



FOR IMMEDIATE RELEASE

TURN IT OFF...TURN IT ON...
API's Electrified Privacy Glass helps Retailers TURN IT UP!

TAMPA, FL- Retailers nationwide are waving good-bye to dark, confining, poorly lit fitting rooms with the help of new cutting edge technology from American Products, Inc. (API).

A leading supplier of retail interior storefront systems and exterior storefront systems, American Products, Inc. (API) added a state of the art breakthrough in glass technology to their already extensive product line: free-standing fitting rooms equipped with electrified privacy glass. This hot new offering made its debut at a popular specialty clothing retailer known for outfitting today's teenagers with trendy, high-quality clothing at a great price.

"Electrified privacy glass is the perfect solution for our retail partners who want to maximize their visual merchandising spaces and at the same time, add decorative flair and ambience to the store's atmosphere" says Kerri Beals, General Manager of American Products, Inc. (API). "Not only does the privacy glass provide very unique visual appeal in the store design, it also really enhances the customer's shopping experience by providing spacious, well-lit fitting rooms."

Privacy glass technology utilizes a liquid crystal sheet that when in its natural state, is opaque and provides ultimate privacy. Then, by simply applying a low voltage electrical current, the liquid crystals are "rearranged" creating a clean, clear see-through panel, all with the "flip of a switch", "or in this case, with the 'click of a door'" adds Beals.

In addition to providing privacy glass fitting rooms, American Products, Inc. (API) offers a wide variety of fitting room, cash wrap and interior storefront systems and exterior storefront systems for retailers who demand unique, attention grabbing storefront designs. Combined with personalized customer service and in-house powder coat finishes in thousands of colors, the design possibilities are endless! And the end result? Impressive to say the least!

For more information on American Products, Inc. (API) electrified privacy fitting rooms and other innovative 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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