

Colour your house beautiful with aluminum windows

Almost everyone enjoys watching old black and white movies from time to time. There's something inherently dramatic about a world that's only shades of grey. But have you ever stopped to think about how drab real life would be without colour?

While colour has surrounded mankind on every side and subjected him to its influence since time immemorial, it is only relatively recently we have been able to use and reproduce colour as freely as we do today. Before the 19th century, only a limited number of dyes and pigments were known and these were mainly of organic origin.

Only within the last hundred years or so has this picture changed. Now, there are literally thousands of colours of every imaginable hue available for almost any purpose. From the bright blues of the sky to deep forest greens, colour pervades the products we use, the clothes we wear—and the homes in which we live.

Switching to aluminum windows can make your home more colourful and maintenance free.

How? First of all, forget about the old silver aluminum shades of the past. Aluminum can now be colour coated in almost any shade imaginable. In fact, it is hard to find a colour—no matter how contemporary—that cannot be utilized on aluminum.

Not Just Another Pretty Place

But there's more to aluminum's credit than just its obvious aesthetics. That means that the colour which goes on your aluminum windows is both durable and long lasting. They won't ever peel, flake, crack or blister. Even after years of exposure to winter cold and summer heat, your aluminum windows will look as good as new.

Because aluminum doesn't absorb moisture and doesn't rust, it provides an ideal base finish. The two most popular finishes for aluminum are baked enamel and anodic coatings—both available in a wide variety of colours. From an aesthetic and architectural viewpoint, this is a major advantage to choosing aluminum windows. And

if architects use aluminum windows for 40 floors, why not use them for two floors?

Besides being available in a range of standard colours, custom colour choices may also be an option. Imagine using a sumptuous teal or elegant aubergine and you're beginning to get the current aluminum window picture.

As a consumer, you can anticipate a long life expectancy from your aluminum window finishes. Why do these modern colour coatings last so much longer? There are three basic reasons:

ONE: When it is pre-treated, aluminum itself is an ideal material on which to deposit a baked-enamel coating or an anodic finish.

TWO: Historically, aluminum manufacturers have paid a great deal of attention to surface finishing quality. As a result, they have developed a wide range of long-lasting coatings.

THREE: Over the years, much research has been done to discover paint pigments and binders (the material which holds the pigments and adheres to the metal surface) that are inherently lightfast. This results in the longest possi-

ble coating life under various environmental conditions.

Our homes are more than just places to live. They reflect our personal sense of style. No two homes are exactly the same, because everyone likes to put things together in their own way. Rather than keeping up with the Joneses, developing your own unique style the goal for the '90s.

The way in which you decorate your home is an outward expression of your individual creativity. And the more individual and distinctive your approach, in fact, the better.

That's why today's consumers demand a wider range of colours in windows. Choices are limited only by your imagination. Complement any colour scheme with a selection from the wide range of standard colours offered by most window manufacturers—from creamy white to rich earth tones to popular decorator colours and many more choices. Surface texture is important too and most colours are available in high-, medium- and low-gloss formulations.

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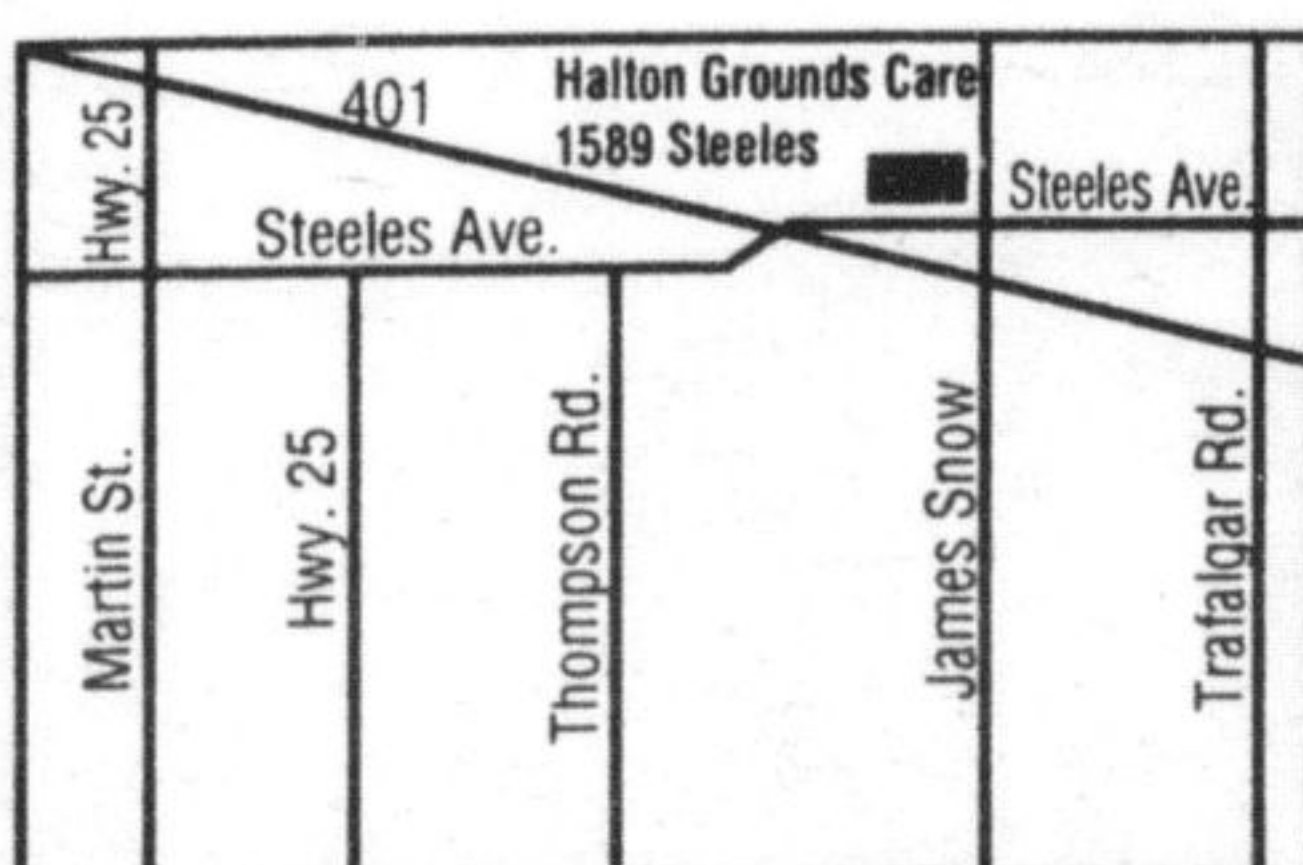


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