



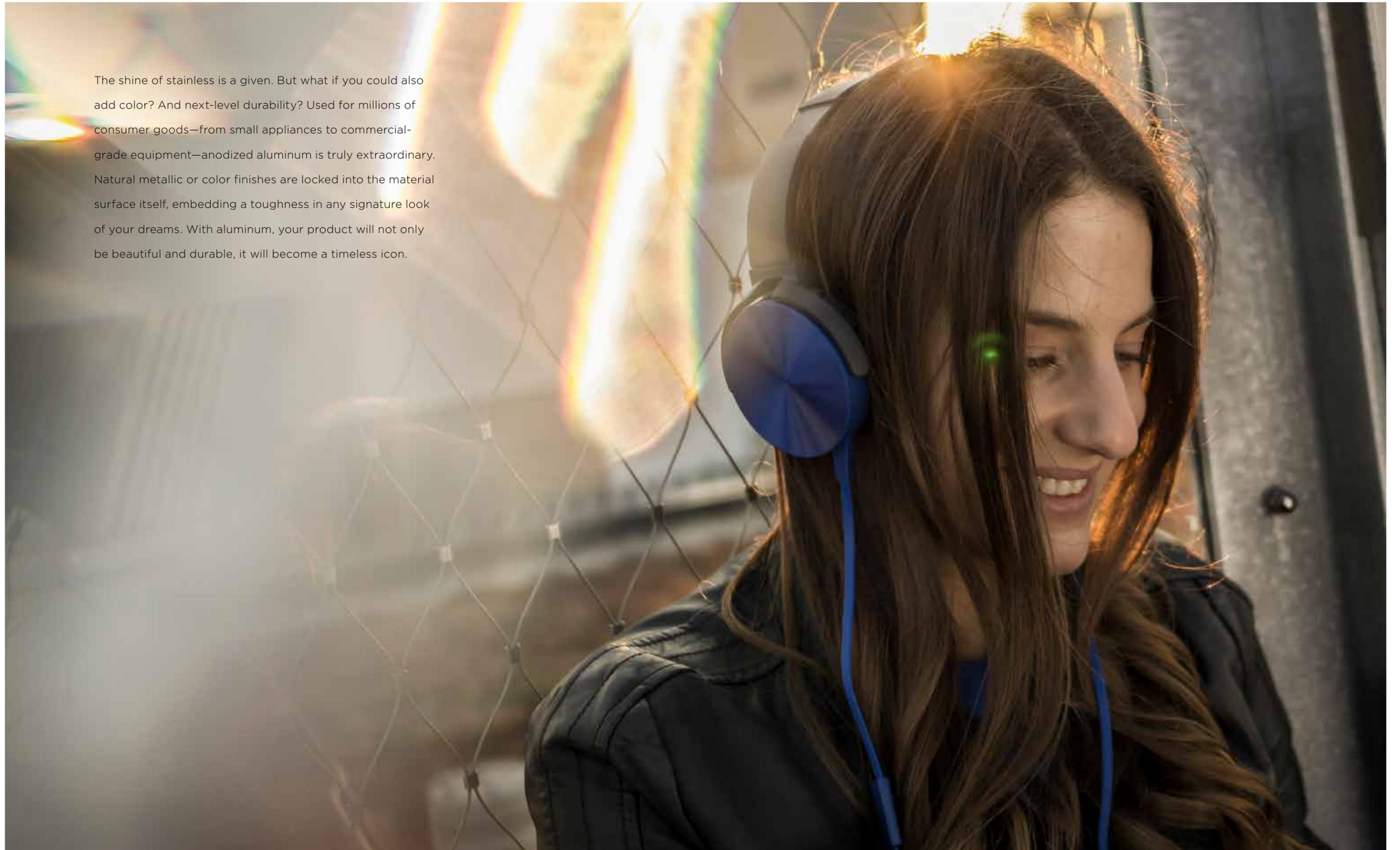
CONSUMER GOODS

SPRING 2018

LORIN

www.lorin.com

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 aluminum, your product will not only be beautiful and durable, it will become a timeless icon.



ENDLESS INTERIOR 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 fingerprints for any messy situation it might find itself in.

And with our UV-stable ColorIn® series, fading is kept far, far away.



