



FOR IMMEDIATE RELEASE

DOORS BY API: An Open & Shut Case

TAMPA, FL- “The door to happiness opens outward.” (source: unknown)

American Products, Inc. (API), an industry leader known for their innovative and custom storefront systems, opens the door of opportunity to retailers and visual merchandisers by offering beautiful framed and frameless glass doors that add elegance to storefront designs.

Frameless glass doors create an unobstructed view of what’s inside and seem to virtually “disappear” so that retailer’s visual merchandising plans, and frontline product displays really pop. American Products, Inc. (API) provides retail customers with the choice of either swinging glass doors or sliding ones depending on the area’s structural requirements or customer’s design specifications.

In addition to the open, visual appeal of frameless glass doors, specialty glass door hardware can be added for chic style as well. Kerri Beals, General Manager of American Products, Inc. (API) explains. “In addition to offering stainless steel and brass door hardware, API also gives our retail partners the opportunity to customize their door hardware by allowing them to select from over 70 anodized finishes and over a thousand powder coat finishes that will coordinate with the other components in their storefront design. When retailers brand themselves with something even as small as a door handle, the message that’s conveyed to buyers is a message of commitment to quality and detail.”

Whether swinging or sliding, American Products, Inc. (API) frameless glass doors allow retailers to create an impressive entryway for their customers and an invitation for the world to “come on in”.

American Products, Inc. (API) offers a wide range of framed entrance doors as well that can be customized with wood or powder coat finishes to coordinate with the overall look and feel of the storefront design. “Glass doors framed in rich beautiful wood can be customized to create either a rustic or stately presence” says Beals. “Or, frame a glass door with bold bright powder coated colors and whimsical creative door handles and suddenly a toy store or specialty boutique comes alive to the consumer. It’s all about creating great first impressions and API doors get it done.”

For more information on American Products, Inc. (API), frameless glass doors, framed doors, door hardware, powder coat color selections, wood selections or innovative complete interior storefront and exterior storefront systems call (813) 925-0144 or visit www.americanprod.com.

About American Products, Inc. (API):

American Products, Inc. (API), based in Tampa, FL, is a nationwide supplier of interior storefront systems and exterior storefront systems including electrified privacy glass, fitting rooms / dressing rooms, fixtures, showcases, cash wraps, powder coated materials, glaswal, trimwal, flush glaze, brake metal, handrails, frameless glass doors, framed glass doors, hardware, resin panels, metal extrusions, and more. American Products, Inc. (API) materials are shipped ready to install to Retailers, General Contractors and Glaziers nationwide.

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