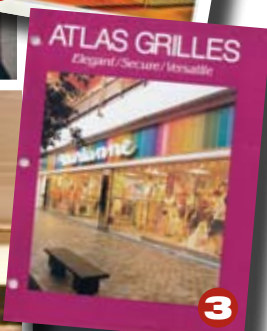


FROM THE PAGES OF HISTORY

Atlas Door



Notable Installations: Shea Stadium, Yankee Stadium, New York Giants Stadium (The Meadowlands), Houston Astrodome, Joe Robbie Stadium in Miami, NASA/Cape Canaveral, Kennedy Airport, Newark Airport, and others.

Distribution: Worldwide, but strongest in the U.S. East, Midwest, and Southeast.

Reasons for Success: "Atlas's strategic advantage was time: it could respond in weeks (instead of months) to any order. It had structured its order-entry, engineering, manufacturing, and logistics systems to move information and products quickly and reliably."

—George Stalk Jr., *Harvard Business Review* (July-Aug 1988)

Reasons for Selling the Business in 1986: "Masco came along and made an offer. None of us had children who were involved in the business."

—Irving Sherr

Photos:

1. Irving Sherr, Joel Goldschein, Julius Kapik, 1980.
2. Catalog, 1977.
3. Grille brochure, 1985.
4. Edison, N.J., headquarters, 1984.
5. LaHabra, Calif., plant, 1985.
6. Logo, 1987.



Primary sources: Irving Sherr, Lynda Goldschein, Julius Kapik, DAS historical files

Milestones

- 1949 ▶ Irving Sherr, 24, begins working as a salesman for North American Iron and Steel in Brooklyn, N.Y., a manufacturer of rolling steel doors and other products. Sherr holds a bachelor's degree in industrial engineering.
- 1952 ▶ Julius Kapik, 25, a tool and die maker from Austria, begins working in production at Winfield Door, a maker of sectional garage doors in Lindenhurst, N.Y., on Long Island.
- 1960 ▶ North American Iron and Steel merges with Winfield Door, creating North American Door in Lindenhurst, N.Y. Sherr becomes part owner of North American Door. Rolling doors soon become the primary product.
- 1966 ▶ Joel Goldschein, 33, goes to work at North American Door as an engineer and plant manager. He holds a bachelor's degree in mechanical engineering. Kapik becomes production manager and assistant to Goldschein.
- 1972 ▶ North American Door is purchased by Jim Walter Company, a growing home-building conglomerate based in Tampa, Fla. Later, in 1983, Wayne-Dalton will purchase North American Door.
- 1974 ▶ Goldschein and Sherr leave North American Door and purchase Atlas Steel Products of Jersey City, N.J. Established in 1929, Atlas distributes building products, windows, doors, and curtain walls, including products made by North American Door.
- 1975 ▶ Atlas Steel Products becomes Atlas Door Corporation, a manufacturer of rolling steel door products, operating in 20,000 sq. ft. of a rented building in Edison, N.J. Sherr, president, handles sales. Goldschein, secretary/treasurer, is chief engineer and handles administration. Kapik joins them as a partner, vice president, and runs manufacturing.
- 1976 ▶ On April 1, Atlas produces its first door, a rolling grille, soon followed by a rolling service door.
- 1978* ▶ Responding to nationwide energy concerns, Atlas develops the first insulated rolling door, injecting polyurethane foam into the slats.
- 1979 ▶ Atlas builds a new manufacturing facility in Nesbit, Miss., to reduce shipping costs and grow their western markets.
- 1980 ▶ Atlas opens a manufacturing facility in Anaheim, Calif., to develop distribution on the West Coast. In 1985, Atlas moves to a new facility in La Habra, Calif.
- 1986 ▶ Atlas builds a manufacturing plant near Toronto, Canada, patterned after the Nesbit facility.
- 1986 ▶ Masco Corporation, the building products giant, purchases Atlas Door and Roll-lite Overhead Door of Orlando, Fla. Atlas, with about 50-70 distributors, is considered to be the largest rolling steel door manufacturer in North America.
- 1988 ▶ Kapik, 61, retires from Atlas Door, soon followed by Sherr, 63, and Goldschein, 55.
- 1989 ▶ Masco merges Atlas and Roll-lite into one corporation, Atlas Roll-lite Overhead Door, with headquarters in Orlando, Fla.
- 1993 ▶ Atlas Roll-lite closes its factory in Edison, moving rolling steel door manufacturing operations to Nesbit, Miss.
- 1995 ▶ Clopay acquires Atlas Roll-Lite. In 2002, Clopay sells the assets of Atlas Door to Cornell Iron Works.
- 2007 ▶ Joel Goldschein, age 74, dies of cancer on June 24.

* Approximate date