

CONSUMER GOODS

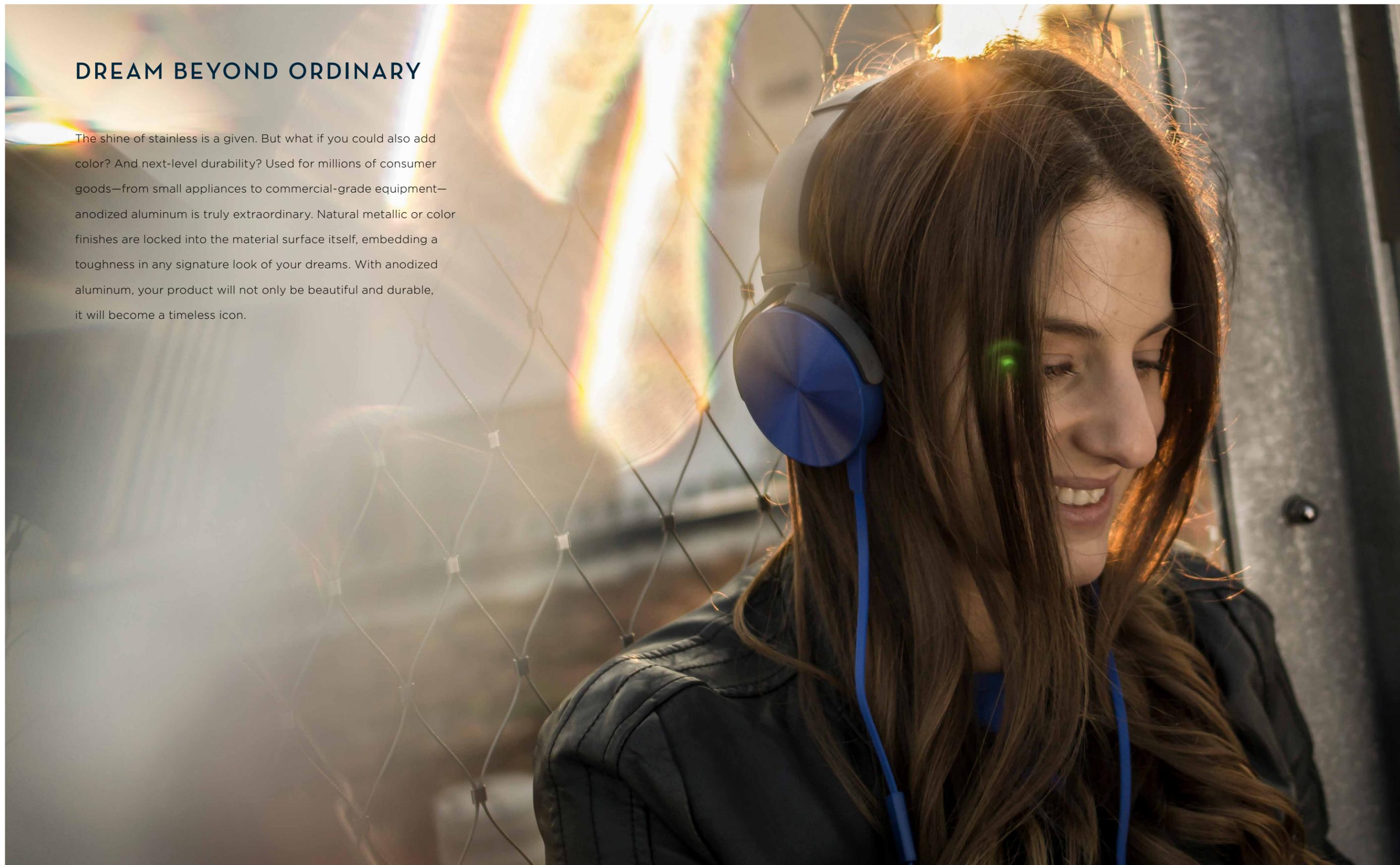


REFLECT YOUR VISION

LORIN

## DREAM BEYOND ORDINARY

The shine of stainless is a given. But what if you could also add color? And next-level durability? Used for millions of consumer goods—from small appliances to commercial-grade equipment—anodized aluminum is truly extraordinary. Natural metallic or color finishes are locked into the material surface itself, embedding a toughness in any signature look of your dreams. With anodized aluminum, your product will not only be beautiful and durable, it will become a timeless icon.



