BTR Controls Press Release

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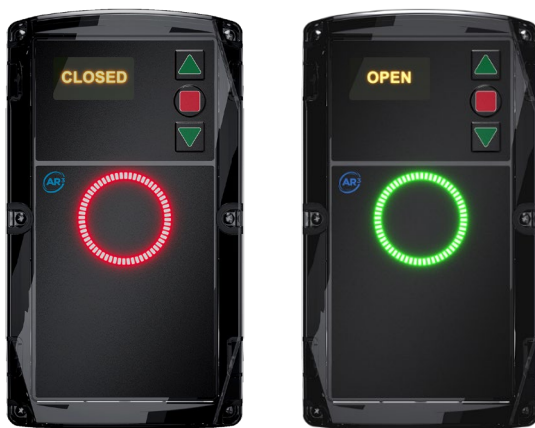
AR3 Group Launches New Platform of Next-Generation Commercial Door Control Solutions

AR3 Platform Provides Door Manufacturers with a Complete, Intuitive and Cost-Effective Solution Without Compromising Performance.

[Elgin, IL, March 1, 2024] The AR3 Group, a global technology partnership between BTR Controls Inc. and Speed Tech A/S, today launched its new AR3 Advanced Door Controller specifically designed for commercial door manufacturers. This full-featured, variable speed, UL Listed series is the result of a five-year development strategy to help door manufacturers improve the safety and performance of their offerings while improving supply chain efficiency and increasing their bottom line.

The AR3 Advanced Door Controller and AR3 Wireless Safety Sensor are the first in the series of next-generation AR3 products. The Advanced Controller combines a specially designed variable speed motor drive and state-of-the-art door logic controller that are precisely integrated and housed in one compact enclosure. It is pre-programmed with standard door profiles that are easily customizable to fit a wide variety of door applications and is fully compliant with global safety regulations. The Wireless Safety Sensor offers a leap forward with advances in radio performance and battery life with the conveniences of a replaceable battery, independent signal/fault LEDs, and dynamic pairing capability for faster installation and dependable operation.

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"Door manufacturers spend a lot of time selecting, retrofitting, testing and storing a large inventory of products necessary to provide a solution for each door style offered. The new AR3 Platform of products vastly simplifies this process," said Rik Bruns, President of BTR Controls. "For example, we tackled the inventory issue by developing controllers that are easily adaptable to cover a wide range of door styles. The result is a substantial reduction in inventory, a consistent user experience, a streamlined supply chain, and a significant reduction in door production costs."

The AR3 Group will roll out several AR3 product lines, including additional Controllers, Accessories, and Connectivity Solutions, all specifically developed for commercial doors. Door manufacturers will have the flexibility to combine a selection of AR3 products to build a complete solution based on a particular door style or purchase individual products to complete or expand an existing door offering.

"The AR3 Platform is a new approach to powered commercial doors," said Bruns. "It incorporates an unsurpassed level of performance and customization, at the highest level of consideration for safety in the industry. Our focus was to help simplify a very complicated and costly process, and we look forward to seeing our customers benefit from incorporating the AR3 Platform into their product offerings."

About AR3 Group
The AR3 Platform was developed through a technology partnership between BTR Controls Inc. and Speed Tech A/S, enabling commercial door manufacturers to improve the safety and performance of their product offerings while positively impacting their supply chain and bottom line. The AR3 Platform will encompass a complete and globally compliant solution specifically developed for commercial doors. Initial product offerings include the AR3 Advanced Controller paired with an AR3 Wireless Safety Sensor. For more information, visit the AR3 Group website: www.ar3group.com.

About BTR Controls Inc.
US-based BTR Controls Inc. develops and manufactures custom control products for industrial door, gate, and dock manufacturers, including innovative controllers, wireless safety and electromechanical devices, LED signaling systems, and real-time data acquisition solutions. **Visit BTR Controls at the IDA EXPO Booth 640** or at our website: www.btrcontrols.com.

About Speed Tech A/S
Denmark-based Speed Tech A/S engineers innovative industrial electrical door control and safety systems that meet all safety requirements. Visit: www.speed-tech.dk.

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