

INNOVATIVE TECHNOLOGY Meets Endless Hospitality: Guardian Storage Starts Smart with Nokē



CHALLENGE

Delivering a premium, hospitality-driven self-storage experience while overcoming a tight construction timeline and complex site conditions. The team also needed smart entry solutions to drive operational efficiency, oversight, and customer convenience.

SOLUTION

Guardian Storage partnered with Janus International for a fully integrated solution, including doors, hallways, and award-winning Nokē Smart locks and Smart Entry Products across the entire facility.

RESULT

Guardian Storage Morgantown achieved 80% occupancy within its first year despite typical lease-up timelines and earned MSM's 2025 Overall Facility of the Year award just months after opening.

“With the Noke app, if someone enters the building and doesn't go directly to their unit, the dashboard is going to notify me, and I can immediately look further into it.”

—Gina Cruse, Property Manager

ABOUT

GUARDIAN STORAGE MORGANTOWN

For nearly 40 years, Guardian Storage has delivered exceptional customer care, providing peace of mind through its high-quality, well-maintained, and secure properties. Every Guardian Storage facility is staffed by a long-tenured team of dedicated professionals who remain committed to delivering premium storage experiences.

Ranked among the top 100 self-storage operators in the nation, Guardian Storage operates 38 facilities across Pennsylvania and Colorado. Guardian Storage Morgantown marks the company's first expansion into West Virginia and has quickly become another standout success.

Guardian Storage Morgantown's success didn't come without significant challenges. The project faced a tight construction timeline compounded by the site's complex history as a former shopping center with abandoned foundations and buried debris. Extensive preparation and planning were essential to building a state-of-the-art self-storage facility on a solid foundation.

The Guardian Storage team's expertise is unmistakable. Just months after opening its doors in 2024, Guardian Storage Morgantown was announced MSM's 2025 Overall Facility of the Year winner. This selection was based on excellent design, construction, challenges overcome during building, unique features, landscaping, access features, marketing, and customer service. Being recognized as the best facility built in the industry is a huge feat and a testament to the company's proven approach to operations, design, and customer experience.

Located right off the Star City Bridge in Morgantown, West Virginia, Guardian Storage Morgantown is a state-of-the-art, multistory self-storage facility. The three-story facility features over 88,000 rentable square feet across 757 units, including 52 drive-up climate-controlled units. The facility features industry-leading Janus doors and hallway systems and award-winning Nokē Smart Locks and Smart Entry Products, delivering enhanced convenience and security throughout the facility.

3 
STORIES

757
UNITS 

88K+
SQFT RENTABLE SPACE 

52 
DRIVE-UP CLIMATE-CONTROLLED UNITS 

**POWERED BY
NOKĒ SMART
ENTRY +
JANUS DOORS**



GUARDIAN STORAGE PARTNERS WITH JANUS AND NOKĒ

FOR DOORS, HALLWAYS, AND SMART ENTRY SOLUTIONS

For Guardian Storage Morgantown, working with Janus has resulted in getting far more than just a door. As a total solutions provider, Janus provided everything Guardian Storage needed from high-performance doors and hallway systems to advanced smart entry solutions, including Nokē Smart Locks and Smart Entry Products. A fully integrated package has proved to enhance both construction efficiency and long-term operations.

Every Guardian facility is staffed with a highly-trained, full-time property manager, associate manager, and maintenance specialist. Facility-wide implementation of Nokē allows Guardian storage to enhance hospitality and convenience while simultaneously elevating security for customers. Nokē empowers these teams to work more efficiently by simplifying daily operations and improving visibility and oversight. Integrated into a secure wireless network, the system connects directly to the facility manager's online portal, providing advanced analytics such as occupancy rates, pricing performance, unit-size demand, and traffic patterns throughout the site. These actionable insights enable Guardian Storage to optimize staffing and resources, refine pricing strategies, and remain competitive while delivering a smarter, more responsive storage experience for both customers and staff.

