



# DOOR PRESS

A MARKETING/COMMUNICATIONS PUBLICATION

## INSIDE THIS ISSUE

### Industry Update

Agrifiber display is voted 'Most Innovative' at AIA state tradeshow. *Page 2*

### Tech Talk

When blocking is not required for agrifiber or particleboard core doors. *Page 2*

### Door Press Trivia

Take this challenge for a chance to win a VT prize. *Page 2*

### Remarkable Milestone

Mary Rohlk celebrates 50 years of service. *Page 3*

### The Green Scene

VT processes, strategies are lean and green. *Page 4*

## VT Doors Create Modern, Natural Design In 'High Profile' Outpatient Care Center

Collaboration between Massachusetts General Hospital (MGH), North Shore Medical Center (NSMC), and Partners HealthCare System is taking outpatient care to the next level in Danvers, Mass. The Mass General/North Shore Center for Outpatient Care, slated to open in the spring of 2009, will be the region's premier "provider of ambulatory care." "As the population ages, the demand for outpatient services will likely grow 15 percent, so the patients and people of this region will all benefit," according to Peter Slavin, CEO of Massachusetts General Hospital.

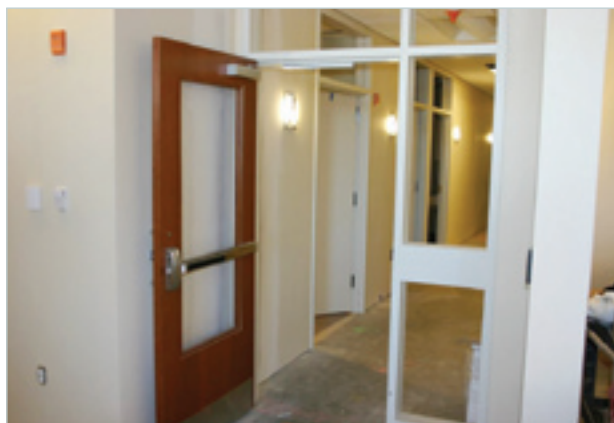


*Exterior of Outpatient Care Center, Danvers, Mass.*

Center, a joint oncology program. This joint oncology program, located on the lower level, will have a separate entrance and look out over a scenic salt marsh, providing tranquil vistas for patients receiving treatment in one of the center's 24 chemotherapy infusion bays. "Healthcare is moving away from the inpatient (model)," acknowledged James Mongan, CEO of Partners HealthCare. "Centers like this one will play a very important role in the delivery of medical services."

A sleek and modern exterior is softened by the natural design elements found throughout the interior spaces. VT Industries manufactured more than 1,100 doors, which lend themselves to the modern, yet natural design theme for the project. Two types of interior doors were produced for the outpatient center. High pressure decorative laminate doors in Formica's Neutral White laminate (918) accentuate the modern aspects of the building.

*continued on page 4*



*Interior doors at Outpatient Care Center.*

To accommodate the anticipated growth in outpatient medical services, the new complex encompasses more than 200,000 square feet that includes a medical office building, cardiac diagnostic services, suites for minimally-invasive surgeries and advanced imaging services. The complex will also serve as the expanded home of the MGH-NSMC Cancer

## SIDELIGHTS



**By Trisha Clausen-Schmitt**  
*Vice President of Marketing*

As we move into 2009, VT is offering an offline version of *VTonline* called *VTspeedpak*. As its name implies, the program offers trained users of *VTonline* with a speedy, portable and convenient way to submit doors for quote and order entry to VT.

*VTspeedpak* enables users the flexibility of processing quotes and order entries where Internet service is unavailable, or where connections are slow. *VTspeedpak* takes only minutes to download onto your computer from *VTonline*. After working offline, syncing the data with *VTonline* is fast and easy.

With *VTspeedpak*, a customer can use their office PC during the day and finish or start a new project at their own convenience without Internet access. The result is increased productivity while still realizing the benefits of *VTonline* technology.

The new program closely resembles the look and functionality of *VTonline*, so special training or software is unnecessary. *VTspeedpak* will operate on any PC-based system with Windows XP version or Vista and Internet Explorer 6.0 or greater.

