



FOR IMMEDIATE RELEASE

## **FIXATING ON FIXTURES: API Fixtures Fit the Bill**

**TAMPA, FL-** With all of the focus on bold branding measures and creative storefront design elements, it can be easy to overlook the more practical aspects of quality interior storefront design- the fixtures!

American Products, Inc. (API), the leading supplier of retail interior storefront systems and exterior storefront systems believes that fixtures can be the foundation of a successful retail storefront design. Strategic placement and optimal design for space and functional requirements go hand in hand when planning retail fitting rooms, cash wraps, partitions, handrails and mirrors as well as LED lighted showcases and custom displays.

“API offers our retail partners a huge selection of retail storefront fixtures that can be customized for their design needs and in step with the store’s space requirements or limitations” Says Kerri Beals, General Manager of American Products, Inc. (API). “We can work with our retail partners and architects to suggest the best materials to utilize that will coordinate with the overall storefront design and at the same time will allow buyers and employees to feel comfortable when moving about.”

In addition to providing retailers with fixtures that are functional, American Products, Inc. (API) believes that storefront fixtures can be fun. With the breakthrough in electrified privacy glass and other specialty glass or resin designs that American Products, Inc. (API) has available, retailers can create imaginative fitting rooms, cash wraps and displays. “Fixtures enhanced with one of API’s exciting glass or resin components and a colorful powder coat finish can provide a beautifully consistent branding look throughout the entire store and can really impress retail buyers.” Beals adds.

For more information on American Products, Inc. (API) storefront fixtures, fitting rooms, cash wraps, showcases, electrified privacy glass and innovative storefront systems, call (813) 925-0144 or visit [www.americanprod.com](http://www.americanprod.com).

### About American Products, Inc. (API):

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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, glass, trim, 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.

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