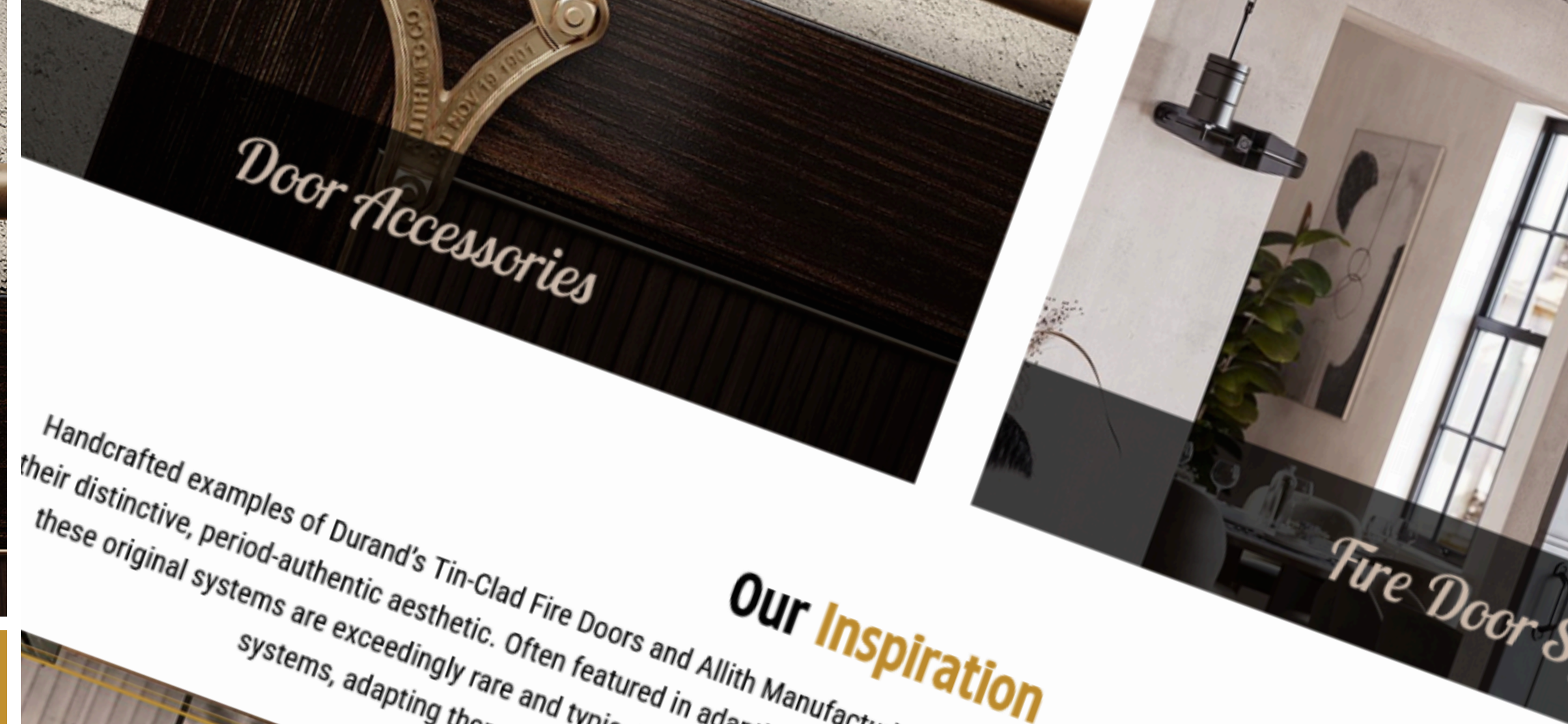




Industrial Brands

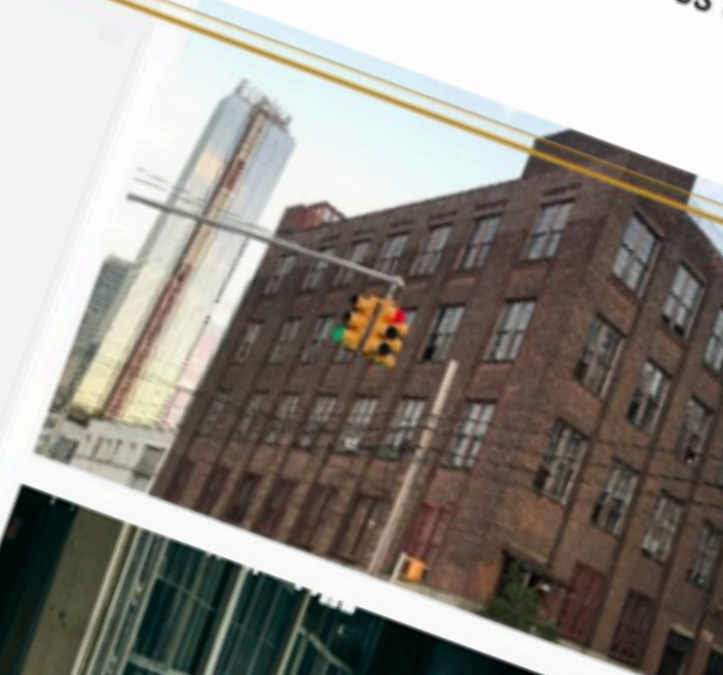
By k-ecommerce

Our Inspiration

Handcrafted examples of Durand's Tin-Clad Fire Doors and Allith Manufacturing Co. sliding door hardware from the early 20th century are their distinctive, period-authentic aesthetic. Often featured in adaptive reuse projects like breweries, restaurants, and other industrial-inspired spaces, these original systems are exceedingly rare and typically unsuitable for new construction. Industrial Brands has reimaged these timeless systems, adapting them to meet the needs of modern architecture while preserving their historic charm.



B&B Butchers & Restaurant
READ ALL ABOUT IT >>



The Metropolitan Building
READ ALL ABOUT IT >>

Discover Our Brands

Our heritage, our Art Deco-inspired hardware from Allith Manufacturing Co. the 20th, and reimaged for the 21st century. Over 120 years of proven design.

