**For Immediate Release**

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**Ellison Bronze Drives the Design at Brand-New Cadillac Dealership**

*Architects Specify Balanced Doors for All Customer Touchpoints*

**FALCONER, NY…**[Ellison Bronze](http://www.ellisonbronze.com/), manufacturer of premier custom balanced doors for entrances around the world, recently provided custom balanced doors for all six customer entryways at the new Orr Cadillac dealership in Shreveport, LA.

The design included six door openings considered “customer touchpoints,” and project architects, Bledsoe Architects, determined that each of these entrances should feature Ellison doors due to their high-end design and effortless operation. In whole, the dealership features ten brushed aluminum Ellison custom balanced doors specified to match the building’s storefront and curtainwall design. Each door stands nine feet tall, and of the six entrance portals, four are pairs and two are single-door entrances.

The architect team needed to make certain they specified doors that would match Cadillac’s brand ethos: Luxury, craftsmanship, innovation, and style.

"Any door that a customer could interact with needed to be an Ellison custom balanced door,” said Ben Bledsoe, AIA, principal at Bledsoe Architects. “Ellison was able to design the doors to match existing building elements and create the beautiful, luxurious finish we wanted.”

Despite being constructed from heavy materials, Ellison balanced doors open with ease. This was a crucial consideration when selecting them for Orr Cadillac.

“There is no doubt that Ellison balanced doors offer enhanced operability,” added Bledsoe. “Each Ellison door that will be used by the public at Orr Cadillac features a vertical continuous pull bar, which makes them much easier to open. The difference is noticeable.”

Ellison balanced doors feature an inset pivot point at two-thirds the width, distributing its weight and requiring less force to open than a traditional hinged door. The inset fulcrum point allows for reduced opening force even against strong winds or internal building stack pressure.

Ellison Bronze also helped expedite the project schedule.

“In this day and age of problematic, delayed material deliveries, Ellison was a supplier that we had zero issues with. The doors were on time and complete when they arrived, which aided in streamlining the installation and overall construction timeline,” Bledsoe added.

Orr Cadillac was completed in the summer of 2022. In addition to Ellison Bronze and Bledsoe Architects, the project team included Ellison representative Texas Glazing Solutions and door installers Architectural Glass Erectors.

**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).