

# 2021 MEDIA KIT

Innovation in Decorative Laminates



Design Beyond the Surface  
[ATILaminates.com](http://ATILaminates.com)



# ABOUT ATI



For 40 years, ATI Decorative Laminates has been known for its continuous product innovation and creating unique surfaces that resolve challenges for the A&D community. Based out of Greensboro, North Carolina, ATI's focus on technology research and development has made it a one-source provider for a variety of decorative surfacing solutions across all design industries.

From specialized manufacturing methods to in-house CAD and graphic designers, ATI offers quality customer service, managing clients' projects from concept to completion.

ATI offers four major product lines—MirroFlex™, NuMetal™, Fusion, and LumiSplash™. These products offer a variety of solutions from wall paneling, wainscoting, ceiling tiles and backsplashes to custom signage and large-format murals.

## ATI'S QUALITY & ENVIRONMENTAL POLICY

ATI is committed to meeting customer expectations with on-time delivery, accurate order processing, and continuous improvements to our organization. We are investigating alternative methods of minimizing our fall-off through "waste-to-profit" networking where our manufacturing waste becomes material for another product.

Our commitments don't end at the door. We understand that our supply chain partners are part of our environmental footprint. We are working with our suppliers to reclaim their materials that go into our final product assembly—further minimizing the manufacturing waste that ends up in a landfill.

ATI is committed to maintaining a healthy work environment for our employees and to protecting our community in which we operate. Through continuous improvement we pledge to:

- Conduct our operations in compliance with all applicable environmental laws and regulations as well as other requirements.
- Review our established targets and objectives.
- Prevent pollution and minimize waste.



# LEADERSHIP



**Tara Burgio**  
PRESIDENT

**TARA BURGIO** is President of ATI Decorative Laminates. She joined the company in 1994 as a sales associate handling customer service and trade show projects. She spent 10 years as a sales manager, responsible for all inside sales, marketing, sales representatives, and distributors.

Burgio was named president in 2007 and has guided ATI through an explosive growth period, doubling the size of the company and tripling the number of employees while keeping a close eye on operations and service standards. Under her leadership, the company earned its ISO 9001 and ISO 14001 certifications for quality and environmental management.

Burgio graduated cum laude with a bachelor's degree in Business Management from North Carolina State University and returns to cheer on her alma mater at football and basketball games where she frequently loses her voice.



**Vern Combrink**  
VICE PRESIDENT  
OF SALES

**VERN COMBRINK** is Vice President of Sales for ATI Decorative Laminates, responsible for direction and management of sales and business development for both foreign and domestic markets.

In addition to sales, he manages the company's customer service department and works directly with key domestic accounts. During the first part of his five and a half years tenure, he increased export sales by 100 percent while expanding distribution in more than 50 countries.

Combrink received his undergraduate degree in Sales and Marketing Management from the University of Witwatersrand, Johannesburg, South Africa. Combrink enjoys doing DIY projects at home and spending time with his family.



**Charles Walker**  
VICE PRESIDENT  
OF OPERATIONS

**CHARLES WALKER** is the Vice President of Operations for ATI Decorative Laminates, responsible for the company's profitability, processes, and management methods.

Walker joined ATI in 2004 as IT manager. During his tenure, Walker expanded his role to head the quality department, where he led the company's ISO 9001 certification efforts. By 2008, he was in charge of the HR department. By 2014, his promotion to VP of Operations was an easy decision.

Walker holds a bachelor's degree in Economics from North Carolina State University and a bachelor's degree in Information Technology from Guilford College. Walker is an avid music fan and frequently volunteers to DJ at ATI employee events.

# DIGITAL PRINTING

## ADVANTAGES

Businesswise, the most transformative element of digital printing involves sun exposure. Digital inks are UV stable, allowing products to be used in outdoor settings, something that wasn't possible before now. "We've experienced plenty of growth in our Fusion line, and digital printing has given our customers many more options," said Tara Burgio. Another major advantage of the digital printing process is clarity. It produces sharper images that allow designs with fine detail. Color is vibrant with superior accuracy. Unlike the traditional imaging process, digital printing can print on both sides of a surface which creates a three-dimensional effect and gives depth to images.



## Adaptable + Durable + Beautiful Architectural Surfaces By ATI

## SURFACES

Digital printing is being used with a variety of ATI's Fusion line of substrates, including LuxCore™ Plus and Fusion plywood. The digital printer extends substrate capabilities to other clear products like acrylics, PVC, and polycarbonates that can also be printed.

The digital printer will also work with MirroFlex, a thermoplastic laminate that's one of ATI's most enduring products. Adding digital printing to MirroFlex creates the ability to print full-color logos and branded elements onto the surface before forming the three-dimensional element.

