

MARTIN DOOR NEWSLETTER



"World's Finest, Safest Doors" since 1936

July 24, 2020

Introducing Our New Athena Standard Model

Martin Door is now offering two models of aluminum Athena (glass) doors.

The first model, called the Athena **Supreme**, is the exact same Athena door for the same base price it has always been. The new model, called the Athena **Standard**, carries a much lower price than the Supreme and includes the following modifications:

1. Standard hardware rather than premium hardware.
2. 3" border rather than 6" border.
3. Clear or black anodized finish.
4. Tongue and groove joint, rather than finger protection joint.
5. Base door based on clear tempered glass rather than acrylic.

The Athena Standard can be upgraded to add back any of these desired features. It is the same quality of craftsmanship and materials construction as the Athena Supreme but is priced to be very competitive throughout the industry. For example, a 16 X 7 Athena Standard with clear glass is \$2,199 vs \$2,859 prior (before any dealer incentive discounts). The new Standard model will be available July 31, 2020

Please see the attached price list for a full breakdown of the new Athena Standard. Please also note that glass pricing on all doors has been adjusted to match our costs. Clear, smoked, and frosted glass prices have all decreased significantly. Acrylic and some other glass types have generally increased. We have also included updated parts and springs pricing lists. As previously announced many parts and spring prices have decreased.

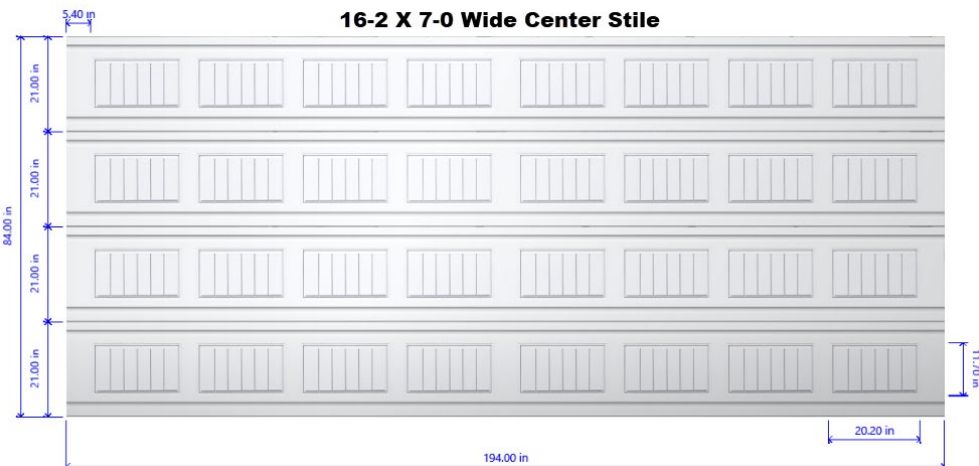
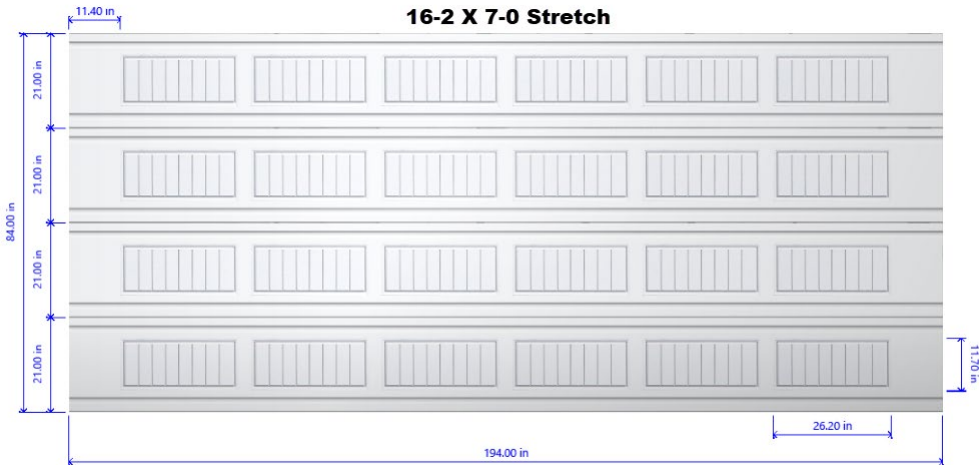
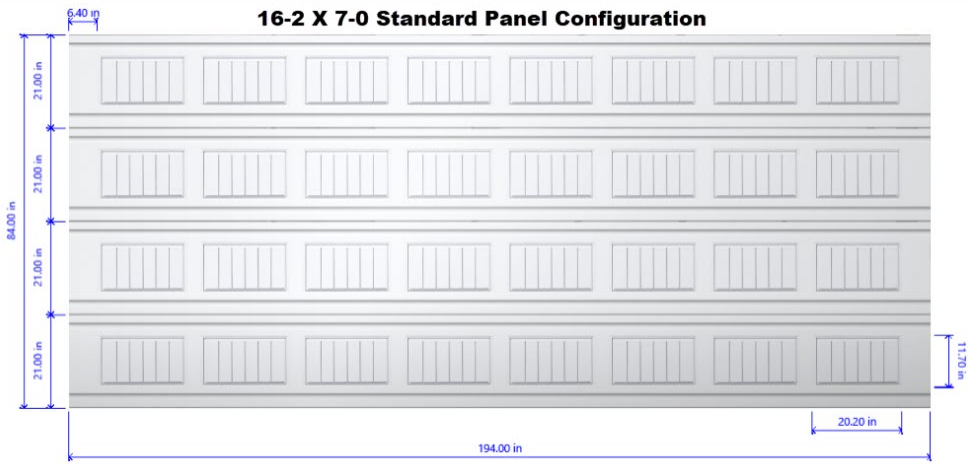
New Athena Standard

Athena Supreme



Custom Stamping:

When manufacturing pan doors, Martin uses three short stamps and three long stamps so that all doors are stamped symmetrically regardless of width. This is different from the general industry, where a manufacturer generally uses one short and one long stamp size for all doors. Our various stamp sizes enable us to offer custom stamping, such as a 10' door stamped like 9' door, or a 20' door stamped like an 18' door. The additional cost for a stretch door is \$9 per foot (height)



Standard Sizes and Cut Downs:

As you may be aware, Martin is now stocking doors in inventory for instant pick-up / delivery. This means that local Martin dealers can pick up a standard-sized door instantly and truck-route-dealers can order standard-sized doors on their ship date and get them on the truck the same day. Stock doors are white, short panel, non-insulated 8x7, 8x8, 9x7, 9x8, 16x7, 16x8, 18x7, 18x8. With or without windows. Also, white ribbed doors up to 16' are available with a 4-hour lead time. Because of our focus on standard sizes, we are now charging an additional cut-down fee of \$3 per foot (height) for any door outside these standard sizes.

Safe Joint to be discontinued on Cornerstone and Standard door models.

The Martin "Safe Joint" on Cornerstone and Standard door models will be discontinued over the next three months. The doors will continue to be offered with our improved Tongue and Groove joint. We will continue to offer "Safe Joint" replacement sections for one year.

MARTIN DOOR TREND IDEAS



Contact Us

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