## ENDLESS APPLICATIONS

From microwaves to mixers, fryers to freezers, anodized aluminum is next level. With our Sapphire finish, you get the look of stainless steel without the scratches and smudges. A tough anodic layer resists everything from corrosion to smudges for any messy situation it might find itself in. And with our UV-stable ColorIn® series, fading is kept far, far away.





## SLIM, SOLID & STRONG

Three times harder than the raw material, anodized aluminum provides a natural abrasion resistance not found in other metals. And at 60 percent lighter than stainless steel, the entire shipping, handling and manufacturing process is more efficient with less damage—resulting in a formable, lightweight material that lasts and lasts.

## A STRIKING LOOK THAT LASTS

The coil anodizing process electrochemically seals the color into the aluminum surface itself. This ensures consistent, fade-resistant color that won't chip, flake or peel. Color matching is a cinch too, for any hue or metallic look you can dream up. And for the finishing touch: bright, matte, clear, brushstroked—the options with anodized are endless.

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## READY TO TWIST, TURN, FORM & PUNCH

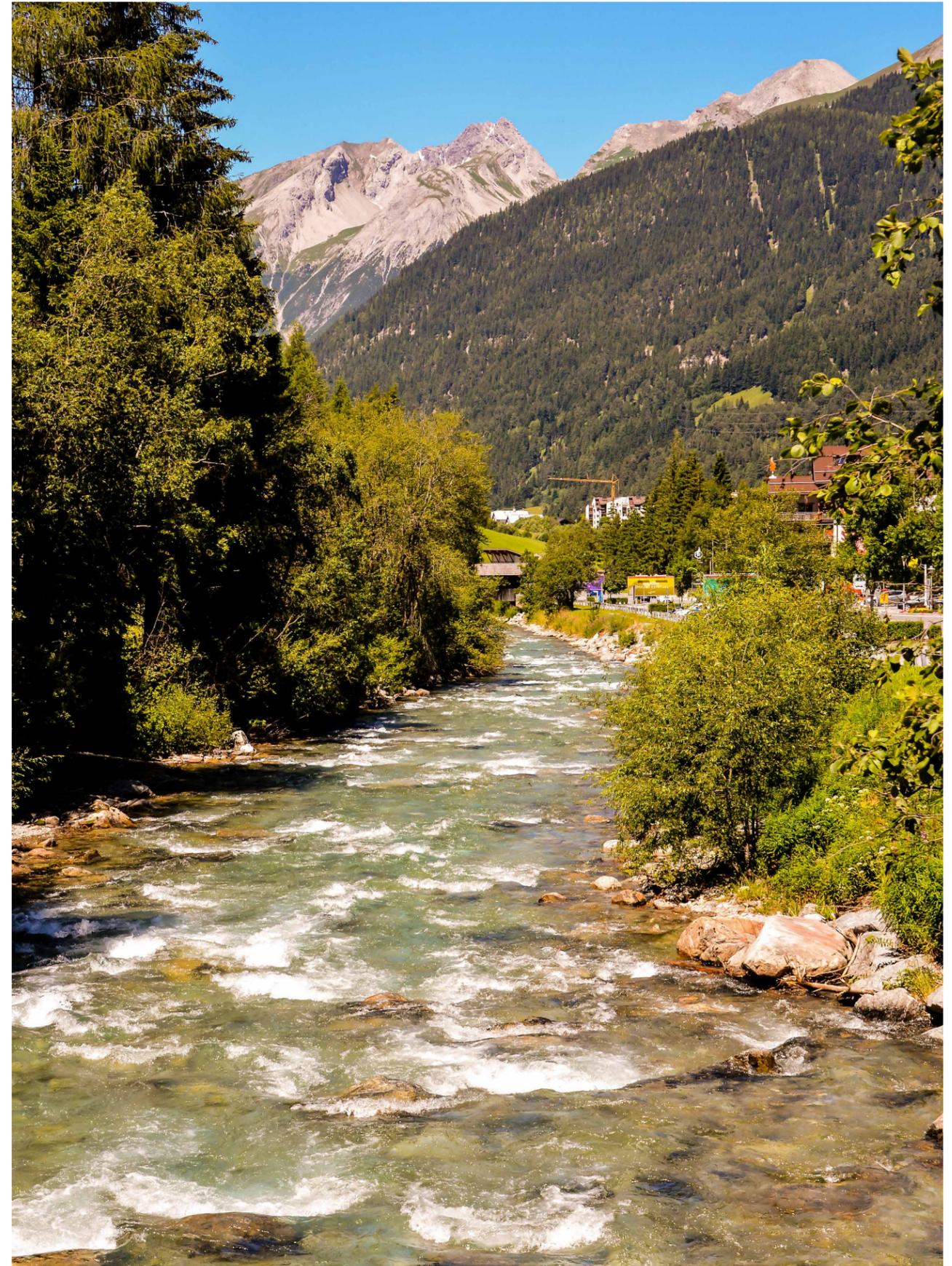
When any material is formed or stretched, micro-fractures inevitably occur. Known as crazing, many materials—even when painted—will appear cracked or webbed. But with anodized aluminum, crazing is often naturally obscured because of the way light reflects off a bend, creating a bright, frosted effect. In the hands of a skilled fabricator, formed anodized parts can look exquisite.

