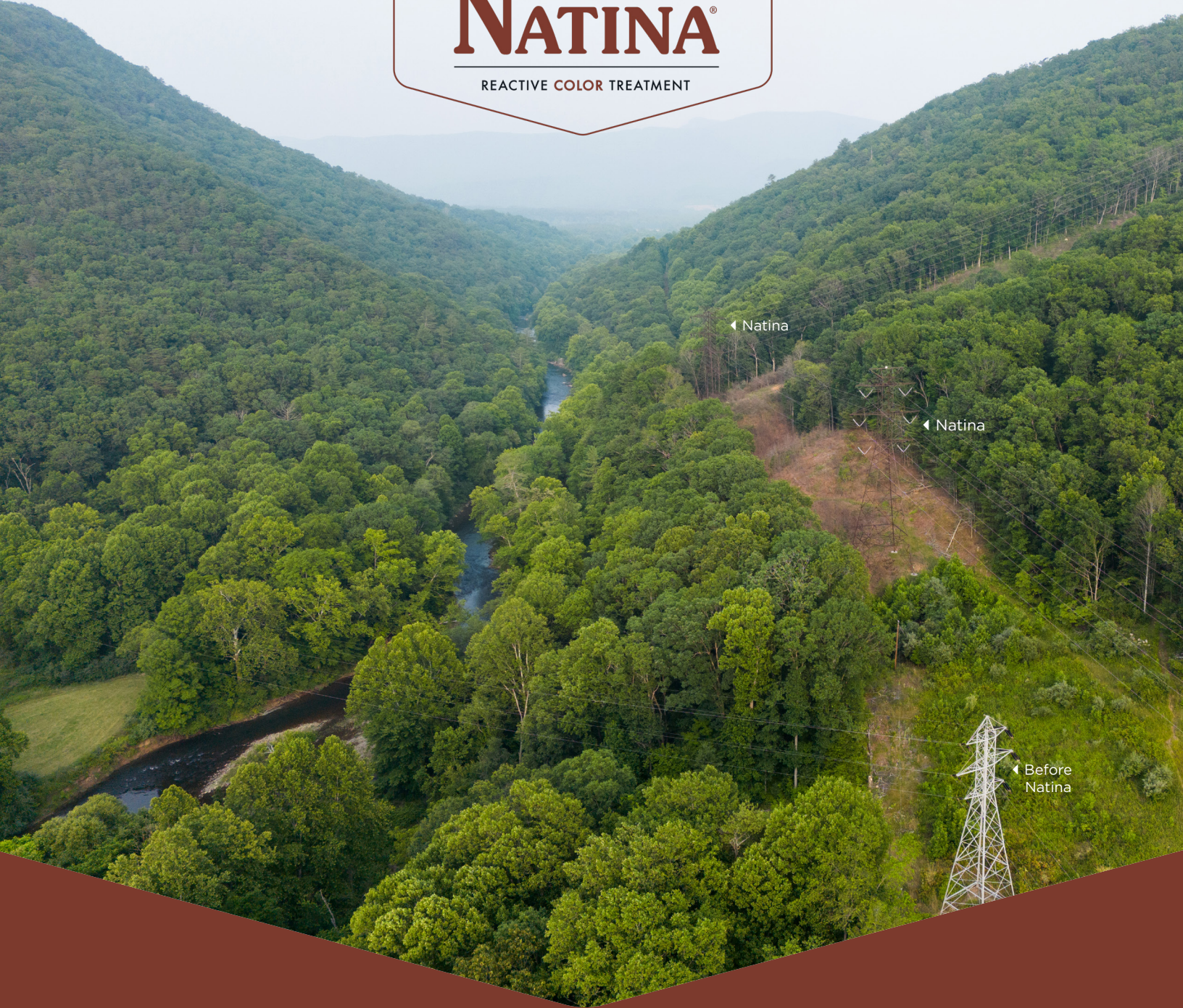




Advanced Aesthetics,
Superior Performance

RUSTIC COLOR FOR UTILITY PROJECTS

THE FUTURE OF AESTHETIC TRANSMISSION SOLUTIONS

Natina is a surface treatment that transforms galvanized steel to a rustic brown finish.

