

Focus On - Alpha Productions, Inc., Los Angeles, CA

After coming to America and studying engineering at the University of Michigan, Missak Azirian took one look at this country and said, "something is missing." What he discovered was a lack of retractable awnings. In fact, when he traveled around the country, he noticed that none of the homes had retractables. It was then that he realized what business he would be entering when he settled in the United States a few years later. This decision was an easy one for Missak; after all, he would be the third generation of awning manufacturers in the Azirian family. You see, in his native country of Lebanon, the Azirian family name was synonymous with awnings. Even today, the family still operates an awning factory in Lebanon. So, in 1978, Alpha Productions, Inc. was formed.

As the first company to manufacture retractable awnings in the United States, the road to their current status was a long and hard one. Today, Alpha Productions employs around 30 people. Two years ago,

they moved to their current location at 5800 West Jefferson Boulevard in Los Angeles. Here, they have approximately 30,000 square feet of state of the art manufacturing space.

In this facility, Alpha Productions manufactures approximately six products. All are retractable awnings, including the Continental lateral arm awning, the Cadette window awning, the Skylight solarium awning, the CabriaTrak/CabriaRoll drop roll awning and the Solana lateral arm awning. Most of the business is wholesale to a distributor and dealer network throughout the U.S. and various parts of the world. However, they also have a retail division that sells directly to the homeowners and businesses in the Los Angeles, Ventura and Orange counties. Alpha Productions is a member of both the WCPA (Western Canvas Products Association), the IFAI (Industrial Fabrics Association International), PAMA (Professional Awning Manufacturers of America) and the ASID (American Society of Interior Designers).



Today, the fourth generation of Azirians has arrived. Missak's son Vatche, who recently graduated from the University of California, Los Angeles (UCLA) and holds a degree in Mechanical Engineering and Missak's daughter Silva, also a graduate from UCLA and holds a Law Degree from Pepperdine University are both working full time at Alpha Productions, Inc. The long journey that started in 1978 will certainly continue for many years to come.



ALPHA PRODUCTIONS, INC.

Company Profile:

Alpha Productions, Inc. was the first manufacturer of European-Style retractable awnings in the United States. Since 1978, our SunTamer® line of retractable awnings and retractable awning hardware has been the leader in the industry.

At Alpha Productions, Inc. our emphasis is on quality and customer service. Our four generations of manufacturing experience along with a 30,000 square foot state of the art manufacturing facility make our products one of the best in the awning industry. Our company has three convenient locations to serve you, Los Angeles, Phoenix and Millbrae, California to go along with our extensive dealer network. In addition to our awnings, we carry a full line of SunTamer® solution dyed acrylic fabrics and braids.

PRODUCT DESCRIPTION:

Alpha Productions, Inc. is the manufacturer of SunTamer® retractable awnings. These awnings include the Continental lateral arm awning, the Solana lateral arm awning, the Cadette retractable window awning, the Skylight/Solarium retractable awning, the Cabratrak /Cabriaroll vertical awning and the Solarview window shade. All of these awnings can be motorized or manual depending on the specifications. At Alpha we also manufacturer a Recess/Pocket for interior applications, an interior blackout track and our newest addition the Retractable Screen for doors and windows.

TECHNICAL INFORMATION:

Our company has been working very closely with architects, contractors and consumers for the past 26 years. Our products are specified and used all over the world. Whether we are working on one Continental lateral arm awning for a homeowner or 100 Cadette window awnings for a major downtown building our trained staff pays particular attention to all the important details. This emphasis on customer service and quality is our commitment to our customers. We also take pride in our long standing interest in the awning industry. We are very active and proud members of IFAI, PAMA, WCPA and ASID.

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