



StorageFront.com to Release Industry Leading Self Storage Videos in Partnership with Janus International Group LLC

StorageFront.com and Janus International Group LLC have partnered to produce the best self storage videos the industry has ever seen. The videos range in subject matter from storage unit size guides and sales tools to educational and marketing materials.

StorageFront.com, an online marketplace for self storage, announced today the release of a series of best in class self storage videos. The videos were produced through a partnership between Janus international Group, the self storage industry's leading manufacturer of steel roll-up doors and building components and storelocal Corporation, which owns StorageFront.com. They include various size guides as well as tools to educate customers on insurance options and the benefits of renting online.

Janus International Group LLC also produced installation videos and product images that will be used to educate clients in emerging markets.

"Janus International was pleased to be asked to partner with storeLocal for their self storage size guide video project. It provided storeLocal the opportunity to use our products to shoot their videos while allowing us to showcase our industry-leading door and hallway systems, our new SecurGuard™ Electronic Lock, and ADA solutions," said Janus International VP of Business Development Terry Bagley. "We are using the video and still shots obtained from the video shoot to upgrade our marketing materials, develop new ones, and enhance the content we are delivering on our website."

The storelocal cooperative will also provide a white label version of the videos to storelocal members that they can use on their own business websites. To customize the white label product, co-op members will work directly with the production company that produced the videos, CastFam Incorporated.

By providing world-class size guides, storelocal is giving yet another online conversion tool to its members. Companies that have implemented video size guides have seen the number of online renters who change unit sizes at the facility drop by 40%. The efficiencies these videos bring co-op members will add to their bottom line.

"This partnership is a perfect example of collaboration. Janus and storelocal needed marketing tools and together were able to produce a higher quality result at minimal cost," said storelocal CEO Lance Watkins.

StorageFront.com and storelocal thank Janus International Group and CastFam Incorporated greatly for their help with this project. It's forward thinking partnerships like these that will move the self storage industry into the future.

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About StorageFront.com: StorageFront.com is one of the oldest and most respected online self storage directories. Founded in 2009, StorageFront.com is a bilingual self storage search engine that helps customers find the self storage unit that is right for them. With a database of more than 40,000 facilities, StorageFront.com is one of the most comprehensive directories in the self storage industry.



About Janus International Group LLC: Janus International Group is a global manufacturer of roll up doors, as well as a provider of self storage solutions. Headquartered in Temple, Georgia, Janus has eight U.S. locations, including the United Kingdom, a joint venture in Mexico, and opening late 2015 in Campinas, Brazil. Janus is owned by Saw Mill Capital located in New York. For more company information, visit our website at <http://www.janusintl.com/>.

About storelocal: storelocal is a cooperative of self storage owners and operators working together to solve industry challenges. Co-op members leverage existing and new resources to provide solutions for customer acquisition, operational services and technology products, thereby bridging the efficiency gap between the top national operators and online reservation systems. To learn more about the storelocal co-op, visit the storelocal website, www.storelocal.com or call Natalie Bragg, Director of Public Relations, at 949-629-4142.

About CastFam Inc.: CastFam Inc. began in 2007 with the goal of utilizing the power of entertainment to make a positive impact. In response to the growing demand for content that increases a business's online presence, CastFam began to specialize in design, photos, and videos that amplify a brand's message while increasing its reach. Their clients range from large corporations and nonprofits to Music bands.



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