Designed to meet your standards for durability and aesthetics, Natina enhances the look of energy infrastructures coast to coast. Natina's aesthetics are **budget-friendly, environmentally safe and low maintenance**. Find out why utilities are specifying Natina along the coast.



Natina-treated fence around substation.



Natina performs in coastal zones, salt spray and humid climates.



Natina color technology in North America.

NATINA PROVIDES:

STRENGTH WITH A NATURAL FINISH

Harness the strength of galvanized materials with a weathered appearance to fit all standards.

REDUCED VISUAL IMPACT

Significantly diminishes visual impact by blending structures seamlessly into their surroundings.

LONG-TERM VALUE

A smart color solution that delivers real cost savings throughout the life of your project.

NATIONWIDE AVAILABILITY

Perfectly suited for any setting, including urban landscapes, high-humidity and sensitive coastal regions.

ENVIRONMENTALLY-SAFE

An eco-friendly solution that is safe around waterways, plants and animals.

ENHANCING PUBLIC OPINION

Natina addresses community concerns by improving the visual aesthetics of utility structures.

LOW MAINTENANCE

Formulated for durability and easy to maintain.

Natina is built for coastlines,
performing in salt spray, high
humidity and coastal conditions.



Natina-treated poles can reduce total lifecycle costs by up to 70%, thanks to longer-lasting performance and need for more frequent replacement.*

NATINA VS. WEATHERING STEEL: KEY DIFFERENCES

	NATINA ON GALVANIZED METAL	vs.	WEATHERED STEEL
Durability	✓ All-climate durability		Prone to earlier failure, especially in adverse conditions.
Climates	✓ All areas, including coastal, humid and dense vegetation		Not recommended for coastal or high-humidity regions
Maintenance	✓ Little to no maintenance		More frequent monitoring recommended
Aesthetics	✓ Rustic, brown hues for all environments and does not discolor adjacent surfaces		Red and/or orange and is prone to runoff staining
Lifecycle Costs*	✓ Up to 70% lower lifecycle costs		Can result in higher costs

Natina delivers a natural rustic look that performs in every environment.

NATINA-TREATED STEEL CUTS ABOVE WOOD POLES

Steel poles are a superior alternative in the utility industry due to their significant environmental and structural advantages over traditional wood and concrete poles.

ADVANTAGES

- **BOOSTS GRID RESILIENCE AND HARDENING**
- **ENHANCED DURABILITY**
- **REDUCES MAINTENANCE AND REPLACEMENT COSTS**
- **WEATHER AND FIRE RESISTANT**
- **REDUCED ENVIRONMENTAL IMPACT**

Moreover, steel's customizable capability allows for fewer poles to be used, further enhancing their economic and environmental appeal. Treated with Natina for added color and aesthetics, steel poles meet modern utility demands, strengthen grid resilience and hardening efforts for advance performance with minimal visual and environmental impact.

*Compared to untreated poles that may require replacement every 10 to 20 years, depending on environmental conditions.



Steel poles can last up to 80 years— often double or more the lifespan of traditional wood poles. This makes them a longer term and more cost-effective solution for today's grid.

(U.S. Department of Energy, "Utility Pole Maintenance and Upgrades," 2024).

Natina harnesses the strength of galvanized materials

NATINA FOR ENERGY

Natina-treated energy poles are engineered for color performance. With a natural, rustic finish, Natina helps infrastructure blend into the landscape without compromising strength or reliability. The eco-friendly finish reduces upkeep, lowers lifecycle costs and improves project ROI. Designed to perform in all climates, Natina is an ideal for transmission projects that demand functionality and visual impact mitigation.



Natina enhances lattice towers with a rustic, low-visibility finish.

Ready to transform your project?
Let's discuss how Natina can make an impact.

CONTACT US

www.natina.com

info@natina.com

(877) 762-8462