Since opening its doors, Guardian Storage has attributed much of its success to the Nokē Smart Entry System. Guardian Storage staff feel empowered by Nokē's intuitive dashboard, which provides them with an extra layer of visibility, control, and security across the facility. In addition, Guardian Storage has received an overwhelmingly positive response from customers. According to Gina Cruse, property manager of Guardian Storage, tenants no longer need to worry about remembering combinations and keys; instead, they simply use their smartphone to enter the facility and gain access to their unit.





HOW GUARDIAN STORAGE RAISES THE BAR

ON CUSTOMER EXPERIENCE

Known for its welcoming and friendly atmosphere, Guardian Storage places a strong emphasis on hospitality. “Our customers like this facility because of the hospitality they receive when they enter the building,” says Cruse. “They tell us it feels like home, that once they enter, it’s very welcome, and it feels like a family.”

Offering Nokē Smart Entry allows Guardian Storage to attract a diverse customer base who are all looking for easier, smarter storage solutions. Guardian Storage’s customers range from musicians and medical professionals to tenants, homeowners, and even some commercial tenants who enjoy doing business from their unit.

Guardian Storage takes great pride in its hospitality and how it can enhance the overall customer experience. Its tenant-facing app transforms the self-storage experience because of the convenience, security, and flexibility it provides customers. Customers are able to rent a unit online from start to finish, gain immediate access to the facility and their unit door without ever having to speak to a site manager if they wish. This streamlines operational processes and provides a seamless, user-friendly experience for the customer. The ease-of-use Nokē provides is unsurpassed, and customers love the visibility and features that come hand-in-hand with Nokē’s smartphone app.

One of Nokē’s most popular features is digital key sharing. This capability allows tenants to grant temporary access to friends, family, movers, or employees for a specified time period. During that window, all access activity is logged and stored on the Cloud to enhance accountability and security. This means if a tenant is away when a package is delivered, they can securely share access with a site manager to place the delivery directly into their unit, offering unmatched convenience and peace of mind.

“With Nokē Smart Entry, there’s so much technology and security that nothing happens without us knowing about it,” says Cruse.



STELLAR TECHNOLOGY

LEADS TO STELLAR STATS

Guardian Storage has achieved great success by thoughtfully pairing advanced technology with value-added amenities and services. Tenants enjoy access to complementary moving trucks, including 25 free miles with additional miles available at just fifty cents each. The facility also features a public business service center, fully equipped with complimentary wifi, a printer, copier, and more. To further streamline the move-in experience, freight elevators are designed to accommodate two carts at once, allowing tenants to move into their units quickly, efficiently, and with ease.

Guardian Storage made an immediate impact, recording 31 move-ins on its very first day of operation and approximately 126 move-ins within its first month. While new self-storage facilities typically take two to three years to achieve similar results, Guardian Storage reached an impressive 80% occupancy within the first year, significantly surpassing standard lease-up projections for new facilities.

By actively engaging with the local community through events and partnerships with the chamber of commerce, Guardian Storage has strengthened brand awareness and created meaningful connections throughout Morgantown. These efforts have helped position the facility as a trusted storage provider, even during periods of slower demand.

In addition to optimal occupancy in record time, Guardian Storage earned the prestigious 2025 Overall Facility of the Year Award. This recognition honors excellence across design, construction, challenges overcome, unique features, landscaping, access features, marketing, and customer service. Being named the top facility built in the industry is a significant feat, and the Guardian Storage team takes great pride in this exceptional success.

"We're extremely happy with our rental rates and overall performance since opening," reports Cruse.

LEARN MORE ABOUT NOKĒ!

Whether you're just getting started or have multiple facilities, Nokē has a solution for you.

**CLICK HERE TO LEARN MORE ABOUT NOKĒ,
OR BOOK A DEMO WITH OUR TEAM TODAY.**

BOOK A DEMO

