

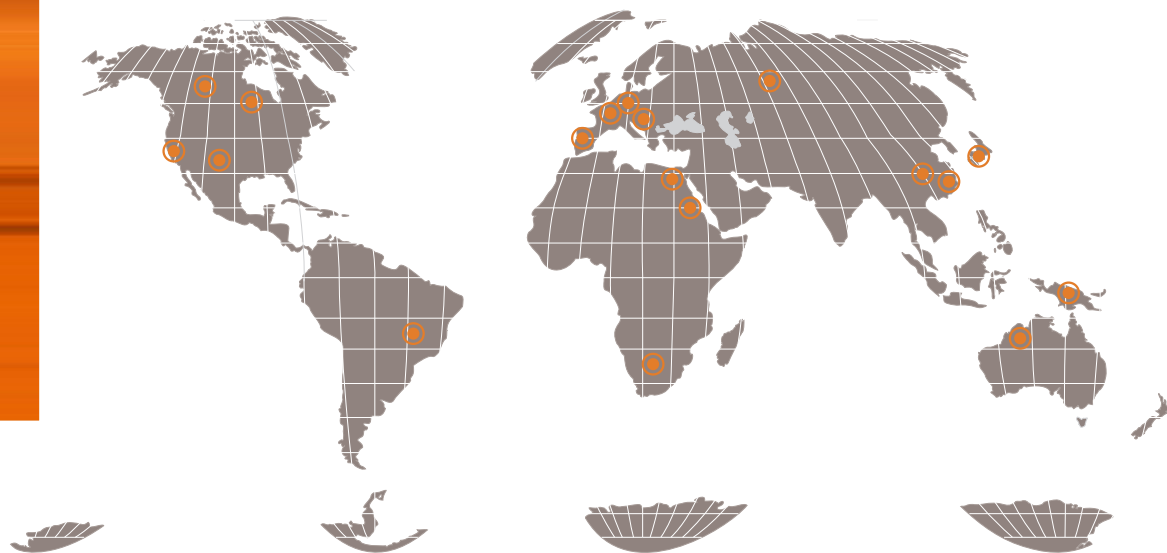
**LAMINATES - FABRICS & LEATHERS - TILES - FORMABLE FILMS**



**ALSA** *The Alsa Corporation*







# THE WORLD'S MOST EXOTIC FINISHES

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For over 20 years the Alsa Corporation has specialized in innovative surface decoration technology. Alsa began by developing and providing specialty coatings primarily for the Information Technology industry.

It was only recently that Alsa began to expand its reach and cater to a variety of other industries, most notably the Automotive Aftermarket. Through constant research and development Alsa has continued to create new products as well as improve on existing technologies. Now Alsa can offer truly unique surface decorating products to virtually every industry.

#### Newest product finish technologies.

We are constantly striving to stay ahead of market trends in order to offer the latest decorative product finishes.

You will be amazed at many of the technologies we offer because they are so cutting edge. If we do not have exactly what you are looking for we can create special looks and feels for your products as we have for many prominent companies.



#### Affordable quality

Alsa provides high quality innovative product finishes at the lowest prices available.

Alsa Corporation will make your products more attractive using the most innovative methods imaginable. Please contact us and let our experienced staff assist you with your next project.

– The Alsa Team



Alsa is a proud supplier to the Disney Corp



## NEXT GENERATION FABRICS AND LEATHERS

# CHAMELEON FABRICS & LEATHERS

Color-shifting additives have been used in the exterior automotive industry for years. Many of these unique coatings come from us at The Alsa Corporation.

The drama of this color-shifting Chameleon is imposible to convey with photography.

We are now expanding our color-shifting product line to include fabrics such as leathers, PVC's, P.U.'s, and other fabrics. This is accomplished by actually applying our patented technologies to the fabric to bring you the most unusual and beautiful fabrics anywhere.

Whether it's for the automotive, fashion, upholstery, packaging or any other industry our chameleon fabrics are bound to help your products stand out in the marketplace.



**SAME BAG**

*(shown in different angles)*

All our fabrics can be custom made for performance, toughness, thickness, width and are available in a limitless array of color combinations.

