

LORIN[®]

We Are Anodized Aluminum

What is Anodized?

Anodic film built on the surface of the aluminum to protect it while still allowing the natural beauty of the aluminum surface to shine through. Unlike coatings, which is applied to the top of the metal, the treatment transforms the actual exterior of the aluminum into aluminum oxide.

Key Selling Points:

- Multiple/Matching Colors
- Environmentally Friendly
- Durable and Light
- UV Stable / Exterior Grade
- 25 Year+ Warranty



Transactional Opportunities



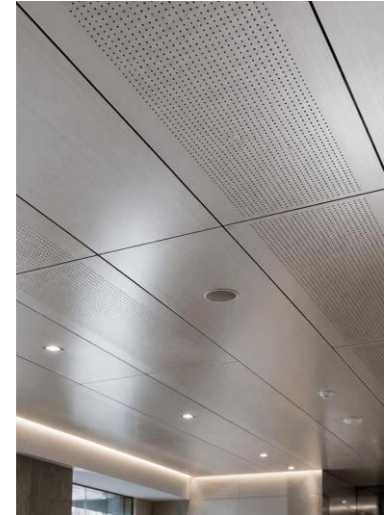
High Traffic Areas



Traffic and Impact Doors



Elevator Panels



Ceiling Panels

Project Opportunities



Architectural Panels



Curtain Walls

Project Opportunities



Interior Store Fronts

Signature Opportunities



**Muskegon Museum of Arts
Muskegon, MI**

High Growth Opportunities



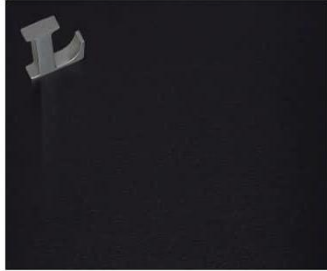
Architectural Glass & Glazing



High Growth Opportunities



CLEARMATT® (UV)



COLORIN® BLACKMATT (UV)



SILVER WHITE (UV)



**COLORIN® LA EXTRA
DARK BRONZE (UV)**

Focus On Top Selling Options

Sales Training / Testing

Sales Toolkit

Marketing Support and Collateral

In Stock . . .Ready To Sell

Everything You Need To Know About Anodized Aluminum - Without The Calories

Why Lorin, Why Glass & Glazing

It's Tough And Light As Air

Anodized aluminum is built to take a beating, resisting chips, scratches, and flaking, without weighing you down. 1/3 the weight of stainless steel.

Looks That Last

Rich, metallic finishes that don't fail. No topcoat, no peeling, no excuses. Over 1.5B pounds in the market place since 1943.

Endless Opportunities

Can match most any color requested. Focused on the four colors that represent 70%+ of the opportunities: Clear, Silver/White, Black, Bronze.

Clean and Green

No harsh chemicals. No VOCs. Just a sleek, eco-friendly surface that's 100% recyclable. Clear finish options are NSF 51 approved.

The Perfect Segment

Over 28,000 companies in the Glass and Glazing segment. Key customers include: Architects, Engineers, Product Designers/Managers, and GCs.

Warranty Without the Fine Print

It's built to last. UV approved and backed with a 25+ year warranty.

It's Tough And Light As Air

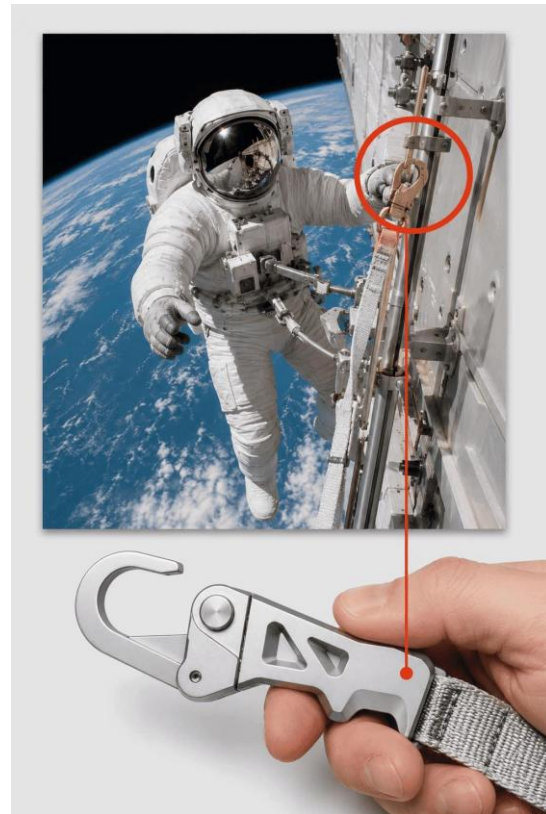
If it's good enough for NASA, it's good enough for your spec. Anodized aluminum holds up in orbit, and everywhere else. It resists chips, scratches, UV, corrosion, and everything short of re-entry, without adding unnecessary weight. Because when failure isn't an option, anodizing is.

