

# PRODUCT COMPARISON

## Experience the Alumicolor Difference

*Not all measurement tools are created equal*

	Alumicolor Products	Other Products
Accuracy	The calibrations on all Alumicolor products are quality-controlled with accuracy-certified rulers from the National Institute of Standards and Technology	May be off by as much as an 1/8th inch. (That may not sound like a lot, but when architects and engineers use these products to make building plans to scale, it can mean a difference of several feet!)
Permanence	The calibrations on Alumicolor products are photo anodized, making a permanent, smooth imprint that never fades or rubs off	Often screen printed with inks that will eventually rub off
Durability/ Quality	Alumicolor products are made from high quality extruded aluminum which gives them a smooth, clean surface. This smooth surface along with the photo anodized calibrations insure clean, "tick-free" lines when drawing along the edges.	Most other metal rulers are stamped out of sheet metal that has many imperfections and marks
Reliability	Alumicolor owns its own factory which insures quality control and fast turnaround.	Most of our competitors buy from a variety of factories in China which leads to inconsistent quality and long lead times. It also can lead to large fluctuations in cost due to changing manufacturing or fuel costs. This was a big issue in 2008 when prices changed 3-4 times during the year due to the large earthquake in China and changing shipping rates caused by the economic downturn.
Competitive Pricing	Despite its superior quality, Alumicolor maintains its prices at or below the competition. We can do this because of our unique factory situation. Because of all the other advantages, we could demand a higher price, but choose not to as we want to be known as offering the greatest value in the industry. In other words, we want buying an Alumicolor product to be a "no-brainer" decision for the consumer.	Many of our competitors offer less value (i.e. lower quality products) for the same or sometimes even higher prices.



*Should've used Alumicolor*