Our Chameleon Fabrics are so versatile the possibilities are endless. Here are just a few of the many applications:

- Automotive Interiors
- Furniture
- Fashion Accessories
- Household Products
- Packaging
- Wall Covering

Note: Chameleons are also available in Formable Films and Laminates.

# CHAMELEON & CHROME MATERIALS

**ALSA CHROME LEATHERS™** are created using our patented chroming process. It is this process that allows us to create leathers that are scratch proof, stretchable and come close to a mirror like finish.

Most Mirror like leathers on the marketplace today are created by laminating a shiny foil to leather. This process creates a leather product that is easily scratched, doesn't stretch, has poor reflectivity and has tendency to crack or delaminate.

Now as every industry looks to satisfy the market demand for metallic finishes, the toughness and high reflectivity of **ALSA CHROME LEATHERS™** will allow manufacturers to create leather products with a chrome like finish that they never thought possible before.

**CHROME LEATHERS™** can be pressed and embossed with many patterns available. Our **CHROME LEATHERS™** can be custom made for durability, performance, thickness, width and are available in a limitless array of colors.



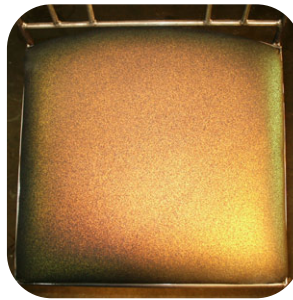
**CHROME CROCO  
LEATHER**



If these fabrics were flat there would be No Color Change.



Heat Reactive  
Chameleon Leather.



Chameleon  
Copper-Patina on a  
PVC Seat



Stretchable  
Chrome Fabric





01. Just a few of the chrome leather styles. 02. Chrome leather belt, bag and trousers. 03. Chameleon Copper-Patina handbag. 04. Chrome dress shoes (croco). 05. Chrome leather office chair (croco). 06. Watchbands (croco). 07. Chrome belt (croco). 08. White pearl and Copper-Patina Chameleon handbags. 09. Complete collection (white pearl).



"IT'S A  
NEW WORLD IN  
FABRICS"

# DICHROIC FABRICS

With Alsa's newest fabric the world has options like NEVER before.

Alsa's Dichroic-Fabrics combine the looks of colored chrome and the mesmerizing effect of a TRUE chameleon color change.

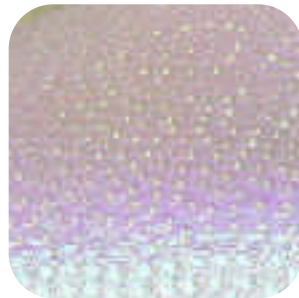
The possibilities are UNLIMITED!

Great For:

- Jackets
- Backpacks
- Seats
- Belts
- Hats
- Shoes
- Wallets, etc...



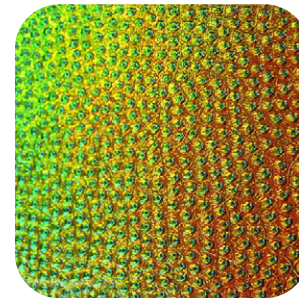
**Hat**  
(shown in different  
angles)



