

PRESS RELEASE: April 6, 2010

Atlas Home Improvement Opens New “Interactive” Showroom in Hartland



WHITMORE LAKE, MICHIGAN, April 6, 2010 — [Atlas Home Improvement](#), LLC today announced the opening of its “interactive” Showroom in Hartland, MI. The 700 square ft. showroom will be located inside the new Meijer’s store at the major intersection of US23 & M59 in Hartland. The Atlas showroom will be located in the front of the store opposite the self-checkout area on the west side of the Meijer store.

The showroom is being called “interactive” because people will be able to see and touch many state-of-the-art home improvement products like [Gutter Helmet® rain gutter guards](#) and [Bathwraps® bath tub liners](#), plus learn about

the latest and greatest ideas in home improvement. There will be five large monitors throughout the showroom showing videos and before and after pictures – 24 hours a day - so people can see what can be done with Atlas products, and in many cases, completed in just one day!

Atlas Home Improvement is a local, family owned Specialty Home Improvement Business since 1989. Atlas is proud to have a customer base of almost 14,000 customers and a platinum rating with the BBB. Atlas Home Improvement specializes in:

[Gutter Helmet®](#) “Never Clean Your Gutters Again!”

[Atlas Bath & Shower featuring Bathwraps®](#) “A New Bath or Shower – in about a day!”

[Atlas Seamless Gutters](#) featuring Titan “invisible” gutters and Snaplock® Attachment System

[Atlas Insulation featuring Applegate®](#) Brand Stabilized Cellulose

[Atlas Roofing](#) featuring Asphalt and Metal Roofing

[Atlas Siding featuring Alcoa®](#) Products

Owners David & Darian Bobby, father and son, are Certified Aging in Place Specialists (CAPS) and many of the offerings on display in the showroom present creative solutions for seniors looking for products that provide safety and ease of use.

“One of our most popular offerings is [tub to shower conversions](#)” said Darian Bobby, co-owner of Atlas. “As people get older, negotiating a 17” high step into a bathtub can be a dangerous undertaking. Since many people do not take baths but prefer instead to shower – a 3 ½” or 7” shower pan threshold height is much easier to manage and can that can be very reassuring for people”

“Visitors to the new Showroom will be able to learn more about many important systems that protect their home,” added David Bobby, co-owner of Atlas. “The average homeowner sometimes does not understand how different systems interact and can affect each other. For example, the roof, attic insulation and gutters are interconnected and can affect each other’s performance - even though they are separate systems.”

Atlas will provide highly trained and knowledgeable exhibitors to staff the new Showroom from 10 am until 7 pm, 7 days a week. Atlas’ Professional Exhibitors will be on hand to talk to visitors about their home improvement ideas and plans. There will also be informational data sheets and Troubleshooter Newsletters available free to the public that provide information on areas of interest to almost every homeowner.

Visit the Atlas website at www.atlashomeimprovement.com to learn more about Atlas and its Speciality Home Improvement Product lines. Atlas is a very active company and is proud to present its products at a variety of Home Shows, Events, Expos and Festivals throughout S.E. Michigan all year long. Please call 800-378-1924 for more information.

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