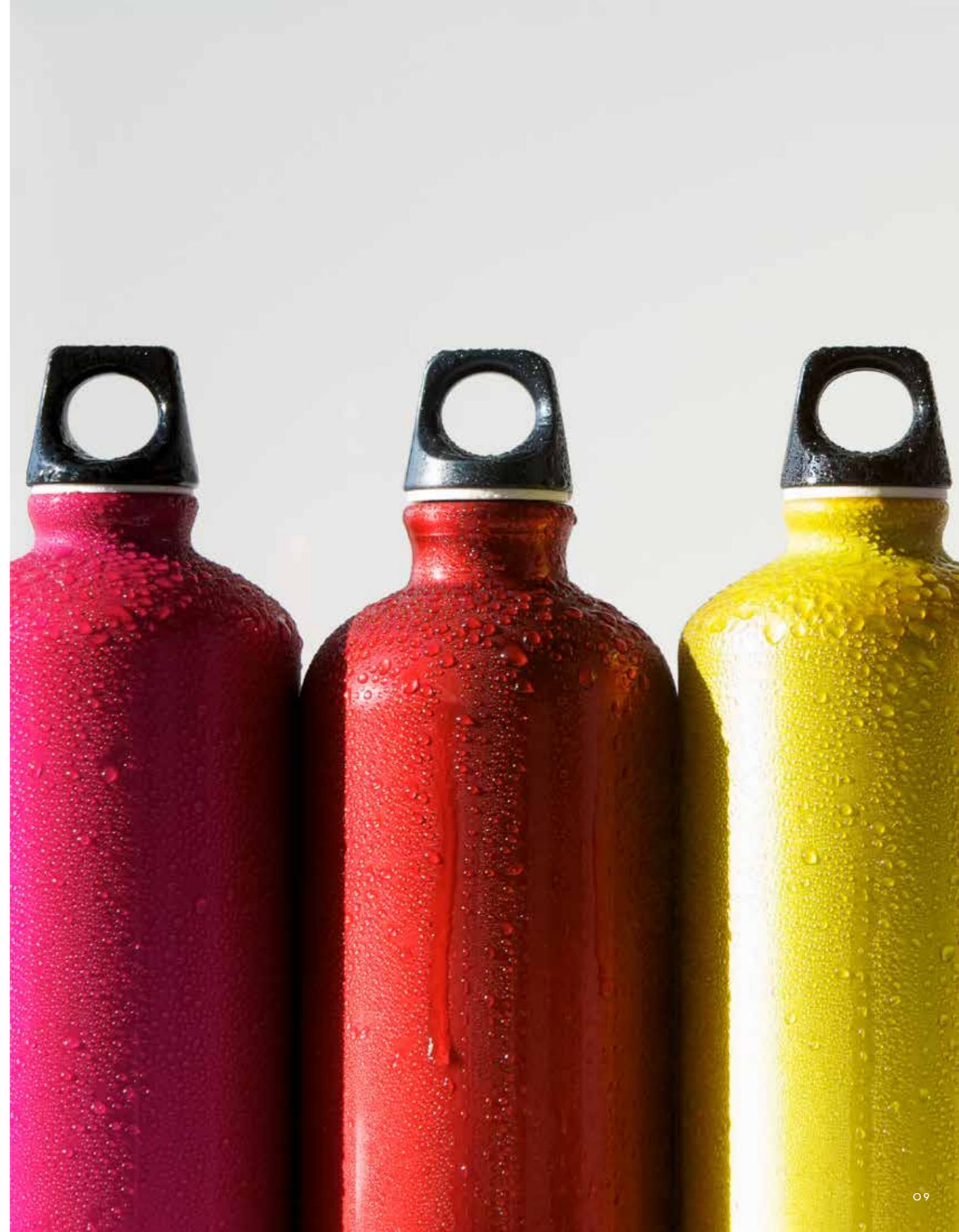


SLIM, SOLID & STRONG

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.

