



DOOR PRESS

A MARKETING/COMMUNICATIONS PUBLICATION

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SIDELIGHTS



By Trisha Clausen-Schmitt
Vice President of Corporate Marketing

After months of planning and preparation, VT Industries is now moving forward with initiatives and campaigns for the New Year. Since it is 2010, I am going to discuss 10 areas of significance for VT Industries over the coming year.

1- INCREASED PRODUCTION AND THE MOVE OF THE STILE AND RAIL PRODUCTION TO NEW ALBANY, IN FACILITY

With the move of the stile and rail production to our production facility in New Albany, Indiana, underway, VT Industries also prepares to increase production at the Holstein, Iowa production facility. VT will keep you abreast of the progress.

2- 2010 PRINT MEDIA CAMPAIGN

With the addition of two new print ads, VT is continuing the present series of ads that feature a high-impact graphics with customized doors as the central focal point. The two new ads will feature intricate and custom door and panel products from VT Industries and will express an aesthetic appeal similar to previous ads in the series.

3- SOCIAL MEDIA

Toward the end of 2009, VT Industries launched our "Fan Page" on Facebook. The fan page is a great tool that VT will continue to use in 2010 to promote our products, share information, and network with people who represent a wide variety of demographics. In addition to Facebook, VT will also be exploring other social media opportunities as well as blogging on industry related blogs to spread the word about the features and benefits of VT Architectural Wood Doors.

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G&G Door Products, Inc. Facilitate Green Building on University of California Irvine's Campus



University of California Irvine's Humanities Gateway Building.

In the fall of 2007, the University of California Irvine broke ground on the 70,000 sq.ft. Humanities Gateway building, with the ultimate goal of creating a space that would conceptualize the ideals of humanistic inquiry. Former dean Karen Lawrence explains, "Within the university setting, the humanities are custodians to the world's cultural histories and inventors of new ideas, self exploration and critique. We are so pleased that the winning design of our new building, both in its design and function, will personify these goals." Selected from a pool of 27 world-renowned architects, Fentress Bradburn Architects and Hensel Phelps Construction Company were selected to bring the project to fruition.

ABOUT THE HUMANITIES GATEWAY BUILDING

Designed to be the fifth building in the Humanities Plaza, the unique space features undulating walls of glass and stone, curved interior hallways punctuated with a corridors of light, and the loft-like interior with exposed duct-work and lighting components. The building was also built using green practices and

products, achieving LEED Gold certification awarded by the United States Green Building Council. The Humanities Gateway building incorporates a 110-seat auditorium, a film screening room in addition to up-to-the-minute classroom technology, and provides much-needed office space for the professors. Outdoor spaces were designed to accommodate a host of gatherings from intimate to grand in scale.

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Curved hallways exemplify the creative thinking and exploration of new ideas that are at the core of the Humanities curriculum.

GREEN SCENE

LEED Submittal Documentation MR Credit 4 – Recycled Materials and MR Credit 7 – Certified Wood Materials



By: Eric Q Hanson
LEED AP
Marketing Coordinator /
Environmental Specialist

In the last newsletter the topic was submittal requirements of Indoor Air Quality (EQ) credits for LEED New Construction. This article will focus on another point category, Materials & Resources (MR), and the material data submittal sheets and compliance criteria needed for LEED projects. As with EQ information requests, VT takes great pride in providing this documentation quickly, accurately and completely, providing our distributors with project specific letters for all quotes and orders for LEED projects.

VT Industries Architectural Wood Doors assist with multiple Material & Resource credits. Two regularly specified LEED credits are MR credit 4 Recycled Content and MR credit 7 Certified Wood. Both requirements can be met by a variety of door types.

MR CREDIT 4 – RECYCLED CONTENT

The Recycled Content credit requires the post-consumer or pre-consumer (post-industrial) value of a product for their calculations. LEED MR credit 4 states: *The recycled content value of a material assembly is determined by weight. The recycled fraction of the assembly is then multiplied by the cost of the assembly to determine the recycled content value.*

VT provides the compliant percentage in our documentation based on the above requirements. All VT door types with 5-ply construction are able to assist with the MR 4 credit, as the high-density fiberboard (HDF) crossbanding is composed of pre-consumer material. Below is an example statement from a compliance letter for standard particleboard core doors.

VT Door Type 5502 – Particleboard Core Door
MR 4 – Recycled Content – These doors are constructed with 90% pre-consumer recycled materials by weight.

