



NATURAL COLOR.
LASTING IMPACT.

About Natina

Natina helps structures blend into the landscape with reactive color treatments for galvanized steel, concrete and rock. Our natural, brown tones reduce visual impact and support aesthetic goals from urban corridors to remote natural settings. Headquartered in the U.S.A., Natina is the trusted partner for clients who value both high performance and environmental preservation. Backed by expert support and a track record of proven results, we ensure every project looks intentional and integrated.



Natina-treated utility poles



Natina-treated rail and walkway

Who we work with

We collaborate with utility companies, departments of transportation, engineers, landscape architects, developers and public agencies, serving projects nationwide. Whether it's utility towers along the coast, city fencing or animal habitats, we help teams meet strict regulatory, community and environmental standards.

Our color technology

Natina provides a durable, natural-looking finish that won't flake or peel over time. Our proprietary color technology reacts with surfaces to create rich, earthy brown tones. Using minerals commonly found in soil and soft, buffered organic acids, Natina helps constructed features blend seamlessly into their environment.



Natina-treated guardrail



Eco-safe by design

Environmental safety is at the core of everything we do. Natina is biodegradable and safe for humans, animals and vegetation. We've worked in sensitive ecosystems and with selective organizations like the U.S. Forest Service, Bureau of Land Management, Tahoe Regional Planning Agency and accredited zoos. These groups prioritize eco-conscious practices and solutions for project approval. Our natural formulas contain no VOCs, harsh resins or toxic pigments making it safe for all environments.

Interested in how we can power your success?
Connect with us and let's get started.