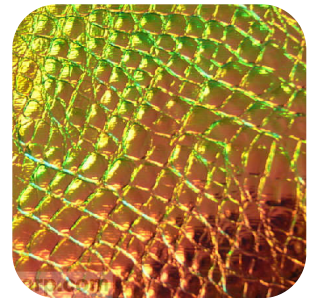
Ostrich Dichroic  
White Pearl



Croco Dichroic  
White Pearl



Ostrich Dichroic  
Material



Croco Dichroic  
Material

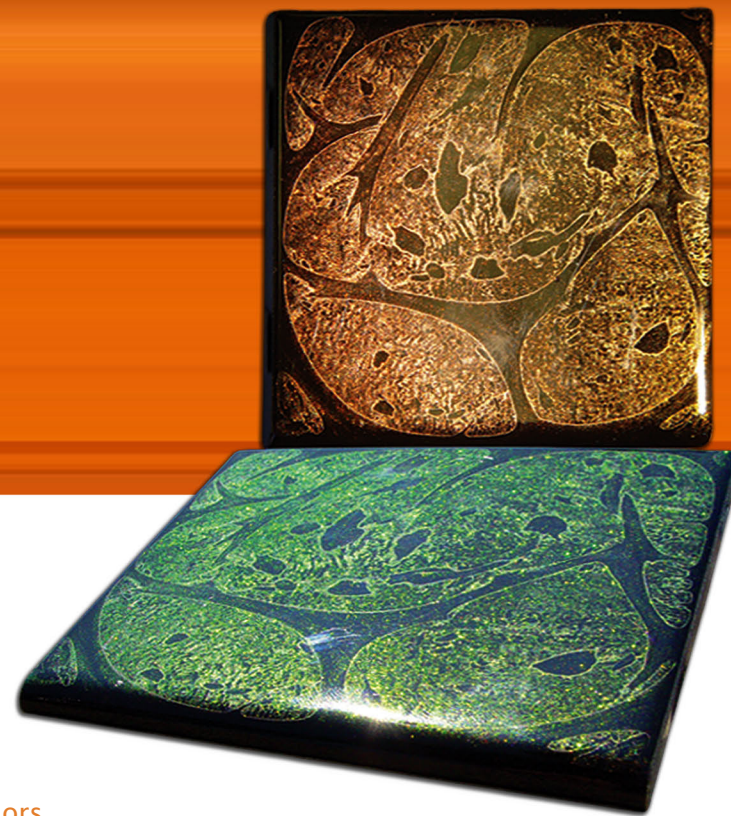




01. Dichroic patchwork on denim. 02. Ladies handbag. 03. Designer dichroic croco shoes. 04. Womens accessory bag. 05. Ostrich pattern accents. 06. White pearl croco belt. 07. Bangles and accessories. 08. Sewn in patchwork of dichroic. 09. Fashion accessories. 10. Leather jacket with dichroic cross. 11. Jewellery box in Ostrich pattern. 12. White pearl dress shoes. 13. Automotive applications.



# EXOTIC AND DICHROIC TILES



**SAME TILE**  
(viewed from  
different angles)

## Colors

### Exotic Tiles

Dazzling automotive styles finishes from color-changing to marble looks will take your project to the next level.

Nothing is too wild, if you can think it we can make it. We can create any style “Custom” finish. For many examples of our exotic finishes

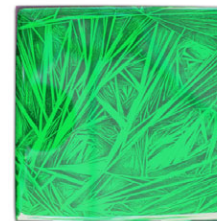
These tiles will charge by the sun or artificial light and will glow on into the night giving you an incredible illuminated walkway. (Also available in pink, orange, and white glow effect)

Also available:

True Pearl – CrystalFX Crazers – Golden Accents – Mystic Crazer  
Crystal Pearls and more.



Chrome  
Colored Chrome  
also available



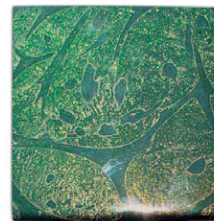
Glowing CrystalFX  
orange, white & pink  
also available



