

# MAKING METAL ON A HIGHER LEVEL

Seasoned metal expert forges new success on the fabrication side

- Robyn M. Feller



Joseph Paradise (left), Vice President of Architectural Metal Designs, and Martin Schlembach (right), Owner of Architectural Metal Designs.



# Architectural Metal Designs

Established in 2006, Architectural Metal Designs, Inc. is a recognized leader in the aluminum composite wall panel fabrication industry. Under the leadership of its founder and owner, Martin Schlembach, the company quickly expanded and outgrew its original location in Cinnaminson, N.J. In 2010, Martin and his team moved to a 30,000-square-foot manufacturing facility, located just off Rt. 55 in Millville, N.J., where the business continues to thrive.

Martin is no stranger to the trades. His father had his own company and guided Martin into the business as a trusted mentor and sounding board. Martin's main background is as a union ironworker. After several years honing his craft, he decided to venture out on his own and start a business. He moved back home and fully refurbished the basement as a home office (and as a way to pay rent). He started out on the installation side and the work kept coming. Over time, he learned to buy and procure materials—acquiring knowledge of the entire material process. As his reputation grew, he decided it was time to take the next step and he began manufacturing his own material—Architectural Metal Designs was born.

## Knowledge and Experience

Specializing in high-grade metal to meet stringent fire ratings and commercial standards, the company is well versed in all aspects of their products—offering clients more than just metal panels. Their experienced staff can provide information on building codes and details of all the product characteristics and capabilities, such as molecular structure, off-gases, performance, strength and engineering.

Martin explains the unique perspective that he and his team bring to their customers: “Since I have that background from the construction side of the business, I understand that the supply side can really affect the overall project performance. And because of that awareness, we have a sensitivity and are attentive to understanding what the requirements are for each job. As a manufacturer, that really sets us apart.”

## High-Quality and On-Time Service

That understanding of customer needs is the driving force behind Architectural Metal Designs' approach, which is "to provide quality, on time, metal products at a competitive price, exceeding the expectations of our valued customers."

Martin elaborates, noting, "We understand these people need this product and that we are providing a product that is finishing off the building; we're coming in late in the process—if it's a 200-day project, we might come in around day 170. A lot of things happen prior to us getting there: delays, weather issues, electrical issues, constructability changes—people have made adjustments. We're cleaning things up at the end, when there's no time left. The fact that we can provide on-time quality products is very important to our customers. They know they can count on us. Since we're the fabricator, we can at least control the quality and logistics."

## Looking Forward

Currently serving regions from Washington, D.C., Baltimore, Northern New Jersey and Maine—as well as Kentucky, Ohio and Western Pennsylvania, the company is looking at expanding their reach in the near future. Beyond geography, they are also in the process of building on their current product line and plan on soon offering entire systems with all parts of the assembly working in tandem. This means customers will have a one-stop deal that will be tested to the highest performance criteria, including structural, wind, air, water leakage, penetration and fire. From those test results, the company will be able to extrapolate a performance calculation and apply it to each building code.

As Architectural Metal Designs grows its business, one thing remains constant—the company will continue to explore the best options for their customers and deliver them with the highest degree of professionalism and service.