Some submittal forms may require the weight of each component, or both the weight and percentage claim. This information is repetitive and only complicates

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G&G Door Products, Inc. Facilitate Green Building continued from page 1

Having worked with General Contractor Hensel Phelps on several previous occasions including other University of California Irvine projects, G & G Door Products, Inc. of Buena Park, California provided the total openings package for this unique building. In addition to providing doors, frames, hardware and installation for the Humanities Gateway building, the professionals at G&G Door Products, Inc. teamed up with VT Industries' Territory Sales Manager Mark Ferraro to provide consultation on the various options available from VT to assist in achieving LEED credits.



G&G Door Products, Inc. provided installation, frames, hardware and distribution for nearly 300 plain-sliced white maple doors.



The Humanities Gateway building has a loft like feel with exposed ductwork and industrial finishes.

Once the details were finalized, VT Industries produced nearly 300 flush wood veneer doors for the project. These doors were manufactured with no added urea-formaldehyde particleboard cores, and Forest Stewardship Council (FSC) certified plain-sliced white maple veneers with a clear finish. The doors were installed by the professionals at G & G throughout the facility in classrooms, laboratory, and office applications. ■■

ABOUT G & G DOOR PRODUCTS, INC.

Founded by Bernie Gable in 1995, G & G Door Products, Inc. is a dynamic company providing the complete architectural door assembly; supplying frames, architectural doors, finish hardware products and installation. A long-standing member of VT's Core Distributor program, G & G Door Products, Inc. has built their rock solid reputation on their ability to provide not only the finest opening products and solutions but a staff of professionals who are recognized for their industry expertise and attention to detail.

LEED Submittal Documentation continued from page 1

the submittal process. VT calculates the percentages based on the weight of each component, so further breakdowns or calculations are not needed. In such a case, list the compliant percentage and reference your VT supplied letter as your source.

MR CREDIT 7 – CERTIFIED WOOD

The Certified Wood credit requires Forest Stewardship Council (FSC) and new wood materials (defined as wood that is not recycled, reclaimed, or refurbished) percentages for their calculations based on cost, volume, or weight. The credits requires the projects to; *Use a minimum of 50% (based on cost) of wood-based materials and products that are certified in accordance with the Forest Stewardship Council's principles and criteria, for wood building components.*

To determine the percentage of FSC certified wood, MR 7 calculations require the project to take the FSC certified wood value (\$) divided by the total new wood material value (\$). VT provides these percentages based on weight as standard, but is available based on cost by request. This is beneficial when the veneer faces are the only FSC certified components and varies by veneer species and door type.

5502 – FSC Certified Particleboard Core Doors
MR 7 – Certified Wood – These doors have an FSC claim of 'FSC Mixed 70%' and constructed with 80% new wood materials by weight. VT's Chain of Custody Certificate #: SW-COC-000736.

FSC certified stave lumber and particleboard cores are available. FSC certified veneers are also available for most veneer species. Below is an example statement from a compliance letter for FSC certified particleboard core doors.

When entered into the Certified Wood calculation, 87.5% of the new wood is FSC when using the above example. FSC certified wood value (70% X Cost of the Door) / New Wood Material Value (80% X Cost of the Door) = 87.5%. *Note that 80% of the door construction is new wood, as 20% is pre-consumer recycled crossband material and excluded from the new wood material value per the above definition.*

Some documents may not request the new wood percentage, but this information is necessary to properly calculate credit assistance. This is another reason to reference your VT compliance letter for any questions.

USE VT AS YOUR RESOURCE

A key to making your submittal process as swift as possible is to become familiar with what are the exact LEED credits and requirements for architectural wood doors submissions. VT's LEED Opportunities Matrix brochure is a great way to learn what credits are available. VT also maintains two LEED Accredited Professionals, and very knowledgeable technical and customer service departments to assist with any questions or submittal documentation requests you may have. Contact your expert VT Customer Service Representative today with any LEED documentation requirements you may have. ■■

THE FOLLOWING TABLE SHOWS LEED CREDIT ASSISTANCE BY VT DOOR TYPE.

VT Door Type	Pre-Consumer Recycled Material	FSC % Claim by Weight	New Wood % by Weight
Standard Particleboard Core	90%		10%
FSC Particleboard / Stave Core	20%	70%	80%
Agrifiber Core	90%		10%
Agrifiber Core with FSC Veneer	90%	3% / 62%*	10% / 72%*
Mineral Core Door	20%		10%
Mineral Core Door (5P11) With FSC Veneer	20%	3% / 25%*	10% / 27%*
SCL Core Door	20%		80%

*Percentages based on cost. Percentages will vary based on component pricing at date of quote/invoice. Contact VT for exact percentages.

