



Builders Hardware Manufacturers Association

2021-2022 Review
ARGE Meeting | September 2022

Peter Rush, BHMA

BHMA Strategic Goals

- Secure **public recognition** of the value of “BHMA Certified Products” including contributions to life safety and security
- Establish **primacy in the marketplace** of BHMA Certified Products
- Provide **industry leadership** to assure safe, secure & efficient openings
- Continue to increase the **value of BHMA membership**

Major Initiatives | Ongoing Activities

- ANSI/BHMA Standards
- BHMA Certification
- Codes, Industry and Government Affairs
- BHMA's Residential Hardware Program
- Digital Strategies
- Marketing Communications: Brand Awareness



ANSI/BHMA Standards Program

ANSI/BHMA 42 Standards

Newer Standards:

- Battery Powered Locking Devices (ANSI/BHMA A156.33)
- Power Supplies (ANSI/BHMA A156.35)
- Glass Door Hardware (ANSI/BHMA A156.44)

New Projects:

- *Acoustic Properties of Hardware (proposed A156.42)*
- *Resistance to Environmental Conditions*
- *Energy Consumption Ratings*

ANSI/BHMA Standards / Hardware Highlights / A156.1 - 2021 Butts and Hinges

Hardware Highlights



A156.1 - 2021 Butts and Hinges

[View as PDF](#)

ANSI/BHMA Standards / Hardware Highlights / A156.2 - 2017 Locks and Latches

Hardware Highlights



A156.2 - 2017 Locks and Latches


[View as PDF](#)

American National Standard for Bored & Preassembled Locks and Latches

Standard ANSI/BHMA A156.2-2017 establishes requirements for bored and preassembled locks and latches, and includes cycle tests, strength tests, operational tests, material evaluation tests, finish tests, and dimensional criteria. For further information, consult the full standard, ANSI/BHMA A156.2

ANSI/BHMA Standards / Hardware Highlights / A156.3 - 2020 Exit Devices

Hardware Highlights



A156.3 - 2020 Exit Devices

[View as PDF](#)

American National Standard for Exit Devices

ANSI/BHMA A156.3-2020 establishes requirements for exit devices and trim, automatic selfflush bolts, removable mullions, coordinators, and carry-open bars. Performance criteria include cycle, operational, strength, material evaluation, and finish tests. Functions and types are described and numbered. For further information, consult the full standard, ANSI/BHMA A156.3 for Exit Devices.

BHMA has created this series of Hardware Highlights to provide useful, accessible information about builders hardware for anyone with an interest in devices that hang, control, secure, and trim the doors. BHMA is the trade association which represents almost all of the North American manufacturers of builders hardware. One of its main activities since 1983 has been the development and maintenance of ANSI-approved standards for 35 separate product categories.

Product Performance: Purchasers of exit devices, flush bolts, and door coordinators certified to A156.3 (<http://buildershardware.com/cpd>) can be assured products will perform to their expectations.

Below are an explanation and some examples of the evaluations conducted for certification:

OPERATION

Both opening and closing forces are defined and measured to ensure the exit device functions in a manner compatible with the human operator and associated hardware, such as door closers. Opening force tests are specified for the inside actuating bar and the outside trim.

