

DOOR PRESS

A Marketing/Communications Publication

Sidelights



By Amanda Paulsen
Communications Coordinator

VT Industries' corporate marketing department strives to have a complete marketing/communications plan within the architectural wood door industry. One of our communications efforts includes news releases and feature articles in industry publications like *Doors & Hardware* magazine.



Tim Petersen (left) with Douglas Gerbing, president of Builders Hardware & Supply Co., Inc. in Seattle, with their awards in the technical category.

At the recent 2006 Door & Hardware Institute Expo in San Diego, Tim Petersen, VT architectural wood door national sales manager, received the second place technical award for an article appearing in the September issue of *Doors & Hardware* magazine. His article was titled "Understanding Sustainability: 'The entire building industry is being shaped by this change'."

Articles in *Doors & Hardware* cover technical subjects, specialty products, codes, changes and growth within the industry and business management.

Published by the Door and Hardware Institute, the magazine is designed to offer access to the architectural openings market. It is targeted toward door and hardware professionals, architects, specifiers and code officials. ■

VT Architectural Doors Are 'Prescribed' for New City of Hope Cancer Center Hospital

When City of Hope® Cancer Center in Southern California built its new Helford Clinical Research Hospital, VT architectural wood doors were "prescribed" by sales representative Mark Ferraro and his staff at Security Hardware, Inc.

Stephen Montgomery and Marna Wood of Montgomery Hardware Company assisted with hardware, hollow metal doors and frames and more than 1,000 high pressure decorative laminate (HPDL) doors from VT Industries for the 347,000 square foot hospital. Also involved with the project were Steve Bettke of NBBJ of Seattle, Wash., and Rudolph & Slutton, general contractor.

Attractive durability

"VT doors were used throughout the full-service hospital inpatient rooms, operating room applications, nurses' stations, radiology areas and stairwells," Wood noted.



Family waiting room.

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Streamline Pricing and Lead Times with VTonline and VTquickship

When time is of the essence, the VTquickship program is available. Here's how it works:

- Log onto VTonline.®
- Order 100 doors or less and type "Quick Ship Order" in the project information screen comment field.

Doors will ship within 10 business days based on the parameters outlined below, if the order is submitted by 9 a.m. Central Standard Time.

Both high pressure decorative laminate (HPDL) and 5-ply wood veneer doors are available with the VTquickship program. Stock veneers are only available in book

and running match in the following plain sliced species: red oak, white maple, natural maple, white birch, natural birch and cherry, as well as rotary-cut white and natural birch in restricted sizes. Additional face materials available for the VTquickship program are flat-cut African mahogany, primed Medium Density Overlay (MDO), and many other laminates. Check the factory for availability.

All VT Color Choices, including a clear finish, are available on 5-ply wood veneer doors when color approval accompanies each order.

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Employees, Work Ethic Are Key Reasons for Half Century of Success at VT Industries

When it comes to running a business, VT Industries President Doug Clausen and company founder Roger Clausen point to good employees and a strong work ethic as key to the company's success over the past 50 years.



VT employees arrive by trolley to the 50th anniversary gala in Holstein.

people working for us and all of our success is really due to the great job they do."

Echoing this view, Roger Clausen noted, "Whenever I'm asked to describe the key to our company's success, I point immediately to the dedication and loyalty of our employees, our salespeople, to Doug and his managers.

"I believe their work ethic and the fact that everyone in the company takes pride in what they do is the reason for our success."

'A team effort'

Citing employee longevity at VT Industries, Roger Clausen emphasized, "Experienced employees are really what make a company tick. It isn't one person, it's a team effort."

That team effort is evident throughout all of the VT manufacturing plants where the company's Lean Management initiative has generated new ideas at a rate of 100 per month at some plants.



VT Employees wore 50th anniversary golf shirts for their celebration at the plant in Holstein last summer.

"What is especially encouraging is the continued high level of participation we're seeing within this program," Doug Clausen affirmed. "Often there's a big flurry of activity in the beginning and then it drops off. But everyone continues to participate and contribute actively in this process because they understand that continual improvement is key to our continued success."

The early years

Among the company's early employees were Wendell Sorenson and Ewald Brodersen, who together with Roger Clausen were the nucleus for the "grand opening" of Van Top, Inc., in 1956. In 1958, the trio was joined by Mary Rohlk, who ran the office and handled accounting for the fledgling company.

