



Door Secure Campaign Phase 2
General
July 2025

Door Secure Team Rolls Again Hörmann UK Launches Phase 2 of RollMatic T Campaign

Following the outstanding success of its original Door Secure campaign, Hörmann UK has launched Phase 2 with Gladiator Wolf rolling into action once more. Known for its bold creativity and consumer-first approach, Hörmann is using this latest phase to once again champion the high-security, high-quality RollMatic T roller garage door, delivering a powerful message to UK homeowners.

Running across Facebook and Instagram over the next six months, Phase 2 sees the return of no-nonsense Wolf, who is on a mission to help consumers avoid substandard roller garage doors. In a series of straight-talking videos, Wolf exposes the risks of choosing poorly manufactured doors, with the use of real-life break-in examples clearly demonstrating just how easily some doors can be compromised.

This time, Wolf goes further by sharing five key questions every homeowner should ask before purchasing a roller garage door and debunking the most common myth of all: that all roller doors are the same.

With Phase 2 of the campaign, Hörmann UK continues its mission to raise awareness around the critical importance of security, durability, and using a qualified, trained installer when choosing a roller door. The campaign directs consumers to the Hörmann Dealer Finder, encouraging them to choose a Partner Standard installer for peace of mind and a professional installation.

“The response to our original Door Secure campaign was exceptional.” says David O’Mara, Marketing Manager at Hörmann UK. “Not only was it something completely different for the industry, but it cleverly addressed a key topic - the issue of low-quality, low-priced roller garage doors. We know it definitely hit the mark, as we’ve seen sales of our RollMatic doors up by 40% compared to this time last year.”

“Phase 2 of the campaign further reinforces our key messages for consumers to buy a secure, quality door from a reputable installer, all with the aim of generating even more business for our network of Partner Standard dealers.”

As the Door Secure Team rolls again, Hörmann UK is setting the industry benchmark for customer engagement, product education, and brand creativity.

To see Wolf in action scan the QR code provided or click [here](#)

For further information on Hörmann UK's RollMatic T Roller garage door visit [Roller Garage Doors | Hörmann \(hormann.co.uk\)](#) or call 01530 516868

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