SpectraFX



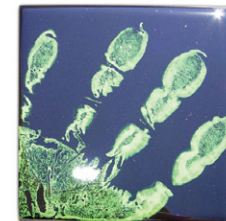
Mystic



Spectra Crazer



Chrome & Crazer

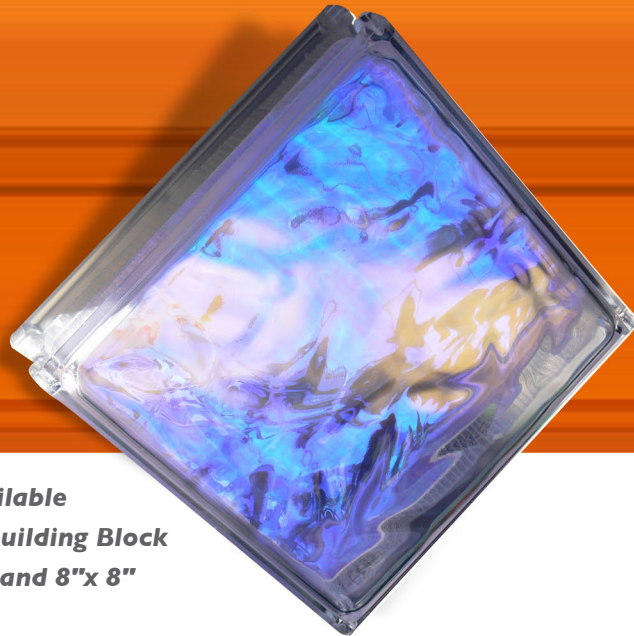


Eclipse



MultiChrome  
with or without  
border





**Also Available  
Dichro Building Block  
in 6"x6" and 8"x 8"**



### Dichroic Tiles

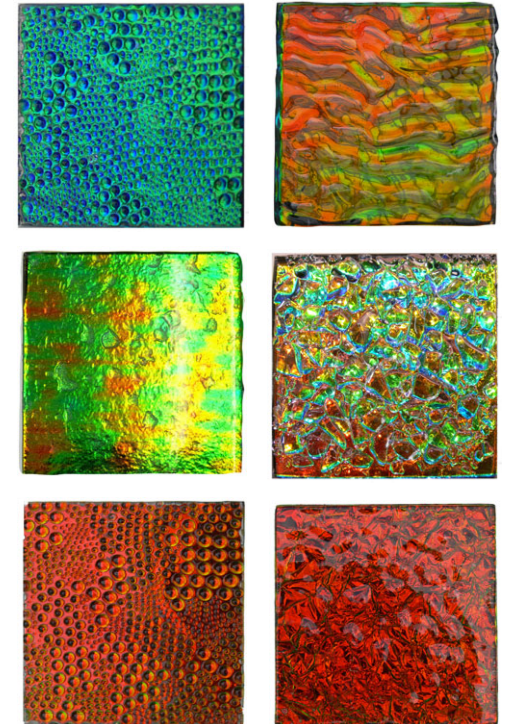
Alsa's newest creation takes tile and interior decoration into a new realm. You won't believe your eyes as these tiles shift from one end of the color spectrum to the other. Alsa's Dichro Glass tile represents the latest innovation in color changing technology. Available at a fraction of the cost of traditional dichroic glass, combine texture, background color and dichroic effect to match the needs of your next interior design project.

Dichro Glass may be custom ordered in any size or texture for shower doors, windows or for commercial installations.

As elegant as Swarovski crystals at a fraction of the cost!

These beautiful decorative tiles can be wet set or glued using standard ceramic tile adhesives. They may be grouted just like regular tile and require no special tools for application.

Check out our website [www.alsacorp.com](http://www.alsacorp.com) for easy to follow step-by-step application instructions.



THE  
REVOLUTIONARY  
FUSION OF PLASTIC  
AND METAL

**FXSHEETING™** ALSA IN COOPERATION WITH



LOOKS LIKE METAL  
HANDLES LIKE PAPER! (self adhesive)

**FXSheeting™** represents the latest technological breakthrough in laminates. Now any object or surface can easily be transformed into a brilliant metal finish. From trendy brushed aluminum to classic coppers, **FXSheeting™** opens up a whole new world of metallic creativity for all of your interior design or product finishing projects.

The result of years of R&D in cooperation with the General Electric Company, **FXSheeting™** is the only laminate available

in today's market that duplicates both the look and the durability of real metal sheeting. Yet unlike traditional sheets of rigid metal, **FXSheeting™** is easy to work with and does not require special skills or tools to install. In fact, using **FXSheeting™** is similar to laying down common contact paper. All that is required to install this laminate is to simply cut the amount needed to cover the surface, peel off the paper backing to expose the adhesive and then lay it down.

**FXSheeting™** looks just like real metal

sheeting, because it does in fact, contain real metal!

However, the thin layer of metal is protected under crystal-clear LEXAN® Poly-Carbonate made by GE Plastics.

So the sheeting not only becomes flexible, bendable and easy to cut, but it also remains durable and resistant to stains and scratches. The metal layer will also never lose its brilliance or rust, as it is protected by the LEXAN®.

