

***Innovative
Environmental Control
through Creative Design***



Innovative

Innovative modular canopy and sunshade systems provide
Function...Aesthetics...Value

Early on, an analysis of competitive canopy products led MASA Co. to develop more efficient ways of managing the design and functionality of extruded aluminum – especially in regard to water capture and runoff capabilities. Rapidly the Extrudeck® system became the hallmark for superior extruded aluminum canopy designs. Continually recognizing the expandable capabilities of aluminum extrusions including fascia and decking combinations insures MASA Architectural Canopies will remain the first choice of building designers, engineers and contractors.



Our canopies and sunshades are built from pre-engineered specifications. When using modular construction (techniques), the preparation of the site and the build-phase take place at the same time. This allows for most projects to be completed earlier and with less inconvenience and confusion at the actual job site. In addition, this efficient work process can lead to a quicker turnaround time, and actually costs less.

Today, through our broad range of capabilities, and facilitated by a top-notch professional and highly experienced staff, we design, fabricate and install aluminum canopies, sunshades and glass awnings for some of the biggest names in the world. MASA Architectural Canopies looks at each project as an opportunity for creativity combined with product functionality. Coupled with our national network of proven professionals allows us to provide the exceptional level of service that many clients rely on.

21 Randolph Avenue/ Avenel, NJ 07001 / tel: 800.761.7446 / fax: 732.453.6126
www.architecturalcanopies.com
For inquiries, email: info@architecturalcanopies.com





While our customers continue to inspire us to new heights, our original core **Principles...Integrity, Dedication, Teamwork and Insight...**keep us focused. It is through our team and the thousands of products produced annually that customers' demands are exceeded and their visions

realized. Now, in our third decade in operation, we continue to enjoy the successful growth and expansion developing from the company core values established in 1988.

MASA Architectural Canopies pledges...

- To be insightful and deliver a quality product at a reasonable price.
- To provide our clients with integrity through our products and our staff.
- Through teamwork and dedication we will see projects to the end.



Michael Bradley, CEO
MASA Architectural Canopies

Creative Design

MASA Architectural Canopies speak for themselves. Here we're featuring a sample of our pre-engineered design options that not only enhance bland buildings' exterior aesthetic requirements, establish a focal point and provide identification, but also offer weather protection, reduce solar heat gain, increase construction cost-efficiency and remain in the same pristine condition as they were when first installed. From a building in the midst of an urban environment, an industrial park or modern shopping center... or a high-end renovation of an historic building...our products simply stand-out.



Rutgers University



Kean University



AT & T, Boston



Avalon Bay



Bergen Square



Renaissance Hotel



Children's Place Warehouse



MASA test lab



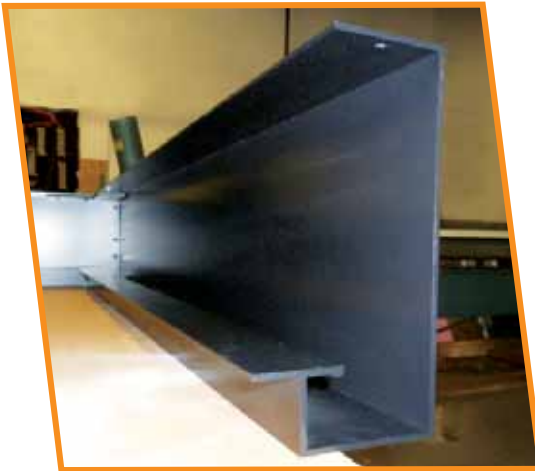
AAA



Brunswick Plaza

Environmental Control

Diverting water. Stopping snow. Blocking rain. Along with controlling daylight these are the most essential objectives of sustainable building designs. The environmentally conscious design of our sunshades, awnings and canopies plays an extremely important role in contributing to energy savings when used as part of an optimized system. In addition, the use of our Ecoshade® and Extrudeck® systems can earn LEED credits in a number of different ways including energy and atmosphere, indoor environmental quality and the use of materials and resources.



Our unique "J" channel

MASA Architectural Canopies uses materials manufactured with recycled aluminum content. These materials further contribute to the lifecycle value since they may include previously used materials identified as "scrap".

Controlling the elements and using recycled materials are just a few of the ways you can experience the "green" benefits of MASA Architectural Canopies.



WHY MASA Architectural Canopies?

Because we offer reliable performance from start to finish

MASA Architectural Canopies represents an exciting approach to the pre-engineered building components market and are always pro-active in the use of materials to expand industry trends and designs. Our broad knowledge separates us from the cookie-cutter fabricators to an elite level of custom design and build manufacturers. From start to finish...design through installation...we provide superior execution required during each phase of your project to produce top-quality canopy systems.

We Design: To begin, our on-staff designers and architects partner with your project to translate your needs into workable canopy and sunshade systems. MASA Architectural Canopies expands your vision into a functional, tangible element of design. We partner with current project architects and builders to recommend appropriate designs and materials.