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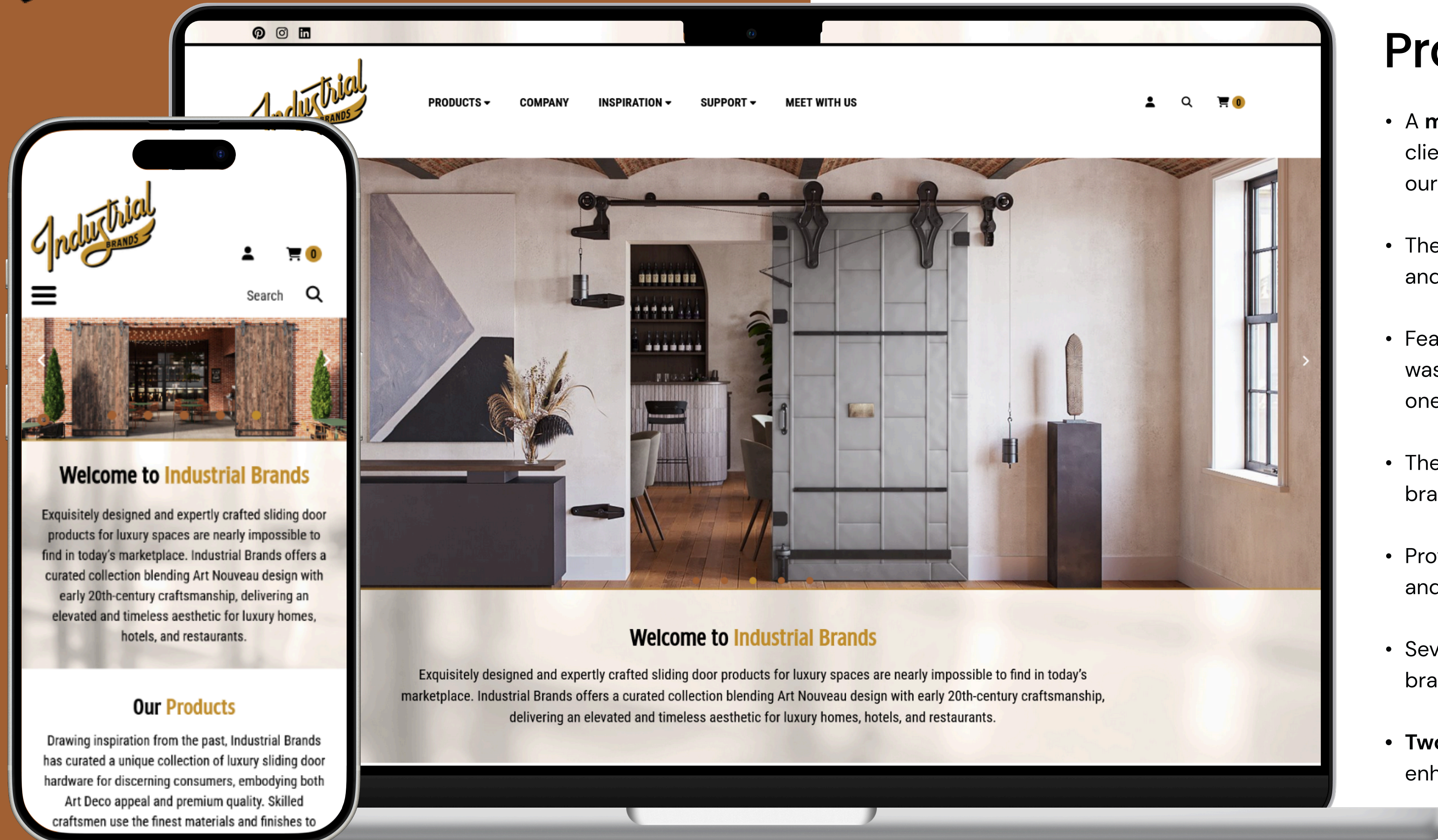


Industrial Brands

INDUSTRY	DESIGN PACKAGE	THEME SELECTED	WEBSITE LANGUAGE	YEAR
Manufacturing - B2B	Enhanced+	Theme 02 - Magna	English	2024

