



UNREAL RUST: WHY PAINTED IS SUPERIOR

Building designers and homeowners alike love the visual appeal of rust and weathered metal. The earthy warmth of rust exudes charm, adds to a building's stature and can improve its integration with its surrounding environment. Iron oxide produces a versatile aesthetic appearance featured in both rustic and modern design. However, by its very nature, rust is an undesirable attribute as it reflects the sustained degradation of performance. Rust can also have unsightly side effects including run-off which can lead to permanent stains in surrounding areas.

Advances in modern paint technology allow for the reproduction of various types of rust hues from a fresh oxidized glow to a more subdued dull ochre. The advantage of painted rust finishes is the metal's performance is not exposed to corrosion, providing a warrantable solution and peace of mind to building owners.

To see more projects featuring durable painted rusted prints, visit the Design and Color Solutions section of steelscape.com/rustic.