"I'm amazed at how far we've come since 1956."

Roger Clausen

"Looking back at those early years in our crackerbox shop, if it were not for Mary, Wendell and Ewald, I mean it sincerely when I say we would not have celebrated our 50th anniversary this year," Roger Clausen



Doug Carlson and Rex Reisdorph stand by the original VT logo sign.

said. "I'm gratified that so many of our employees like Wendell, Ewald, Mary and Eugene Schuett, who managed our door operation, have been with the company for so many, many years. Several people have been with the company for 30 or 40 years."

The experience of VT's employees has been a major asset in the company's ability to exceed customer expectations over the years, according to Doug Clausen. "Every individual in our company works with this attitude, so we can stay ahead of the changes occurring within our industry," he said.

Beating the odds

Reflecting over the past 50 years, Roger Clausen pointed with pride to the company's growth into a leading manufacturer with eight plant locations throughout North America. "Today, I'm amazed at how far we've come since 1956," he reported.

"None of this growth would have been possible without the managers and employees setting such a high standard for the products and services they provide our customers," Roger Clausen said. "Their work over the years has established our reputation for quality craftsmanship and on-time delivery."

"Only one in three family businesses succeeds in making it from the first to the second generation," Roger Clausen added. "I couldn't be prouder of what this company has achieved under Doug, his management team and all the employees who have enabled VT Industries to beat the odds and make this business a success." ■

VT Architectural Doors Are 'Prescribed' for New City of Hope Cancer Center Hospital

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All of the VT doors were Pionite Anigre (WX041-N) HPDL to satisfy both parties. "The hospital wanted laminate for durability and the architect wanted Anigre, so the laminate chosen met everyone's needs," Wood said.

VT doors included in the project were single doors, pairs and double egress pairs with fire ratings up to 60- and 90-minute in some areas. VT also supplied lead-lined doors for several areas of the \$200 million hospital.



City of Hope National Medical Center.



Lobby view.

The project was bid in June 2001 and installation took place at the end of 2004 and beginning of 2005. The project was completed in November 2005.

"We did a lot of fine-tuning," Montgomery recalled. California has stringent hospital codes through the Office of State Healthcare Development (OSHPD). There was a variety of tolerances and measurements that were microscopically reviewed.

Up-front work

"There was tremendous up-front work before the first installation," according to Montgomery. The project featured a variety of hardware and door widths, ranging from 15 to 48 inches.

"VT was very helpful and we appreciate their support when we were trying to

get the project finished up and ready for them to move in while keeping costs down," Montgomery added.

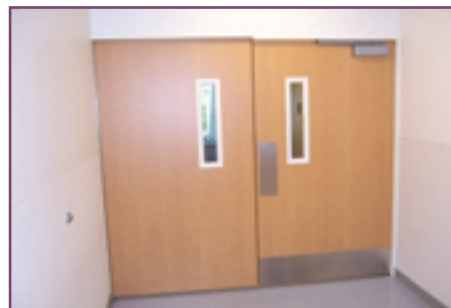
'VT was very helpful and we appreciate their support.'

City of Hope National Medical Center is one of the world's leading research and treatment centers for cancer, diabetes, HIV/AIDS and other life-threatening diseases.

Helford Hospital was designed specifically to serve immune-compromised patients. The facility's 144 patient rooms are equipped to accommodate all but the most critical patients, making possible an extraordinary level of daily care. ■



Admitting office.



Corridor doors.



Rick Liddell

Rick Liddell to Serve on Boards of National Industry Organizations

Rick Liddell, senior vice president of sales & marketing for VT Industries, a leading manufacturer of fine laminate countertops and architectural wood doors, has been elected to two industries' Board of Directors positions.

In October, Liddell was elected to the board of the Door & Hardware Institute Educational Foundation. The Foundation promotes life safety and security in regards to the door opening, including proper combined applications, fire ratings and proper egress of the doors, frames and hardware in commercial buildings.

In November, Liddell was elected to the Board of Directors for the North American Building Materials Distributors Association. The Association represents the building materials industry and is focused on member education to specialty distributors and cabinet industry suppliers and distributors.