Project Key Points

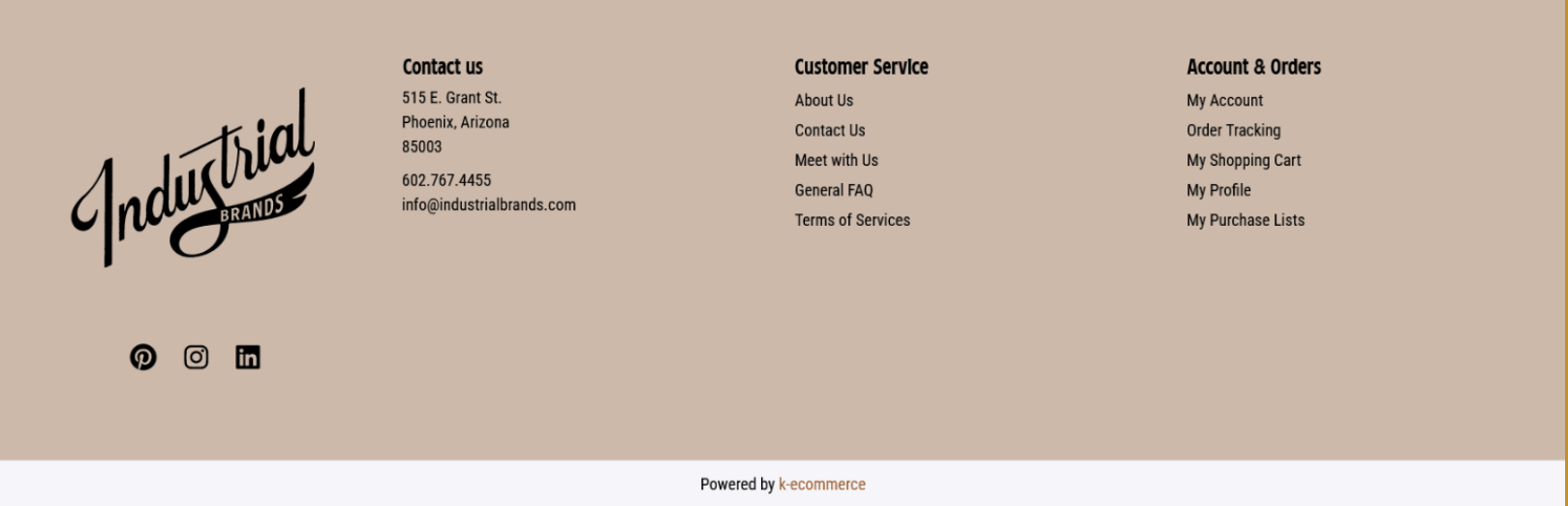
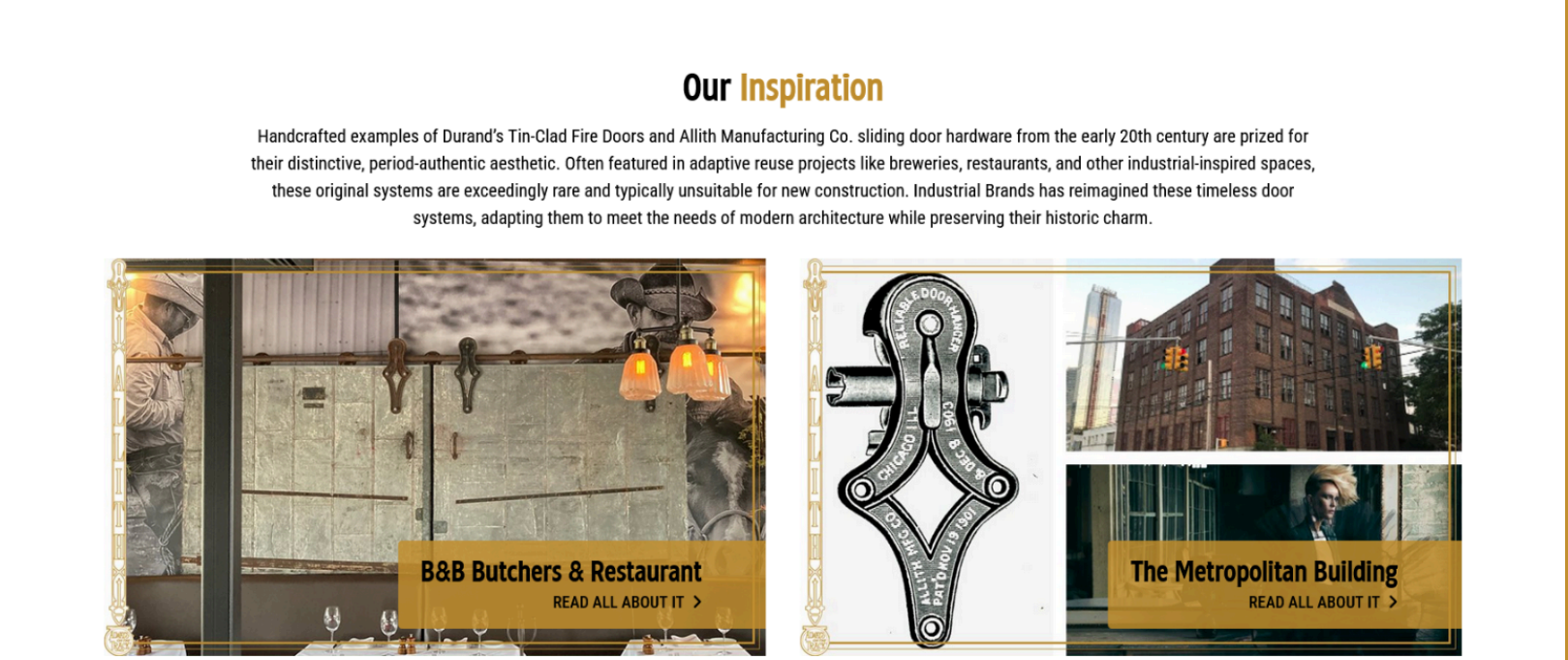
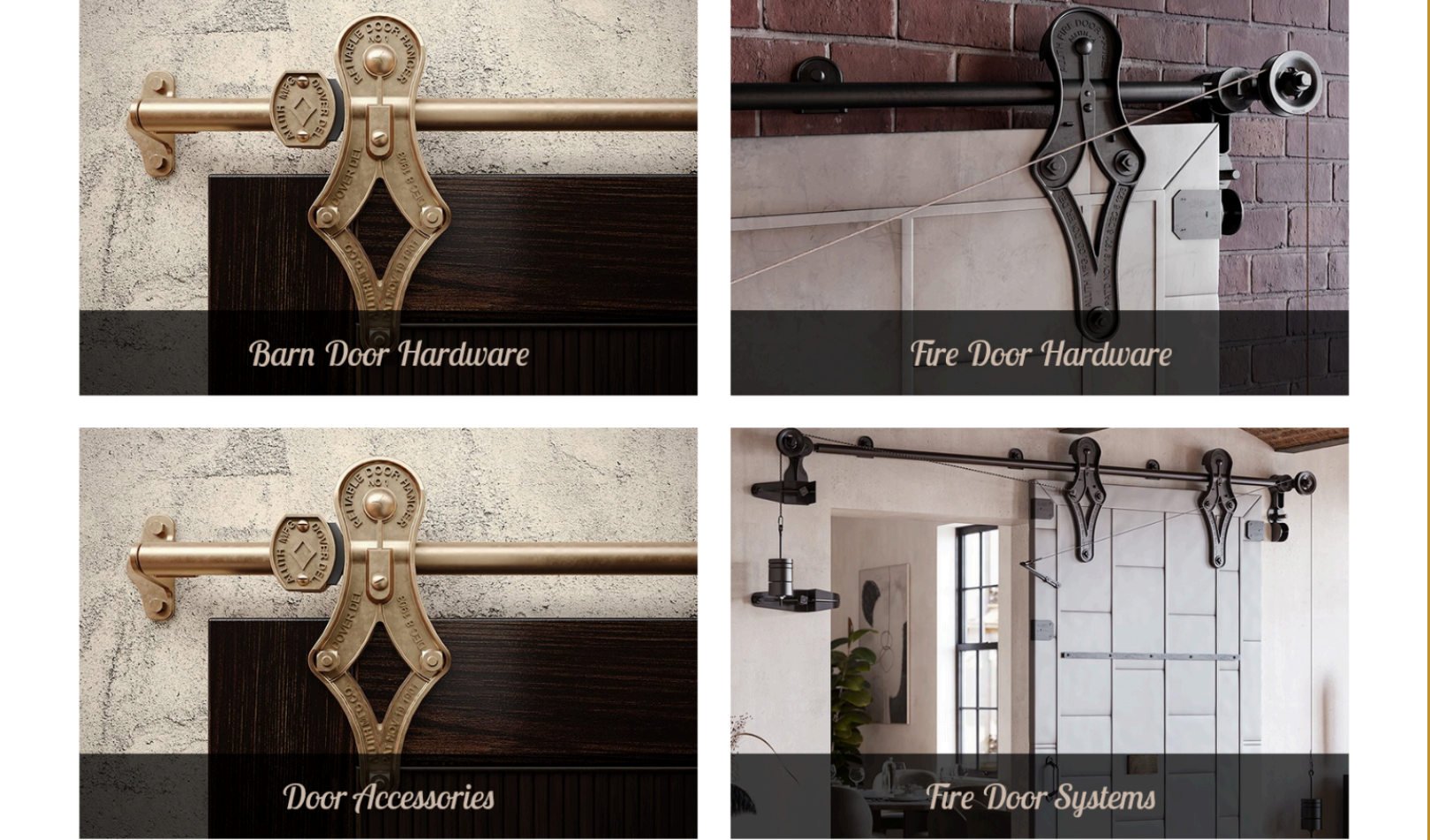
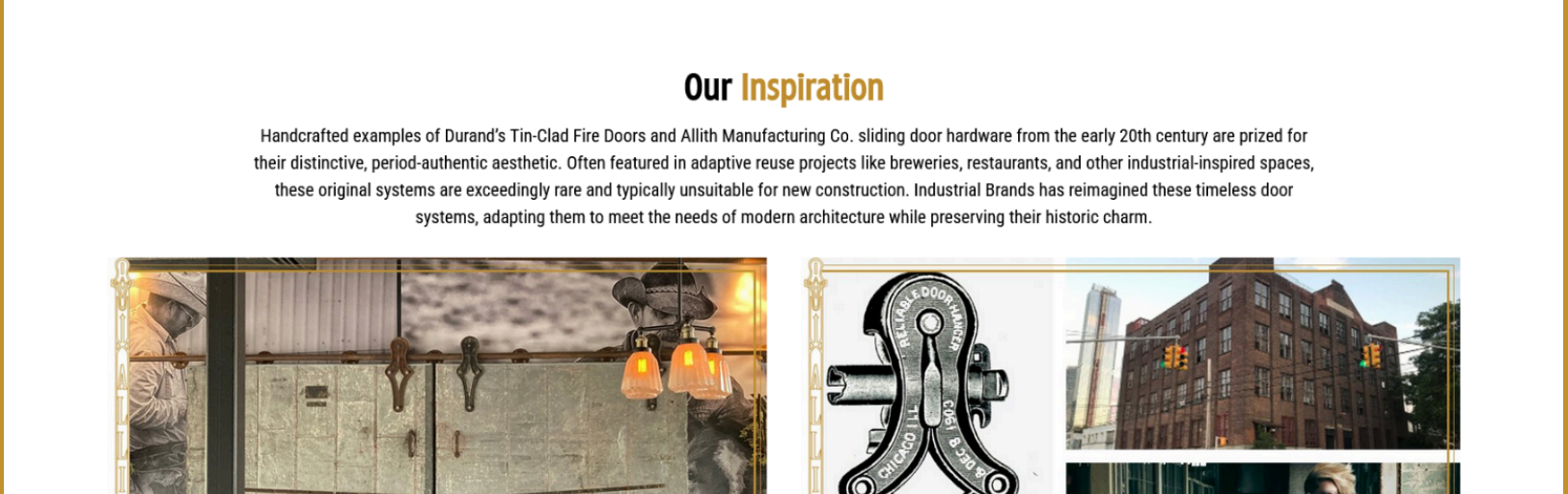
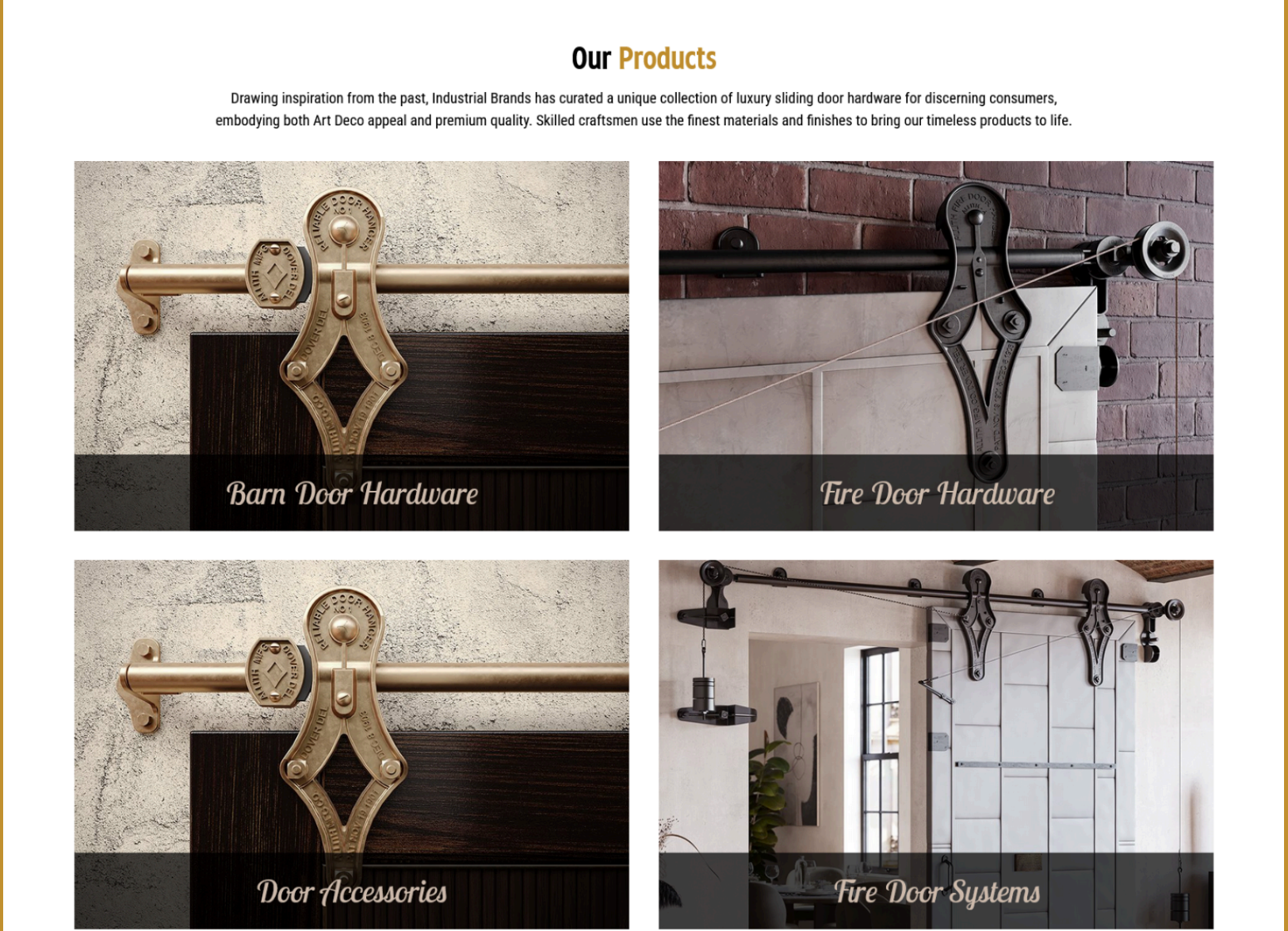
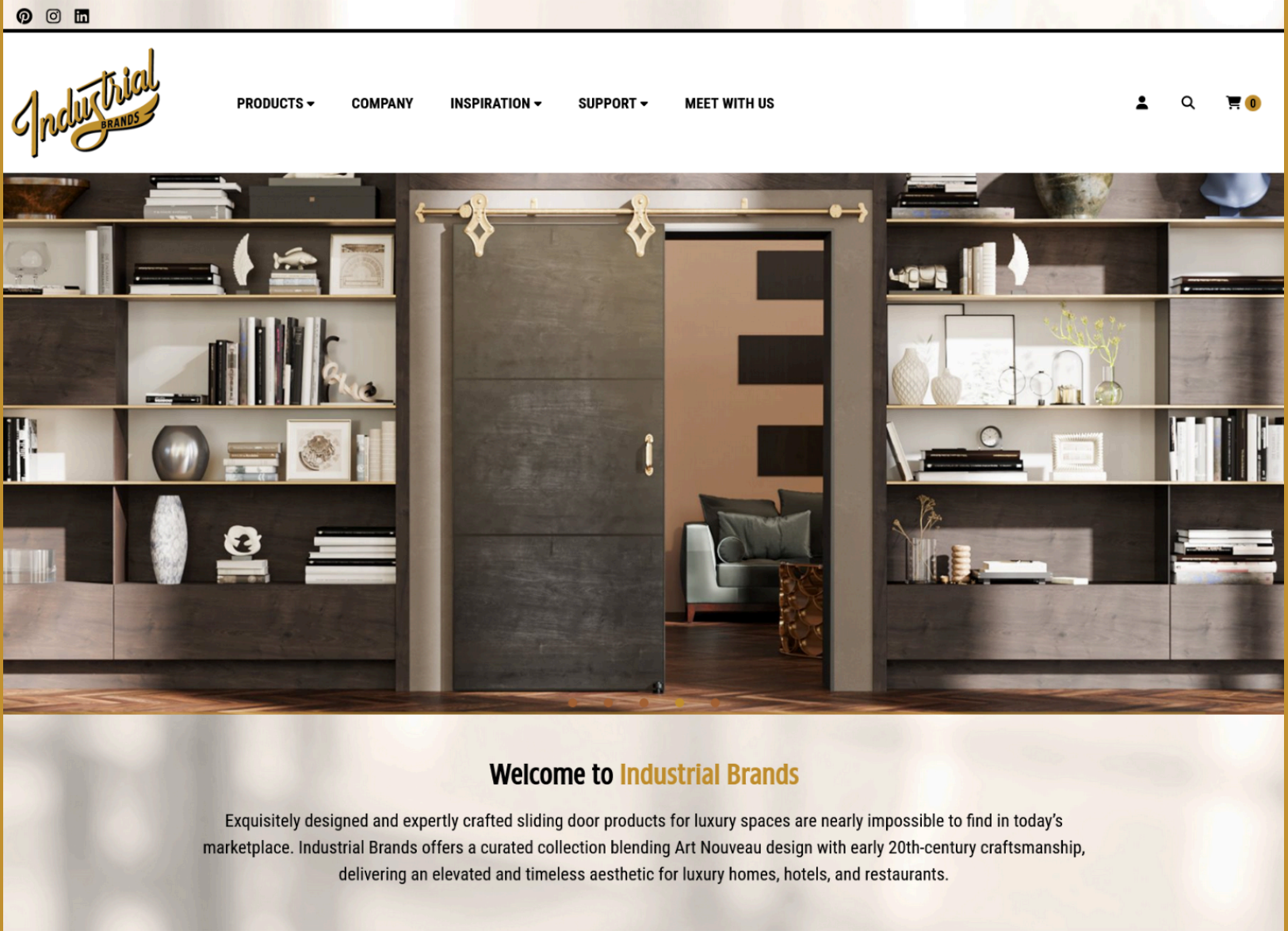
- A **mock-up** was provided of their concept, and the client encouraged us to use it as a reference to apply our **expertise for improvement**.
- The look and feel are based on the **branding guidelines** and **images** provided by the client.
- Featuring their **three main brands** on the homepage was crucial, as the goal was to consolidate them under one website.
- The category tree is organized around the three main brands.
- Providing **clear visual access** to **categories, projects,** and **brands** was a key priority for the homepage design.
- Several **static pages** were needed to showcase their brands, projects, and legal documentation.
- **Two pages** were created based on **PDF case studies** to enhance responsiveness and user engagement.