Standards Tracking Chart

A126	Title (bold indicates BHMA certified products)	Section	Revision	SSC Sponsor	Chairman	BHMA Staff	Next Meeting	PNIS	BHMA Ballot due	Precharter survey due	BSR3 due date	Charter due	BSR9	ANSI Approval	Publication
1	Butts & Hinges	A	Jun-21	MMc	B.Strong	MT		3/17/2020	2/15/2021	2/9/2021	5/3/2021	4/19/2021	6/1/2021	6/1/2021	
2	Locks & Latches	F	Jun-17	RS	M. Phillips	MT		12/3/2020	8/19/2022	8/15/2022					
3	Exit Devices	G	Nov-20	RS	D. Eller	KB									
4	Closers	C	Jul-19	RK	B.Lindemuth	MT									
5	Cylinders	E	Apr-20	EM	C.Roberson	MT									
6	Architectural Trim	J	Sep-21	RS	M. McRae	KB		3/17/2020	5/18/2021	5/12/2021	9/6/2021	8/20/2021	9/13/2021	9/13/2021	
7	Hinge Templates	A	Jan-22	MMc	R. Strong	MT		3/17/2020	2/15/2021	2/9/2021	9/20/2021	9/7/2021	12/21/2021	1/26/2022	
8	Stops & Holders	C	Apr-21	MB	M. McRae	MT		3/17/2020	9/25/2020	9/21/2020	3/15/2021	12/21/2020	4/15/2021	4/16/2021	
9	Cabinet Hardware	B	Nov-20	MB		KB									
10	Power Doors	Jul-17	JC	L.Pursell	MT		7/30/2021								
11	Cabinet Locks	E	Aug-19	KR	R. Dalton	MT									
12	Interconnected	F	Aug-18	RS	M. Phillips	MT		11/2/2021	8/19/2022	8/15/2022					
13	Mortise Locks	F	Jun-17	ED	R. Strong	MT		12/3/2020	8/19/2022	8/15/2022					
14	Sliding & Folding	B	Sep-19	MMc	B. Lindemuth	MT									
15	Release Devices	C	Apr-21	ED	M. McRae	MT		3/17/2020	9/25/2020	9/21/2020	3/15/2021	12/21/2020	4/15/2021	4/16/2021	
16	Auxiliary Hardware	B	Oct-18	DK	M.Bloom	KB		STG 8/23/22	6/23/2022						
17	Self Closing Hinges	A	Sep-19	MMc	S.Jackson	MT									
18	Materials&Finishes	Nov-20	SSC	R. Strong	KB										
19	Low Energy Doors	P	Dec-19	JC	P. Durgin	MT									
20	Strap&Tee Hinges	A	Sep-21	MMc	M. Phillips	KB		1/13/2021	5/20/2021	5/14/2021	9/6/2021	8/20/2021	9/13/2021	9/13/2021	
21	Thresholds	J	Oct-19	DK	R. Skold	KB									
22	Gasketing	J	Oct-21	DK	R. Skold	KB		2/22/2021	6/11/2021	6/7/2021	9/6/2021	8/20/2021	10/27/2021	10/28/2021	
23	Electromagnetic	E	Jan-22	KR	B. Lindemuth	MT		3/11/2021	8/27/2021	8/23/2021	11/15/2021	10/28/2021	12/14/2021	12/16/2021	
24	Delayed Egress	G	Mar-18	RS	M.Merrel	MT			11/2/2021	8/19/2022	8/15/2022				
25	Electrified Locks	F	Aug-18	EM	C.Senger	KB		8/25/2022	11/2/2021						
26	Continuous Hinges	A	Sep-21	KR	M. Phillips	KB		2/22/2021	5/18/2021	5/12/2021	9/6/2021	8/20/2021	9/13/2021	9/13/2021	
27	Revolving Doors	P	Apr-19	JC	L. Pursell	MT									
28	Master Keying	E	Oct-18	MMc	Rstrong	MT		9/13/2022	11/2/2021						
29	Exit Locks, Alarms	G	Jan-22		E.Mitchell	MT		3/11/2021	8/27/2021	8/23/2021	11/15/2021	10/28/2021	12/14/2021	12/16/2021	
30	HiSecurity Cylinders	E	Apr-20	EM	C. Roberson	MT									
31	Electric Strikes	E	Apr-19	DP	J. Peabody	MT									
32	IDOA's	Q	Dec-14	ED	D. Kriedel	MT		8/16/2022	11/14/2018						
33	Battery Powered	E	Jan-19	EM	R. Kincaid	KB									
34	Ligature Resistant Locks	F	Jan-19	EM	G. Marks	MT									
35	Power Supplies	E	Sep-20	DK	D. Corbin	KB									
36	Auxilliary Locks	E	Nov-20	RS	M. Phillips	MT									
37	Multipoint Locks	F	Sep-20	KR	M.Taylor	KB									
38	Low Energy Slide/Fold	P	Dec-19	JC	J. Dunham	MT									
39	Residential Bored	F	Nov-20	MB	M. Phillips	MT									
40	Residential Deadbolt	F	Nov-20	MB	M. Phillips	MT									
41	SM2E	G	Sep-20	DK		MT									
42	Acoustic			DK	T.Gambrall	KB		TBD after HBK tests							
43	Residential Multipoint	F		KR	M.Taylor	KB		TBD							
44	Glass Door Hdw (New)	Sep-21	RS	M. Swofford	MT			10/28/2020	6/11/2021	6/7/2021	9/6/2021	8/27/2021	9/23/2021		



BHMA Product Certification Program

Major Initiatives

BHMA CPD



BHMA currently has 91 participating brands across
15,687 certified products

Major Initiatives

BHMA CPD: Marketing

- Four (4) Instructional (How to) Videos
- Updated Infographic on Steps to Certification
- CPD Promotional Video
- *News from the BHMA CPD* newsletter

The Builders Hardware Manufacturers Certified Products Directory

BHMACPD
CERTIFIED PRODUCTS DIRECTORY

13,000+ hardware items | 40+ ANSI/BHMA standards

How To Update a Certified Product

Presented by Larry McClean
BHMA Program Manager
BHMA@KellenCompany.com

Builders Hardware Manufacturers Association
Certified Products Directory
(How To) Series of Instructional Videos

NEWS FROM **BHMACPD**
CERTIFIED PRODUCTS DIRECTORY

Initiated BHMA CPD Brand Transfer Meter

CPD and Standards Update Newsletter
September 9, 2020

Last Two Videos in CPD How-To Series Available Now

Participants can now view two additional videos in the *BHMA CPD (How-to) Video Series*. The topics are:

- BHMA CPD: "How to Create a Private Label Submission"
- BHMA CPD: "How to Resubmit a Rejected Submission."