Coil anodized aluminum delivers consistent quality, and its high strength-to-weight ratio can elegantly solve a variety of challenges because it is light and workable.



## SAFE FOR ALL

Not only is aluminum's fundamental element, bauxite, the earth's most abundant, it is also 100 percent indefinitely recyclable, as its structure doesn't deteriorate when reprocessed. And without any volatile organic compounds in the material or anodizing process, clear anodized aluminum is approved for direct food contact by the National Sanitary Foundation (NSF 51), and all colored anodized aluminum is approved for splash zone food areas. That's a clean bill of health for everything and everyone.





## A MANIFESTO

At Lorin, we believe in aluminum. We believe in its possibilities—to become whatever a dreamer can dream, applied to anything from aircraft to appliances. We believe in its strength—to be cut, color matched, formed, embossed, perforated, hammered, and still withstand the test of time. We believe in aluminum because we've seen what it can do.

Since 1943, we've pioneered and challenged anodized aluminum—improving the process by adopting smarter, environmentally sustainable methods, creating infinite colors and metal finishes, and optimizing resistance no matter the elements. We do this for our customers: designers, tradesmen, artists and engineers. So they can bring their most ambitious visions to life in safe, manageable, cost-effective ways they never thought possible. Because why wouldn't we want to make dreams a reality?

Forget your perceptions. This is a new kind of aluminum. Anodized. Polished, powerful, and dynamic. That's the beauty of Lorin.

