



Southeastern Aluminum Products, Inc.

THE SEALPRO INSTALLER

50th Anniversary

Since 1952, Southeastern Aluminum Products, Inc. has been manufacturing quality products for the residential and commercial building industries. Over the last fifty years, Southeastern has undergone many changes. Originally manufacturing aluminum window screens for wood window frames, Southeastern now manufactures five distinctly separate bath enclosure product lines as well as their own line of aluminum mirror closet doors and the Cox line of steel framed mirror doors.

Southeastern Aluminum was founded by Charlie K. Parks and Al Summers in Jacksonville, Florida. William K. Jackson and John R. Wright, Sr. have been the owner/operators since 1985. Both men come from corporate backgrounds with Fortune 500 companies and they have combined their respective experiences in industrial production and sales to more than quadruple sales in just over 10 years. They have dedicated themselves to manufacturing quality products, constantly expanding and upgrading all of the product lines and increasing both their staff and facilities to serve a larger market area.

In 1995, Southeastern opened a second facility in Indianapolis, Indiana, which has 15,000 square feet and a staff capable of handling sales, work-in-progress and custom orders for the Midwest. And in 1996, the company purchased the 50,000 square foot building next door to the 60,000 square foot Jacksonville facility and it houses the customer service department, the traffic and shipping departments as well as CrystalLine and Signature production.

A sales department that, in 1985, consisted of a sales manager and two outside sales representatives has grown to a sales staff that includes two regional sales managers, five field representatives, an inside sales associate and five independent rep firms. Overall, the number of employees has grown from 35 in 1985 to over 125 in 2001.

In addition to a growth in staff, the company has seen an expansion in its shipping abilities. In 1985 Southeastern had two trailers and one tractor making deliveries to Florida, Georgia, North Carolina and South Carolina. Today, there are six trailers, three tractors and a straight truck servicing Alabama, the District of Columbia, Florida, Georgia, Illinois, Indiana, Kentucky, Maryland, Missouri, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, Virginia, and Wisconsin. Southeastern Aluminum Products ships anywhere in the U.S. as well as Canada, Central America, South America, the Caribbean and the Middle East.



Since 1952, Southeastern Aluminum Products, Inc. has been manufacturing quality products for the residential and commercial building industries.

Left: 6701 Suemac Place, Jacksonville, FL 32254 - Original 60,000 square foot manufacturing facility.

Product Focus

Southeastern Aluminum Products, Inc. Presents CrystalSoft® 2002

Southeastern Aluminum Products, Inc. is pleased to introduce our new software program for custom unit configuration. CrystalSoft® 2002 is a windows based program that will configure all of Southeastern Aluminum's products. Presently in beta testing, CrystalSoft® 2002 will be ready for release in March 2002.

We will be showcasing CrystalSoft® 2002 at the NGA show, come by and have a look. CrystalSoft® 2002 is still under development and additional enhancements will be added periodically. We welcome all suggestions from our customers regarding what you would like to see included in the software to make your Southeastern Aluminum shower door easier to configure, price and sell.

CrystalSoft® 2002, with it's point and click functionality, is extremely easy to use. Just click on a picture of the configuration you would like and you are ready to go. The software will configure your product, calculate your glass sizes and print out a cutsheet. Some additional features include the ability to put in your own multiplier and get your cost, and to price the product and print a quote for your customer. If you prefer to purchase KD, CrystalSoft® 2002 allows you to put in your own glass prices to get your cost for the unit. It will provide you with glass layouts for placement of holes and includes options for Notched Panels, Butt Glazed units and Steam units.

We are tremendously proud of our new software and our goal is to make it consistently better and more functional for our customers. Contact customer service to purchase your copy today!

Technology Department

The Technology Department made a great new addition to their staff late last year. Mr. Ronnie Birt has joined the Southeastern Aluminum team and we would like to welcome him.

Ronnie comes to Southeastern with a background in network technology. He holds certifications in A+ and Network+ and is working towards a degree in Network Analyzing.

Marketing Tools

In 2002, Southeastern Aluminum Products unveiled their website on the World Wide Web. Since that time, many changes have been made and features have been added.

Many of our customers have responded to our requests for feedback with great ideas that have helped us to expand and revise the website. In 2002, we would like to continue to make changes and additions that will benefit our customers and help them to utilize our website more often, not only as a marketing tool but for ordering product and for gaining knowledge about our products.

One of the most common responses to the website was that it was very slow to load. We have made adjustments to the pictures that are featured on almost every page and we hope you find that the site is faster and easier to traverse.

We appreciate all of the feedback that we have received and hope that more and more of our customers become comfortable with the website and all that it offers. Please continue to send us your comments, questions and suggestions.

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NGA Show 2002 - Houston, Texas

Southeastern Aluminum can be found at the NGA Show in Houston, Texas in **BOOTH #1415**. The show is being held at the George R. Brown Convention Center on March 20-22, 2002.

In addition to our already extensive product line, Southeastern will be showcasing our new and innovative Signature Pivot Door in 3/8" heavy glass. With it's self-centering feature and no need for notches in the glass, this product promises to make heavy glass more profitable for every dealer. Be sure to stop by booth #1415 and see this exciting new addition.

A limited number of free passes are available, please contact your customer service representative for additional information.

We look forward to seeing all of you in Houston.