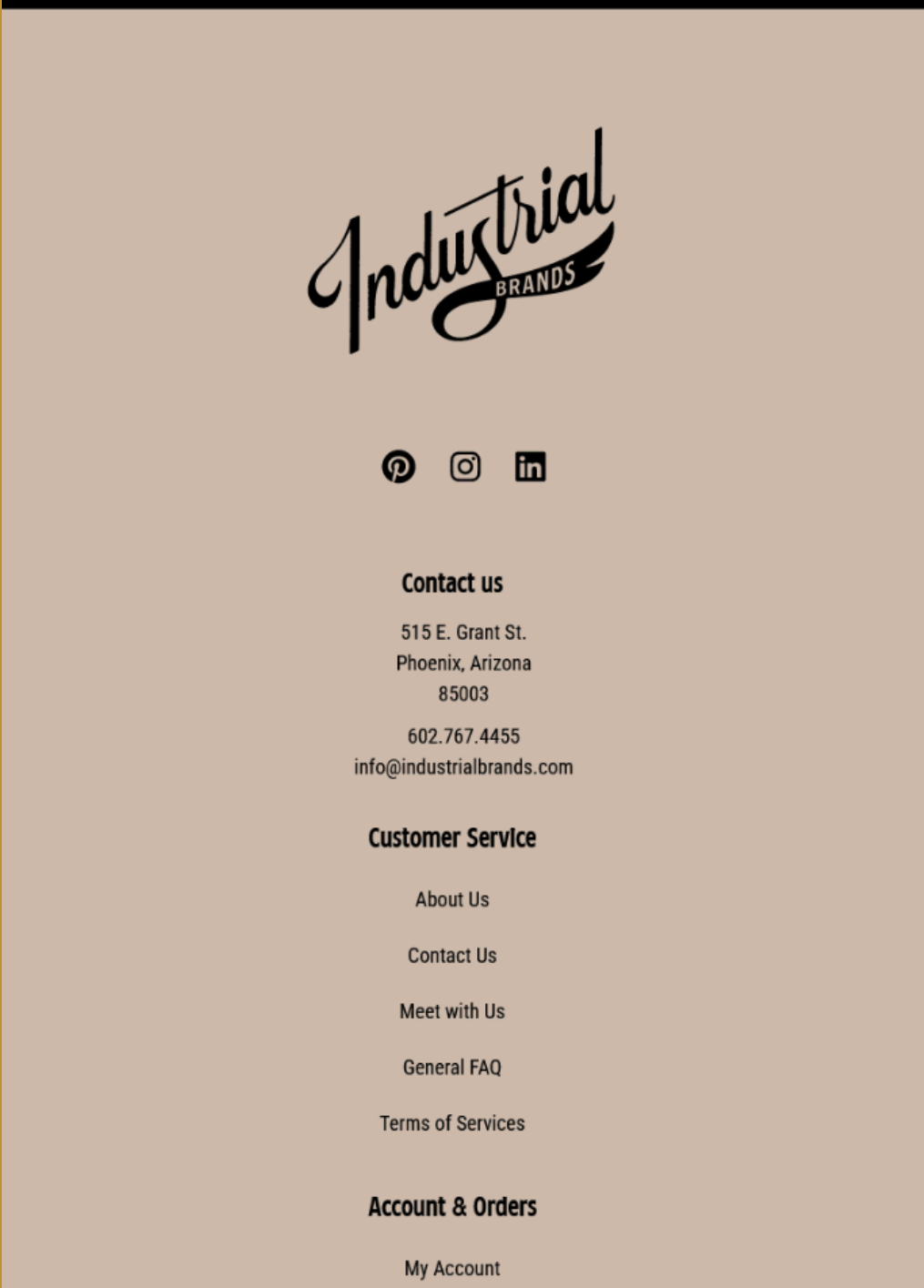
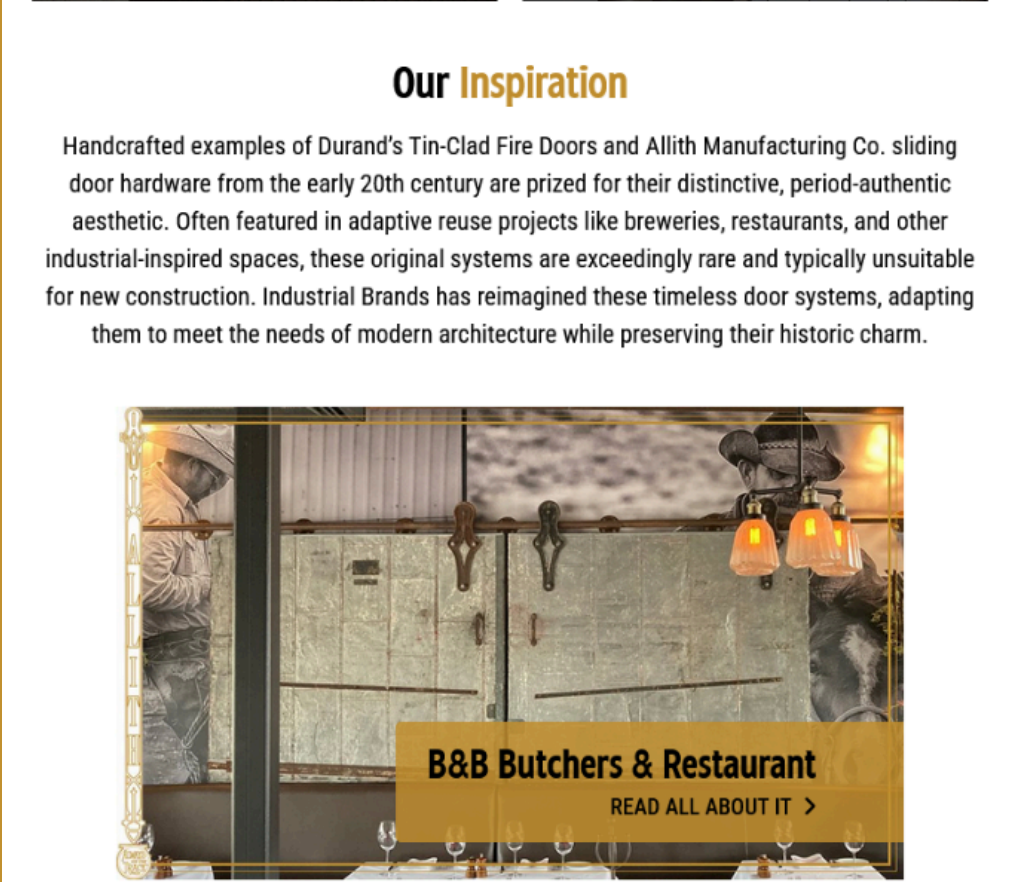
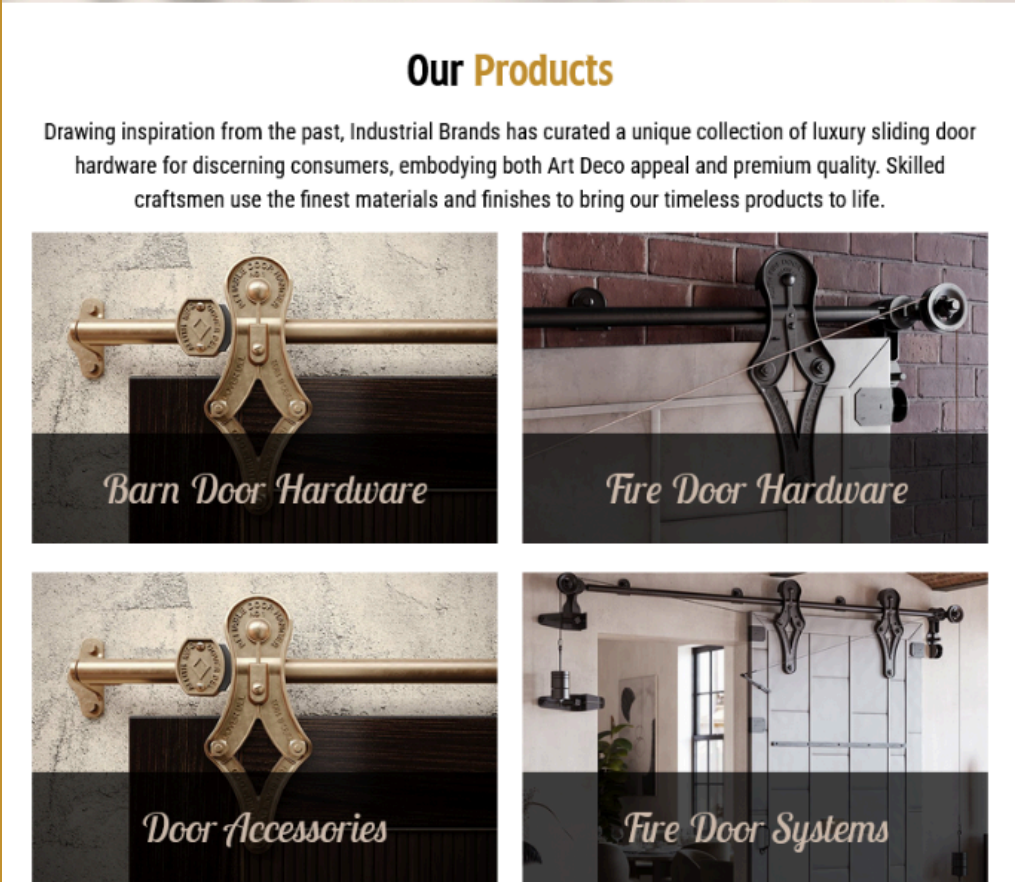
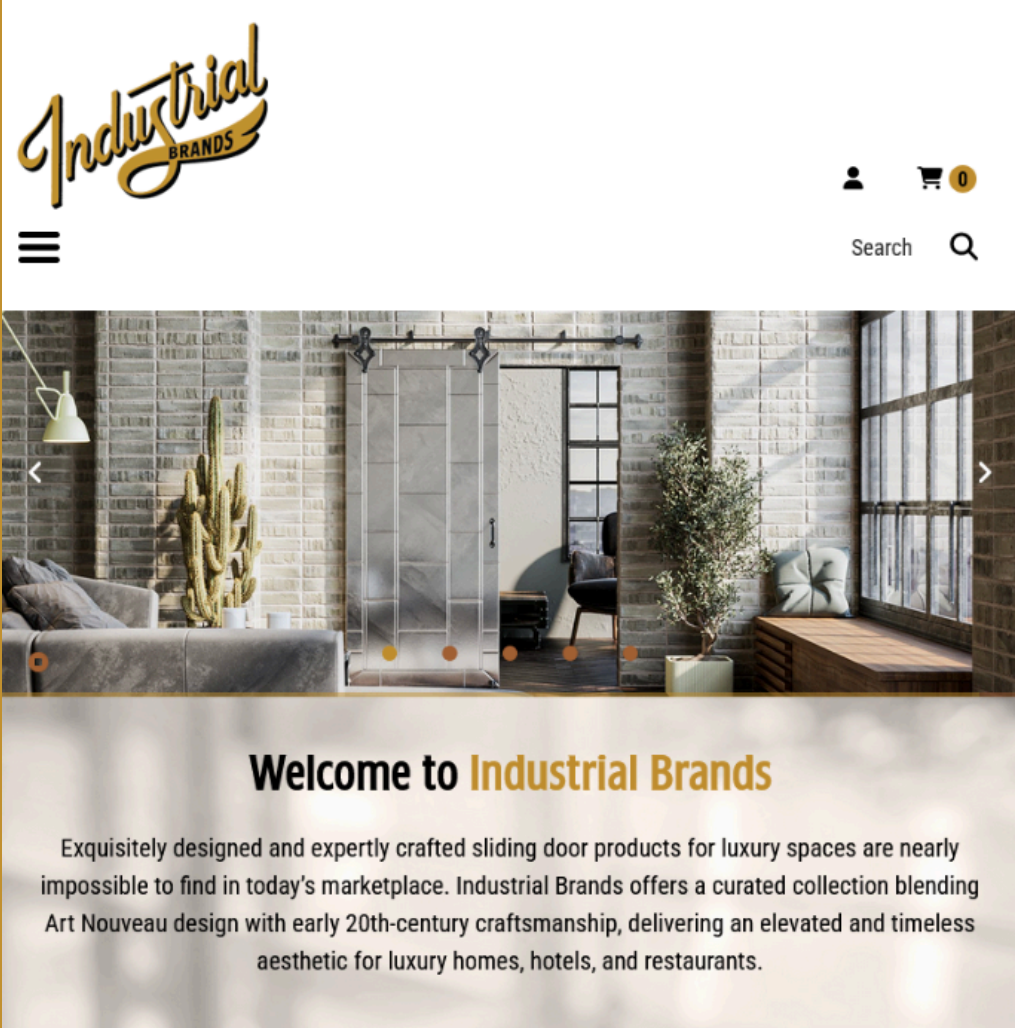