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4- TRADE SHOWS

As an industry leader, VT Industries will continue to attend industry trade shows on both a national and regional level. This year, VT will attend two national trade shows: the American Institute of Architects (AIA) show in June and the Door and Hardware Institute (DHI) conference and exhibition in September. VT's knowledgeable territory sales managers will also represent our company and products at regional tradeshow throughout the year.

5- BRAND GUIDELINES AND FTP SITE

VT's FTP site has been a great addition as a customer resource. In 2010, VT will continue to add files and expand the selection of marketing tools and images available to our distributor customers. If you have not registered for access to the FTP site, visit <http://www.vtftp.vtindustries.com> to register for access.

6- ADDITION OF FSC CHAIN OF CUSTODY (COC) CERTIFICATE INFO TO CORE DISTRIBUTOR WEB SITE

Work has already begun on the addition of distributor Forest Stewardship Council (FSC) chain of custody (COC) Certificate numbers to the Core Distributor Web site. This is a great resource for architects and general contractors to find FSC COC Certified distributors. The Leadership in Energy and Environmental Design (LEED) program requires all non-installing distributors to be FSC COC Certified in order to provide MR-7 credit assistance in conjunction with any LEED registered project. VT Industries also is proud to offer a FSC COC training program to assist our distributors in the certification process. By participating in this training program, your company is eligible to receive a discounted rate. If you would like your company's FSC COC certificate information added to your Core Directory listing, please contact your Territory Sales Manager for more information.

7- CORE DISTRIBUTOR MICRO-SITES

A major initiative for 2010 is the re-emphasis on the Core Distributor Program. One of the ways VT will promote our CORE Distributors is with the creation of individual micro-sites on VT's Web site that will highlight your company, as well as an abundance of other information that key decision makers will find useful. These micro sites serve as an alternative source of information about your company's commitment to quality and service and can include photos of jobs, video, links to your established Web site, and other valuable information.

8-NEW LITERATURE TO ACCOMPANY NEW AND EXISTING PRODUCTS

In an effort to promote the new and existing products, VT has designed several new pieces of literature. Now available to order on VT's online brochure request page are the new Powder Coat and FRL brochures and the Panel and Jambs flyers. Also, watch for an updated Product Offering brochure in mid-2010.

9- WORLD-CLASS PRODUCTS

One of two objectives we never waiver from, is our mission to provide world-class products. VT continues to focus on ways to improve quality, efficiency, and productivity, ensuring that our distributors are satisfied and invigorated by our process. As we continue to invest in our future, we know the importance of not just world-class products, but distributor satisfaction as well.

10- WORLD-CLASS CUSTOMER SERVICE

The second of the two objectives we never waiver from is our mission to also provide world-class customer service. At VT Industries, we will continue throughout 2010 to invest in our ability to provide prompt, knowledgeable, and professional customer service that you can rely on.■

VT Industries Names Tammy Durbin as General Manager at New Albany Facility

VT Industries has recently named Tammy Durbin to serve as general manager for the New Albany, Indiana architectural wood door production facility. Tammy brings a wealth of knowledge and experience to the position as she previously served as office/HR manager for VT Industries in New Albany. Prior to VT's acquisition of IDEAL Doors, she served as vice president/controller since 1993.



VT New Albany General Manger, Tammy Durbin.

Since assuming the role as general manager, Tammy has been working with the New Albany team to contribute the success of VT Industries. Her main points of focus are on improved safety, quality, productivity and lean manufacturing throughout the facility. She has also been busy with the transition of VT's Stile and Rail division to the New Albany facility.

VT Industries is excited about the future of the VT Ideal Door Division with the strong and experienced leadership that Tammy brings to the general manager position.■

Michael Layman Transitions Into VT Territory Sales Manager Position



VT Territory Sales Manager, Michael Layman.

VT Industries is pleased to announce that Michael Layman will be transitioning into the position of territory sales manager for the states of North Carolina, South Carolina, and Southern Virginia. This territory is currently serviced by Mr. Lee Dunn, who will be retiring in early summer.

Mr. Layman comes to VT Industries with more than 20 years experience in the construction industry. More recently, Michael was employed as a director of sales for a major architectural door manufacturer, so he has a solid understanding of the door industry and products.