PRODUCT NEWS

Three New Brushed Nickel Extrusions

Three new extrusions have been added to our CrystalLine Hinge System in brushed nickel. You can now order the SEJ 110 H-post, SEJ 128 Adjustable Post and SEJ 129 Adjustable Receiver. The addition of the 128/129 will allow our customers to construct level applications with varying return angles.

We have also added and changed the lengths of extrusions that were already available in brushed nickel. The SEJ 101 Hinge Jamb, SEJ 105 Strike Jamb and SEJ 109 Hinge Stile (frameless) are now available in both 84" and 138" lengths. The following extrusions have been changed to 140" lengths to allow for over-height units: SEJ 111 Snap Post, SEJ 112 90° Buttress Post, SEJ 113 Wall Jamb, SEJ 116 Buttress Threshold, SEJ 119 Header/Threshold, SEJ 122 Steam Insert and SEJ 123 135° Buttress Post.

Ripped Jamb for OCSS Stalls

Sterling, a major manufacturer of molded shower and tub stalls, makes a couple of models that may leave a shower door dealer unsure about how to fit a door in the opening. The stalls are part numbers OC-SS-48 and OC-SS-60. They are shower stalls that feature walls that slope into the bath enclosure area along the bottom quarter of the opening. This makes it impossible to use a typical shower by-pass wall jamb since the walls are not plumb.

Southeastern Aluminum has an easy solution to allow installation of any of our by-pass bath enclosure models into these peculiar openings. This is accomplished using tapered filler jamps and wall jamps that we can fabricate to exactly fit this stall. The Signature and Parklane by-pass requires the new SEJ 56 jamb filler behind the wall jamps. The Crystalline by-pass requires the new SEJ 87 jamb filler behind each wall jamb. The Classic series by-pass does not require additional jamb fillers. Instead, the deep pocket of the usual wall jamb is tapered and installed in reverse of normal procedure, with the shallow pocket out toward the door panels.

We recommend not using the jamb bumpers to allow for deeper panel penetration into the wall jamps (this is already detailed in the Classic by-pass door installation instructions). Parts can also be ordered for those who desire to fabricate their own.

Signature By-pass Guideline Chart

The Signature By-pass is available in a wide range of stock sizes. It is also possible to order custom sized units to fit almost any opening size.

A chart is now available to help you determine the limitations of those opening sizes. Please contact your customer service representative for a copy of this chart or you can access it on our website in the "What's New" section.

Operable Transom for CrystalLine Framed and Frameless Hinge

We are now offering a CrystalLine shower door in combination with an operable transom. The transom can be combined with either a CrystalLine frameless or framed door. In either case the transom is frameless.

The operable, hopper-type transom is essentially a smaller version of a CrystalLine frameless door mounted with a horizontal hinge. A double keeper harness consisting of 80 lb. test nylon line restrains the door from opening more than about 15-20 degrees and the transom is held closed by a magnetic

Did You Know?

New Brochures

Due to our ever-changing product line, we have updated our accordion brochure to include Signature 3/8" By-pass, metal color and glass options as well as several new unit photographs.

We have also added a new four-page mirror door brochure with full color photographs of all of our mirror door Series' and a new CrystalLine Hinge Stand-alone Door brochure.

These new brochures are now in circulation. Contact your Customer Service Rep. if you are in need of new literature.

SEJ 56 Filler Jamb

The SEJ 56 tapered Filler Jamb that is available for the Parklane By-pass can also be adapted to correct out-of-plumb wall or out-of-level sill conditions with the Signature By-pass.

The filler jamb is available as a stock length or in a 68 9/16" length with a 5/8" taper. The Signature wall jamb meshes nicely with the filler jamb but the sill track is slightly wider and will need a good bead of silicone to work properly.



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A Newsletter For The Valued Customers Of
Southeastern Aluminum Products, Inc.
P.O. Box 6427
Jacksonville, Florida 32236

Check us out on the World Wide Web...

www.southeasternaluminum.com

*Quality Products You Expect...
Personal Service You Deserve*

TECHNICAL TIP

PREVENTING SQUEAKY DOORS

Every door, shower door or otherwise, will occasionally need lubrication. But if you have a Sealpro hinge door that is a chronic squeaker, it may be due to a factor that you have never considered. While it is not news that most shower door installations have walls that are out of plumb, more recently the typical installation has to accommodate walls that are bowed as well; therein lays the problem.

Let us assume that we are hinging a door on a bowed wall. As an installer you have already forced the wall jamb to conform to the wall, just by fastening it. You may not even be aware of the bowed wall condition unless you have used a 6-foot level. When it is time to hang the door, you open the hinge to 90° and force the hinge jamb onto the wall jamb. If you are working alone, you force it as deep as possible to preclude the door from falling until such time as it can be secured. The hinge jamb is most likely bowed at this point in the installation, and if it is not corrected it can cause the door to squeak in the near future.

Instead of immediately attaching the hinge jamb to the wall jamb with all four screws, install only the top and bottom screws. Cycle the door open and closed several times. This allows the hinge jamb to straighten between the top and bottom screws prior to securing the middle with the two remaining fasteners.

This helpful hint should make your door installations more professional, and help you diagnose chronic squeaking. But remember, a shower door is not unlike any other door in the house in that it will need occasional lubrication.