

# THE SOUTHERN CALIFORNIA SELF-STORAGE DESIGN CENTER

## Unique Design Center Gives Developers “Touch and Feel” of Self-Storage Components

You wouldn't buy a car without seeing it and taking it for a test drive, so why not see and feel the self-storage building components before investing a single dollar into a storage project?

One of the major architects in the self-storage industry, Valli Architectural Group has teamed up with vendors to create the first ever self-storage showroom in the United States. Targeted at developers and other industry professionals, potential clients can touch and feel the latest in self-storage design at the Southern California Self-Storage Design Center in Aliso Viejo, California.

The horseshoe layout of the Design Center allows clients to view all the necessary products manufactured by US Door & Building Components, Kiwi II Construction, and PTI Integrated Systems. “This gives our customers the ability to go to one place and see what each of us has to offer, and how they integrate for a complete project,” said Chip Cordes, Vice President of US Door & Building Components. “Trade shows still remain an effective means of reaching and educating a large segment of the self-storage investors and those who are first-time developers, but a permanent design center provides a one-stop shop for everything a developer needs to begin their self-storage project,” Cordes explained.

US Door is an international supplier of self-storage components, rolling steel doors, wind-load certified doors (including Dade & Broward counties, Florida,) interior hallway systems, stackable storage and wine locker systems, mezzanine systems, portable building systems, and structural pier and header systems. Services include engineering, design, bid take-off, and unit mix layout.

In the Design Center, US Door installed fully functioning roll-up doors, swing door units, stackable lockers, corridors and various hallway systems.

“Our goal there is to have an interactive display for those people who might not want to go to a job site and help the customers make informed choices that best suit their project and requirements,” said Wayne Woolsey, the Sales and Marketing Manager for Kiwi II Construction in Murrieta, California. “We want to show people what they are getting into and what it takes,” Woolsey explained. “To see a full scale model, it gives them an idea of how it all



goes together.” The Design Center is scheduled to open to the public in the spring of 2006.

“It's gained interesting feedback from our competitors already,” noted Woolsey, adding: “Even the competition will help us spread the word about this cutting edge classroom” because the Design Center will act as a “marketing tool” for the manufacturers displaying their products inside it.



### **US Door & Building Components**

10407 Rocket Blvd.  
Orlando, FL 32824  
407-859-6770  
charles.cordes@usdoor.com  
www.usdoor.com

### **Kiwi II Construction**

28177 Keller Road  
Murrieta, CA 92563  
877-465-4942  
wayne@kiwiconstruction.com  
www.kiwiconstruction.com

### **PTI Integrated Systems**

9160 E. Bahia Drive  
Scottsdale, AZ 85260  
866-661-5215  
sales@ptisecurity.com  
www.ptisecurity.com

### **Valli Architectural Group**

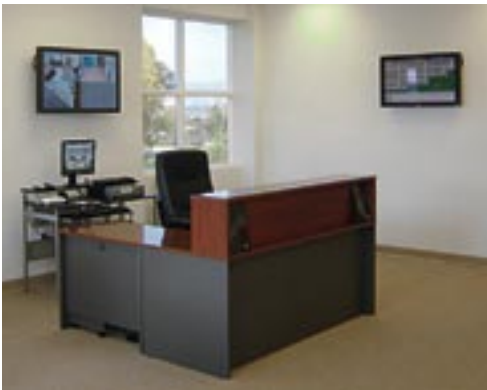
81 Columbia  
Suite 200  
Aliso Viejo, CA 92656  
ariel@valliarich.com  
949-349-1777  
www.valliarich.com

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## Design Center *(continued)*

Kiwi II was formed in 1982 solely to serve the storage industry with complete metal building supply and installation. Some of Kiwi II's featured products include: in-house design, engineering, and installation, complete steel storage systems, single/multi-story construction, standing seam roof systems, pre-finished trim packages, partition systems, climate control, conversions, re-roof systems, metal buildings, architectural metal roofing. The design and engineering team at Kiwi II specializes in producing buildable and cost effective self-storage projects that accommodate local government regulations, the architect's specifications and the owner's vision.

The security and access control products from PTI, which includes management software, access control, door alarms, site graphics, surveillance, high security, and communications, will greet each visitor in a mock self-storage facility office.



"Essentially, this is a design center where people can see what state of the art access control systems look like. PTI does it all from door alarms to management software to entire multi-building sites," says Justen Ferguson, PTI's Chief Operating Officer.

The Design Center showcases the latest technological and innovative access control devices from PTI. These include the ability to remotely view the Design Center over the Internet to integrated flat screen plasma video displays showing real time activity on a site. Visitors will also have the ability to enter and reenter the showroom with a unique access code that also tracks who is coming and going through the front entrance, just like an fully operational self-storage facility. Since PTI is constantly creating and enhancing products, the Design Center will always showcase cutting edge technology products.



PTI is one of the few access control and management software companies that specialize in integration. By having a single source for both hardware and software needs, PTI is known for the simplicity and reliability of its products. "Anyone can open and close a gate," Ferguson said further, "but we always focus on the next level to take us into the future."

The Design Center is conveniently located next to the Valli Architectural Group, which will have the ability to take its clients through the showroom to illustrate to them the elements that compose a self-storage facility. "A picture is worth a thousand words but to walk up to it and touch it is even better," said Ariel Valli, President of Valli Architectural Group, which provides architectural-design services for self-storage and land-use entitlements. The company also provides construction documents for self-storage developments primarily in the Western United States.

About the Design Center, Valli added: "This is primarily for developers going into their first development. It's a real life example. It's more of a teaching tool for those not initiated with self-storage. I like the combination of being able to quickly and easily show our clients the elements that make up a self-storage facility."

"The companies represented next door are undoubtedly among the leaders in the self-storage industry. Although our clients have many choices in building components, I believe in the quality and services that Kiwi II, US Door and PTI bring to the self-storage industry.