We welcome Michael to his new role at VT Industries.■

Expansion Update at the New Albany Facility

With the enclosure completion date planned for the third week of March, the finishing touches are underway to make sure the expansion is finished on time. To date the roof has been installed along with wall panels on the east and west sides and 30,000 sq.ft. of concrete have been poured to extend the slab and finish the floor.

some important interior work like framing, duct work, gas lines, electric panels and light fixtures. Masons are also working on the face brick on the north side of the building.

With the walls up and the floor down, contractors have been able to get in and finish

In the following weeks the last of the interior work will be finished on the sprinkler lines, air compressor lines, and dust collector lines. Once electric service is switched over, the equipment from the Holstein facility will be installed.■



Interior wall framing at Finishing Room.



View from northwest corner.

Temperature Rise Rating and Flame Spread & Smoke Development Ratings Explained



By Tom Hoffert
Technical Development Manager

From time to time the Technical Services department at VT Industries receives questions about temperature rise ratings and flame spread & smoke development ratings and what they mean. Below are explanations and answers to some of the most frequently asked questions that we receive on these topics.

QUESTION: What is the temperature rise rating and what does it mean?

ANSWER: The Temperature Rise Rating indicates the maximum rise in temperature above the ambient temperature measured on the unexposed surface (non fire side) of the fire door during the first **30 minutes** of a fire test. There are three temperature rise ratings that can be achieved; 250° Fahrenheit, 450° Fahrenheit, and 650° Fahrenheit. The lower the temperature rise rating, the safer the door. A fire door that minimizes the transmission of heat from one side to the other would allow people to safely pass by the door if there was a fire on the other side.

QUESTION: Do VT Industries' fire doors achieve a 450° Fahrenheit temperature rise rating?

ANSWER: All of VT Industries' fire doors maintain a 250° Fahrenheit temperature rise rating, thus meeting the 450° and 650° Fahrenheit requirements as well. This information is displayed on the fire labels located on the hinge

style of every fire door. Please note: 20-minute fire doors do not have a temperature rise rating as they are only subjected to 20 minutes of a fire test.

QUESTION: What are the Flame Spread and Smoke Development Ratings of doors produced by VT Industries?

ANSWER: All building codes have flame spread and smoke development ratings for interior finish and trim. Interior finish is defined as wall and ceiling coverings, paneling, grill work, decorative materials, acoustical materials, baseboards, railings, and doors and window trim. Interior finish **does not** include doors, windows, cabinets, and wall coverings of less than 1/28" in thickness.

THERE ARE THREE FLAME SPREAD/SMOKE DEVELOPMENT RATING CLASSIFICATIONS:

- **Class I (or A) - 0-25 flame spread & 450 max smoke development**
- **Class II (or B) - 26-75 flame spread & 450 max smoke development**
- **Class III (or C) - 76-200 flame spread & 450 max smoke development**

If doors from VT Industries did require a flame spread/smoke development rating, all of the wood components, wood species, and laminate used in the door construction have flame spread ratings in the 100's, all less than 200. Additionally, they also have a smoke development rating in the 100's, much less than the maximum 450 rating. Thus achieving a Class III (or C) flame spread/smoke development rating. ■■



VT Industries Fire Door label

DOOR PRESS TRIVIA QUESTION

Congratulations to Douglas Strawn, Estimator at Architectural Sales in Evansville, Indiana – who knew that every Fiber Reinforced Laminate (FRL) Door VT manufactures is GREENGUARD Indoor Air Quality Certified® and Panolam's FRL laminate holds a Class A fire rating for flame spread and smoke development.

QUESTION: True or False? Fire-rated doors produced by VT Industries do not achieved a 450° Fahrenheit temperature rise rating.

ANSWER: this question based on this issue of Door Press for a chance to win a VT prize. View the newsletter on VT's website at www.vtindustries.com/news and submit the correct answer by filling in your contact information electronically by April 15, 2010. Limit one entry per person and one winning per year.

VT employees and sales representatives are excluded from this promotion.



As part of our commitment to enhance your Vtonline® experience through ongoing training and education, we invite you to participate in Vtonline by submitting your questions or comments to: prohlk@vtindustries.com.

Vtonline has numerous environmental options available to the user. Click on the following link below on Vtonline to see what VT has to offer. Should there be any questions, please reach out to your CSC rep for assistance.



ATTENTION VT USERS:
CLICK HERE FOR IMPORTANT INFORMATION REGARDING ENVIRONMENTAL OFFERINGS THAT VT PROVIDES WITH THEIR WOOD DOOR PRODUCTS