

Technology, Design Join in Innovations

Security and design are top of mind as manufacturers develop mailboxes of improved-quality construction.

For a “virtually indestructible & vandal resistant” mailbox, Gibraltar says its Tuff Body Mailbox is constructed of 20 pounds of heavy gauge steel and uses a stainless steel piano hinge on the door.

All mailboxes from Step2 Holding LLC “use a durable resin, have double-wall durability, and are put together in two pieces for a more solid unit,” explains Jerry McDermott, chief marketing officer.

For safety, Step2 developed the mailbox with a rear door to keep end-users away from the street when collecting the mail, McDermott points out. Additionally, a magnetic closure is included on all Step2 mailbox doors. And the Store More mailbox also has a door at the base of the mailbox through which homeowners can collect up to two weeks worth of mail.

Epoch Design incorporates the exclusive and patented Anti-Pry Latch Lock on all of its Mail Boss wall mount and curbside models for ultimate security and mail theft prevention, says Jenny DeRaspe-Bolles, marketing manager.

“Mail Boss high-capacity mailboxes are designed with convenience in mind, but without sacrificing aesthetics,” DeRaspe-Bolles says. “Mail Boss mailboxes are

designed for maximum capacity without a visually obtrusive exterior profile. The result is a visually appealing low profile mailbox, deeper than most with extra large capacity. This feature is particularly important when consumers receive long items in the mail such as books or legal size documents that may get trapped in shallower boxes.”

Many mailboxes from Architectural Mailboxes LLC are finished for longevity and strength, with “thicker metal where appropriate and design elements that enhance overall structural integrity,” says Vanessa Troyer, co-founder/ceo. “We use corrosion-resistant materials, such as stainless steel and aluminum, for parts and products subject to more extreme environmental conditions.”

Additionally, Architectural Mailboxes has introduced several locking designs with spacious storage compartments that accept small parcels, Troyer adds. The Oasis line, for example, has a patented hopper door design.

Value Apparent in Improved Security

The “most secure and convenient locking mailbox on the market today” is available from Epoch Design for under \$200, DeRaspe-Bolles says. The company’s vision has been “to produce the most secure mailbox possible for a price most everyone can afford.”

With good design and the “smart application of economical materials,” Architectural Mailboxes minimizes costs and still provides healthy margins, Troyer says. “We have developed common parts that can be used across several mailbox designs, thereby improving operational efficiency.” Additionally, the company has added “more locking products, fresh aesthetic designs, accessories that enhance installation and usability, and other economical features that are relevant to today’s consumers.”

Step2 offers a variety of price options, from opening price points to higher-priced deluxe models, McDermott says. “The durability of a Step2 mailbox brings a value that no other company can match.”

Growth Anticipated from Multiple Factors

As consumer awareness of the prevalence of mail-identity theft increases, the demand for locking mailboxes will continue to grow, DeRaspe-Bolles says. “Epoch Design aims to continue to provide Americans with a high-security locking mailbox at an affordable price. We believe Mail Boss will ultimately be synonymous with security and peace of mind at an affordable price.”

The USPS continues to convert house-mounted mailboxes into curbside delivery, providing an opportunity for curbside mailboxes for years, McDermott says.

“Homeowners crave different aesthetic styles as years pass,” McDermott adds. “We continue to design and develop new mailboxes — all made in the USA — that will fit home styles from both an architectural and a color standpoint. Our goal as a company is simple: to continue providing the best quality in mailboxes at competitive prices with designs that differentiate us.”

While Architectural Mailboxes may not be the industry leader in market size, it is “the clear industry leader in aesthetic & functional design, quality workmanship, and innovation,” Troyer points out. “Architectural Mailboxes will continue to provide quality products with relevant designs to meet the changing consumer behaviors and mail delivery trends.”

Wide-Reaching Promo Efforts Aid Retailers in Growing Business

Architectural Mailboxes LLC promotes its mailboxes through many channels of media, print, television, and social media, says Vanessa Troyer, co-founder/ceo. The company is also a frequent contributor to home improvement networks and TV programs, including ABC’s “Extreme Home Makeover: Home Edition.”

Meanwhile, attractive and popular designs help mailboxes from Step2 Holding LLC stand out to consumers, says Jerry McDermott, chief marketing officer. “Step2 works with major retailers to implement promotional activities that increase consumer awareness and sales. We also provide actual units for display on retail shelves so consumers can feel the click of the magnetic door.”

Epoch Design provides endcap and in-line display packages to its customers, says Jenny DeRaspe-Bolles, marketing manager. “Included is a Golden Hammer award-winning POP video player that communicates to consumers the prevalence of mail-identity theft and the superiority of the Mail Boss in terms of security, usability, and overall value.” She adds that signage also communicates features and benefits above product displays, while a high-traffic branded website supports brick-and-mortar retailers with a dealer locator that attracts almost 30% of overall site traffic.