We Build: This hands-on process extends to the actual manufacture of MASA products. Unlike any other canopy and sunshades manufacturer, MASA Architectural Canopies produces and assembles all pre-engineered and custom components in our state-of-the-art production facility in the USA. This gives us a unique advantage over other companies who utilize overseas production facilities in that we are able to control the progression of your project, make modifications quickly saving on expensive overseas tariffs and shipping costs. Tight manufacturing controls insure each project comes in on-time and on budget.

Our products exceed industry standards in quality and precision. MASA Aluminum Canopies standards include the use of only 6063-T5 and T6 aircraft grade aluminum extrusions. Our attachment designs and unit sizes work directly with all of today's construction methods and modules. Weather resistant high grade finishes are available in a wide variety of standard and custom colors. Application techniques are applied in-house by trained technicians. MASA offers full technical support for our products.

We Install: MASA Architectural Canopies maintains a network of experienced installers and a large fleet of vehicles equipped to handle any size installation – large or small. From one single door overhang to an entire multi-story building with sunshades and canopies our installation capabilities insure a successful and on-time delivery of your project. We also serve as installation supervisors for other canopy manufacturers which is a testament to the expertise of our installation personnel.

One such example of our total approach is the Marriott Renaissance Hotel in Woodbridge, New Jersey. The front and back entrances were designed and built to complement each other.



Installation of back entrance



Completed back entrance



Installation of Front Entrance



Front Entrance Rendering



Back Entrance Rendering



Completed front entrance



Front entrance – canopy interior close up

What we can do for the...

Architect / Specifier / Contractor



MASA Architectural Canopies are the system of choice for architects, specifiers, contractors, and design and construction professionals alike. Our proprietary “J” channel extrusion is designed to incorporate the drainage needs of your building without sacrificing the integrity of your design. Our products are available in a wide range of standard sizes and our attachment designs and unit sizes work directly with all of today’s construction methods and modules. In addition, most are designed with customizable options to make it easy for building design professionals to specify MASA Aluminum canopies products in their designs. And since we deal with architects, designers, and contractors every day our experience and expertise insures your project maintains its integrity from start to finish.

Our prices are competitive, we offer a fast turnaround on bid requests. When value engineering is your

objective we can help. You can rely on our library where we supply supporting data, specs and drawings via our easy on-line downloads. Go to: www.architecturalcanopies.com and click on the “Downloads” tab.

AIA/CES



As an additional benefit MASA Architectural Canopies is a certified AIA Continuing Education provider and offers courses on the design, benefits and usages of aluminum canopies and sunshades. These courses are a valuable resource and are eligible for AIA HSW/LU Continuing Education credits.

LEED

MASA Architectural Canopies Ecoshade® and Extrudeck® systems can help you achieve LEED credits. Some of the applicable credits we've helped clients obtain in the past are:



- Energy and Atmosphere EA #1 Optimize Energy performance 1-19 credits
- Indoor Environmental Quality IEQ #8.1 Daylight and Views Views 1 credit
- Indoor Environmental Quality IEQ #8.2 Daylight and Views Daylight 1 credit
- Materials and Resources MR #4 Recycled Content 1-2 credits
- Materials and Resources MR #5 Regional Materials 1-2 credits

ENGINEERING & SPECIFICATIONS

MASA Architectural Canopies provides CAD drawings in a variety of views: elevations, cut and plan. We have drawings in both PDF and AutoCAD for each specific element of our products in addition to full drawings of pre-engineered components. Product specifications will insure that the exact product you are looking for is used by construction companies in bidding and building.



These drawings can easily be copied down from our website and dropped into your architectural plans. Visit our website at www.architecturalcanopies.com; click on the downloads link.

Or you can contact MASA Architectural Canopies engineering department directly at 800-761-7446 for additional assistance or specific technical information.

You can also sign up for our MAILING LIST to receive on-going information about new products, designs and techniques in aluminum extruded building canopy and sunshade products. Email info@architecturalcanopies.com or call 800/761-7446.

Drawings are for design reference only and are subject to a professional engineering evaluation.

PERMITS & CODES

Many cities require engineering calculations when permitting a stationary awning or canopy for commercial applications. MASA Architectural Canopies can be designed to withstand wind, snow, rain and earthquakes. Live loads, dead loads requirements are easily engineered into any canopy system.

Our permit personnel will assist you with any permitting requirements you have.

CANOPY PRODUCT CHECKLIST

- When considering an awning or canopy as part of your building design, the choice of materials, designs, hanging options and finishes are all critical at the beginning of your project.
- Use product manufacturers specs and drawings to help plan and expedite your renderings
- Get a complete project schedule with key response dates and deadlines.
- Work side-by-side with your team throughout each step of the project's execution
- Discuss post-project maintenance requirements BEFORE the project's end

**MASA Architectural Canopies is your true
DESIGN, BUILD and INSTALLATION PARTNER**



MASA Architectural Canopies Case Study

Objective: To visually brand AAA and develop an exterior design prototype for future locations

AAA (American Automobile Association) came to MASA Architectural Canopies looking for a valid partner in the design, development and installation of an exterior retail branding system for their flagship Springfield, New Jersey location. This exciting project would be the prototype for future national locations and include both signage and metal canopies in unique shapes.