- 1 APPLY**
Manufacturer:
 - Reviews the Operational Manual, available on buildershardware.com
 - Files the certification application with BHMA
- 2 TEST**
Manufacturer:
 - Arranges for product testing with a BHMA designated test lab**Lab:**
 - Provides pricing for testing
 - Tests product(s) to the requirements outlined in the published standard
- 3 SUBMIT**
Manufacturer:
 - Enters data for product(s) via BHMA certification portal on buildershardware.com
 - Pays fee to BHMA when invoiced
- 4 APPROVE**
BHMA and Lab:
 - Approve the product(s) for certification and inclusion in the BHMA Certified Products Directory on the BHMA website
- 5 ADD THE MARK**
Manufacturer:
 - Places the BHMA Certified mark on product packaging in accordance with BHMA's branding guidelines
 - Promotes the BHMA Certified mark on website and social media and in marketing materials
- 6 MAINTAIN CERTIFICATION**
BHMA, Manufacturer and Lab:
 - Ensure periodic testing of BHMA Certified product(s) to maintain quality for compliance reviews

CPD Feature Articles

- A New, Easier Way to Find Certified Products--***Door Security + Safety***
- What the New CPD Means for Specifiers--***Construction Specifier***



A New, Easier Way to Find Certified Products

BY KAREN BISHOP

The Builders Hardware Manufacturers Association Certified Products Directory has the information you need in one comprehensive, searchable location.

The market for builders' hardware products continues to grow. This has created a need for industry professionals to have a simple way to ensure that the builders' hardware products being used in their projects meet industry standards for performance.

To meet this need, the Builders Hardware Manufacturers Association (BHMA) created the newest iteration of its Certified Products Directory (CPD), an easily navigable listing of the products currently certified to meet BHMA builders' hardware standards.

BHMA is accredited by the American National Standards Institute (ANSI) to develop and publish builders' hardware industry standards on product quality and performance as it relates to public use and safety. To date, there are more than 40 BHMA standards covering a variety of builders' hardware. To be certified, products must pass operation, cycling, strength, security and/or finish tests as specifically stated in the respective ANSI/BHMA standard.

The first CPD was a physical book published in 1998 as a response to BHMA establishing the first third-party certification program for builders' hardware. As these standards expanded and the directory became more robust, enhanced navigation features were needed, so the CPD was made available online.

As new standards were developed and the number of participating companies and certified products increased, the digital PDF format was no longer sufficiently meeting the needs of its audiences. Recognizing this, BHMA dedicated significant time and effort over three years to develop a new version of the CPD that is more helpful to the public and better reflects the digital world we live in.

This culminated in a new, fully digitized and automated online database that allows users to search among the nearly 15,000 products certified to meet BHMA standards.

The opportunity to have a product certified to BHMA standards and listed in the CPD is open to all builders' hardware manufacturers, not just BHMA members. To ensure that every manufacturer has equal opportunity to display their certified products, results are randomized each time a search is conducted. This way, the first listing is never a particular brand based on alphabetical order, nor will it always be the biggest or smallest brands.

26 APRIL 2021 DOOR SECURITY + SAFETY

DOOR SECURITY + SAFETY APRIL 2021 27



Codes, Government & Industry Affairs

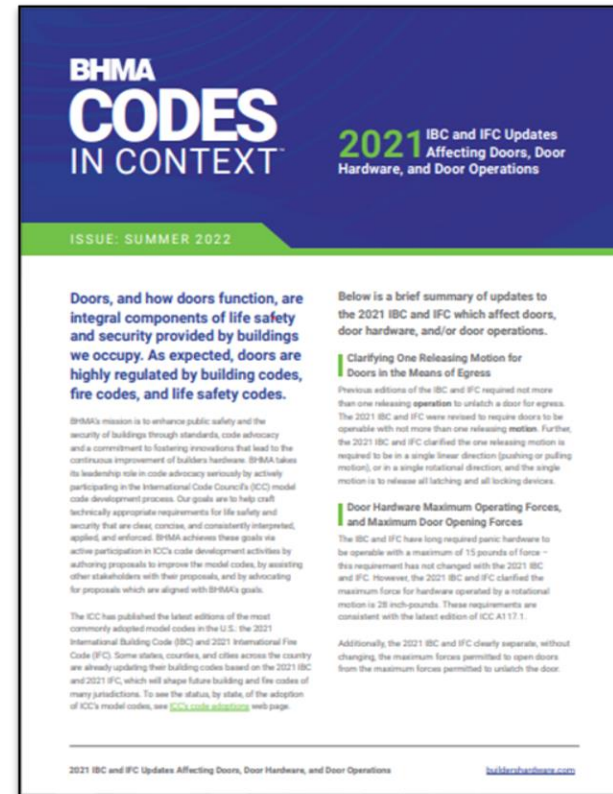
Codes, Industry & Government Affairs



Major Initiatives

BHMA Codes In Context Reports

- To highlight BHMA's code presence, the **BHMA Codes In Context** series of downloadable reports that provide relevant hardware changes and updates during the various code cycles is being launched this fall.
- Each edition will include one-page **Focus** documents, which provide an in-depth summary of each code update covered in these reports
- The first report covers the latest editions of the 2021 International Building Code (IBC) and 2021 International Fire Code (IFC). There are 9 accompanying **Focus** documents.