LEXAN® is a registered trademark of General Electric Company.

## CAPABILITIES & PROPERTIES OF FXSHEETING™

**.Flexibility:** FXSheeting™ is lightweight and flexible, allowing it to be easily wrapped around edges or corners by hand. Unlike real metal sheeting, no special creasing or tools are needed to laminate even oddly shaped objects or surfaces.

**.Ease of Application:** FXSheeting™ is only 10mil thick and can be cut with a pair of ordinary scissors.

Applying it to surfaces is simply a matter of peeling off the backing paper and laying it down like traditional contact paper.

FXSheeting™ is applicable to any smooth substrate.



**.Durability:** LEXAN® is an extremely durable plastic that is shatter proof and highly resistant to punctures, tears and chemical effects.

The LEXAN® also protects the metal layer from rusting or tarnishing.

While not "scratch proof", FXSheeting™ is "scratch resistant" and can confidently be used for horizontal applications; such as shelves and counter tops. However, caution is advised when using FXSheeting™ for applications in which there will be heavy exposure to activities that cause scratches, such as counter tops used for cutting or using it as a floor covering.



# TECHNICAL INFORMATION

## PRODUCT OPTIONS FOR CUSTOM ORDERS:

**.Thickness:** All stock FXSheeting™ is 10mil thick. For custom orders of at least 3,000 sq. feet, other types of LEXAN® with varying thicknesses are available.

**.Slitting:** All stock FXSheeting™ comes in a 36" wide roll. For custom orders of at least 3,000 sq. feet, narrower or wider rolls are available.

**.Colors:** For custom orders of at least 10,000 sq. feet, the Chrome version of FXSheeting™ can be tinted with any color to produce a Blue Chrome, Red Chrome, etc. Also available in many color shifting versions.

**.Adhesive:** For custom orders of at least 3,000 sq. feet, the type of adhesive used on the back of the FXSheeting™ can be changed to meet your application requirements.

**.Product Care:** Mirror Versions: can be cleaned with normal liquid household cleaners and a lint free rag.

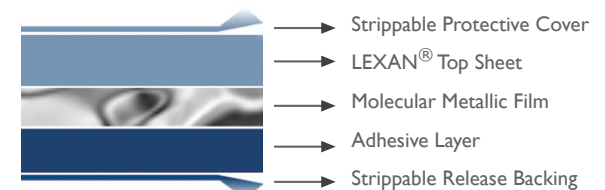
**.Brushed Versions:** should be cleaned with mild soap and water and a clean lint free rag. Abrasive cleaners should never be used when cleaning any type of FXSheeting™.

## HOW FXSHEETING™ IS MADE

FXSheeting™ is made from a new patented process that molecularly bonds a thin layer of real metal to the "back" of a sheet of LEXAN® Polycarbonate. Since the LEXAN® is crystal clear, the metal is able to shine through perfectly; yet it remains protected by the highly durable and scratch-resistant LEXAN®.

The metal layer is then backed by a strong acrylic-based adhesive, which both protects the metal further and allows the sheeting to be easily bonded to any surface, in a similar manner