Anodizing is an electrochemical process that transforms the aluminum surface into a hard, protective oxide layer. It's not a coating, it's integral with the aluminum as the pigments fill the surface pores.

The anodized layer is 2x harder than most paints and resists abrasion, corrosion, and UV damage without chipping or peeling, ideal for high-wear or outdoor environments.

Weight matters. Anodized aluminum delivers serious durability at 60% of the weight of stainless steel or coated alternatives, making it ideal for aerospace, transportation, defense, glass/glazing and anywhere performance and weight go hand in hand.

No maintenance coatings. Anodizing is a cleaner, more sustainable finish that contains no VOCs that requires no reapplication.



Compared to Stainless

AlumaPlus - The Anodized Stainless

- Looks like stainless steel
- Weighs 60% less than stainless steel
- More consistent visual appearance and mechanical properties
- Will not rust like some stainless grades
- Environmentally friendly
- Long-lasting beauty



Interesting Fact: Anodized Aluminum will not fingerprint like stainless steel!

Compared To Stainless Steel

Stainless Steel Transition Opportunities

- Wall Panels
- Column Covers
- Signage
- Ceiling Panels
- Specialty Items
- Appliance/Foodservice
- Back Splashes
- Decorative Trim & Edge
- Electronics



What We Sell, And Why We Own It

Not all anodizing is created equal, and we don't waste time with second-rate processes. At Lorin®, we manufacture and market anodized aluminum finishes that deliver real-world performance, next-level aesthetics, and industry-trusted durability. If it can't hold up or help you stand out, it's not in our lineup.

✅ **Coil Anodizing:** Decorative, durable, and perfect for architectural and commercial segments. ***These are the go-to solutions.***

✅ **Batch Anodizing:** Same elite finish as coil anodizing. Ideal for pre-formed parts or smaller runs. Ideal when coil isn't the fit.



Looks That Last: No Topcoat. No Excuses

This isn't a spray-on illusion, it's real metal, built to perform. Lorin® anodized finishes will not chalk, chip, flake, or peel. They hold their color, keep their edge, and show up year after year without the maintenance nightmare. When aesthetics and performance matter, this is the finish that sticks around.

Metal That Looks Like Metal: Rich, deep, and reflective, no plastic-looking fakes, no dull substitutes. Just real metallic beauty that holds up.

No Topcoat to Fail: Nothing to peel, bubble, or flake off. The finish is permanently sealed as the pigments actually fill the aluminum surface pores.

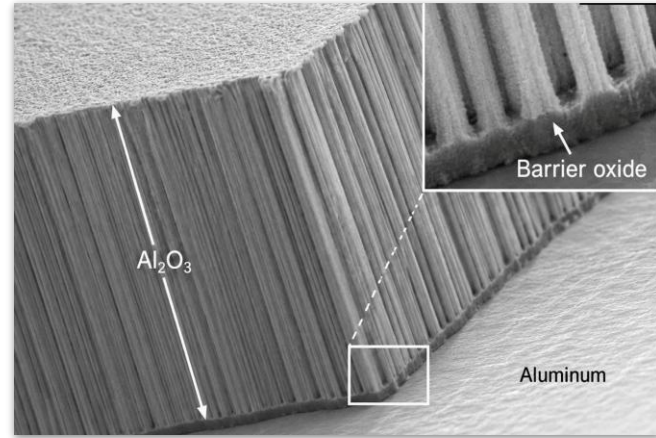
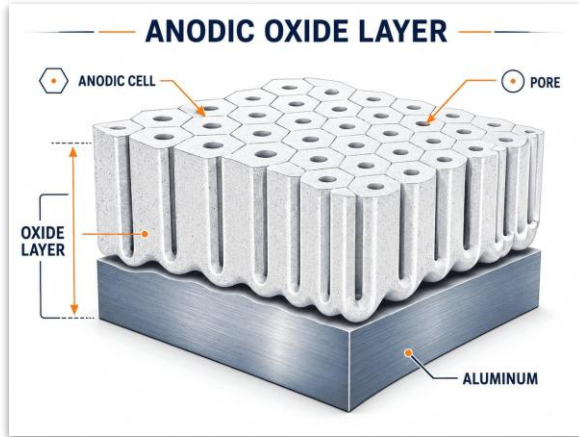
UV-Stable Colors That Stay Sharp: All Lorin's Classic Colors are UV approved and designed to thrive under direct sunlight without chalking, fading, or yellowing over time.