Homepage

Desktop View

- **Header & Main navigation bar:** Based on the provided mock-up, the look and feel were applied to the header layout of the selected theme. It was important to have the social media in the header and we collaborated with the client to organize the main navigation structure.
- **Slider:** The client wanted to showcase their products within their aesthetic environment.
- **Content sections:** Using our Page Builder tool, we created all the requested sections, adding our touch to ensure they align with the website's visual style. It was important for the client to be able to modify text and images in the future. Our Page Builder tool help with him with this task.
- **Page Builder:** This tool allows the client to easily modify and update their content after it has been integrated. It will also help the client create other pages in the future.
- **Footer:** The footer was designed to be simple and user-friendly, making it easy for customers to reach out and connect.





Homepage

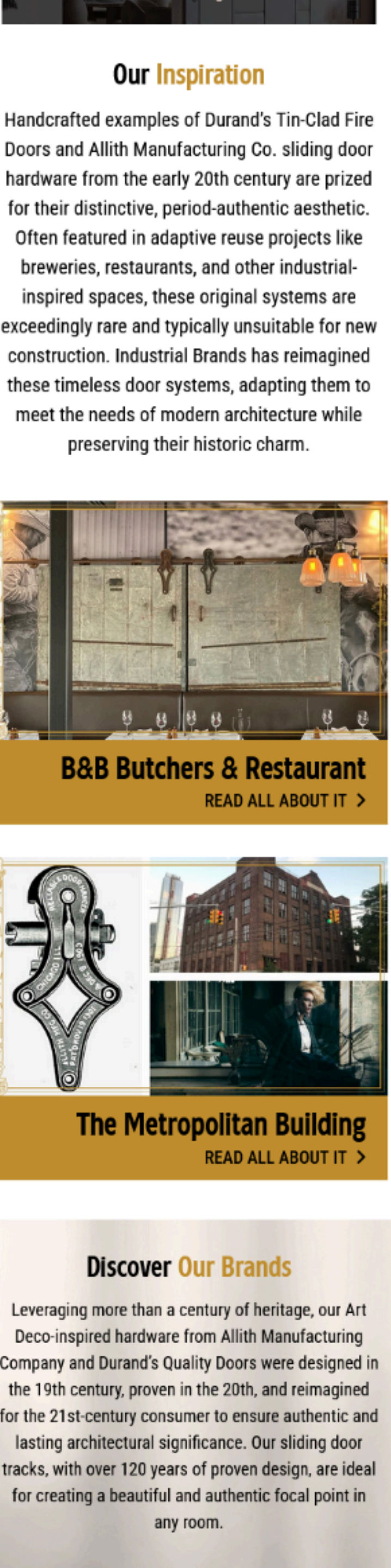
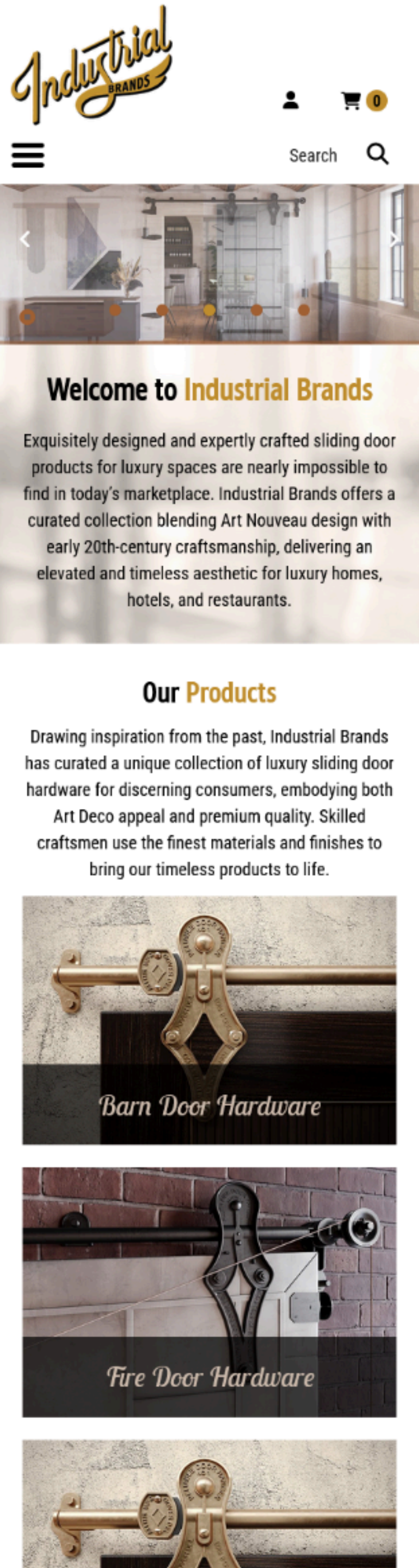
Tablet View

- **Header & Main Navigation Bar:** In tablet resolution, the header and navigation are adjusted to the same layout as the mobile experience to improved accessibility.
- **Responsive Design:** As the resolution decreases, we optimized the space and layout to preserve the overall vibe and all the client’s content, ensuring a smooth and user-friendly experience on tablet devices.

Homepage

Mobile View

- **Responsive Design:** It was essential for our client to have an optimal mobile version. With our Mobile-First approach, we ensured each section met the client's expectations.
- **Mobile-First Approach:** Our Page Builder tool allows us to design for mobile devices first, then adapt the layout for larger screens.
- **Flexible Layout:** The Page Builder allows easy reorganization of sections, ensuring they adjust perfectly to various screen resolutions.