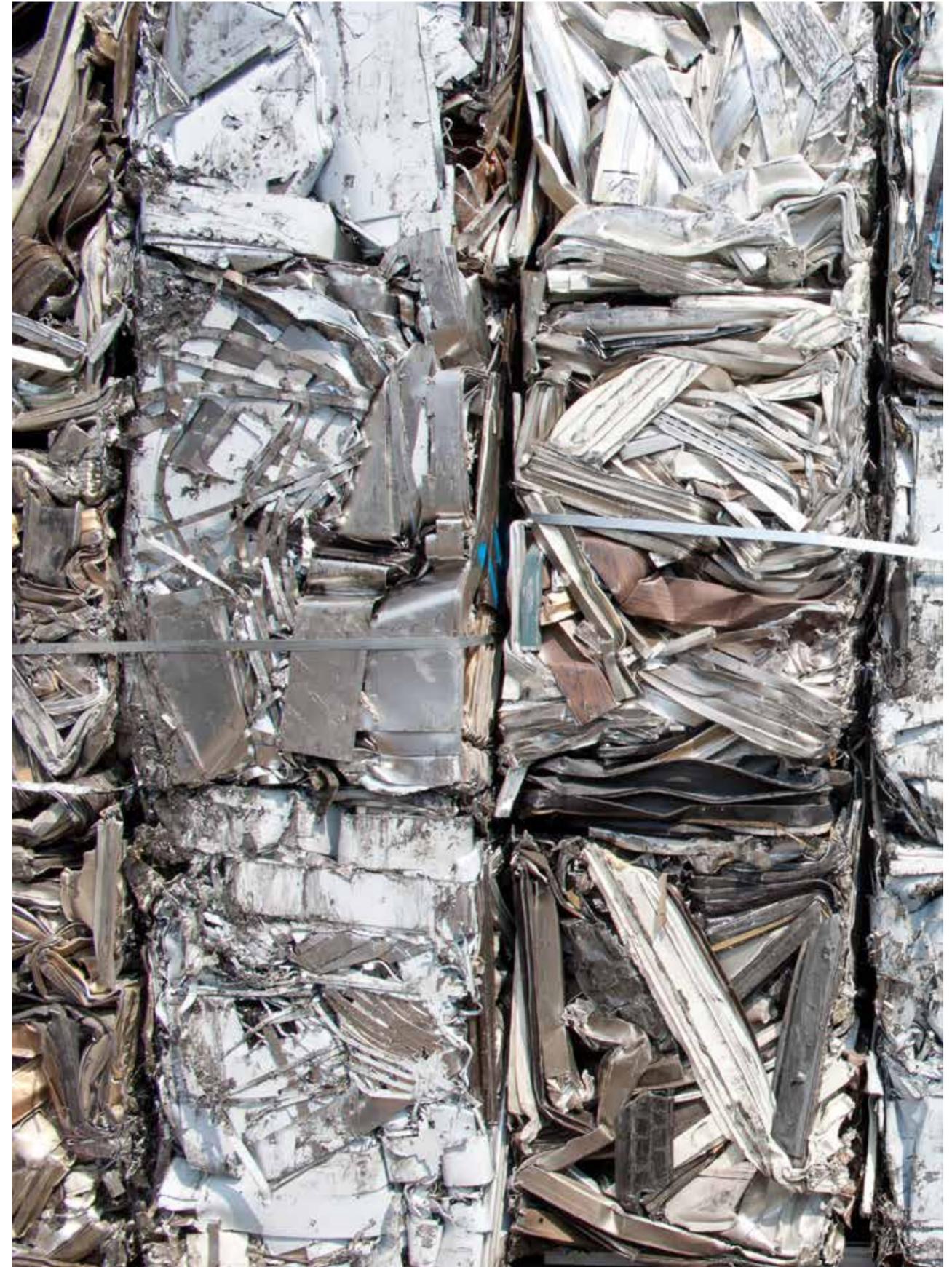
A STRIKING LOOK THAT LASTS

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, brush-stroked—the options with anodized are endless.



RECYCLABLE FOREVER AND EVER

Not only is aluminum the Earth's most abundant element, it is also 100% indefinitely recyclable as its structure doesn't deteriorate when reprocessed. And without any volatile organic compounds in the material or anodizing process, 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, 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 have been improving the process, further solidifying Lorin's global leadership in creating the most unique and durable finishes ever made. Throughout the journey, we've adopted smarter, environmentally sustainable methods. We've changed the game with anodized aluminum, our infinite colors and unmatched longevity is making it the premier solution for more and more designers worldwide.

Forget your perceptions. This is a new kind of aluminum. Polished, powerful, and dynamic. Reflect the beauty of anodized. Reflect your vision with Lorin.

HOW WE DO IT

Coil anodizing is an electrochemical process, not an applied coating. The end result is nothing short of scientific magic with 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. Afterwards, we cut the material and deliver ready-to-fabricate all in one stop.

Step 1: Cleaning

Raw aluminum is covered in mill oils. The cleaning tank is exactly that: ensuring all contaminants are washed away so the final surface is flawless.

Step 2: Pre-treatment

Depending on the desired finish, the pre-treatment wash could be chemically:

- Etched, removing a thin surface layer of the raw aluminum creating a matte look.
- Brightened to smooth the surface and heighten its reflectiveness.
- Electropolished as a more eco-friendly alternative for a chrome aesthetic.