“ Digital Printing has opened up a world of opportunity for our clients. They are truly the ones who take our technology to the next level. We love seeing what designers create with our innovative surfaces. ”

– Tara Burgio, President of ATI Decorative Laminates

# PRODUCT OFFERINGS



## MIRROFLEX™

MirroFlex Structures are 3-dimensional, thermoplastic wall panels and ceiling tiles that are available in hundreds of pattern and finish combinations. MirroFlex offers design flexibility and is suitable for walls in both 4' x 8' and 4' x 10', wainscoting, and backsplash panels. MirroFlex also offers great alternatives to tin and acoustic ceilings with lay-in and glue-up ceiling tiles available in 2' x 2' and 2' x 4' sizes. MirroFlex is lightweight, impact and abrasion resistant, stain resistant, Class A Fire rated, and is easy to install over most substrates including drywall. Many designs come with our BIO (Built-In-Overlap) system that makes installation easy and creates a less visible seam. With competitive price points, no minimum order quantities, and quick turnaround times – MirroFlex is a great solution for your interior design needs.

### Why Choose MirroFlex?

- Lightweight and Flexible
- Easy to Install
- High Impact, Abrasion, and Chemical Resistant Properties
- Hundreds of Design Combinations Available
- Custom Capabilities
- No Minimum Order Quantities and Short Lead Times
- Economically Packaged Shipping Any Job Site

**NUMETAL™** is a collection of HPLs (High Pressure Laminates) with a real metal surface and phenolic paper backing. NuMetal sheets are usually 4' X 8' sheets (4' X 10' available) in aluminum and copper that feature embossing, hand painting, etching, and other innovative techniques to enhance the look of metals. High quality design solutions are its trademark. NuMetal is suitable for vertical and light-duty horizontal applications. In addition to abrasion resistant properties, NuMetal products meet safety and material standards.



# PRODUCT OFFERINGS

ATI's **FUSION** program allows for the combination of art or graphics with an array of substrates. Choose stock images from our Idea Library or supply your own custom art to be combined with a variety of adaptable, durable substrates - from FRP, acrylic, and wood to unbacked metals.

Fusion offers solutions for the commercial interior design industry and provides architectural elements for use in hospitality, healthcare and institutional, education, retail, and commercial installations. With over a dozen substrate options, we can help create a custom decorative surfacing solution for your application that can be used as decorative wall protection, large-scale murals, room dividers, custom millwork, or point of purchase displays.

## Why Choose Fusion?

- Easy to Install Directly Over Most Surfaces
- No Counterbalancing Required for Unbacked Metals
- Impact, Abrasion, and Chemical Resistant Properties
- Over a Dozen Substrate Options
- Hundreds of Stock Images Available
- Custom Capabilities
- Low Minimum Order Quantities
- Short Lead Times



**LUMISPLASH™** is a patented multilayered, ultra-thin 1/4 (6mm) decorative laminate that emits light evenly across its surface and has impressive impact, scratch, chemical, and abrasion resistant properties.

It is the first lighted laminate system with no air gap required for LEDs. Choose from single- or double-sided designs, standard or RGB LED Light Changing Systems, and a variety of framing options. With Lumisplash you can be creative with your lighting. This one-of-a-kind product combines art with lighting in a durable laminate, creating a unique focal point for any home or business.



# CASE STUDIES

At ATI, we have a proven track record of delivering quality products and designs for a variety of projects and industries. Our case studies reflect how we have provided solutions to help solve a variety of design problems.

## ATI's Case Study Examples Include:

- Airstream
- Cincinnati Renaissance Hotel
- Flagship Cinemas
- Jackpot Joanie's Casino
- Johns Hopkins Hospital
- Lake Orion Nursing and Rehab Center
- Millis & Main Apartments Clubhouse

To read these case and more, visit:

[ATILaminates.com/ATI-gallery/case-studies/](http://ATILaminates.com/ATI-gallery/case-studies/)



Airstream



Cincinnati Renaissance Hotel



Jackpot Joanie's Casino



Johns Hopkins Hospital



Lake Orion Nursing and Rehab



Millis & Main Apartments Clubhouse



Flagship Cinemas

# ATI IS PROUD OF HOW WE CONDUCT BUSINESS & OPERATE

Made in the USA

Hands-on Manufacturing Process

Solar Manufacturing Offset Initiatives

ISO 9001:2015 and ISO 14001:2015 Certified

Products with LEED Credits Available

NC State 1 Billion Award

Adex-2007 Design Journal Award for Design Excellence-Platinum

Adex-2009 Design Journal Award for Design Excellence-Platinum

The Business Journal Fast 50 Award- 2008

Top Women-Owned Businesses



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