



FOR IMMEDIATE RELEASE

RENOVATING + RECLADDING = REVITALIZED! Let the Experts at API help!

TAMPA, FL- In the fast paced world of retail storefront design, the need for affordable recladding materials and services continues to be at the forefront of what retailers and architects need in order to create cost effective remodeling solutions for existing storefront spaces.

American Products, Inc. (API), an industry leader known for their innovative brake metal applications, has proven time and again that they have what it takes to get the job done by offering state of the art cladding systems that can quickly and easily be retrofitted into the existing storefront structural designs.

Kerri Beals, General Manager of American Products, Inc. (API) explains why storefront recladding is in such hot demand. “The retail industry is very high energy and ever changing. Companies frequently make store changes based on new storefront designs and changing mallfront design criteria. As a result- in any given week, a retail store could be opening in one mall and closing in another. Because of these rapid changes, retailers need quick, affordable recladding systems that allow quick and simple transition, especially in situations where not many structural elements can be changed. That’s where we come in.”

In addition to utilizing brake metal to reclad the mallfront face of a store, many retailers are opting to use the innovative wall panel systems that American Products, Inc. (API) offers as well. Wall panels can be installed directly over existing walls and come in a variety of finishes such as metal, wood and resin. Combining API storefront solutions can produce a fresh new look for stores looking to simply remodel.

“It’s no secret that buyers tend to be fickle” says Beals. “The good news is that the entire look of a store can be changed when our retail partners cover existing storefront faces, interior storefront walls and dressing rooms with API brake metal or wall panel systems. Once they add a specialty powder coat finish on stainless steel, some TrimWal details and a few of our specialty resin products, the result is a re-energized retail store that will attract plenty of attention.”

For more information on American Products, Inc. (API), innovative interior storefront systems and exterior storefront reclad systems and wall panel systems, decorative design components and available finishing colors 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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