Liddell is responsible for sales and marketing for the Architectural Door Division and the Fine Laminate Countertop Division at VT Industries. He has been with VT Industries for twelve years and has held other Industry positions including Chairman of the Board for the Window & Door Manufacturers Association in 1999 and member of the Door & Hardware Institute Board of Governors from 2003 to 2006. ■

The 'Catch 22' of AWI vs. WDMA Standards



By Tom Hoffert
Technical Development Manager

When specifying and selecting Architectural Flush Wood Doors, there are essentially two national Standards from which to choose:

- Window and Door Manufacturers Association (WDMA) *I.S.1A-04 Industry Standard for Architectural Wood Flush Doors*
- Architectural Woodwork Institute (AWI) Eighth edition Version 2.0 *2005 Quality Standard Illustrated*

The two Standards have similar Grade indicators (Premium and Custom) however the qualifiers are so different that compliance with both is impossible without clarification and/or qualification, so it is important to understand these differences and make a choice when specifying wood doors. Failure to specify one or the other standard can lead to confusion and a 'Catch 22' situation for the distributor and door manufacturer.

Cause for confusion

One source of confusion among distributors and door manufacturers is when architectural door specifications reference "Premium Grade" without designating which standard to follow or indicating both standards.

Both standards use face veneer grade summary tables adapted from Hardwood Plywood & Veneer Association (HPVA).

However, WDMA uses the Door veneer grading tables and AWI uses the Panel veneer grading tables. The Door veneer grading tables allow veneer components to be 1" less in width than in the Panel veneer grading tables.

Beside the above difference in the use of grading tables.

WDMA Premium Grade requires "A" Grade veneer with center balance, balance or running veneer face assembly options, with "AA" Grade as optional.

AWI Premium Grade requires "AA" Grade veneer and center balance face assembly.

This difference allows for an additional 1" variance between the Standards for a total of 2" veneer component width difference between the two Standards for Premium Grade Doors.

A wood door specified for WDMA Premium Grade plain sliced veneer will have Grade "A" veneer with 4" wide components, running veneer match.

A wood door specified for AWI Premium Grade plain sliced veneer will have Grade "AA" veneer with 6" components, center balance veneer match.

AWI defines Premium grade as being reserved for special projects or feature

areas within a project and that the vast majority of all work produced is Custom Grade (however this grade is seldom specified), thus a wood door specified to meet AWI Premium Grade may be over-specified, whereas a WDMA Premium Grade door is acceptable and eliminate unnecessarily higher costs for the doors.

Based on the above definition, projects such as a courthouse or a boardroom within a building may require AWI Premium Grade, however in most hospitality, educational, health care and workplace facilities, the specification should reference WDMA Premium or AWI Custom Grade.

Catch 22

Unless a specification specifically references the AWI or WDMA Standards, Premium or Custom Grade, "AA" or "A" grade veneer, distributors and door manufacturers can be left guessing over which Standard to base their quote on.

If a quote is based on the higher priced "AA" grade veneer, while a competitor's quote is based on "A" grade veneer, the manufacturer runs the risk of losing the order.

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For more information on this topic, see the newly updated *Veneer Guideline Brochure* which can be viewed at www.vtindustries.com/doors/VeneerGuidelineBrochure.shtml.

The 'Catch 22' of AWI vs. WDMA Standards

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If an accepted quote is based on "A" grade veneer when the architect expected "AA" grade veneer to be used, the finished doors may not meet the architect's quality expectations when they arrive at the jobsite.

So it's a Catch 22.

Other differences

The WDMA *I.S. 1-A Standard for Architectural Wood Flush Doors* is performance-based, which allows door manufacturers more flexibility in the types of materials used in door construction as long as required performance criteria are met.

The AWI Standard remains prescriptive, which means that door construction must

conform to specific requirements for the type of materials used and their sizes.

The *I.S. 1-A* standard also continues to use the "TR" and "OP" numbering finish system designations while the AWI has eliminated the numbers and uses the finish system name.

In addition, the WDMA standard *I.S.1A-04* was recently granted approval by American National Standards Institute (ANSI). WDMA holds and maintains the only ANSI-approved standards for both Architectural Wood Flush Doors (*I.S.1A*) and Architectural Stile and Rail Doors (*I.S.6A-01*).

Addressing these differences

In cases where the specification cites "AWI/WDMA Premium Grade" or "Premium Grade per AWI/WDMA Standard," the specifier needs to be contacted for clarification, the bid qualified as meeting either AWI or WDMA Standards or it may require two quotes: the first with a price for Premium Grade doors according to the WDMA Standard, and a second that reflects the higher cost of the "AA" grade center balance match veneer in accordance with the AWI Standard.