Step 3: Anodizing

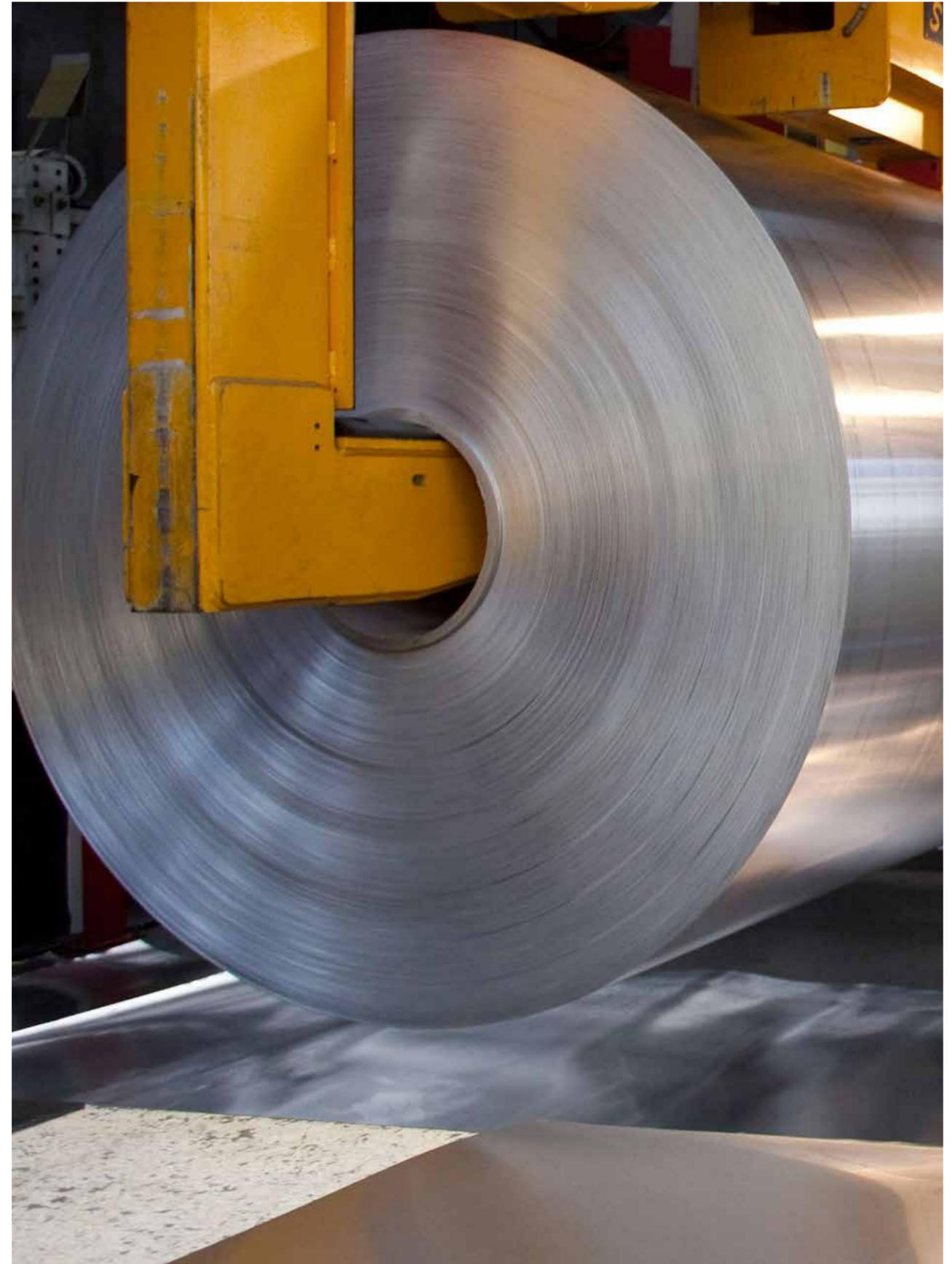
Using electrochemistry, an anodic film layer is grown onto the aluminum surface. The new layer is hard and porous—perfect for coloring. If the natural look of aluminum is desired, then skip coloring and start sealing.

Step 4: Coloring

For vibrant colors, but not necessarily UV stable colors, dyes of any hue are absorbed directly into the anodic layer. For a UV stable metallic look, metal salts are electrolytically deposited. Both leave unmatched color intensities you never thought possible.

Step 5: Sealing

Here we close the pores, lock in the colors, and create a tough, resilient, finished surface.



LORIN

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