles away."

"The ability to fly to the farthest corners of the state and beyond makes our sales efforts as effective as they can be." Today he and his staff jet off in a well-outfitted Raytheon Premier 1. The fuel efficient plane has the range to take them to both coasts in either direction.

A King Air turbo prop model, that preceded the Premier, is also on hand. Ken flies these planes and has a corporate pilot to fly other members of the Names and Numbers staff. Wilson doors on the Names and Numbers hangar ensures these planes are ready to climb into the skies with no hitches.

They worked with Morton Buildings to provide its three-section hangar. Ken has used Morton the past 12 years to build a number of buildings for him, thanks to the help of his Morton consultant Dick Conway.

The hangar's jet section has a 60 ft wide Wilson Roll-Tec™ steel bottom rolling door and on the prop section a 48 ft wide Premier™ aluminum vertical bi-fold door to ensure trouble free access.

Another rolling door brand went on the first section. It's still on the doorway, however Ken found that this door did not operate reliably, giving them a number of drive problems.

To dodge trouble on the newer sections, he switched to Wilson. "The Wilson doors," according to Ken, "are terrific and haven't given us a minute of hassle."

Both doors can be opened using wall-mounted push button control or a radio remote from the plane. The Roll-Tec™ (below) is lightweight yet strong, to withstand the high-winds that can come off of the Kansas plains. The door has an effective full-perimeter seal to block the loss of energy required to heat and cool the hangar.

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The door requires minimal side room and very little headroom.

Once the door is activated, the bi-parting panels separate briskly and smoothly for its large size to allow fast building exit/entry, and has a safety edge on the lead door panel to stop the door on contact while closing. The operator allows the door to be stopped and positively locked at any time during opening and closing. If a power failure occurs, a release mechanism allows for manual operation.

According to Dick, "the modular design of the door makes it easy to work with during installation and the strength of both models adds to the building's integrity."

On the smaller hangar doorway, the Premier vertical bi-fold door (left) provides a tight seal and opens efficiently when Names and Numbers is ready to head off to the runway. Featuring lightweight and strong aluminum construction, the Premier door closes to form a "refrigerator tight" seal, and has Auto-Lock operation to automatically lock and unlock with a push of a button.

The door is designed to require low maintenance. The self-contained motor is located at the bottom of the door for easy access and maintenance, allowing manual release in the event of a power outage. The lift cable and drive mechanism has a five to one standard safety ratio, ensuring even lift across the entire door.

The Premier features the Ascent™ AC-Drive and three-button control box for smooth opening/closing. Smooth acceleration decreases door opening time and reduces motor and component wear. Once closed the door tucks within minimal space at the door header.

"For our sales force, 'the road' is really the highway in the sky," remarks Ken, "and our on ramp is the runway."

"The Wilson doors help us get there faster and access to more appointments means greater success for Names and Numbers."

Doors at a Glance

Premier™ Aluminum bi-fold door

- Aluminum construction—lighter, yet stronger than steel. Won't rust or chip, but maintains a very high aesthetic quality for years to come.
- Modular construction—simple and quick bolt-together construction. No field welding required.
- Delivered on a Wilson truck—the Premier is delivered on a Wilson truck, ensuring the product arrives without damage and with all its parts. Installation supervision is then provided by Wilson's technician—full service support not found in the industry.
- Ascent™ AC-Drive—the Premier comes standard with the variable-speed Ascent AC-Drive smoothly starting and stopping the door, greatly reducing wear and tear on the drive mechanism and other door components.

Roll-Tec™ steel bottom rolling door

- No matter the configuration, Wilson has the answer--Wilson bottom rolling steel doors are an economical solution for applications needing large, or even super-wide, doors. Choose from unidirectional, bi-parting, tail or floating group styles. Power operation is standard.
- Turn-key solution—Pre-construction engineering and design, along with supervised installation, make for turn-key service on all Wilson bottom rolling steel doors.
- Robust steel construction— Door frame is constructed of steel channel and cold-formed steel structural members. With custom design for every door, the Roll-Tec™ can be built to meet the most demanding codes for wind load.
- Simple door controls with Posi-Lock™ door control—a three-button control box with Wilson's Posi-Lock door controller allows for easy operation and the ability to stop the door anywhere in its travel. The standard AC-Drive ensures smooth door movement with soft starting and stopping to save wear and tear.