



Door Secure Campaign Update
November 2025

Hörmann's 'Door Secure Team' Campaign Continues to Drive Growth in Roller Door Sales

Hörmann UK continues to see outstanding results from its high impact 'Door Secure Team' campaign, promoting the RollMatic T roller garage door. With a blend of bold creative messaging and strong dealer engagement, the campaign has delivered a significant 35% year-on-year increase in sales for the RollMatic range of doors.

Spearheaded by a collaboration with former Gladiator star Wolf, the campaign highlights the critical differences between high-quality roller garage doors and lower-grade alternatives. Through a series of engaging social media videos and in-person appearances, Wolf has become the Hörmann face of security, reliability, and professional installation.

The first phase of the campaign introduced the Door Secure Team, led by Wolf, in a humorous video posted on Facebook and Instagram demonstrating just how easy it is to break into a cheap roller door. The message was clear - homeowners should avoid poor-quality options and instead choose the secure and durable RollMatic T door from Hörmann.

Wolf's involvement then extended to the FIT Show, where his guest appearance on the Hörmann stand generated strong footfall, interaction, and brand visibility, with his presence creating a memorable experience for all visitors to the stand.

In the second phase, the tone shifted to a more no-nonsense, direct approach. Wolf returned in a series of straight-talking videos that exposed the risks associated with substandard roller doors. These videos also provided homeowners with five essential questions to ask before purchasing a roller door and debunked the common myth that all roller doors are the same.

Building on the campaign's success, Hörmann have now added a seasonal element. Two new videos - the Halloween-themed Howl-o-ween Horror Show and The Fright Before Christmas have been created. Once again featuring Wolf, they reinforce brand messaging with timely content and consumer-friendly advice.

Throughout the campaign the emphasis has been on the importance of using qualified, trained installers and directs customers to Hörmann's Dealer Finder to locate a Partner Standard installer – ensuring both product quality and expert installation. The campaign has generated over 140 online enquiries to date, in addition to numerous direct contacts via phone and email to the dealer network. Dealers are seeing real benefits, with sustained interest and increasing orders, supported by strong consumer awareness and education.

David O'Mara, Marketing Manager at Hörmann UK, commented, "It's clear to see that the Door Secure Team promotion and our partnership with Wolf has been a resounding success. Not only has it delivered hundreds of qualified leads to our dealers, and raised brand and product awareness, but it has also directly contributed to a 35% increase in RollMatic sales compared to the same period last year. Most importantly, it's helping educate homeowners on the real risks of choosing cheap roller doors.

We think we have set a benchmark in the industry with this campaign serving as an example of how targeted, creative marketing can deliver tangible, measurable results."

Click on the QR codes to see Wolf in seasonal action.

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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