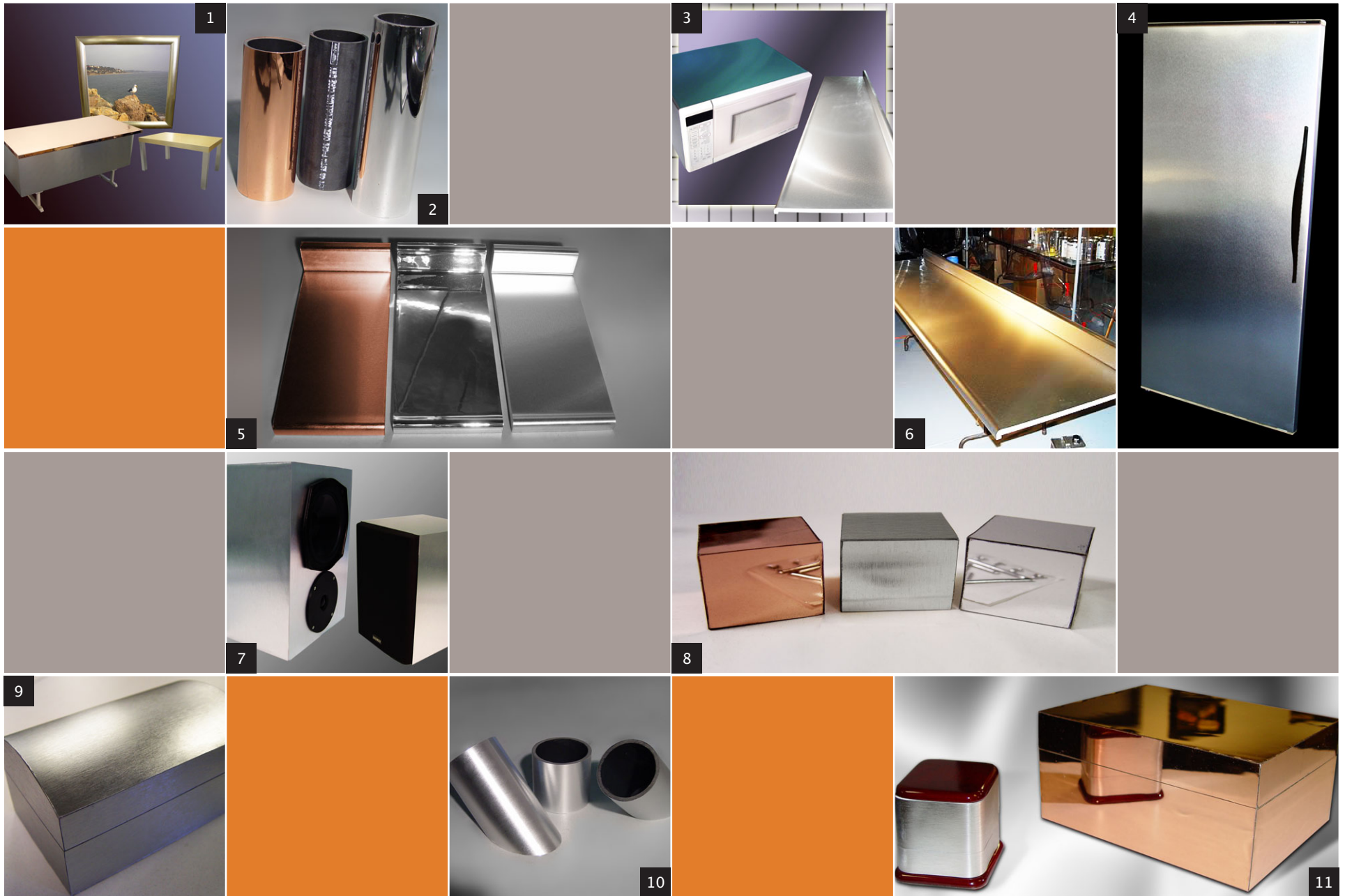
Two different types of LEXAN® are used in creating FXSheeting™. HP92H LEXAN® is used for creating Mirror versions, while 8A37V LEXAN® is used for creating Brushed versions. Both types of LEXAN® are 10 mil thick, but the 8A37V LEXAN® is made with a "brushed" texture so the Brushed versions of FXSheeting™ not only look like brushed metal, they also feel very similar. The durable LEXAN® Polycarbonates are made by General Electric Plastics and are used in a wide range of industrial product manufacturing from cell phones to automobiles.



