***News Release***

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**New RHEINZINK-PRISMO architectural zinc launched**

**in six color-coated options for roofing, façade and wall cladding**

Woburn, Massachusetts (Aug. 2020) – RHEINZINK continues to expand its product portfolio and color palette with the introduction of RHEINZINK-PRISMO® – color-coated, architectural-grade zinc options for roofing, façade cladding and wall products. This new product offering showcases a colorful, semi-transparent, matte finish in a choice of red, gold, green, brown, blue and black.

“RHEINZINK-PRISMO’s six colors draw their inspiration from the elemental qualities of earth, fire, water and air. Their natural look will be at home in any setting and provide the design flexibility to fit any architectural style without the patina that would otherwise develop over time,” said Charles (Chip) McGowan, president of RHEINZINK America. “

Suitable for both commercial and residential projects, RHEINZINK-PRISMO’s color-coated zinc is manufactured under factory-controlled conditions using state-of-the-art, environmentally responsible production technology. A protective, fluoropolymer coating seals the metal and imparts the selected color. A minimum order quantity is required per color and per thickness. A variety of standard and special sizes are offered in both rolls and sheets.

Regular, basic cleaning is recommended to preserve the intended aesthetic and performance of RHEINZINK-PRISMO. The zinc material remains 100% recyclable at the end of its useful life on the roof or façade.

The new RHEINZINK-PRISMO products complement and extend the company’s existing product range of RHEINZINK-[CLASSIC®](https://www.rheinzink.us/products/classic/) bright rolled, RHEINZINK-[prePATINA®](https://www.rheinzink.us/products/prepatina/) blue-gray and graphite-gray, RHEINZINK-GRANUM Basalte and Sky Grey, and RHEINZINK-[artCOLOR®](https://www.rheinzink.us/products/artcolor/) in an array of colors.

To learn more about RHEINZINK-PRISMO products, please visit [www.rheinzink.us](https://www.rheinzink.us/products/prismo/).

*RHEINZINK America, Inc. led the introduction of architectural zinc in North America and continues to offer one of the industry’s most reliable, trusted brands. Architects and contractors are supported by unparalleled* *customer service* *and* [*technical assistance*](https://www.rheinzink.us/contacts/rheinzink-contacts/)*. RHEINZINK is readily available through an established network of* [*qualified distributors*](https://www.rheinzink.us/contacts/rheinzink-distributors/) *and* [*systems partners*](https://www.rheinzink.us/contacts/partners-in-zinc/) *across the United States, Canada and Mexico. Ideal for* [*roofing*](https://www.rheinzink.us/systems/zinc-roof-and-gutter-systems/)*,* [*façade*](https://www.rheinzink.us/systems/zinc-wall-facade-panels/)*,* [*gutter*](https://www.rheinzink.us/systems/zinc-roof-and-gutter-systems/zinc-gutter-systems/zinc-gutter-system-half-round/) *and interior applications. RHEINZINK is* [*environmentally friendly*](https://www.rheinzink.us/technical-info/leed-sustainability/leed-epds-and-other-documentation/)*, 100% recyclable and offers a potential lifespan of 100 years or more. For more information on RHEINZINK, call 781-729-0812 or visit* [*www.rheinzink.us*](http://www.rheinzink.us)*.*

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