To begin, MASA principals reviewed the project's objectives to insure they grasped a full understanding of the clients' visions and expectations. With the goal of becoming completely immersed in contributing to the project's initial design phase, members of MASA Architectural Canopies staff met internally to share ideas and identify competencies.

After a thorough analysis of the project's expectations and the clients' viewpoint MASA conducted a review of available materials. Ideas were exchanged with the architects to develop a workable canopy and sign system that would identify the AAA company vision and graphically illustrate the brand. A building plan program was established and a schedule for the project was set. Project budgets and expenditures were finalized and approved.

Part of the initial design process included visiting the proposed site and performing required site and technical surveys. After several meetings between the architects, AAA staff and MASA's experienced design professionals the actual product design phase began. MASA's engineering department provided reactions, moments and architectural drawings in AutoCAD and PDF format; always keeping in mind the necessity to appeal to the public's perception of both the actual site layout and the specific MASA Architectural Canopy components.



Simultaneously, MASA's research department investigated all state and local building and permit requirements; and their budgeting and estimating crew worked diligently to stay within the financial parameters set by the corporate office.

During this phase of development MASA's Project Managers were involved with the AAA architects, engineers, building contractors on a consistent, almost daily, basis. Priorities were set and deadlines established; budget recommendations were shared and along the entire course of the design and site development phases MASA Architectural Canopies contributed on-going consultation.

Once the designs were agreed upon, materials were ordered from local suppliers to save on shipping costs, and the components were built in-house in MASA Architectural Canopies state-of-the-art production facility in the Northeast; convenient to the job site. Finished pieces were assembled, painted and shipped directly to the site by MASA's reputable freight company partners. Permits were processed and obtained and timely inspections conducted routinely. Assembly was underway.

After months of expectations and a clear vision in mind, a project's installation process can be extremely trying to a customer, as the project completion often exceeds the time allocated for the job. In this case, MASA Architectural Canopies' reliable crews completed the job on time, in a professional manner, and within budget.



"The successful development of any project is dependent upon the accuracy and thoroughness of its basic planning. All factors must be capable of predicting future change with a full awareness of impending probabilities. If the execution matches the stated objectives—success will follow".

Michael Bradley, CEO,
MASA Architectural Canopies



MASA Co. Architectural Canopies Case Study

The “Real” Bottom Line

Architects and other building professionals are focused on each specific project's bottom line. And they usually perform with due-diligence in the execution of their designs and the selection of the appropriate manufacturers for each particular component of their projects.

Recently MASA Architectural Canopies was provided with generic plans for a project and asked to submit their bid along with four other top canopy manufacturers in the United States. Each manufacturer received the same plan sets and submitted their bids based on equal specifications.

When evaluating the submissions J. Doe Architects found that MASA's bid was on the higher side of the 5 total submissions. But they also discovered that although MASA's bottom line was higher; many elements from the other bidders were not considered. And when included, would most definitely cause expenditures above their initial cost proposals. Architect Firm A questioned:

Was MASA Architectural Canopies actually the “High-Guy”?

MASA's proposal was for a complete, pre-assembled modular system consisting of pre-engineered canopy components whereas the other bidders provided bids for a knock-down kit predominantly built outside of the United States with field assembly required. The MASA proposal further indicated their products would be shipped and delivered completely assembled – and that they could provide certified and competent installation professionals. The other bidders simply omitted any installation details.

J. Doe Architects added up the “Yes's” and the “No's” from each bidder and checked them against each other. There were a number of “No's” associated with the MASA Architectural Canopies proposal:

Bidder A

- YES** Cumbersome Knock Down Kit
- YES** Added assembly labor
- YES** Job-site confusion
- YES** Job-Site Delays
- YES** Excessive handling

MASA Architectural Canopies

- NO** Cumbersome Knock Down Kit
- NO** Added assembly labor
- NO** Job-site confusion
- NO** Job-Site Delays
- NO** Excessive handling

Bidder C

- YES** Cumbersome Knock Down Kit
- YES** Added assembly labor
- YES** Job-site confusion
- YES** Job-Site Delays
- YES** Excessive handling

Ultimately it was the MASA Architectural Canopies “Yes” column that made them the choice of J. Doe Architects.

MASA Architectural Canopies

- YES** Pre-Assembled Superior Product
- YES** Easy Installation
- YES** On-time delivery
- YES** Experienced handlers
- YES** Lower Bottom Line

In conclusion; there are reasons why we're perceived as higher in cost vs. manufacturers that provide a knock-down kit in a box; but the MASA Architectural Canopies YES column is the Real Bottom Line.