Customers with a dial-up connection will benefit from the new program because they can enter doors all day offline and then sync their projects with *VTonline*

*continued on page 3*

## Effective Architectural Sales Calls



**By Cory Linn**  
*Territory Sales Manager*

How does one become effective at making architectural calls? This is a common question asked by both distributors and manufacturers in our industry. What is the best utilization of you and your architects' time? Who should you meet with at a firm? What do architects want to see? How important are continuing education presentations to an architectural firm? To find out the answer to these questions, I contacted some of the architects in my area and asked them for their advice to better understand their needs.

Time is the most critical thing to remember when scheduling your visit. Cold calling

architectural firms is not recommended. Scheduling meetings a day or two in advance seldom works due to project deadlines and tight schedules. Always set an appointment at least a week in advance. Plan your meeting within a 15-minute timeframe. You need to be concise and organized – this is not a social call – time is valuable. This does not give you a lot of time to gather information, so do your homework. "Get to know your architects and the types of buildings, construction, and material that they use," suggests Patsy Gallup of PSA Dewberry, Inc. It is very important to know what products are being used on their current projects.

The next thing to consider is why you are making this visit to the architect and who the most effective person to meet with would be. If you are looking to update product catalogs, then a quick meeting with the librarian or specification writer is best. If you have new products to introduce

*continued on page 3*

## Stefan Eggershausen Wins ‘Most Innovative’ Tabletop Display

At the 2008 Arizona AIA State Conference Tradeshow held in Phoenix, Ariz., VT Territory Sales Manager Stefan Eggershausen won the “most innovative” tabletop display designation with his creative promotion of VT’s agrifiber product. The theme of the tradeshow was “Exploration of Possibilities — Rethinking the Material World.”

AIA called on exhibitors to display their new products, as well as demonstrate alternative uses for existing products in an effort to make the tradeshow and exhibits unique

and fresh. Eggershausen’s booth definitely made a statement and highlighted his commitment to VT’s agrifiber product. Eggershausen spread straw out on his table and displayed large agrifiber core and corner samples along with the VT Leadership in Energy and Environmental Design (LEED®) Matrix, the agrifiber product update and a flyer that explained the benefits of the product.

A panel of three judges unanimously voted Stefan’s booth most innovative. “It’s amazing what a little straw can do,” Eggershausen acknowledged. ■■



The “most innovative” tabletop display by Stefan Eggershausen.

## TECH TALK

# Blocking Not Required for Agrifiber or Wood Particleboard Core Doors for Screw Attached Surface Hardware Items



By Tom Hoffert  
Technical Development Manager

VT’s agrifiber particleboard and wood particleboard are both classified as particleboard products. Particleboard is defined as a composite panel composed of cellulosic materials (wood based and non-wood based cellulose fiber) bonded together to form a solid panel.

There are two grades of particleboard for door cores established by ANSI A208.1 that are recognized by AWI & WDMA Architectural Doors Standards, LD-1 & LD-2. LD is used to indicate low density, meaning the particleboard has a density of less than 40 pounds.

Each grade of particleboard door core has minimum physical and mechanical properties including modulus of rupture (MOR), modulus of elasticity (MOE), internal bond (IB) and face

screw holding properties that the board must meet, represented in **Table 1**.

The agrifiber particleboard VT Industries uses is manufactured using wheat straw cellulose fiber and has the following physical property characteristics seen in **Table 2**.

The agrifiber particleboard door core as well as the wood particleboard core used in VT Architectural Wood Doors exceeds all of the LD-2 physical properties.

When testing the door Face Screw Holding capacity in accordance with WDMA TM-10 Test Method for Determining the Screw Holding

Capacity of Wood Door Faces (screw penetration through face material, HDF crossband and agrifiber core) the screw holding capacity value increases to 486 lbs. using 1-inch screw penetration.

Based on the physical properties and test results which meet the WDMA Heavy Duty Performance duty level, surface mounted hardware using the screw attachment method does not require reinforcement blocking when using VT’s agrifiber core wood veneer & high pressure decorative laminate doors. ■■

Table 1

Grade	Modulus Of Rupture (MOR)	Modulus Of Elasticity (MOE)	Face Screw Holding
LD-1	435 psi	79,800 psi	90 lbs.
LD-2	725 psi	148,700 psi	124 lbs.

