

Save Energy, Reduce Climate Change & Other Environmental Benefits

Stainless steel is an extraordinary building material. In 1920s construction, stainless steel use in building envelope applications was limited to iconic projects such as the Chrysler and Empire State buildings with budgets that were deemed extravagant for their day. As years progressed, the impressive durability of stainless steel earned its way on to more buildings. Yet, only recently have the incredible environmental benefits of this material been understood, and even now stainless steel remains under appreciated.

It is our mission is to bring awareness of the outstanding environmental and economic benefits of stainless-clad buildings to architects, engineers, and building owners everywhere.



Contrarian Micro Textures was founded with a philosophy of helping building professionals select materials that will last the useful life of the building with little or no maintenance. This usually results in the least long term cost to the building owner. In addition, significantly less harm can be made to the environment by using long life materials as opposed to more commonly used materials that require maintenance and replacement. Specifically, our portfolio of high performance architectural metals serves this philosophy well. Beyond offering sustainability (when properly specified and installed) these metals are, by their nature, environmentally “green” materials.

As Contrarian has continued to develop new stainless steel and other high performance metal products for the architectural market, further study of the properties of stainless steel have revealed astonishing benefits to the environment that also translate into improved operating costs for building owners.