Low Maintenance. High Impact: No recoating. No repainting. Just a finish with a 25+year warranty that keeps working long after coatings "give up".



The Anodizing Process

ELECTROLYTIC process is used to convert the aluminum into aluminum oxide to increase the thickness and hardness of the **NATURAL** protective oxide layer on aluminum!



This oxide layer is not a coating, it's a sponge . . . it is part of the aluminum itself!

This Isn't Some Sprayed-On Illusion

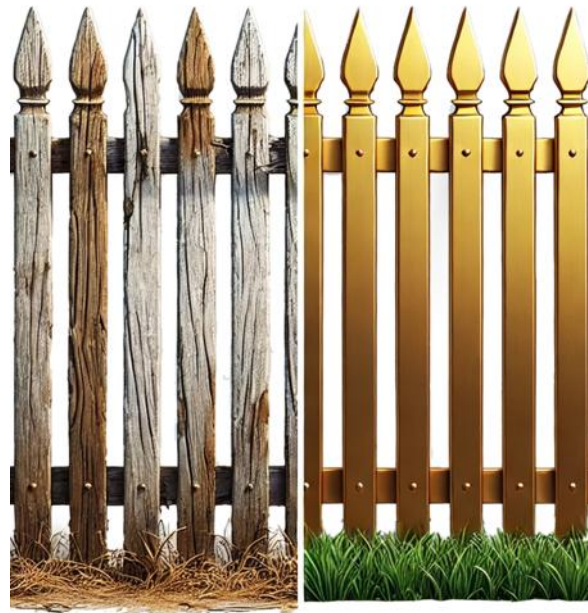
Paint might seem like the easy win . . . common and everywhere. But that's exactly the problem. It's a race to the bottom in the "sea of sameness". It chips, peels, fades when it matters most. Anodized aluminum doesn't just look better, it lasts longer, builds value, and gives you a real edge in the market.

More economical long-term: Sure, some paint costs less today, but frequent touch-ups and replacements drive up long-term costs. Lorin's anodized finishes are resistant to scratching and fading.

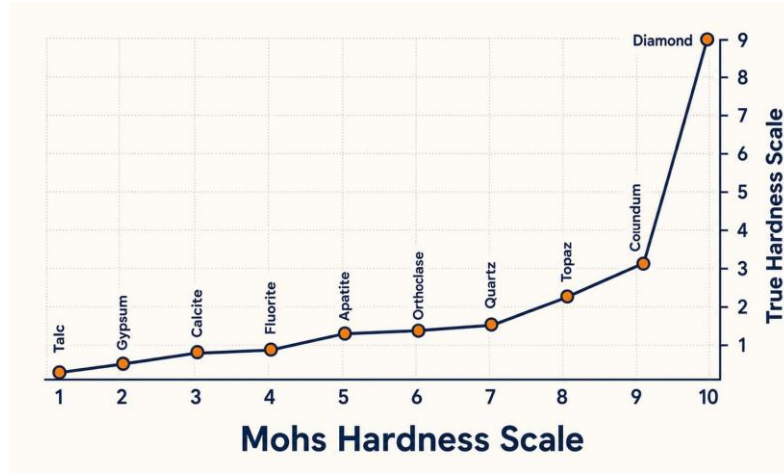
Environmentally friendly: Easy to recycle and contains no VOCs

No differentiation: Paint blends in, does not stand out. If you're looking to build a brand, this isn't it.

"We Got Your Back": Lorin has one of the most comprehensive warranty policies in the industry. 25+ year warranty on all Classic Colors.



Resistant To The Elements



The anodic film is sapphire hard and outperforms coated aluminum in both abrasion and surface hardness for testing for scratch resistance.



Sapphire is a mineral in the Corundum family!

Resistant To The Elements



Muskegon Museum of Art

Muskegon, Michigan

- Roll Formed Panels by Morin (Pulse)
- Light Bronze Brushed Panels .040 Class II
- Medium Bronze MF Class II (Trim)

Endless Possibilities

We don't just offer colors, we offer options that sell. You've got more ways to meet the spec, wow the designer, and close the deal. Whether it's our Classic Colors of Clear, Black, Bronze, and Silver White or bold custom hues, we've got the palette that takes any project to the next level.

