



FOR IMMEDIATE RELEASE

TRAFFIC STOPPING STOREFRONTS ARE NO ACCIDENT! API causes rubber-necking and abrupt turning in malls.

TAMPA, FL- As shoppers briskly race between anchor stores within their local malls, many are coming to a complete halt as they admire beautiful, well-crafted storefronts and are compelled to get a closer look, and it is not necessarily the display behind the glass that is stopping them in their tracks.

Shoppers are “rubber-necking” and making sudden turns due to the eye-catching look of the overall store entrance, including the look of the floor to ceiling framework surrounding the glass. Like art, retailers recognize that their show piece must be paired with a perfectly matched “frame.” Because of this, mall retailers, designers, architects and contractors throughout the nation are pairing up with American Products, Inc. (API), a leading supplier of storefront materials customized to draw instant attention and cause shoppers to park their eyes with intrigue.

American Products, Inc. (API) offers state of the art interior storefront systems such as GlasWal, cladding and wraps, panels and trims, in a wide array of attractive colors, materials and finish styles. Their custom creations are designed to invite customers in from a distance.

Drivers in open-air outdoor malls are also urged to use caution as American Products, Inc. (API) creates similar traffic stopping results with exterior storefront systems, using their durable and versatile Flush Glaze framing technology. “With our goal to help store owners create impact, we mean visual impact!” says Kerri Beals, General Manager of American Products, Inc. (API). “But I’m sure we might be responsible for more than a few minor collisions” Beals adds kiddingly.

For more information on American Products, Inc. (API) GlasWal component system, available color selections and other innovative storefront options, 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.

###

Contact: Kerri Beals, General Manager
Phone: 813-925-0144
Email: info@americanprod.com
<http://www.americanprod.com>