Codes and Standards Feature Articles

- Doors in the means of egress: Electrical locking systems permitted by the codes--
Building Safety Journal
- Builders Hardware That Makes The Grade--
Facility Executive
- Power Doors Feature Related to Contactless Access--***Construction Specifier***
- Doors-Open-to-New-Era-of-Technology-Security—***Building Facilities Management***



BHMA's Secure Home Residential Hardware Program

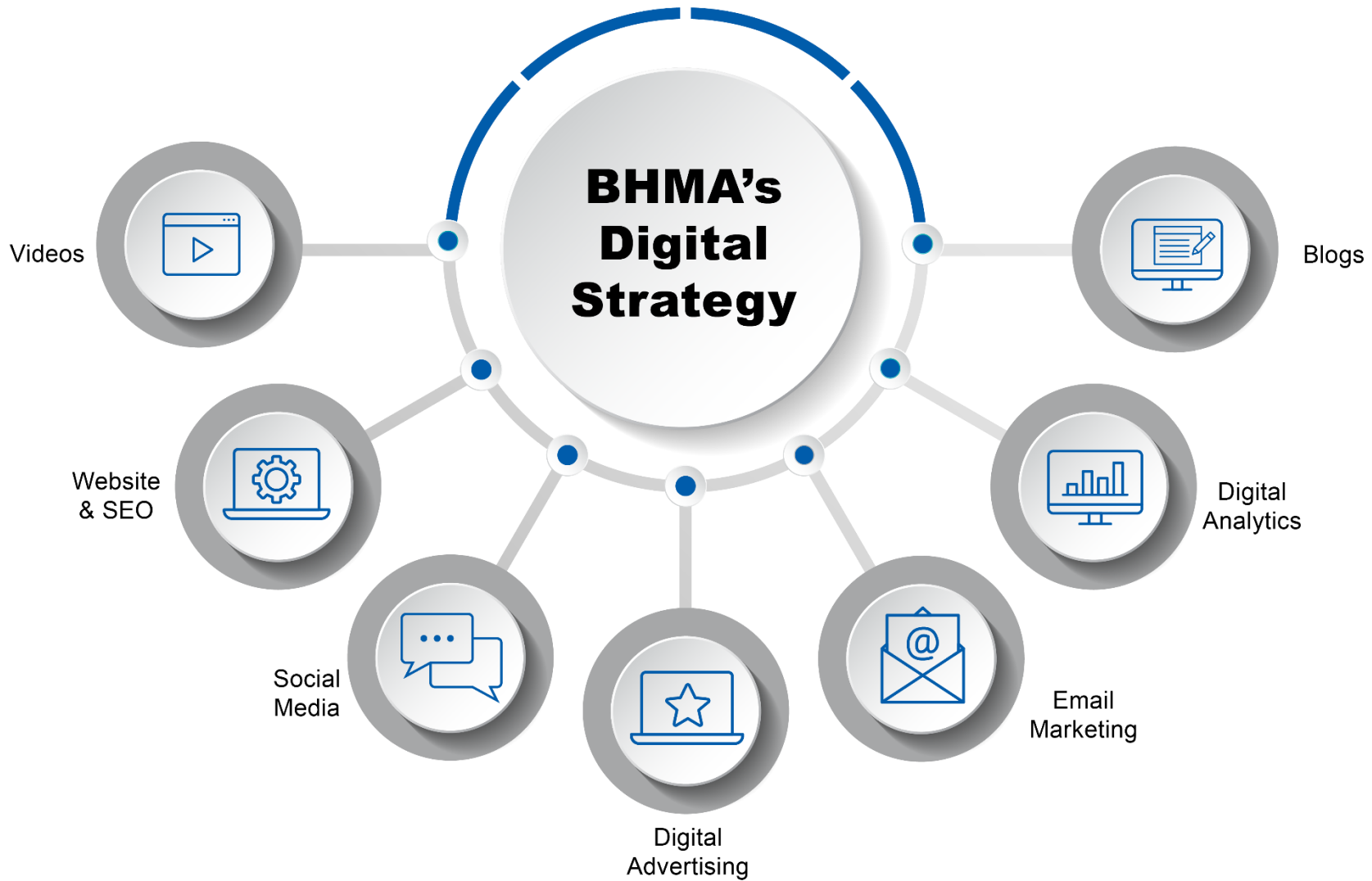
- Supports two current residential standards: deadbolts and locksets
- Label now appears on members' products at retailers throughout North America
- Program Goals:
 - Educate consumers
 - Create awareness of the value of the label





**Digital Strategy:
BHMA Trade Social Media &
BuildersHardware.com**

Digital Strategy



BHMA LinkedIn: Top Performing Posts

Builders Hardware Manufacturers Association + Follow ...
BHMA 1,305 followers
1yr • 🌐

