



CMF Doors

B2B Brand Voice Guide

Consistent Messaging Across Every Hotel Procurement Touchpoint

CONFIDENTIAL

Vertical: Commercial Doors & Hardware

Products: Fire Rated Doors, Automatic Doors, Electronic Entry, Architectural Hardware, Custom Metal & Wood Doors

Headquarters: St. Catharines, Ontario, Canada

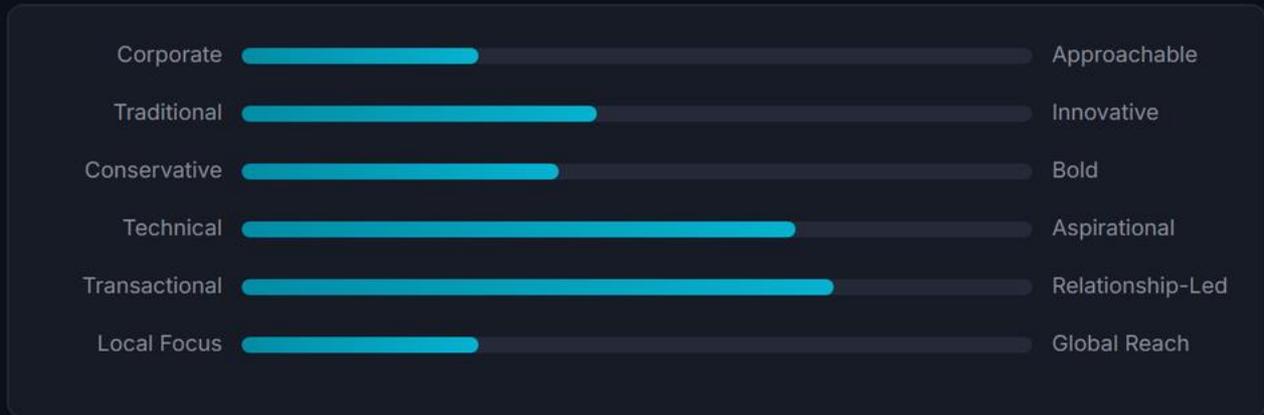
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B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

Brand Personality Spectrum

Where CMF Doors sits across key brand dimensions. The teal bar indicates current positioning based on market research; adjust to align with hotel procurement goals.



Brand Archetype Summary

PRIMARY ARCHETYPE	SECONDARY ARCHETYPE	PERSONALITY TONE
<p>The Expert</p> <p>AHC-certified authority who simplifies code compliance and door specification</p>	<p>The Caregiver</p> <p>Full-service partner protecting guest safety through lifecycle maintenance</p>	<p>Trusted & Direct</p> <p>Professional yet hands-on, never distant or corporate</p>

Voice Pillars

The 4 foundational traits that define how CMF Doors communicates in every B2B hotel procurement interaction.

☆ Expert Authority

Speak with confidence grounded in Norm Schwenker's 40+ years of industry experience, AHC certification from DHI, and deep knowledge of IBC/NFPA fire codes. Every claim is backed by certification credentials, code references, or installation track record.

EXAMPLE

"As AHC-certified consultants, we specify door assemblies that meet or exceed NFPA 80 requirements — from 20-minute corridor ratings to 3-hour stairwell enclosures — ensuring your property passes inspection the first time."

👤 Full-Service Reliability

Position CMF Doors as the single-source partner for every phase of a hotel door project — from initial hardware consultation and specification writing through supply, installation, locksmith services, and ongoing AAADM inspections. No handoffs, no finger-pointing.

EXAMPLE

"One call handles everything: we consult on hardware specs, supply fire-rated assemblies, install with our own crew, program master key systems, and maintain automatic doors — all backed by our in-house team in Niagara."

🛡️ Safety-First Mindset

Lead with life safety in every conversation. Hotels face serious liability exposure from non-compliant doors — fire ratings, ADA clearances, automatic door safety inspections. CMF positions itself as the compliance safeguard that protects both guests and operators.

EXAMPLE

"Our AAADM-certified inspector performs annual automatic door safety inspections per ANSI/BHMA A156.10 — keeping your property compliant and your guests protected from day one."