Table 2

Modulus Of Rupture (MOR)	Modulus Of Elasticity (MOE)	Face Screw Holding
15,000 psi	275,000 psi	386 lbs.

## DOOR PRESS TRIVIA QUESTION

Congratulations to Ethan Bronner of McKinney Transit Mix Door & Hardware in Colorado Springs, Colo. — who knew that “Greenwashing” refers to companies and products that make misleading claims of environmental responsibility. Ethan won a VT prize for the correct answer.

**QUESTION: True or False? Agrifiber particleboard used by VT Industries is manufactured using wheat straw cellulose fiber.**

Answer this question based on this issue of the *Door Press* for a chance to win a VT prize. View the newsletter on VT’s Web site at <http://www.vtindustries.com/trivia> and submit the correct answer by filling in your contact information electronically by March 13, 2009. Limit one entry per person, and one win per year.

VT employees and sales representatives are excluded from this promotion.



As part of our commitment to enhance your Vtonline® experience through ongoing training and education, we invite you to participate in Vtonline by submitting your questions or comments to: [prohik@vtindustries.com](mailto:prohik@vtindustries.com).

Our interactive team of experts will diagnose your symptoms and offer their prescription for online relief.

**QUESTION:**

What is the purpose of the Copy function?

**ANSWER:**

The copy function can save users considerable time by enabling them to duplicate a previously entered door, elevation or hardware set, or a complete project. A copied door or set of doors can be edited to add lite kits or new face options. If a customer is bidding two identical schools, but needs separate bids, it is possible to copy the entered job and rename it. All of the doors, hardware and elevation information from the entered job is copied.

# Mary Rohlk Celebrates 50 years of Service



Mary Rohlk and Doug Clausen.

October 15, 2008, marked a special milestone for VT Industries' Mary Rohlk who celebrated her 50th year of service with the company. Rohlk currently serves as corporate secretary, but has performed many roles throughout her 50 years with the company. "I've worked nearly every job position in my time here, only on a smaller scale than today," Rohlk confided.

When Rohlk started in October of 1958, Roger Clausen was head of a four-person, fledgling business known as Van-Top, which had started in April of 1956. Clausen was in charge of sales, Rohlk worked in the office part-time, and Wendell Sorensen and the late Ewald Brodersen manufactured the countertops and vanities. As the business continued to grow, Rohlk came on board as a full-time employee and soon had help from fellow VT employee Carol Pauley, who is still employed at VT Industries today.

Rohlk has since seen the business grow and change with the passing of each year. Over the past 50 years the technology has changed dramatically. "When I first started, we kept the books in ledgers, then came the posting machine, and now all of the accounting, purchasing, and invoicing and much of the daily work is done by computer," Rohlk recalled. "The technology we have is unbelievable."

After 50 years of hard work and dedication, Rohlk continues to find her job rewarding. "I like what I do and I like the people I work with," she acknowledged. "The Clausens have been very good to me. They are easy to get along with and great people to work for."

In honor of Rohlk's 50th Anniversary, VT hosted a reception to commemorate this amazing milestone. Cookies and punch were served along with a short narrative given by Rohlk of her first few years with the company. ■■

## Effective Architectural Sales Calls

*continued from page 1*

or submittals to get approved, you should be meeting with the specification writer or possibly the project manager if it is relevant to their project. If you have new products for interiors that you would like to introduce, then a meeting with the interior design group would be helpful.

If you want to reach a majority of the decision makers at an architectural firm, it is a good idea for distributors and sales representatives to set up a box lunch presentation. "Get to know some of our key staff members and everyone will get to know you," explains Charlie Wilsam of RDG Planning Design. "This develops a confidence to individually contact you when a question about your product arises. When people get to know you, you become a resource for questions that may arise."

After you've got your meeting scheduled, and you know whom you should be meeting with, you need to determine what it is the architects want to see. New products and samples are normally what we all bring to a meeting, but it is important not to forget the features and benefits of using your product. "Pretty pictures are great to show the product, but the architect will want to know there is backup technical material available also," Patsy Gallup advises. "Show me the 'new stuff'; don't regurgitate the 'old stuff.'"

New product development and life safety information is also very important. "We want to learn about the proper use of your products and the proper installation techniques," according to Wilsam. Another thing to consider is how the products fit the needs of the architect's project. "Updates on availability of products and budget costs for design build are also very important to us," Daryl Carter of ACI/Boland, Inc., informed me.