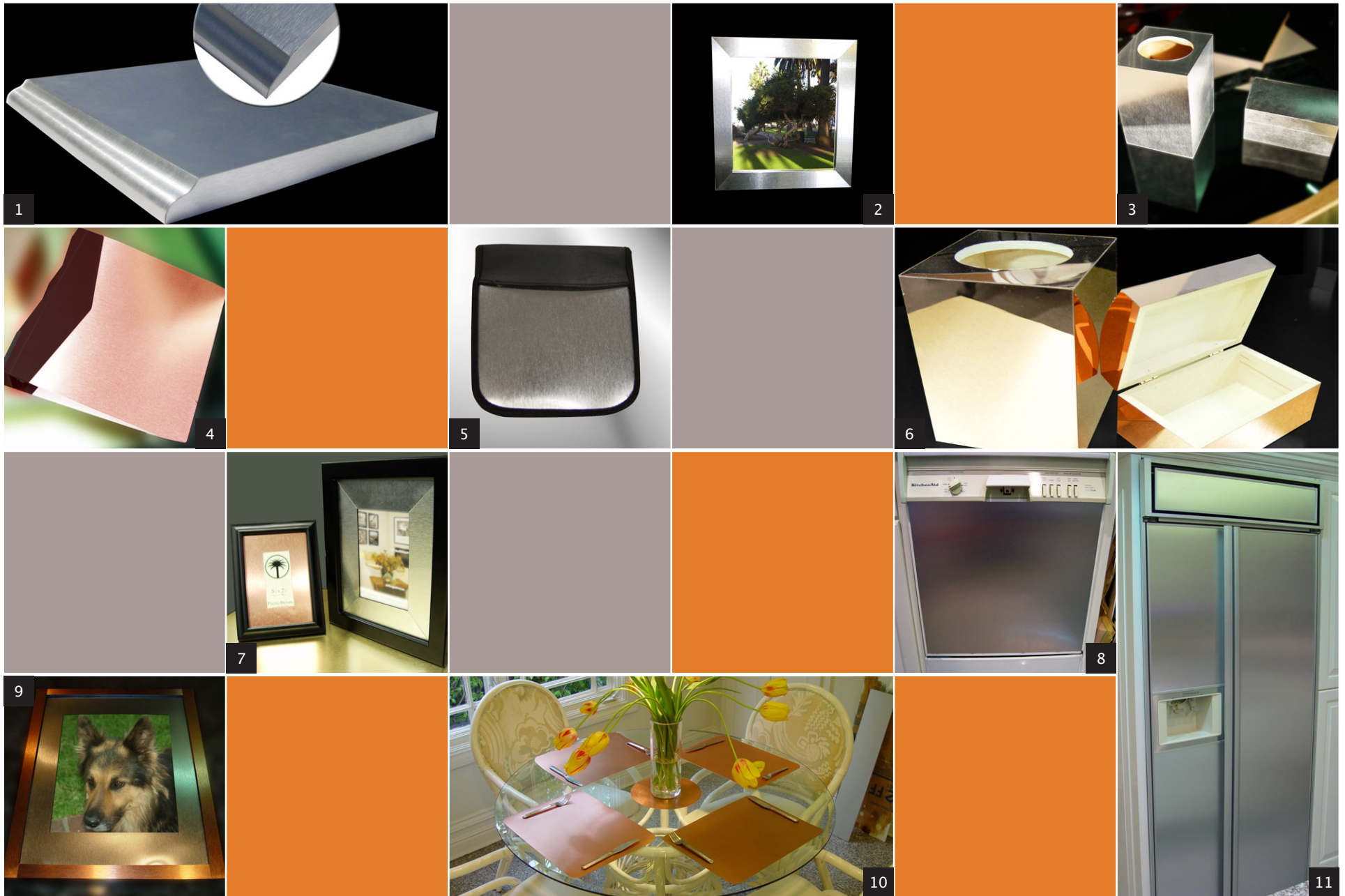
### Chrome Film Construction

For detailed specs on LEXAN® Polycarbonates please visit GE's website at [www.gestructuredproducts.com](http://www.gestructuredproducts.com), click on Film-Lexan (select 8A35V or HP92H).





01. FXSheeting applied to various items. 02. PVC pipes wrapped (before & after). 03. Microwave and Counter (brushed aluminum). 04. Refrigerator door (brushed aluminum). 05. Counter tops (brushed copper, chrome, brushed aluminum). 06. 10' Counter (brushed aluminum). 07. Speakers completely wrapped (brushed aluminum). 08. Wooden Tables (copper, brushed aluminum, chrome). 09. Treasure chest (brushed aluminum). 10. PVC Pipes (easily wrapped) 11. Ring and cigar boxes (brushed aluminum, copper).