Massive Range, Ready to Ship: 55+ stocked colors = faster lead times and fewer compromises. (Sometimes within the day)

Most Popular Glass and Glazing Colors: Lorin's Classic Colors: Clear, Bronze, Black and Silver/White. Clear and Silver/White can be colored to match on both sides!

Spec-Friendly Selection: Architects love options. Engineers love availability. We deliver both.

Custom Matching? Of Course: If you need it, we'll match it. But chances are, we've already got it.

Consistent, Repeatable Results: With coil-to-coil consistency that coatings can't touch.



Clean and Green

No acid baths. No toxic topcoats. Just a sleek, high-performance finish without the environmental baggage. Anodized aluminum doesn't pollute, doesn't off-gas, and doesn't mess around. It's the future of metal finishing, 100% recyclable, endlessly durable, and built to meet the moment.

No VOCs, Ever: Unlike paint or powder coat, anodizing doesn't release harmful volatile organic compounds into the air.

Skip the Chemical Circus: No harmful pre-treatment steps or heavy-metal runoff. Just clean, efficient finishing.

Long Life, Less Waste: A finish that lasts decades means fewer replacements, fewer resources, and a lower carbon footprint.

100% Recyclable: The aluminum and the anodized finish go straight back into the recycling loop, no landfill detour.

Energy Saved, No Brainer, No Excuses: Aluminum is easy to recycle and uses up to 95% less energy than producing new metal. It's the fastest way to cut waste and keep performance high.



Safe Enough for Your Salad

Lighter. Smarter. Better Looking. Can stainless say that? Stainless gets all the hype, but when you look at the facts, anodized aluminum wins where it counts. It's lighter on the scale, leaner on the budget, and tougher than most people think. So before your customer specs the heavy stuff, hit them with the truth: stainless might shine, but anodized aluminum performs.

Lighter Than Your Ego: Anodized aluminum is dramatically lighter, making it easier to handle, ship, and install without breaking backs or budgets.

Costs Less. Does More: Lower material costs, reduced freight, faster installs. It's not just cheaper, it's smarter. Save the project budget without cutting corners.

NSF 51 Certified: ClearMatt® anodized meets strict food contact safety standards, ideal for commercial kitchens and equipment.

Not Made for the Meltdown: Stainless holds up better at very high temperatures and conducts heat three times faster than steel. But let's be real, how many architectural specs are running at 1,000°F?



Safe Enough for Your Salad



Grocery Display Coolers



Reach-In Coolers

Construction/Glass and Glazing Segment

Not all buyers care about the same things, but they all want one thing: a solution that works. Whether it's about performance, appearance, compliance, or delivery speed, your job is to know what keeps each persona up at night, and how Lorin® helps them sleep better. With over **28,000 companies** and medium to high growth over the next 5 years, this segment is a great opportunity for anodized aluminum.

Architect – “Make It Beautiful”: Obsessed with aesthetics, color consistency, and real metal finishes. Lorin gives them bold, spec-worthy beauty that lasts.

Product Designer – “Make It Better”: Improve aesthetics, reduce weight, and stand out while optimizing performance.

Product Manager – “Make Business Sense”: Focused on budget and delivery. Lorin's deep field inventory/quick ship times mean fewer delays, better margins.

Engineer – “Make It Last”: Cares about performance, tolerances, and long-term ROI. Anodizing delivers built-in durability with no topcoat to fail.

General Contractor – “Make It Easy”: Needs material that cuts, bends, and shows up on time. Lorin's coil-to-coil consistency and fast turnaround make life easier.



Product Designer



Project Manager



Fabricator



Architect



General Contractor

Anodizing Is Used Everywhere That Matters

From the skies to the sea and everything in between, if performance counts, anodizing shows up. Lorin® anodized aluminum isn't limited by industry, it's powered by it. When strength, looks, and longevity matter, we're the go-to finish across sectors. Anodized aluminum can be used in **virtually any segment**, here are some prime examples.

Aerospace: Built for Takeoff: Lightweight, corrosion-resistant, and engineered to handle high heat and high stakes, this is flight-grade finish.

Defense: Bring It On: Anodizing doesn't rust, crack, or quit, even in harsh military conditions.

Building Construction/Glass and Glazing: Make It Bold. Make It Last. Real metal. Real color. No fakes, flakes, or fade. From façade to ceiling, it performs and impresses. It is the largest industry segment using anodized products.

Food & Beverage: Clean Enough to Eat Off: ClearMatt® is NSF 51 certified. No toxic coatings . . . just a hygienic, durable surface with clear anodized.

Transportation: Road-Tested, Rail-Ready: Whether it's rolling stock or rigs, anodized finishes handle vibration, wear, and whatever the road throws at them.