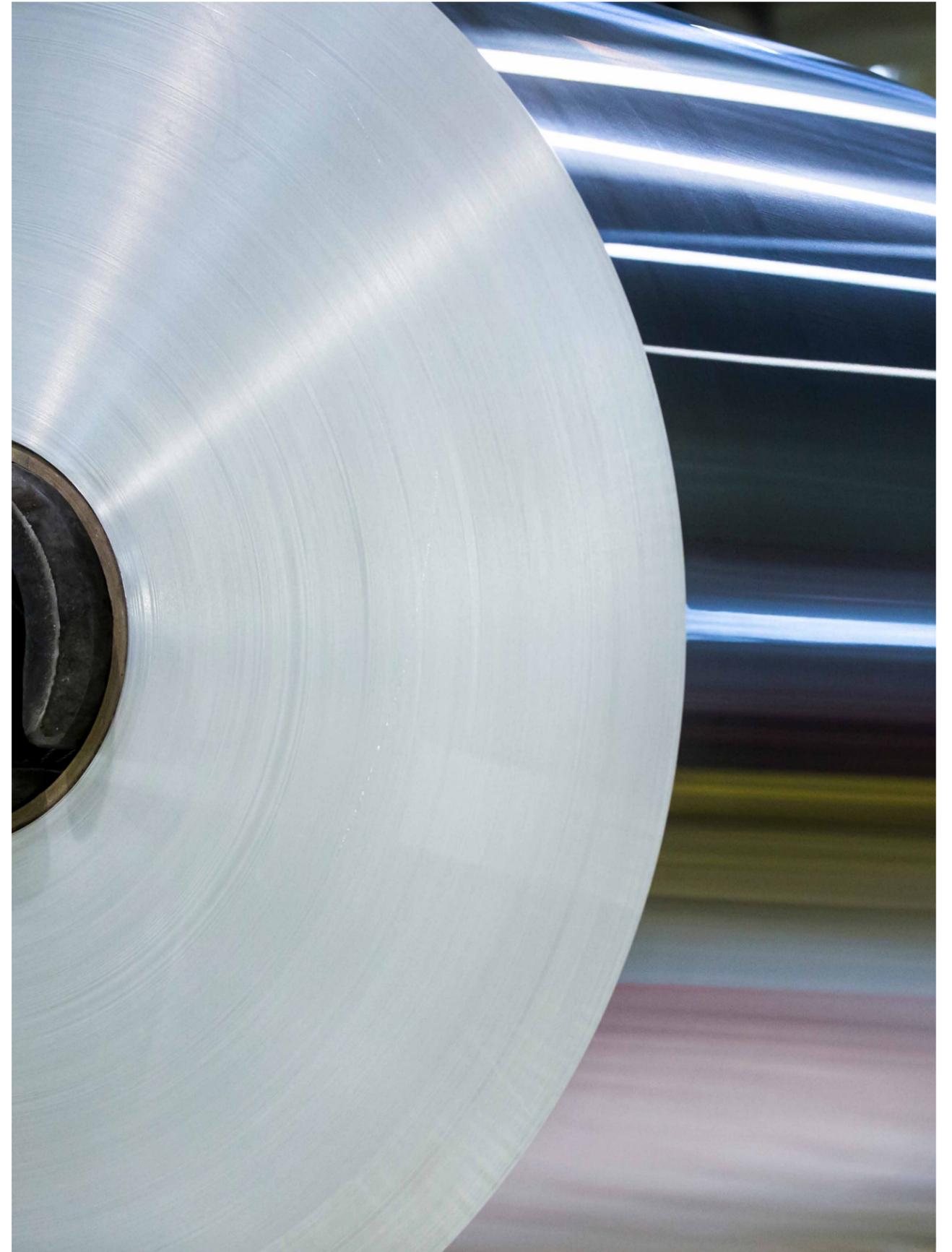
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## HOW WE DO IT

Coil anodizing is an electrochemical process, not an applied coating. And because anodizing is as much about art as science, the end result with Lorin is nothing short of magic—nearly limitless design possibilities and coil-loads of efficiencies. To let you in on the secret, here's how it works.

### **The Coil Anodizing Process**

At Lorin, we start with the highest grade of anodized quality (AQ) metal. Arriving coiled, the raw aluminum is unwound and pulled through a series of tanks, each playing a vital role. It is cleaned, anodized, colored, sealed, then rewound in one continuous process. Afterward we cut the material and deliver ready-to-fabricate all in one stop.



**LORIN**

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