Always make sure you have the most current information in the hands of the architects.

It is critical for manufacturers to make sure that their binders are up-to-date with new products and current information, samples are not outdated, and that we mark our binders with the date we were last there to present updates. Many times I see product binders that are severely out-of-date and I have even seen binders being thrown away because they are not current and of no use to the architect. As a distributor, you can see how this could cause issues during the submittal procedure with outdated information. Recently, the most requested item from architects is current Leadership in Energy and Environmental Design (LEED®) product information. The topic of LEED alone can be a great reason to stop in and review materials with specification writers and project architects.

Some architectural offices no longer have physical libraries. Instead, they pull all their information from the Internet to make sure it is current. This means that we need to make them aware of our Web sites and that they have our Web addresses in their database. It's also beneficial to e-mail product information to architects. "The best advice that I can give sales representatives and distributors is to e-mail me their information" notes Geri Kielhofner from Butler, Rosenbury, and Partners. "I try to make sure that any new information that I receive is sent to the other architects in our firm."

Architects rely heavily on sales representatives and distributors for updates and education. AIA registered box lunch presentations are a great forum to present your information and multiplies the numbers of contacts that you can have at a firm. The more accreditation a presentation has the more likely it will be well attended. AIA registered programs that are Health Safety Welfare (HSW) or Sustainable Design (SD) – which is new for 2009 – are especially in

## Sidelights *continued from page 1*

the next morning or at their convenience. This will prevent delays caused when the computer systems are interacting with one another.

V*Online* users will use their existing passwords and IDs to access V*Speedpak*. Since new rules, hardware codes, face material options, accessories, fire and environmental approvals are regularly updated on V*Online*, users are encouraged to update each time they log in to ensure they are working with the most current application.

If you would like to learn more about V*Speedpak*, please contact your sales rep or call me directly at 1-800-827-1615 ext. 342. ■■

demand. Many states are increasing the number of continuing education credits that are required, focusing on the HSW and SD areas. "Everyone getting the same information at the same time is helpful to our interoffice discussions during projects," says Kelley Rosburg of Bahr, Vermeer, Haecker Architects. "When a product question comes up, we have all heard/seen the same information."

AIA presentations have the advantage of interaction between the presenter and the participants. It is very important for distributors and sales representatives to be very well prepared for their presentations and be ready to field questions in a professional manner. "For our younger staff with minimum experience, the box lunch presentations are an opportunity to learn about a specific product without a lot of individual research; what the proper installation requirements are and what the recommended standards of use are. For our more experienced staff, it's an opportunity to learn any new features and details of your products," adds Wilsam. ■■

# VT Process, Strategies are Lean and Green

For more than 50 years, VT Industries has been committed to delivering the finest products possible. As a company, VT is continually improving the processes and strategies that give the company the ability to provide its customers with these superior products. VT Industries strives to provide superior, sustainable products through lean strategies and through the use of sustainable materials.

### LEAN MANUFACTURING

Lean manufacturing is a concept that was developed to maximize value and reduce waste. This is accomplished through a philosophy of continuous improvement called kaizen. As part of VT's continuous improvement process, production processes and inputs are continually evaluated in an effort to reduce waste in all forms, not solely physical waste. World-renown manufacturing expert, Shigeo Shingo, once said, "The most dangerous kind of waste is the waste we do not recognize."

In an effort to reduce waste in the form of process inefficiency, VT decided to examine the

recordable injury rate and to set goals to reduce this rate. In 2008, VT employees worked diligently to reduce the recordable injury rate from 15 to the industry standard of 8.6 per 200,000 hours worked.

Employees and supervisors alike met to determine the course of action to take to achieve their goal. Employees and supervisors implemented stretching at the beginning of each shift and discuss all safety related incidents (first-aid, recordable injuries, and near misses) to improve awareness. By creating a culture of safety, the safety goal for 2008 was met and exceeded. In addition, eight departments achieved 365 days without a recordable injury.

### GREEN MANUFACTURING

VT's deep-rooted commitment to the environment includes a variety of architectural wood doors that are environmentally conscious. From FSC-certified cores, to agrifiber cores and Leadership in Energy and Environmental Design (LEED) friendly doors, VT is dedicated to offering products that are environmentally responsible.