Warranty Without the Fine Print

Paint warranties come with a list of conditions longer than a legal contract, acid wash this, recoat that, or it's void. Anodized aluminum skips the loopholes and delivers lasting performance straight out of the gate. No toxic prep. No hidden clauses. Just durability you can count on.

No Prep, No Problem: Anodized finishes don't rely on sketchy prep work to qualify for performance.

What You See Is What You Get: No "if" or "unless" attached, just long-lasting protection, period.

Easy To Understand: All of our classic colors offer 25 year warranties and are approved for UV protection. When the finish holds up like it's supposed to, you're not chasing warranty issues or fixing problems after install.

Trusted to Perform: Whether it's 25 years or up to 70 years, Lorin® anodized aluminum is built to last, and the results speak for themselves.



The Myths of Crazing

Cold doesn't craze it. Heat might. Know the limits. Anodized aluminum is tough, but even it has thresholds. When temps push past 320°F, you risk crazing. **Cold? Not a problem. And anyone telling you otherwise is just blowing smoke.**

Fact: This occurs in less than one half of 1% of all installations

Fact: It does not break the protective oxide layer

Fact: It won't expose the base aluminum

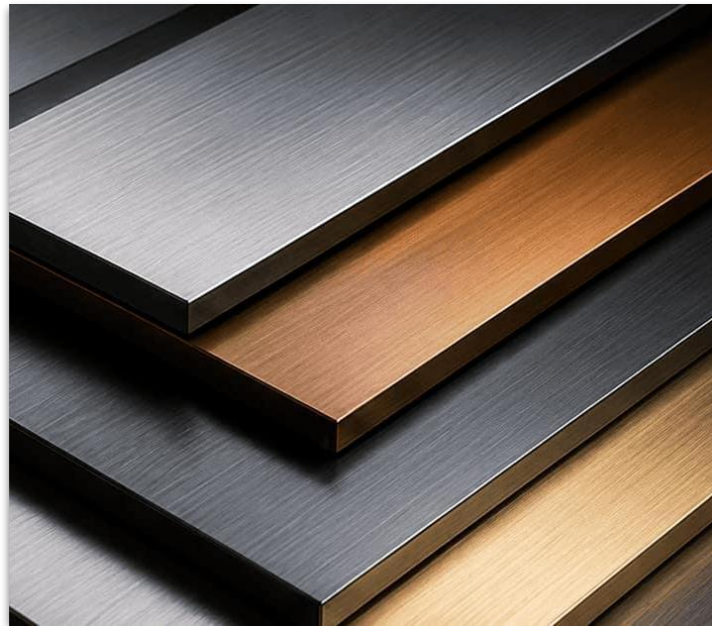
Fact: It can be mitigated with subtle design changes



Consistency

Visually, aluminum is more consistent than other metals that arrive “as rolled” with no assurance of lot-to-lot uniformity.

Aluminum is produced to tighter mechanical properties, including tensile strength, yield strength and elongation - resulting in more predictable forming and fabrication.



Anodizing: Myth vs. Fact

It's not a coating. It doesn't cover the metal. It transforms it. There's a lot of bad info out there, so let's set the record straight. Anodizing isn't paint. It's not plating. Anodized aluminum can be used in virtually any industry and because it is non-conductive, it is a "go to" for electronics.

Here's what's real:

Myth: It's a coating

Fact: Anodizing isn't applied, it grows from the aluminum itself by bonding at the molecular level.

Myth: It weakens the metal.

Fact: Anodizing actually increases surface hardness and improves resistance to wear and corrosion.

Myth: It's just cosmetic.

Fact: It's an electrochemical process that protects, performs, and delivers real-world durability with design flexibility.



Why Lorin?

Because the Industry Follows Our Lead

When you buy anodized aluminum from Lorin, you're not buying a product, you're buying decades of innovation, reliability, and supply chain strength. We set the standard others try to meet, with the speed, scale, and inventory to back it up. Lorin is the only company that is 100% focused on anodized aluminum for both coil and batch.

We Invented the Process: Lorin pioneered continuous coil anodizing in 1943, and we've been perfecting it ever since. You want heritage and credibility? We wrote the playbook.

Unmatched Product Quality: Industry-leading durability, consistency, and aesthetics. Our anodized finishes aren't just good, they're spec-worthy, UV approved, and built to perform.

Fast, Reliable Turnaround: Stocked, ready, and engineered for speed. You get premium product without the long lead times and backed with a 25 year warranty.

Deepest Inventory in the Game: More field stock than any other anodizer. That means less waiting, fewer delays, and more wins for your customers.



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