

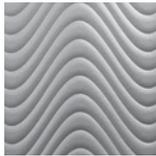
MIRROFLEX RENU

WHAT IS MIRROFLEX RENU? MirroFlex ReNu is our low-profile decorative thermoplastic, precisely cut to fit most standard (3" on center) slatwalls. It's supplied in 4-foot strips with a pressure-sensitive adhesive backing for DIY installation. Revamp existing slatwalls without closing the store or removing wall systems. Cover entire walls or just sections to substantially enhance the visual appeal of the room. Use ReNu to incorporate sustainability into your next project by covering, not throwing away, existing slatwalls.

STOCK PATTERNS



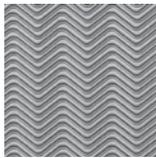
CIRCLES



CURVES



TRIPLE TREAD PLATE



WAVE

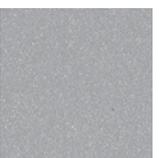
STOCK FINISHES



ARGENT COPPER



ARGENT BRONZE



ARGENT SILVER



ARGENT GOLD

FEATURES

-  **CONTEMPORARY EMBOSSED DESIGNS & FINISHES**
-  **SUPER FAST INSTALLATION-ONE PERSON CAN COVER A 4' X 8' SLATWALL SECTION IN ABOUT ½ HOUR**
-  **HIGH IMPACT & SCRATCH RESISTANT**
-  **COURIER SHIPPABLE**
-  **MADE WITH PRIDE IN THE USA**
-  **CUSTOM DESIGNS AND COLOR OPTIONS**

INSTALLATION



PEEL



ALIGN



PRESS

MILLER ELECTRIC MANUFACTURING

APPLETON, WISCONSIN

CASE STUDY OVERVIEW

ATI PRODUCT USED: CUSTOM BRANDED MIRROFLEX RENU STRIPS

MERCHANDISING COORDINATOR: KIM NATROP

INSTALLATION YEAR: ONGOING



BEFORE



AFTER



ATI DECORATIVE LAMINATES' ability to create made-to-order products has helped customers across the globe reach a broader market with their businesses. ATI's Custom Tooling program is a great way for companies to incorporate a 3-dimensional brand presence within their design.

Miller Electric Manufacturing Company, owned by Illinois Tool Works and headquartered in Appleton, Wisconsin, is a manufacturer of arc welding and cutting equipment. In business for more than 80 years, Miller knows how to make their mark in the industry. They contacted ATI to create a custom MirroFlex product using their company name and logo to reinforce branding efforts at point of purchase.

Miller Electric Manufacturing's Merchandising Coordinator Kim Natrop worked with Georgetown Marketing & Sales, an ATI manufacturer's

representative in Cedar Springs, Michigan, to tackle the project. Natrop first spotted MirroFlex Structures while watching a design show on HGTV, and she was intrigued by the product's flexibility and versatility.

Georgetown helped Natrop select MirroFlex Renu with a MirroFlex Custom Tooling option that incorporated a 3-dimensional logo into the strips. Both the customer and the distributor were pleased with the results.

Roger York of Georgetown said, "The ReNu product worked better than using 4x8 sheets."

Natrop's favorite part of the project was the transformation. "MirroFlex ReNu Strips takes old, worn-out displays and makes them look new again."