Another way in which VT Industries is greening the manufacturing process is through its extensive recycling program. Currently, 86 percent of the waste generated at the Holstein, Iowa, manufacturing facility is recycled. This includes items such as paper, oil and sawdust. At present manufacturing levels, 7,771 tons of sawdust per year is used to heat the corporate facility or as agricultural bedding.

VT Industries is also very proud to have reduced a targeted volatile emission at their corporate facility by 86 percent over the past three years. This significant reduction was achieved by changing processes and replacing solvents with more earth-friendly products.

Lean manufacturing by itself does not necessarily translate into minimum environmental impact. However, by reducing waste in all capacities—not just physical waste—via Lean principles, VT is lightening its environmental impact by default. For more information about VT Industries' sustainable products or initiatives, visit our Web site: [www.vtindustries.com/about.aspx](http://www.vtindustries.com/about.aspx) ■■

## Jim Merchant Retirement Announced

For many years, VT Architectural Door Division has enjoyed doing business with Martin Architectural Products of Cary/Greenville, N.C. During the majority of that time Jim Merchant served as sales manager for Martin and has been a good friend of VT. Recently, Merchant announced his retirement for medical reasons. This was not something Merchant wanted, but was health related.



Jim Merchant.

Merchant joined the door and hardware industry as a hollow metal frame welder at Contract Hardware, Inc. in Jackson, Miss. on June 6, 1978. His career at Contract Hardware included positions in shipping and receiving and keying, prior to becoming an estimator. In 1984, Merchant joined Martin Architectural Products in Cary as a project manager. In 1986, he became sales manager for Martin, a position he maintained until an accident suffered at Lowe's Motor Speedway in Charlotte forced him to decrease his workload.

On May 20, 2000, Merchant and most of his family attended the NASCAR All-Star race along with Lee Dunn, VT Industries Territory Sales Manager. When the race concluded Merchant and his family were in the middle of a pedestrian

bridge spanning a highway when the center of the bridge collapsed spilling them and hundreds of other race fans onto the roadway. According to Lee Dunn, "I recall leaving the track with emergency vehicles of all types rushing to the scene and the car radio giving some details of the collapse. On Monday morning I received a call from a friend at Martin advising that Jim and his family were on the bridge and among the most seriously injured."

Merchant and his wife, Melissa, both face challenges daily as a result of this accident, but both remain in good spirits due to their strong religious beliefs and a spectacular attitude.

Merchant has been active in the Professional Construction Estimators Association throughout his career and has attended the DHI Conference and Exposition for many years.

When asked about his relationship with VT Architectural Door Division, Jim replied, "A great company to work with! VT has outstanding company leaders who are also leaders in the industry. All of the people I deal with at VT are great and show genuine concern. They are down-to-earth people and everybody is willing to work with you. I'll miss this relationship."

Jim and Melissa have three children. Son Shelby is a Nashville songwriter and performer ([www.shelbymerchant.com](http://www.shelbymerchant.com)), and Christin and Logan are students. Jim's hobbies include woodworking, golfing, fishing, hunting and NASCAR racing.

On a personal note, all of Jim's friends at VT wish him great comfort, good health, relaxation, and much beloved time with his family, hobbies and Christian faith in his retirement. ■■

## Outpatient Care Center

*continued from page 1*

Conversely, the facility also installed figured anigre flush wood veneer doors with a custom finish to compliment the other wood tones and help lessen the crispness of the modern décor. The anigre doors were installed in the main public lobbies on each floor and the high pressure decorative laminate doors were installed throughout the balance of the building.

Thompson Company, Inc., provided door distribution and installation services for the entire facility. "This has been a very high profile job in the marketplace north of Boston," company President and CEO Robert Taylor explained. "Having VT as our wood door supplier only enhanced the project; the high-quality doors were shipped in a very timely manner allowing the job to stay ahead of schedule very much to the satisfaction of the contractor on the job."

Thompson Company, Inc., of East Weymouth, Mass., has been serving the Boston market for more than 40 years and a distributor of VT Architectural Wood Doors for more than 10 years. A great deal of their success is due to the fact that they supply, furnish, and install the doors and hardware, a service which distinguishes them from the competition in the dynamic Boston market. ■■