**For Immediate Release**

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**Ellison Doors Serve as First Impression for**

**Vermella Union Luxury Rental Apartments**

*New Jersey Apartment Complex Selects Ellison for All-Important Clubhouse Entrances*

**FALCONER, NY…**[Ellison Bronze](http://www.ellisonbronze.com/), manufacturer of premier custom balanced doors for entrances around the world, recently provided doors for three entryways at the clubhouse at Vermella Union, a brand-new luxury apartment development in Union, NJ.

The new complex is the pinnacle of comfortable, luxury, amenity-filled living in New Jersey. The epicenter of those amenities is Vermella Union’s 25,000-square-foot central clubhouse. It features “business areas” for tenants to escape their work-from-home situations, a golf simulator, a movie room, a large gym, a lavish pool deck, and a rooftop common area. The clubhouse was designed to deliver “resort-style” living that renters can enjoy year round.

“The Ellison doors are the first interaction people have with the clubhouse,” said Roman Gorfinkel, senior project manager at Russo Development, the developer responsible for Vermella Union. “The clubhouse is the ‘wow factor’ of the community and the most important amenity area of the complex. Each component of the clubhouse had to be taken into consideration, including the doors.”

The Ellison doors also serve as Vermella Union’s first impression for prospective tenants because the leasing office is located within the clubhouse.

Ellison supplied six doors for three entryways at the clubhouse. The doors are constructed of aluminum, with a dark bronze anodized finish, and feature 10” bottom rails with 1” diameter push/pull handles. Each door is equipped with Ellison’s innovative, industry-leading balanced hardware.

“From a design perspective, the doors are larger and wider than traditional entries but still operate effortlessly, which was important to maintain for the main entryways,” Gorfinkel added. “They needed to look good and perform well.”

Ellison balanced doors are built to outlast traditional commercial doors and provide a lifetime of easy, trouble-free operation. Balanced doors pivot at two-thirds width, an attribute that more evenly distributes the door’s weight, reduces opening force and door leaf projection, and relieves air pressure at both sides of the door frame.

The color of the Ellison doors matches the surrounding framing of the entrance vestibule, including the transoms and sidelights, as well as the muntins and framing materials for the windows on the building’s front elevation.

Vermella Union opened in September 2019. At full completion, the Vermella Union development will include over 1,250 individual units in five buildings across its 42-acre multi-use campus.

**About Ellison:** Ellison Bronze, Inc., located in Falconer, NY, invented the balanced door in 1927. Today, Ellison leads the industry by providing custom marquee doors to the world’s most famous addresses. Made with the highest quality materials and unparalleled craftsmanship, Ellison doors are the standard to which all other commercial entry doors are compared the world over. Ellison also provides superior customer service by maintaining every record and drawing it has produced and offers replacement balanced hardware for every door it has ever made. For more information, visit [www.ellisonbronze.com](http://www.ellisonbronze.com).

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