

FOR IMMEDIATE RELEASE

January 21, 2020



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INOX multiplies customization options with all-new LaserArt x CeraMax
New offering combines two industry-first techniques for bold and dynamic display

SACRAMENTO, CA – [INOX®](#) has combined two of its own innovative, industry-first creations to expand its line of ceramic-coated finish options with the launch of LaserArt x CeraMax. This latest offering combines INOX's CeraMax Rainbeaux ceramic-coated color palette with the artistry and customization of laser engraving, resulting in a virtually limitless assortment of project-specific and personalized door hardware options.

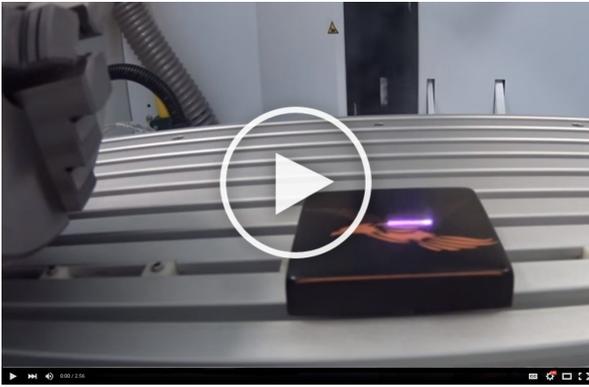
“At INOX, we are always looking to take hardware engineering to the next level, and we feel we have done that with LaserArt x CeraMax,” said Jeff Howes, President of INOX. “On their own, Laser Art and CeraMax Rainbeaux are two unique, industry-exclusive finish options, and layering the techniques enables us to create something even more beautiful.”

TWEET THIS: [New from @INOX Hardware is LaserArt x CeraMax. The bold colors of the CeraMax Rainbeaux line combine with the intricate custom engraving of Laser Art for complete customization within any project. \[http://bit.ly/IN_CeraMax\]\(http://bit.ly/IN_CeraMax\)](#)

CeraMax ceramic coating helps prevent deterioration due to harsh environments, including cracking, chipping, peeling or flaking in both residential and commercial interior applications. The Rainbeaux palette offers virtually any color option on the hardware, which is then baked in a finishing chamber. Then, INOX uses its own in-house vanadate Crystal pump diode laser to create a custom design using its Laser Art technique. The laser can reproduce practically any line art to within an accuracy of 0.001 millimeters. This combination of innovative techniques results in a bold and dynamic display of color coupled with a unique, intricately engraved design for complete customization with any project.

LaserArt x CeraMax is available as a premium option for all INOX products. For more information about CeraMax Rainbeaux, Laser Art or other INOX products, please visit inoxproducts.com.

Click to watch **Laser Art video** (2:15):



INOX is the only company in the industry to house a vanadate Crystal pump diode laser, creating this customized laser work on location. Shown: Ablation yields copper reveal.

Click image to download:



INOX introduces LaserArt x CeraMax as an additional custom finish option for its hardware offerings. Color Shown: Deep Blue Sea.

About INOX

INOX is an innovative engineering company that designs and manufactures premium decorative hardware and door locks, including its industry-exclusive Privacy Barn Door Lock. For more than 25 years, INOX has been an expert in door hardware design with a proven track record of supplying product for some of the largest projects in North America, South America and around the world. INOX products are distributed worldwide via a network of more than 500 high-end retail designer hardware showrooms and distributors. To learn more about INOX, visit www.inoxproducts.com.