From Forgotten 1922 Building to Award-Winning Structure

B&B BUTCHERS & RESTAURANT – HOUSTON, TEXAS

Originally constructed in 1922 as the Dittman Bakery, this Houston Heights landmark served many purposes over the years until it was left vacant in the 1990s. When first built, it was one of the largest and most modern bakeries in the city. The front of the building housed counters and display cases, while in the rear were large ovens and an immense amount of machinery. In its heyday, the bakery sold 15,000 loaves of bread a day. Some 25 years after being left vacant, restaurateur Benjamin Berg laid eyes on the building and immediately knew he had found the right space to open B&B Butchers & Restaurant. Today, this popular destination seats more than 150 patrons with two swanky bars, an elegant dining room, and an upstairs patio. Patrons can enjoy fantastic views of the downtown Houston skyline while dining alluresco.

Preserving Historic Beauty with Original Materials

The 7,500-square-foot, two-story building had the right bones but needed a full renovation. Berg's vision was to let the history of the building do the talking and create a restaurant around it. Great pains were taken to preserve as much of the original structure as possible. To that point, Houston-based Issac Preminger Architecture & Design left exposed the building's wooden beams, brick walls, and steel support columns. The building's original fire doors were salvaged and used as decorations.



A Character-Defining Renovation

Every older building is unique, with its own identity and distinctive character. More than just the shape of the building, character-defining elements really come to the forefront through materials, craftsmanship, and decorative details. By integrating the original Durand's Tin Clad Fire Doors and hardware from Allith Manufacturing Co. into the interior, B&B Butchers & Restaurant stays true to its original architectural character, enabling the building to tell its story as Berg had envisioned.



The Key to Distinctive

First built in the 19th century for the purpose of withstanding hours of potential fire spread in factory buildings, tin-clad fire doors are composed of treated wood, clad with metal, which is then paired with cast iron and steel rolling track system. Here's how they work: The doors are mounted on an inclined track with our #3 cast-iron door hangers and then integrated with a weighted chain and a pulley system. This weight is equal to the amount of force needed to prevent the door from rolling closed, and in the event of a fire, a fusible link in the chain would melt, dropping the weights and allowing the door to slam shut. More designers today are drawn to these industrial doors since the aesthetics allow them to infuse antiquity into their interior designs and make the space feel timeless.



Adapting to the 21st Century, We Are "Always on the Track"

Leveraging more than 120 years of heritage, our products are re-engineered for the 21st-century consumer to assure authentic and lasting architectural significance. These door systems are no longer used to prevent the spread of fire but look amazing when used as an architectural centerpiece. We have redesigned the system to be more user-friendly while maintaining aesthetic appeal. Our hangers are known as being "Always on the Track" since the design of the lower retention wheel prevents derailing or bending in case the door is raised. Developed to be incredibly strong and pass the test of time, the track is made of heavy steel tube, while the Reliable Door Hanger and brackets are made using the highest-grade malleable iron. The Durand's Tin Clad Door has been redesigned at a reduced weight, which results in lower manufacturing and installation cost while improving the user experience and maintaining the aesthetic appeal. If the design better accommodates a smaller door, then our #1 and #2 track hardware will fill the gap and can be utilized with almost any door type. These are commonly used as barn doors in residential and hospitality applications, and provide the same industrial appearance and quality at a more affordable price.

About Industrial Brands

The foundation of Industrial Brands is a talented team of focused individuals and strategic partnerships working around the globe, all sharing a commitment to create exquisitely handcrafted hardware products. Our Allith Manufacturing Company and Durand's Quality Door brands were conceived at the onset of the 20th century, during a time of rapid manufacturing developments that were transforming the nation. That era was emblematic of innovative products designed to last a lifetime, in contrast to today's trend of planned obsolescence.

With a goal of manufacturing products that stand the test of time, our team has looked to the past and curated a unique collection of luxury sliding door hardware for discerning consumers, embodying Art Deco appeal and premium quality. Skilled craftsmen utilize the highest quality materials and finishes to bring our timeless products to life. These stunning Art Nouveau designs, popularized during the Art Deco period, are prized for their inherent quality and architectural beauty, creating a defining element in any room.



Our Brands Allith Manufacturing Company

Allith Manufacturing Company dates to 1902 when it was founded by Henry Smith and Andrew Allen. Using a combination of their last names they created "Allith" and set up a small factory in Chicago to manufacture high-quality sliding door hardware. At the turn of the 20th century rapid growth opportunities ensued as new standards for fire safety led to the requirements for automatic tin-clad fire door installations in warehouses and factories throughout the world. Allith exploited this opportunity with the creation of a line of fire door track systems and soon became the preeminent manufacturer of Underwriters Laboratory (UL) approved hardware. A pioneer in the manufacture of precision hardware products, Allith was known as the originator of the round track hardware. The company quickly expanded production capabilities and soon had grown into one of the premier hardware manufacturers in the nation offering an extensive product line featuring fire door hardware, sliding door tracks, pocket door hardware, aircraft hanger door hardware, rolling ladders and garage door systems. The stunning examples of industrial design and craftsmanship inherent in the Allith product line are rarely found in today's marketplace so Industrial Brands has re-introduced Allith sliding door systems to the architectural and design communities for the creation of a beautiful and authentic focal point in any commercial and residential application.



Our Brands Durand's Quality Doors

American Sheet Metal Works was incorporated in 1905 in Louisiana, and soon after, a new factory was built along Carrollton Avenue in New Orleans. The Durand brothers' factory was ahead of its time, equipped with modern machinery for processing sheet metal and steel for their roofing, steel windows, and tin-clad fire door product lines. The "Durand's Tin-Clad Fire Doors," named after the company's founders, set the standard for fire door construction in the early 20th century.

In 1904, new Underwriters Laboratory (UL) standards for fire safety led to requirements for automatic tin-clad fire door installations in warehouses and factories, spurring rapid growth. The distinctive Durand's Tin-Clad Fire Door brass badge defines the brand, and even today, you can find these doors still in use in factories, warehouses, and mills across the country, more than 100 years after installation. These doors not only showcase unique architectural character but, when paired with Allith hardware, they become a stunning feature in any space.



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Customer Service

About Us
Contact Us
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General FAQ
Terms of Services

Account & Orders

My Account
Order Tracking
My Shopping Cart
My Profile
My Purchase Lists

HTML pages

- **Page Creation:** Several pages has been created during the project scope. Some of them were build based on pdf to make them easier to consult.
- **Client-Provided Content:** The content for these pages was provided by the client and adapted by us.
- **Collaborative Design:** The final look of the pages was achieved through a collaborative process with the client.
- **Page Builder Tool:** The pages were built using our Page Builder tool, ensuring they are fully responsive.
- **Ease of Use:** The Page Builder tool simplifies the process of creating responsive pages, making it accessible for the client.



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We believe every project is a unique opportunity to create something impactful and meaningful. If this design presentation has inspired you or if you have a vision for your own design needs, we'd love to hear from you. Our team is here to collaborate with you, understand your goals, and craft a solution tailored to your needs. Reach out to us today, and let's discuss how we can bring your ideas to life in the most creative and effective way possible.

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