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Signage showcases wood look without the maintenance

using Linetec’s wood grain finishes for aluminum

Wausau, Wisconsin (Feb. 2021) – Signage and display components traditionally made in wood can be updated to benefit from the performance of architectural aluminum without compromising the classic details. Linetec’s wood grain finishes for aluminum present the natural look of real wood, while offering lower maintenance and greater longevity.

“Wood communicates elegance, while being approachable. Used in signage, it beckons us with its inviting look and draws us to touch its grain,” said Linetec’s marketing manager, Tammy Schroeder, LEED® Green Associate. “As the ambassador of a company’s brand or a household’s address, we expect our signage to be our best representative. With real wood, the demands of regular maintenance make a consistent appearance more challenging. Choosing aluminum with wood grain finishes alleviates this concern and delivers the intended look and lasting impression.”

Linetec’s specialty finishes for architectural aluminum products include more than 50 wood grain options of species and color along with textured grain patterns. These finishes can replicate expensive hardwoods like oak and walnut that may otherwise be cost-prohibitive for signage and displays.

Durable and practical, Linetec’s wood grain finishes on aluminum deliver a consistent appearance and reliable performance. Unlike actual wood, aluminum signs and displays will not rot, swell or warp. Scratch- and corrosion-resistant, these finishes provide durable protection from UV rays and are impervious to humidity and insects.

Within its quality-controlled finishing facility, Linetec applies these coatings utilizing a powder coat sublimation process to meet or exceed the AAMA 2604 standard. At the end of their useful life as a sign or display, the finished aluminum can be recycled.

To learn more about Linetec’s specialty wood grain coatings for aluminum please visit [https://linetec.com/specialty-finishes/wood-grain](https://linetec.com/specialty-finishes/wood-grain/).

***About Linetec***

*Located in Wisconsin,* [*Linetec*](http://www.linetec.com) *serves as a single source solution for architectural finishing. The company works with customers across the country, finishing such products as aluminum windows, wall systems, doors, hardware and other architectural metal components, as well as automotive, marine and manufactured consumer goods.*

*Linetec is a member of the Aluminum Anodizers Council (*[*AAC*](http://www.anodizing.org)*), the American Institute of Architects (*[*AIA*](http://www.aia.org)*), the Fenestration & Glazing Industry Alliance (*[*FGIA*](https://fgiaonline.org/)*), the National Glass Association (*[*NGA*](https://www.glass.org/)*) and the U.S. Green Building Council (*[*USGBC*](http://www.usgbc.org)*). The company is a subsidiary of* [*Apogee Enterprises, Inc.*](http://www.apog.com) *(NASDAQ:APOG).*

*Please visit* [*https://linetec.com*](https://linetec.com/) *for more information about Linetec’s architectural paint, anodize and specialty finishes.*

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