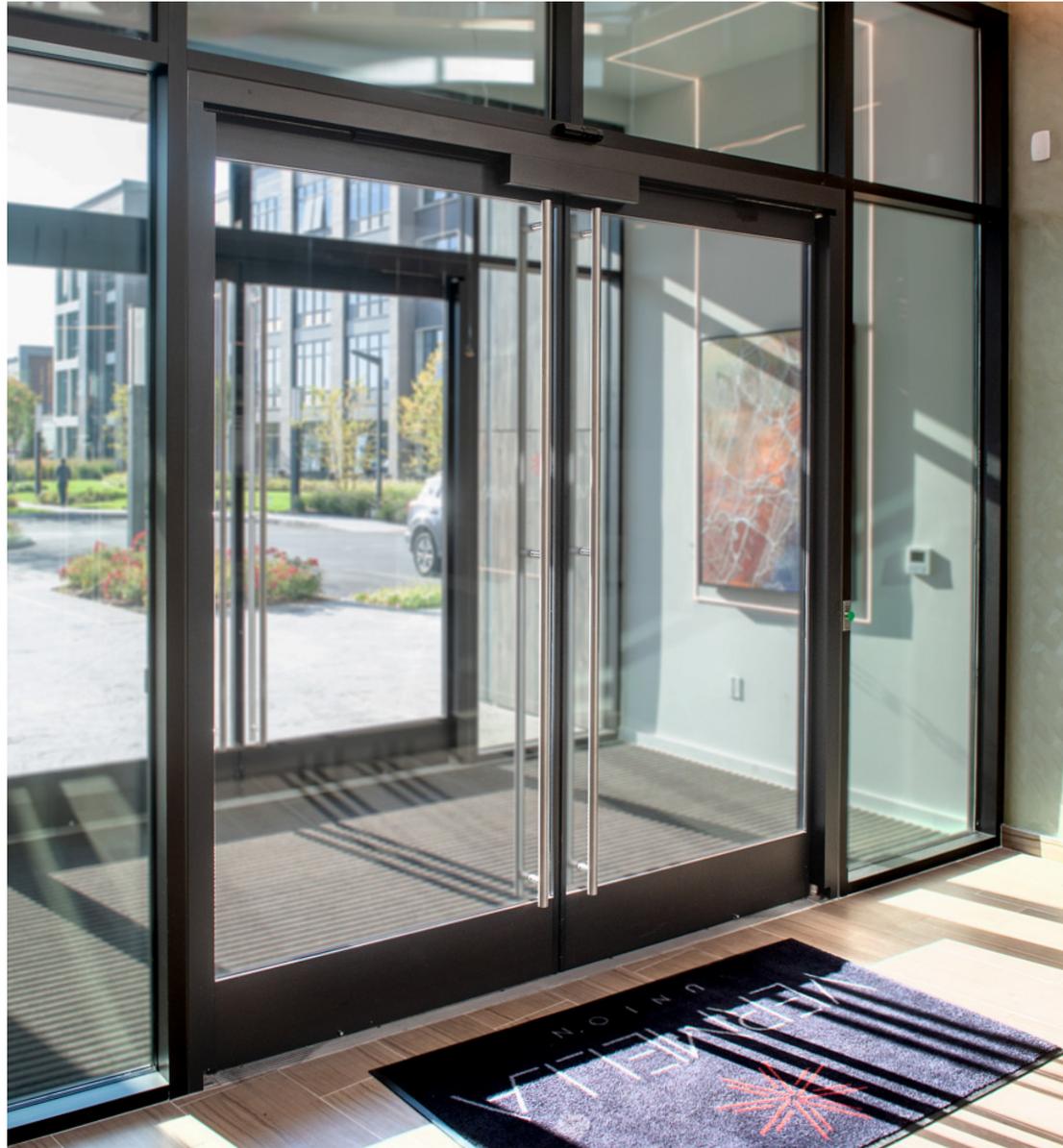


Ellison Doors Serve as First Impression for Vermella Union Luxury Rental Apartments

VERMELLA UNION CLUBHOUSE – UNION, NJ

“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.”

Roman Gorfinkel,
Senior Project Manager,
Russo Development



Vermella Union’s tagline, “Not your ordinary life,” speaks directly to the lavish studio, one-, two-, and three-bedroom apartments available and the array of community features and services at renters’ fingertips.

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, an impressive pool deck, and a rooftop common area. The clubhouse was designed to deliver “resort-style” living that renters can enjoy year round.

The building also serves as the first impression for guests and prospective renters, which is why developers at Russo Development relied on Ellison Bronze to create high-quality,

easy-operating doors for the frequently-used clubhouse entrances.

Ellison provided doors for three entryways, including the main front entrance as well as doors leading outside to the pool and sundeck, a BBQ space, and various dining areas.

“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.”

As a result of the leasing office being located within the clubhouse, prospective renters are first met by the Ellison doors. Guests are often surprised at how easily the doors open despite their size, a testament to the effectiveness of Ellison’s industry-leading balanced door design.

The six Ellison custom balanced doors installed at the clubhouse 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.

Ellison doors are made from the highest-quality materials and designed to last a lifetime with proper maintenance. The doors feature a solid internal subframe construction and thicker materials. In fact, Ellison aluminum doors are a full 2" thick, providing a more substantial, durable door compared to traditional aluminum entries. In addition, Ellison’s innovative balanced hardware allows them to operate with ease and reduces the door’s projection distance when opened.

“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. In addition, balanced doors pivot at two-thirds width, an attribute that more evenly distributes the door's weight, reduces opening force, and relieves air pressure at both sides of the door frame.

For Vermella Union, being able to specify doors with the appropriate finish was vital as well. The dark 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.

Important for building owners, Ellison provides detailed record-keeping and full warranties on each door they manufacture. This is essential considering their extensive lifespan. In addition, every Ellison door is imprinted with an individual project number to facilitate easy tracking and maintenance, and all balanced hardware components are machined in-house at Ellison's Falconer, NY, facility so replacements are readily available upon request.

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.

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