



# NEWS RELEASE

*"Taking your railing concepts to completion"*

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## Innovative set to launch "Powder Coating Line"

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Innovative Aluminum is pleased to announce that we are currently in the process of procuring and installing the equipment required to bring our powder coating process in-house. Our goal is to have our powder coating facility up and running by the end of August, 2012. Having our own powder coating facility will allow us to better control our processes while giving us the ability to better service our customers.

To this end, we have chosen to restructure our current standard colors.

Over the last four years, we have been offering 25 standard colors to our dealers, of which, only 12 colors have been strong to moderate repeat colors. Listed below are the top 12 colors that continue to sell in the market and that we foresee as making up our condensed standard color offering. We believe that the revised standard colors still cover a large spectrum of the colors that your customers will require.

In our "**Classic Series**", the following colors have proven to show consistent demand.

- Black, Textured Black, White, Rideau Brown, Oyster Grey, Beige and Sandalwood

For the "**Innovative Series**", the following colors have also stood out from the rest.

- Light Ivory, Hartford Green, Coastal Grey, Phantom Bronze and Silver Matte.

These 12 colors will now become our "**Innovative Series**" of standard colors.

Our goal is to create a streamlined powder coating process, which will require us to pull back our standard color offering to these 12 colors. Please remove the remaining 13 color tiles from your current color samples. We are discontinuing these 13 colors, but will honour any quotes or projects until June 30th that you may have committed to prior to May 30th.

In an effort to better service your needs, we greatly appreciate any input you have regarding the consolidation of our standard colors.