

# Shoals Overhead Door Announces Rebranding to Signature Garage Doors

*Serving Northwest Alabama since 1981, Shoals Overhead Door is changing its name and expanding its reach while still delivering outstanding garage door service*

MUSCLE SHOALS, AL, USA, March 22, 2024 /EINPresswire.com/ -- Shoals Overhead Door, a leading name in the overhead door industry, is proud to announce its rebranding to Signature Garage Doors. With this transformation, Yoder's Overhead Doors, recently acquired by Shoals Overhead Door, will also transition to the new brand.

This rebranding is part of an expansion plan that extends the company's reach beyond the Northwest Alabama region, introducing a fresh identity that aligns with its commitment to excellence, innovation, and customer satisfaction.



Signature Garage Doors is founded on a mission to consistently deliver unparalleled customer-focused experiences through innovation, personalized solutions, and a steadfast commitment to its core values. These values are professionalism, communication, care, and growth.

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We envision redefining customer service excellence through unwavering dedication, innovation, and personalized solutions.”

*Tommy Cummings*

Key Reasons for Rebranding:

1. Expanding Horizons: As we embark on a journey beyond Northwest Alabama, the rebranding reflects our

commitment to serving customers in new territories where our existing name may need to be

more recognizable.

2. Focused and Unique Experience: The rebranding involves a strategic split of the company into [residential](#) and [commercial](#) divisions, allowing for a more concentrated and professional experience tailored to the specific needs of each customer segment.

3. Strategic Mission and Vision: The rebranding signifies a more direct and strategic approach to the company's mission and vision.

4. Emphasis on Core Values: The name "Signature" symbolizes a commitment to quality craftsmanship and attention to detail. This emphasis on excellence sets the stage for a customer-focused experience that exceeds expectations.

5. Personalized Solutions: Signature Garage Doors aims to offer customized options tailored to each customer's specific needs and preferences.

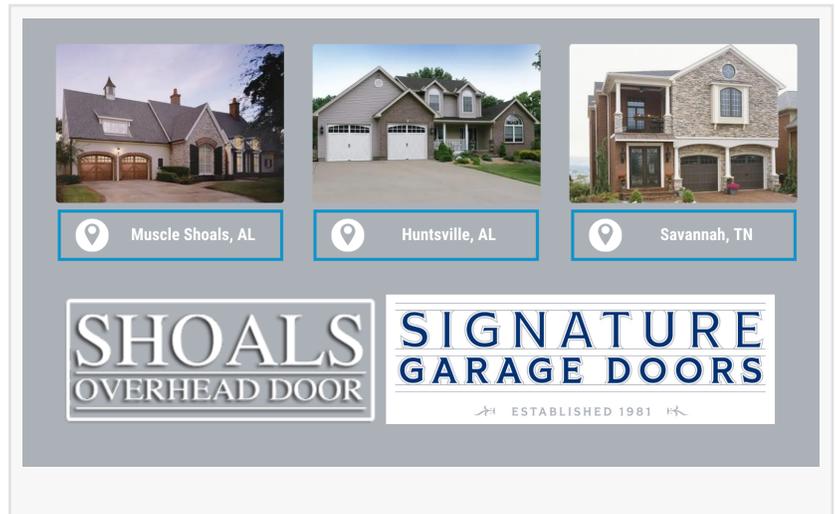
6. Trust and Reputation: With over 40 years of experience, Signature Garage Doors builds on a legacy of confidence and a commitment to serving customers' best interests.

7. Professionalism and Expertise: The "Signature" name indicates professionalism in the garage door industry. Technicians are industry-certified professionals dedicated to their craft.

Incorporating the company's mission statement, Signature Garage Doors aims to consistently deliver unparalleled customer-focused experiences by embracing innovation, personalized solutions, and a commitment to their core values. They strive to refine processes, empower employees, build lasting relationships, and set new standards for service excellence.

Regarding the company's vision, Tommy Cummings, co-owner of Signature Garage Doors, states, "We envision redefining customer service excellence through unwavering dedication, innovation, and personalized solutions. We aim to set new standards, creating memorable experiences that exceed expectations, focusing on building lasting relationships based on trust and unparalleled service excellence throughout the Southeast."

For more information about Signature Garage Doors and its comprehensive range of overhead door solutions, please visit [signaturegaragedoors.com](https://signaturegaragedoors.com) or contact [info@signaturegaragedoors.com](mailto:info@signaturegaragedoors.com).



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