

## Go To Market Brief: APG Thin Framed Doors & Hardware Refresh



### PRODUCT STORY

The Beyond and Aspect Thin Framed Door solution balances the functionality required for today's workplace with the thin profile aesthetics needed to attract and retain talent. Frameless glass doors are preferred by the market from a visual and aesthetic standpoint. However, frameless glass doors do not offer the same level of performance or functionality as framed doors, specifically in the areas of acoustics or hardware optionality. The current Beyond framed door is considered to be "bulky" and "unattractive" by the market. Aspect does not currently offer a framed door solution, forcing Aspect customers to make design or performance concessions. The new thin framed door, offered on both Aspect and Beyond, meets the market need for a product that is both attractive and high-performance.

Additionally, along with the thin framed door, this launch includes a sizeable hardware enhancement that addresses major gaps in our current offering while also modernizing our hardware offering to meet the needs of today's workplace, including hardware that supports ADA design needs and electronic locking.

### MARKET TRENDS

- The continual need to optimize real estate utilization, without sacrificing aesthetics, is driving customers to seek out unique solutions to solve these needs.

- Solutions need to continue to maximize acoustical privacy to support focused work, prevent collaborative activities from disturbing adjacent workspaces, and the ability to facilitate private communications are accepted, if not mandated, requirements for end users.
- Trade partners believe that more robust, while also less complex, solutions for door applications will allow them to better compete in the market and provide value for customers
- Technology is driving change and must be supported in all applications

#### KEY MESSAGE

*Blue Customer:* We understand that you want an attractive solution that meets the design requirements of your “A” building space while also meeting your performance and acoustic needs. Our thin frame door features a modern, low-profile design alongside the performance and functional benefits of a framed door.

*Dealer:* The thin frame door & hardware refresh launch addresses many of your common pain-points, including standardizing many common specials and adding a framed

#### PRODUCT DIFFERENTIATORS

**Non-Permanent Architectural Space Division:** The Beyond and Aspect Thin Framed Door solution continues to support the architectural demountable wall portfolio where the specifier can easily create a range of space and room solutions scalable through a spectrum of material and feature options including glass storefronts, conference rooms, private offices, touchdown applications and collaborative spaces.

**Flexibility:** The Thin Framed Door solution is available for both Beyond and Aspect demountable products and has flexible hardware options unique to a thin framed door solution. Differentiating door hardware options include drop seals (hinged and sliding), mortise locks (swing), self-closing hinges (hinged) and closer options (hinged).

**Improved acoustics:** Standard vertical seals and optional bottom drop seals (hinged and full strike sliders)/top seals (sliders) provides additional acoustic protection.

**Standard Security Technology:** The Beyond and Aspect Thin Framed Door solution offers a standard electronic flush bolt lock that integrates with card readers for both swing and sliding door solutions.

#### STATEMENT OF LINE

##### Aspect & Beyond

- Thin Frame Sliding Door (Single or Double)
- Thin Frame Pivot Door (Single or Double)
- Thin Frame Hinge Door (Single or Double)

## Hardware Enhancements

- 49" & 60" Accessibility Ladder Pull (Locking or Passage)
- Mortise Lever (Straight or Return Handle Style)
- Electronic Locking (Hinge & Sliding Door Only)
- Self-Closing Hinges with Optional Hold-Open Feature
- Roller Latch

## CONTACT

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