

FOR IMMEDIATE RELEASE

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INOX introduces Laser Art for engraving custom designs on its door hardware
Only door hardware manufacturer in the industry with a vanadate diode laser in-house

SACRAMENTO, CA – [INOX®](#)—creator of innovative and premium decorative hardware and door locks for more than 25 years—debuts INOX Laser Art™, which offers personalized engravings on INOX hardware in four options: black, white, color and copper reveal. INOX is the only door hardware manufacturer in the industry to house a vanadate diode laser, creating this customized laser work on location.

“We heard from hoteliers and designers that needed personalized laser art on their door hardware, but had to invest extra time and resources to ship the product elsewhere for the work to be completed,” said Jeff Howes, President of INOX. “With INOX Laser Art, we are able to create these precise, custom designs on our hardware in-house as a more efficient, cost-saving solution.”

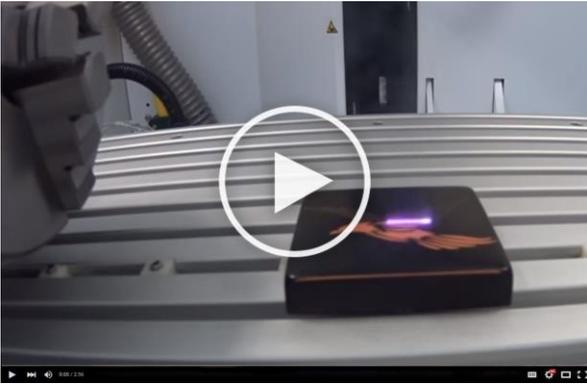
TWEET THIS: [New @Inox Hardware Laser Art offers hospitality & design professionals fully customized laser-engravings for #doorhardware. INOX is the only door hardware manufacturer in the industry with its own vanadate diode laser on location. \[https://youtu.be/pYsseer_Ils\]\(https://youtu.be/pYsseer_Ils\)](#)

Customers can provide virtually any line art and have it reproduced within an accuracy of 0.001 millimeters with INOX’s own Swiss-made vanadate diode laser. The laser is able to create intricate designs on any INOX door hardware up to 30 inches across for applications such as hotel door plaques and lever-sets, designs on residential hardware, corporate logos for offices and arena hardware for private suites.

INOX Laser Art uses engraving, ablation and annealing techniques to offer black, white, color and copper reveal options. With engraving, the laser removes the material and creates a black depression on nearly any material, and colored oxides can be added to further accentuate the marking. Next (for white and color), the annealing technique is created by tuning the laser frequency so it heats metal to a precisely determined temperature, yielding oxide layers in different colors. Lastly, ablation partially removes the coating layers to expose the base material, which is used for the copper reveal option.

For more information about Laser Art or other INOX products, please visit inoxproducts.com.

Click to watch video (2:15):

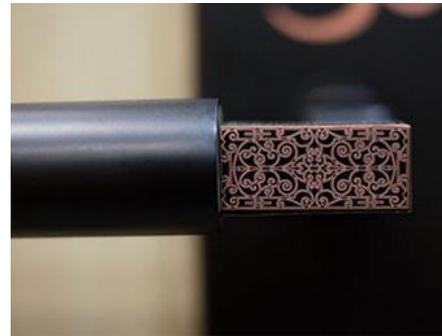


INOX is the only company in the industry to house a vanadate diode laser, creating this customized laser work on location. Shown: ablation yields copper reveal.

Click images to download:



INOX Laser Art creates personalized laser-engraved designs for any commercial, residential or hospitality project. Shown: white.



Ablation partially removes the coating layers to expose the base material, which is used for the copper reveal option shown.

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.