If you're in need of an ANSI/BHMA® Standard, you can find them online. BHMA® has over 40 ANSI accredited standards available for purchase:
<https://bit.ly/2Gvo0qz>

General Information About Selected ANSI/BHMA Standards

- View general information for **A156.1 Butts & Hinges**
- View general information for **A156.2 Locks & Latches**
- View general information for **A156.3 Exit Devices**
- View general information for **A156.4 Closers**
- View general information for **A156.5 Cylinders**
- View general information for **A156.8 Stop & Holders**
- View general information for **A156.9 Cabinet Hardware**
- View general information for **A156.11 Cabinet Locks**
- View general information for **A156.12 Interconnected Locks**
- View general information for **A156.13 Mortise Locks**
- View general information for **A156.15 Release Devices**
- View general information for **A156.17 Self Closing Hinges**
- View general information for **A156.19 Power Assist & Low Energy**
- View general information for **A156.21 Thresholds**

General Standards Info
Engagement Rate: 6.9%

Builders Hardware Manufacturers Association + Follow ...
BHMA 1,305 followers
5mo • 🌐

The ANSI/BHMA A156.40 Standard for Residential Deadbolts has been updated. For a quick look into what is included in this standard and what you need to know to certify your product, read its Hardware Highlight here: <https://bit.ly/3fyWIC7>
#HardwareHighlightSeries American National Standards Institute



<https://bit.ly/3fyWIC7>
buildershardware.com • 3 min read

Updates to A156.40
Engagement Rate: 6.5%

Builders Hardware Manufacturers Association + Follow ...
BHMA 1,305 followers
1yr • 🌐

BHMA®'s new searchable Certified Products Directory is live on the site! If you need a guide to transfer your data, this Certification Portal User Manual is here to help you out. See it here: <https://bit.ly/2Gxsi0x>



👍 4

New CPD Launch
Engagement Rate: 6.5%

Hardware Highlights LinkedIn Campaign

- To further promote awareness of BHMA's standards program, this fall a year-long social media campaign featuring each of the 42 ANSI/BHMA A156 series standards will be launched.
- The 42 standards will be grouped into the categories listed here.
 - Each category will be the subject of a blog on buildershardware.com.
 - The blog and the LinkedIn post will direct users to the appropriate standard on the Hardware Highlights page of the website.

- **Control the Door**
- **Hang the Door**
- **Lock the Door:**
 - **Residential**
 - **Mechanical**
 - **Electrical**
- **Trim the Door**
- **Door Assemblies**

Content Development: BHMA Trade Blog

- ICC 2024 Code Revisions Updates
- Journey to the New BHMA CPD
- Committee Spotlight: Marketing Communications
- Committee Spotlight: Codes, Government and Industry Affairs
- How BHMA Advanced into Working on Hardware Standards
- How BHMA became the ANSI Standards Bearing Association for Hardware
- Committee Spotlight: Standards Steering

News

News / BHMA Blog

BHMA Blog

The Journey to the New BHMA CPD

By Michael Tierney, Standards Director

Tuesday, April 20, 2021

The transfer of over 13,000 certified product listings from self-prepared PDFs to a digital, searchable database has been completed. We now have a state-of-the-art BHMA Certified Products Directory (CPD) for manufacturers to list and for professionals to find certified builders hardware.

You may be wondering about the beginning of this project and how it all got started. To fully explain how we got here, we need think way back to when BHMA recognized there should be a process for manufacturers to attest that their careful design and production meet the respective BHMA Standards for their products. Understanding this need was the genesis of the Certified Product Directory (CPD), and BHMA's commitment to innovation that has led us to this current iteration.

The original CPD program went into effect well over 20 years ago when subcommittee meetings held by conference calls were a novelty, web conferences were unheard of and minutes and drafts had just started being distributed by email instead of snail mail from BHMA's New York City headquarters.

It took a few years during the late 90's to define the rules, format and pricing of the new CPD. In the beginning, a single lab was selected for each standard's listings --the Operational Manual would later be changed to allow both Intertek and UL for all standards-- and the first version had three or four "separate programs" based on standard sections or groupings. Eventually, the Licensing Agreement and Operational Manual was completed, the administrative fees were simplified, the programs were combined and guidance on how to format the PDFs was provided. The program began to take off, and the annual printed directory swelled.

Subscribe to the BHMA Blog

BHMA

Email Address:

First Name:

Last Name:

By signing up you agree to our [Privacy Policy and Terms](#).

Yes, please keep me updated on news, events and offers.

You can change your mind at any time by clicking the unsubscribe link in the footer of any email you receive from us. We will treat your information with respect. You agree that Builders Hardware Manufacturers Association may process your information in accordance with its terms.

