



## The Superior Durability of Stainless Steel

Stainless steel buildings have been around for nearly 100 years without showing signs of degradation. Perhaps the most widely known example of this is the dome atop the Chrysler building. Built in 1929, it has only been cleaned twice and remains in excellent condition without any expectation that it will need to be replaced. From an environmental standpoint an architect or building owner can count on this material to last the useful life of the building. Combining this fact with energy savings, heat island mitigation, impressive recycling statistics and other environmental benefits, it is truly a sustainable product that is good for the planet.

Beyond the environmental benefits, stainless steel's extraordinary durability provides economic benefits. Stainless steel products require very little maintenance to maintain their original appearance. A great example of the maintenance savings of stainless steel is the Sacony Mobil building also in New York City. Built in the 1950s it was cleaned in the 1990s for the very first time. All that needed to be done to restore the original finish of the building was for window cleaning crew to apply soap and water with buckets a few stubborn stains require the application of ammonia. We understand this buildings owner now cleans the façade every five years to maintain a pristine appearance of his historic buildings. Is no need to repaint or replace panels through the building's life cycle.

Contrarian Micro Textures was founded with a clear mission to provide high quality decorative metals that are both sustainable and economical. In 2001, the same year Contrarian Micro Textures opened its doors, the Federal Highway Administration issued a report estimating that in the United States alone, we spend \$550 billion per year combating metallic corrosion. Of that cost, \$113 billion per year is spent on construction related metal failures ranging from roof perforation to replacement of components that have become aesthetically unattractive. This clearly suggests that we would be better off in the long run if we selected more corrosion-resistant, sustainable metals like stainless steel and titanium. In addition to wasted dollars, wasted resources have had a negative impact on the environment.

