# Lorin to Introduce Lorinize® at GlassBuild America 2026, Reframing Anodized Aluminum as a Platform for Customer Growth

MUSKEGON, MI, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Lorin Industries, a leader in anodized aluminum innovation for more than eight decades, will exhibit at GlassBuild America 2026, September 23–25 at the Las Vegas Convention Center in Las Vegas. At Booth #4301, Lorin will introduce Lorinize®, a new way to think about anodized aluminum not only as a finish, but as a pathway to turning ideas into successful products, applications, and growth opportunities.

Park Kersman, president and third-generation owner, will be on site as Lorin showcases how engineering expertise, technical collaboration, and commercialization support help customers move from material selection to market success.

For more than 80 years, Lorin Industries has helped redefine what anodized aluminum can achieve. Founded in 1943, the company has built its reputation through continuous innovation in coil anodizing, design-forward finishes, durable material performance, and customer-specific technical solutions. Today, Lorin is building on that legacy by helping customers do more than specify anodized aluminum. Through engineering expertise, market knowledge, technical collaboration, and commercialization support, Lorin helps manufacturers, architects, fabricators, glazing contractors, and building product companies bring better ideas to market with greater confidence.

The company's GlassBuild exhibit will focus on the future of anodized aluminum and the role suppliers can play beyond material delivery. Lorinize® represents a process that helps customers evaluate opportunities, develop solutions, test possibilities, support sales teams, and create market-ready programs that make anodized aluminum easier to understand, sell, and adopt.

"The future of anodized aluminum is not simply about better finishes," said Park Kersman, president and third-generation owner of Lorin Industries. "It is about helping customers succeed. That means bringing technical knowledge, application insight, and real-world commercialization support to the table. Lorinize® is our way of helping customers turn the potential of anodized aluminum into something practical, profitable, and ready for the market."

Park Kersman will be present at GlassBuild America and available to meet with industry writers, editors, customers, and partners throughout the show. As the third-generation leader of Lorin

Industries, he brings a unique perspective on where the market is headed, including how architects, fabricators, glazing contractors, distributors, and manufacturers are evaluating materials for performance, sustainability, differentiation, supply chain flexibility, and long-term value.

Lorin's GlassBuild presence offers a broader story than a product announcement alone. Lorinize® reflects a shift in how material suppliers can support customers, moving from transactional specification support to deeper collaboration on product development, market entry, training, testing, sales enablement, and long-term growth.

At Booth #4301, attendees can experience Lorin's anodized aluminum capabilities, explore application opportunities, and learn how the company supports customers from concept through commercialization. The exhibit will highlight how anodized aluminum can serve as a high-performance, design-flexible, and environmentally responsible material option for architectural and industrial applications.

Unlike painted or coated surfaces, anodized aluminum forms a protective oxide layer on the aluminum surface. The result is a durable, integrated surface that delivers long-term color stability, corrosion resistance, and design flexibility without extra paint layers. Lorin's process also supports sustainability goals through recyclable materials, responsible wastewater treatment, and no VOCs.

"GlassBuild is the right place to have a bigger conversation about what anodized aluminum can do," Kersman said. "Customers are not just asking what colors are available. They are asking how a material can help them create something different, enter a market faster, reduce complexity, and build confidence with their own customers. That is where Lorin can make a meaningful difference."

Lorin Industries invites GlassBuild attendees to visit Booth #4301 to learn more about Lorinize®, explore anodized aluminum applications, and schedule time with Park Kersman or a Lorin technical specialist during the show.

About Lorin Industries
Lorin Industries has been redefining anodized aluminum since 1943. As the pioneer of continuous coil anodizing, Lorin helps manufacturers, architects, and fabricators do more than source premium anodized aluminum; they Lorinize® their business through product consistency, custom prototyping, logistics collaboration, sales training, and turnkey go-to-market support that drives long-term growth.

For additional information about Lorin's anodized aluminum solutions, please visit Lorin.com.

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