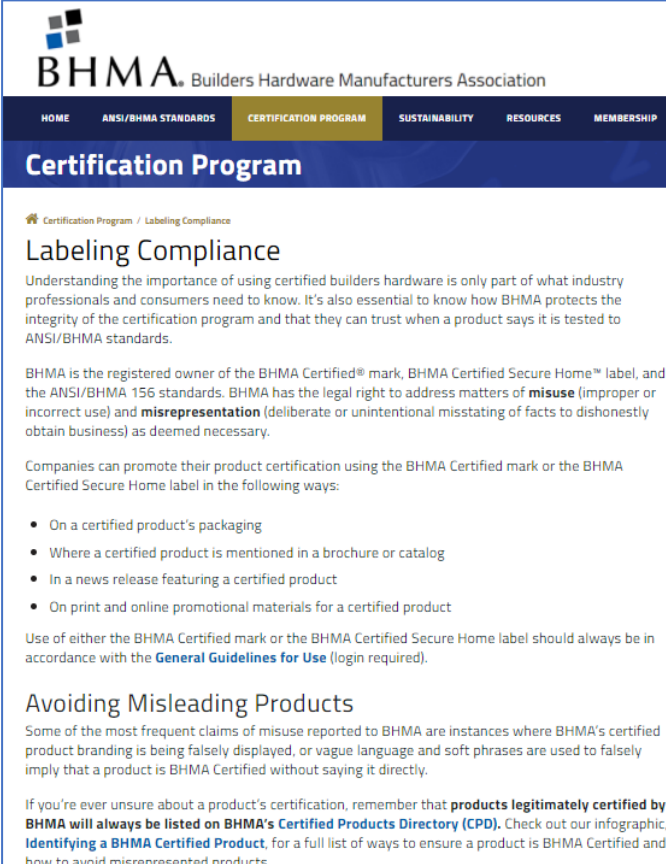
We use MailChimp as our marketing automation platform. By clicking below to submit this form, you acknowledge that the information you provide will be transferred to MailChimp for processing in accordance with their [Privacy Policy and Terms](#).

SUBSCRIBE

New/Updated Website Content

Content development keeps the website up to date and enhances SEO:

- Home page
 - Spotlight Series
- Resources
 - Educational Module
 - Labeling Compliance Page
 - ADA Compliance Page
 - BHMA Blogs
 - Richard. A. Hudnut Award Winners Page
- CPD promotional video
- Re-vamp of Hardware Highlights page to enhance SEO and e-commerce



The screenshot shows the BHMA website's Certification Program page. The header includes the BHMA logo and the text "Builders Hardware Manufacturers Association". A navigation menu is visible with options: HOME, ANSI/BHMA STANDARDS, CERTIFICATION PROGRAM (highlighted), SUSTAINABILITY, RESOURCES, and MEMBERSHIP. The main content area is titled "Certification Program" and "Labeling Compliance". It contains text explaining the importance of using certified builders hardware and how BHMA protects the integrity of the certification program. It also lists ways companies can promote their product certification and provides information on avoiding misleading products.

BHMA Builders Hardware Manufacturers Association

HOME ANSI/BHMA STANDARDS **CERTIFICATION PROGRAM** SUSTAINABILITY RESOURCES MEMBERSHIP

Certification Program

Certification Program / Labeling Compliance

Labeling Compliance

Understanding the importance of using certified builders hardware is only part of what industry professionals and consumers need to know. It's also essential to know how BHMA protects the integrity of the certification program and that they can trust when a product says it is tested to ANSI/BHMA standards.

BHMA is the registered owner of the BHMA Certified® mark, BHMA Certified Secure Home™ label, and the ANSI/BHMA 156 standards. BHMA has the legal right to address matters of **misuse** (improper or incorrect use) and **misrepresentation** (deliberate or unintentional misstating of facts to dishonestly obtain business) as deemed necessary.

Companies can promote their product certification using the BHMA Certified mark or the BHMA Certified Secure Home label in the following ways:

- On a certified product's packaging
- Where a certified product is mentioned in a brochure or catalog
- In a news release featuring a certified product
- On print and online promotional materials for a certified product

Use of either the BHMA Certified mark or the BHMA Certified Secure Home label should always be in accordance with the [General Guidelines for Use](#) (login required).

Avoiding Misleading Products

Some of the most frequent claims of misuse reported to BHMA are instances where BHMA's certified product branding is being falsely displayed, or vague language and soft phrases are used to falsely imply that a product is BHMA Certified without saying it directly.

If you're ever unsure about a product's certification, remember that **products legitimately certified by BHMA will always be listed on BHMA's Certified Products Directory (CPD)**. Check out our infographic, [Identifying a BHMA Certified Product](#), for a full list of ways to ensure a product is BHMA Certified and how to avoid misrepresented products

BuildersHardware.com

- BHMA has extremely high SEO ranking: it is consistently number 1
- Website visitors are most likely to visit the BHMA homepage, the CPD, the standards pages, and the grade levels page.
- The new CPD has increased pageviews and has brought high-quality traffic, as indicated by a lower bounce and exit rate:
 - 87% of CPD page viewers went on to view other pages. Its 8.9% exit rate was the lowest out of the top ten navigated pages.
 - Users who visited the Hardware Highlights page were most likely to spend the most time on the page with an average time of 1:41.



