



Hardware News

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Suited Hardware and its Value to You!

Von Morris has one of the widest product offerings in the market today. What does that do for you? Instead of offering many uncoordinated Knobs, Levers and Roses, Von Morris offers complete suites of hardware with Coordinating Knobs, Levers, Roses, Turn Pieces, Tilt Turn Trim, Multi Point Lock Trim, Bell Pushes, Suited Pocket Door Locks, Suited Olive Knuckle Hinges, and Handrail Brackets. In addition, Von Morris offers all of the ancillary pieces needed to complete a job in matching finishes. These pieces include Cremone Bolts, Screen Door Locks, Butt Hinges, Olive Knuckle Hinges and Paumelle Hinges and Bolts and Door Stops.

What is the value of this coordinated or Suited Hardware to the decorative door hardware dealer? By offering a full range of coordinated hardware, you are able to solve your customers' diverse hardware issues. Whether they be attractive trim for a Multipoint lock, trim for Tilt Turn windows, or Pocket Door Trim, Von Morris provides the solution. For example, once you have solved the issue of what trim to use for a tilt turn window, the remainder of the job will follow in that suite, maximizing your profit. It is highly unlikely that a customer will choose Von Morris suited trim for all of their Tilt Turn windows and then choose lower profit margin items from another manufacturer. Looked at from another point of view,

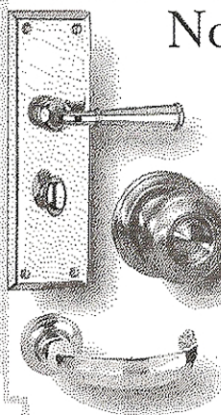
other manufacturers do not offer solutions for many of these specialty items. The result would be a job with a mishmash of finishes and styles---and potentially less profit for you.

While other manufacturers have focused on supplying cheaper versions of existing hardware designs, Von Morris has continued to forge ahead with new designs and new ideas. We have continued to upgrade our quality in both trims and mechanisms. Recent additions to the line include Suited Deadbolt trims for all suites, Tilt Turn trims for all suites, Multi-point trims for all suites that offer a Suited Turn Piece for Profile Cylinders and a Suited Adaptor Block for American Cylinders. Rather than be content to rest on our laurels in selling our existing Interior Mortise Lock, Pocket Door Lock and Screen Door Latch, Von Morris has gone ahead and completely revamped all three locks for better quality and added features.

No other manufacturer offers a more complete, horizontally integrated line of door hardware--period. That means greater profits to you and more satisfied customers for your architects, designers and you.

That keeps them coming back, project after project!

Non-Suited Hardware Promotion *Extended*



Von Morris is offering a rare opportunity for you to stock up on the basics of Non-Suited hardware trim.

This Spring Special is good through the end of the month of July and includes a mix of knobs, levers, and escutcheon plates.

Interior Mortise Lock - IML Passage	Net \$60.00
Interior Mortise Lock - IML Privacy	Net \$70.00
Tubular Lock - T/L Passage 2 3/8"BS	Net \$50.00
Tubular Lock - T/L Passage 2 3/4"BS	Net \$50.00
Tubular Lock - T/L Privacy 2 3/4"BS	Net \$55.00
Tubular Lock - T/L Privacy 2 3/8"BS	Net \$55.00
Single Dummy	Net \$18.00
Full Dummy	Net \$38.00

For more information please visit us online at vonmorris.com or call 800 646 6888

Von Morris' Door Closers

Von Morris is in the midst of a Spring/Summer Special on the screen door locksets and we hope that everyone is able to get their orders in while these blowout prices last.

As part of that sale, don't forget to include a Von Morris door closer with your order.

A couple of features of these door closers include their ability to be mounted to either the push side (parallel arm mount configuration) or the pull side (standard arm mount configuration, standard arm mount bracket required) of the door. Also standard on every door closer is a hold open feature that engages when the door is opened between 85 and 90 degrees, allowing the door to remain open when moving something or bringing in the groceries. A finished, removable cover conceals the adjustment screw which allows the closing force to be fine tuned for your particular requirements.

As a reminder, all door closers should be used in conjunction with ball bearing hinges and the door weight should be limited to 100 lbs, which makes it an ideal add-on with the screen door locks.

So this summer don't forget to consider the Von Morris door closer with other hot deals available to provide you with the best value for your dollar.

Product Development

AIA/CES CLASSES

WHY NOT AT YOUR LOCATION?

Von Morris sales representatives have been busy the past six months conducting AIA/CES accreditation course for Architectural firms across the country. Von Morris is one of a few hardware manufacturers that offer such a valuable course. The 45 minute power point entitled "Cylindrical and Mortise Locks" covers history, function, and application for both types of locks. Each architect attending the course receives one credit hour towards their continuing education requirement. I encourage all showroom partners to contact your local Von Morris representative or Phil Avila, our National Sales Manager, to arrange a session at your location. This will not only add value to your business, but it is an excellent way to distinguish yourself from your competition. This AIA/CES course parlayed with our new Professional Web Site confirms Von Morris's commitment to the Architectural and Design community, further enabling us to drive future specifications back to our showroom partners.