Until the two standards are in alignment, be aware of the differences, ask for clarifications and document what is being quoted and furnished. ■

Streamline Pricing and Lead Times with VTonline and VTquickship

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Doors can have the following core types: particleboard, structural composite lumber, stave and mineral. Doors can have fire ratings ranging from non-rated to 90-minute depending on their size. (90-minute doors have size restrictions).

VTonline review

The VTonline ordering system offers simplified navigation and is designed with standard frame locations from additional frame manufacturers, center-line of lock locations, top of hinge locations, built-in lite-lock conflict algorithms, global change operations and master elevation and hardware libraries.

Customers should use VTonline for better pricing and lead times, not to mention all of the checks and balances for ordering products.

Training is necessary to be able to operate VTonline, and takes place in one day with estimating in the morning and detailing in the afternoon. This allows each customer to be completely trained in one day, and up to 11 users can be trained at one time.

A high-speed Internet connection with Microsoft Internet Explorer 5.5 or higher is required for the system to function on a PC-based computer.

The VTquickship Extras

Several accessories can be included with VTquickship orders including: VT1 wood stops, primed #110 metal vision panels, primed edge and astragal sets, primed #800 or #1900 metal louvers and aluminum flat bar astragals for 20-minute pairs. Metal vision panels and louvers will be shipped direct from the manufacturer.

Factory machining is also available, including hinges and cylindrical or mortised lock prep, rim, surface and mortised exit devices, light and louver cutouts, flushbolt preps, concealed closer preps, concealed overhead preps, mortised door bottom preps and viewers.

Transportation arrangements will be at VT's discretion. Special arrangements may be made at customer request, and special sorting is not available with the VTquickship program.

If a project does not meet the above criteria, contact a VT customer service center representative and your order will be handled with our usual exceptional service.

For more information about the VTquickship program, visit the Web site at http://vtindustries.com/doors/Sales_Service.shtml and click on 'VT Quickship Program'. ■



Brad Hendershot is Named VT Territory Sales Manager



Brad Hendershot

VT Industries, a leading manufacturer of architectural wood doors, welcomes Brad Hendershot as its new territory sales manager for Florida and the Caribbean.

Hendershot has over ten years experience in the industry with manufacturing, customer service, the order process and sales. He is a member of AWI and DHI.

"He has extensive knowledge of the Florida market and of the construction of wood doors and the architectural and construction industry. He has distinguished himself with his ability to build strong and lasting relationships with his customer base," shares Tim Petersen, national sales manager. ■

Felix Ortiz Joins VT Team as Territory Sales Manager



Felix Ortiz

VT Industries, a leading manufacturer of architectural wood doors, welcomes Felix Ortiz as its new territory sales manager for Northern California and Northern Nevada.

Ortiz has more than 30 years experience in the building industry with customer service, outside sales and operations.

"We are pleased to announce Felix Ortiz as part of our architectural wood door sales team as our territory sales manager for northern California," said Randy Carpenter, VT regional sales manager, northern U.S. and Canada. "He has significant experience in sales and operations and will do exceedingly well." ■

Trivia Question

Congratulations to Fred Barksdale, Royal Architectural Products in Amarillo, Texas, who won 50th anniversary items, for correctly answering the question: "Which of these fire door constructions is considered the preferred method to assure life safety compliance, liability protection and aesthetic appeal: Intertek/Warnock Hersey Category A or Intertek/Warnock Hersey Category B?"

Which Premium Grade veneer has a higher cost: "AA" grade veneer or "A" grade veneer?

Answer this question based on this issue of the *Door Press*, for a chance to win a VT prize. Place your answer on an index card with your complete contact information, or the back of your business card, and mail to the address listed. Entries must be postmarked by January 5, 2007. Limit one entry per person, and one winning per year.

Door Press Trivia
Attn: Amanda Paulsen
VT Industries, Inc.
P.O. Box 490
Holstein, IA 51025

VT employees and sales representatives are excluded from this promotion.



**Architectural
Wood Doors**

VT INDUSTRIES INC.
1000 INDUSTRIAL PARK
P.O. BOX 490
HOLSTEIN, IA 51025

1.800.827.1615 EXT. 210
F 712.368.4111
WWW.VTINDUSTRIES.COM/DOORS



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