🏠 Niagara Community Partner

Emphasize deep roots in the Niagara region — Greater Niagara Chamber of Commerce membership, local team, and understanding of the unique demands of a tourism-heavy market with 13,000+ hotel rooms. CMF is not a remote call center; they are your neighbour.

EXAMPLE

"Based in St. Catharines, we serve the Niagara corridor — from Falls hotels to wine country inns. When a door emergency hits at 7 AM, our technician is on-site by 8, not flying in from out of province."

Tone by Channel

How CMF Doors' voice adapts across B2B hotel procurement touchpoints while maintaining brand consistency.

CHANNEL	TONE	KEY CHARACTERISTICS	EXAMPLE PHRASING
RFP Responses	FORMAL	Code-referenced, spec-driven, AHC credential-forward, compliance-focused	<i>"Per NFPA 80 and IBC Section 716, CMF Doors supplies UL-listed fire-rated assemblies with field certification documentation..."</i>
Trade Shows	ENGAGING	Hands-on demo focus, problem-solving hooks, touchless/automatic door demos	<i>"See how our touchless entry system eliminates guest contact points — let me walk you through a live installation."</i>
LinkedIn	THOUGHT LEADER	Fire code updates, ADA compliance insights, hotel renovation trends	<i>"NFPA 80 2025 edition tightens annual door inspection requirements. Here is what hotel facilities directors need to know."</i>
Email Outreach	CONCISE	Value-first subject lines, clear CTAs, personalized to property type	<i>"Hi [Name], I noticed [Hotel] is planning renovations in Niagara Falls. Our turnkey door program could streamline your timeline..."</i>
Website	CONFIDENT	Benefit-led headlines, certification badges, clear service hierarchy	<i>"Full-service commercial door solutions for Niagara's hospitality industry. AHC-certified. From consultation to ongoing maintenance."</i>
Emergency Service	EMPATHETIC	Urgency-aware, solution-focused, rapid response commitment	<i>"We understand a jammed fire door puts your guests at risk. Our technician is dispatched and will be on-site within 2 hours."</i>

PRIMARY CHANNELS

- Direct sales outreach to hotel facilities directors
- Trade shows: DHI conNextions, HD Expo
- RFP / bid responses for hotel renovations

SECONDARY CHANNELS

- LinkedIn (Norm Schwenker personal + company page)
- Website / blog (fire code updates, hotel door guides)
- Niagara Chamber of Commerce networking

SUPPORTING CHANNELS

- Product spec sheets & fire-rated door catalogs
- Instagram (@cmfdoors project showcases)
- Google Business Profile (reviews & local SEO)

B2B Vocabulary Guide

Standard terminology for hotel door procurement communications. Use the preferred term consistently across all materials.

<p>Turnkey Door Program</p> <p>Door Sales / Door Supply</p> <p>Positions the full-service model, not just product delivery</p>	<p>Fire-Rated Assembly</p> <p>Fire Door</p> <p>Technically accurate: includes door, frame, hardware as a system</p>	<p>Architectural Hardware Consultant</p> <p>Door Salesman / Rep</p> <p>Elevates AHC credential and advisory role</p>
<p>Lifecycle Maintenance</p> <p>Repair Service</p> <p>Frames ongoing relationship, not reactive fix-it</p>	<p>Total Cost of Ownership</p> <p>Price / Cost</p> <p>Includes install, maintenance, lifespan — not just unit price</p>	<p>Property</p> <p>Hotel / Building</p> <p>Industry-standard hospitality terminology</p>
<p>Code Compliance</p> <p>Meets Requirements / Legal</p> <p>Specific, professional reference to IBC/NFPA/ADA</p>	<p>Touchless Entry System</p> <p>Automatic Door / Hands Free</p> <p>Modern language aligned with post-COVID hotel expectations</p>	<p>Master Key Architecture</p> <p>Key System / Locks</p> <p>Technical framing for hotel security hierarchy design</p>

Words to Always Avoid

<p> USE INSTEAD</p> <ul style="list-style-type: none"> • "AHC-certified specification for your corridor fire separation" • "UL-listed 45-minute fire-rated assembly with NFPA 80 compliance" • "Turnkey program from consult through annual AAADM inspection" • "Custom-fabricated in our Niagara metal shop to your exact spec" 	<p> NEVER USE</p> <ul style="list-style-type: none"> • "Best doors in the business" (unsubstantiated superlative) • "Cheap" or "affordable" (devalues professional positioning) • "We do it all" (vague, sounds like handyman service) • "Any door you need" (too informal for B2B procurement)
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Writing Samples by Context

Reference examples showing how the voice pillars and vocabulary apply in real B2B hotel procurement scenarios for CMF Doors.