Digital Strategy: Consumer Social Media & SecureHome.org

Secure Home Facebook Ad Campaign


- Two audiences
 - New homeowners
 - DIY/renovation
- Four calls to action
 - View the *what is a deadbolt* blog post
 - View the *what is a lockset* blog post
 - View the *what to know before buying hardware* blog post
 - View the *Learning About the BHMA Certified Secure Home Label* video

Digital Strategy: Social Media

Secure Home Facebook Ad Campaign

BHMA: Secure Home
Sponsored · 🌐

Is replacing or updating your door locks on your fall home improvement list? Here are some things to keep in mind.



SECUREHOME.ORG
What to Consider When Buying New Door Locks [Learn More](#)

BHMA: Secure Home
Sponsored · 🌐


When you update the locks on your new home, make sure you have the info you need to purchase the right deadbolts.



SECUREHOME.ORG
Which deadbolt is best for your home? [Learn More](#)
Use deadbolts rated for security, durability and fin...

BHMA: Secure Home
Sponsored · 🌐

Are you updating the locks on your new home? Here are a few things to keep in mind to help with your purchasing process.



SECUREHOME.ORG
What to Know Before Buying New Door Locks [Learn More](#)

BHMA: Secure Home
Sponsored · 🌐

When replacing or updating your door locks, look for the BHMA® Certified Secure Home™ label to find products tested to the highest standards.



YOUTUBE.COM
The Importance of Using Certified Locks [Learn More](#)
Use locks rated for security, durability and finish.

Secure Home Influencer Campaign

- Goals
 - Bring increased awareness to the BHMA Certified Secure Home label
 - Adds **third-party authority** to the Secure Home program by having individuals see this content from bloggers they already know and trust
- Influencers have **sizable followings** in the home renovation/DIY space and cover each region of the United States
- Each influencer is creating a blog post on the Secure Home program and **sharing it on their social media channels** (Facebook, Twitter, Instagram, Pinterest)

Secure Home Influencer Campaign

- Campaign is estimated to yield 5 million impressions
- Average time on blog: 2:47
 - Compared to benchmark of 1:53



SecureHome.org: Landing Pages

- Out of our top ten pages, the home page had the most sessions and most pages per session
- Users who landed on the **Hardware Style Guide** page or the **Security** page were more likely to spend more time on the website compared to users landing on other pages
- Compared to last year, the landing pages that had the highest percentage of increase in **sessions** were Choose Your Rating Combination and the Homepage

Landing Page

Blog: What to Know Before Buying Hardware

Homepage

Lockset & Deadbolt Types

Blog: What is a Deadbolt

Learning About the Label

Choose Your Ratings Combination

Why BHMA Certified

Blog: What is a Lockset

Durability

Security

Home Sweet Secure Home Campaign

- *Home Sweet Secure Home* is the current (Q3) blog-based ad campaign designed to educate and create awareness about the BHMA Secure Home educational website and label.
- The blogs focus primarily on relevant summer topics and are written to appeal to New homeowners, D-I-Yers and Home remodelers
- Early metrics show that the retargeting of these ads to previous blog visitors has doubled the click through rates of previous campaigns and led to increased time on the site.





