



FOR IMMEDIATE RELEASE

## COLORFUL STOREFRONT DESIGNS: API Powder Coating is King!

**TAMPA, FL-** Whether it's with bold, bright colors or dramatic, contrasting dark ones, retailers and designers across the country use a variety of color schemes to evoke customers emotions and to enhance their product and identity within the retail industry.

American Products, Inc. (API), the industry leader in interior storefront systems and exterior storefront systems is excited to offer the perfect tool retailers need create the exact color combination they desire-Powder Coating!

Need that perfect shade of blue? Can't find that exact shade of green? The frustration and time consuming "color hunting" process is minimized with the American Products, Inc. (API) Powder Coating process which allows retailers to select from a palette of over 1,000 different colors. Custom color matching capabilities insure that retailers are able to select the exact colors they need so the possibilities are endless, and it doesn't stop there.

In addition to the vast array of color choices, retailers can also enhance their decorative designs by selecting from a variety of impressive decorative finishes as well. Textures, wrinkles, leatherettes, clear coats, metallics, mattes and glosses are design options that can be incorporated into storefront designs to create looks, add dimension and enhance visual merchandising plans.

"Using the same (or similar) color and combining different powder coat finishes is also a fun way to give a storefront design personality and depth" says Kerri Beals, General Manager of American Products, Inc. (API). "The 'tone on tone' look is hot right now and our multiple powder coating finishing options help create key focal points in our retail partner's storefront designs." The result? Storefront designs with pizzazz that draw the buyer in and engage them in a great buying experience.

Not only does powder coating give retailers unlimited color possibilities, but powder coating API GlasWal, Brake Metal and TrimWal extrusions adds to their durability as well. "Powder coated pieces are tough" adds Beals, "retailers are smart to utilize a durable powder coat finish throughout their store-not only does it look great, it wears great as well!"

For more information on American Products, Inc. (API) powder coating process, available color selections and innovative storefront systems, call (813) 925-0144 or visit [www.americanprod.com](http://www.americanprod.com).

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### 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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