RFP EXECUTIVE SUMMARY

"CMF Doors is a full-service commercial door and architectural hardware company headquartered in St. Catharines, Ontario. Led by Norm Schwenker, AHC — a DHI-certified Architectural Hardware Consultant with over 40 years of industry experience — our team delivers turnkey door programs from initial specification writing through installation, master key programming, and ongoing AAADM-certified automatic door inspections. We supply fire-rated assemblies in wood, metal, aluminum, stainless steel, and fiberglass composite, meeting or exceeding IBC, NFPA 80, and ADA requirements for hotel properties across the Niagara region."

COLD EMAIL OPENING

"Hi [Name], I noticed [Hotel Brand] is planning a renovation at your Niagara Falls property. At CMF Doors, we specialize in turnkey door programs for commercial properties — from fire-rated corridor assemblies to touchless entry systems. Our AHC-certified team handles everything in-house, which means one point of contact from spec through installation. Would 15 minutes next week work to discuss your renovation timeline?"

LINKEDIN POST

"Hotel facilities directors: the NFPA 80 2025 edition introduces stricter annual fire door inspection requirements. Non-compliant assemblies now face faster remediation timelines. As AHC-certified consultants, we have been fielding questions from Niagara-area properties about what this means for their existing door inventory. Here are 3 things to check before your next inspection."

TRADE SHOW ELEVATOR PITCH

"We are CMF Doors out of St. Catharines — full-service commercial door and hardware. What makes us different for hotels is that we handle the entire lifecycle: Norm, our AHC, writes your spec; our crew installs; our locksmith programs your master key system; and our AAADM-certified tech does your automatic door inspections. One vendor, zero gaps. Can I show you our fire-rated assembly range?"

Brand Origin Story (Approved Version)

"CMF Doors was founded on a straightforward principle: commercial properties deserve a door partner that handles everything, not just delivery. With over 40 years in the industry, President Norm Schwenker — one of Ontario's experienced AHC-certified hardware consultants — built a team that covers every discipline under one roof: specification writing, custom metal fabrication, fire-rated door installation, locksmith services, and AAADM automatic door inspection. Based in St. Catharines at the heart of the Niagara tourism corridor, CMF Doors serves a region with over 13,000 hotel rooms — properties that rely on doors to protect guests, comply with fire codes, and create seamless entry experiences. Our mission remains simple: give every customer the best experience possible and leave them feeling secure with our work."

Visual Tone Guidelines

Visual communication standards that reinforce CMF Doors' brand voice across all B2B hotel procurement materials.

Photography Style

- Clean shots of installed fire-rated doors in hotel corridors
- Behind-the-scenes metal shop fabrication for credibility
- Close-ups of hardware: electronic entry, master key, touchless openers
- Team photos showing real crew in branded gear on job sites
- Never use generic stock photos of business people or buildings

Data Visualization

- Use comparison charts for fire rating levels and lifecycle costs
- Clean, minimal chart styles — no 3D effects or gradients
- Color-code: teal for CMF, gray for competitors (SPH, etc.)
- Always cite fire code references (NFPA 80, IBC Section 716)
- Timelines for project phases: consult → supply → install → maintain

Document Design

- Consistent header/footer branding on all PDFs and proposals
- AHC and AAADM certification badges on first page of every RFP
- Page numbering on multi-page documents
- Technical spec sheets with fire rating, ADA, and acoustic data
- Table-based layouts for hardware schedules and door specifications

Email & Presentation

- HTML emails with CMF Doors branded header, clean typography
- Presentations: max 6 lines per slide, one concept per slide
- Include project photo gallery for social proof
- End every presentation with clear next-step CTA
- Attach spec sheets as PDF, never Word documents

Certification & Trust Badges

Always display relevant certifications prominently on the first page of RFP responses and on product spec sheets.

AHC

DHI Certified

AAADM

Inspector Certified

GNCC

Chamber Member

Yale Partner

Authorized Dealer