Marketing Communications Brand Awareness

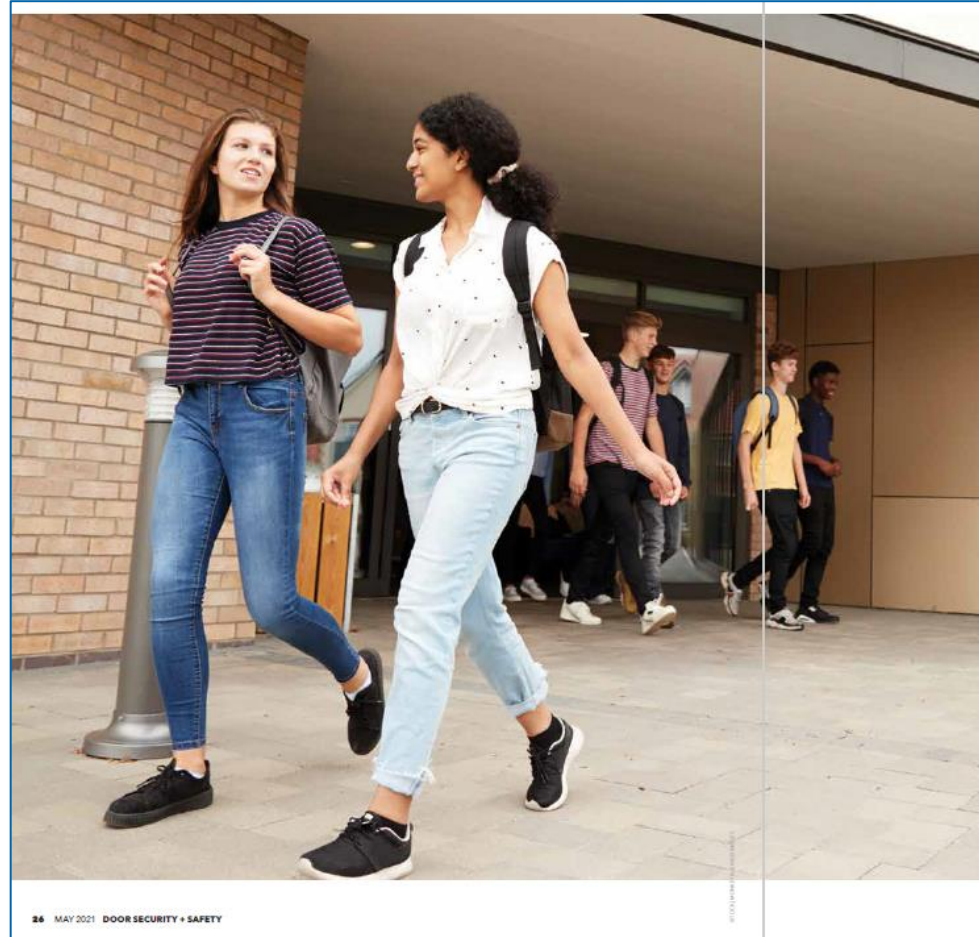
Byline Placements

School Security

- Assessing Door Hardware for Classrooms--**Door Security + Safety**

Residential Standards

- Setting the Standard(s) for Residential Hardware--**Window + Door**



Assessing Door Hardware for Classrooms

The builders hardware industry partners with fire marshals to highlight the importance of proper hardware in schools.

BY RALPH VASAMI

Discussions are taking place around the United States about how to keep students and teachers safe from the coronavirus and other potential health risks as schools continue to open up following COVID-19 lockdowns.

While stakeholders are giving attention to pandemic-related classroom modifications, it is also an ideal time to ensure physical safety from other types of emergencies by ensuring that classrooms are protected with proper door hardware. Students, teachers and administrators need to be protected from assaults, bomb threats, bullying, harassment, fires and severe weather incidents, or any other potential threats that could occur within school walls.

The Builders Hardware Manufacturers Association (BHMA) has prioritized public safety at the forefront of the builders' hardware industry since 1965. BHMA recognizes that between varied requirements in building code jurisdictions and the wide array of hardware available for classroom doors, door hardware priorities may need to be reassessed to maintain current requirements.

BHMA standards for builders hardware are revised at least every five years, ensuring ongoing awareness of how door hardware can meet public safety needs. BHMA participates in the building code development process with the International Code Council (ICC) and National Fire Protection Agency (NFPA), among others, to aid in the building code development processes for building, fire and life safety codes and standards related to door hardware. BHMA uses this knowledge of door hardware and building codes to further the cause of school safety and security.

BHMA Spotlight Series: 2022 Launch

- The BHMA Spotlight Video Series was launched this year to bring a more personal touch to BHMA. Members of BHMA discuss our major initiatives and how they have been involved in BHMA in a short video.
- Current BHMA President Mark Bloom launched the series discussing his thoughts as new president.
- Six Spotlight Series videos will be released in this first year, covering the residential program, codes and standards initiatives, the new CPD and school security.



BHMA Educational Module: Overview

PURPOSE

- To provide BHMA members with learning materials about BHMA
- Allow for companies to use within their own learning systems

GOAL

- To spread knowledge about the association's leadership, encourage engagement within BHMA committees or task groups

AUDIENCES

- New and existing employees, and new product managers within BHMA member companies

Major Initiatives

BHMA Educational Module

Resources

Resources / Educational Module - BHMA: Your Industry Leader

Educational Module - BHMA: Your Industry Leader

The **BHMA: Your Industry Leader** educational module provides a comprehensive overview on the important role BHMA plays in key industries and areas of the global economy and will cover:

- History of the association
- Standards program and certification program
- BHMA's role with codes, industry affairs and sustainability
- Certified Secure Home residential program
- Opportunities for participation within BHMA

This module is a **BHMA members-only benefit**. To access, please [click here](#) to log in. Login information was provided to your contact for assistance logging in.

BHMA Certified Products Directory



BHMA and You



Reaching the Residential Audience



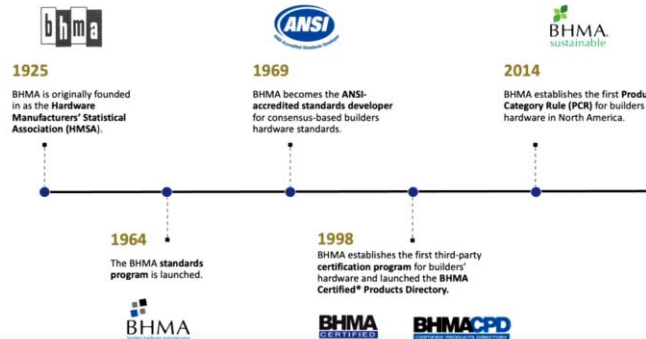
BHMA & Building Codes



BHMA is a recognized advocate for the industry and its stakeholders.



Nearly 100 Years of Leadership



Issues Management | International

More prominent role in key issues: school security/safe egress in fires

BHMA takes on the world





Thank You.