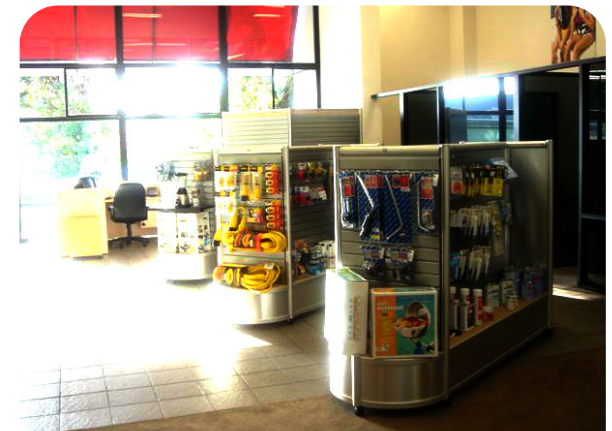
01. Shelf completely wrapped (Brushed Aluminum). 02. Wooden picture frame (Brushed Aluminum). 03. Wooden dispensers (Brushed Aluminum). 04. Notebook (Brushed Copper). 05. CD Case (Sewable Brushed Aluminum). 06. Polished Copper Boxes. 07. Brushed Copper and Aluminum matting inside of picture frame. 08. Dishwasher (Brushed Aluminum). 09. Picture frame (Brushed Copper and Aluminum). 10. Place setting (Brushed Copper). 11. Refrigerator (Brushed Copper).

# SUGGESTED APPLICATIONS FOR FXSHEETING™

- Appliances
- Architects
- Architectural and Ornamental Metal Work
- Architectural Designers - Services
- Automobile Parts, Supplies and Accessories
- Automotive Trimming
- Bicycles - Parts and Supplies
- Billiard Equipment and Supplies
- Billiard Tables
- Blinds-Venetian and Vertical
- Bowling Lane Equipment and Supplies
- Building Material
- Burial Caskets
- Cabinet Makers
- Caskets
- Ceiling Materials
- Closet Accessories
- Closets - Designing and Remodeling
- Columns
- Designers - Architectural
- Designers - Industrial
- Display Designers and Producers
- Display Fixtures and Materials
- Door Frames
- Elevator and Moving Stairway
- Elevators Supplies and Parts
- EscalatorsExposition Stands
- Gaming Equipment and Supplies
- Gauges Guards - Wall + Corner

- Guitars
- Hardware
- Hot Tubs and Spas
- Hotel and Motel Developers
- Hotel and Motel Furnishings
- Interior Decorators Design and Consultants
- Jewelry Cases
- Kick Plates
- Laminations, Plastic, Paper, etc.
- Lamps
- Lighting Fixtures
- Metal Ceilings
- Metal Foil and Leaf
- Metal Household Furniture
- Metal Letters
- Metal Specialties
- Metal Trim
- Metallic Finishes
- Mirrors
- Office Furniture and Equipment
- Pianos
- Picture Frames
- Plaques
- Point of Sales System
- Railings Restaurant Desin and Planning
- Restaurant Fixtures
- Sheet Metal Working Equipment - Supplies
- Signs
- Slot Machines

- Spa Builders
- Store Fixtures
- Store Fronts
- Table Tops
- Trophies
- Vending Machines
- Wall Papers and Wall Coverings
- Wheel and Wheel Covers
- Wheel Chairs
- Window Shades - Metal



Store Design Using Fxsheeting

UNLIKE TRADITIONAL METAL, **FXSHEETING™** CAN BE GLUED, STAPLED, NAILED, EVEN SEWN.



THE AMAZING  
WORLD OF  
FORMABLE FILMS

# FORMABLE CHROME™

ALSA's FORMABLE-CHROME™ is the first truly thermo-formable mirror finish film that can take both pressure forming as well as heat without discoloration, fading or cracking and obtain deep draws. What makes it unique is that the chrome is "protected" by being underneath a clear plastic sheet so there is no chance of taking the chrome off due to impact. Virtually scratch proof! With styles ranging

from chrome to our brushed looks (with embossed lines you can feel) even fabulous colored chromes and gold. Can't find that unique look? We can help you design your own. Just spec out a film and we will build it for you.

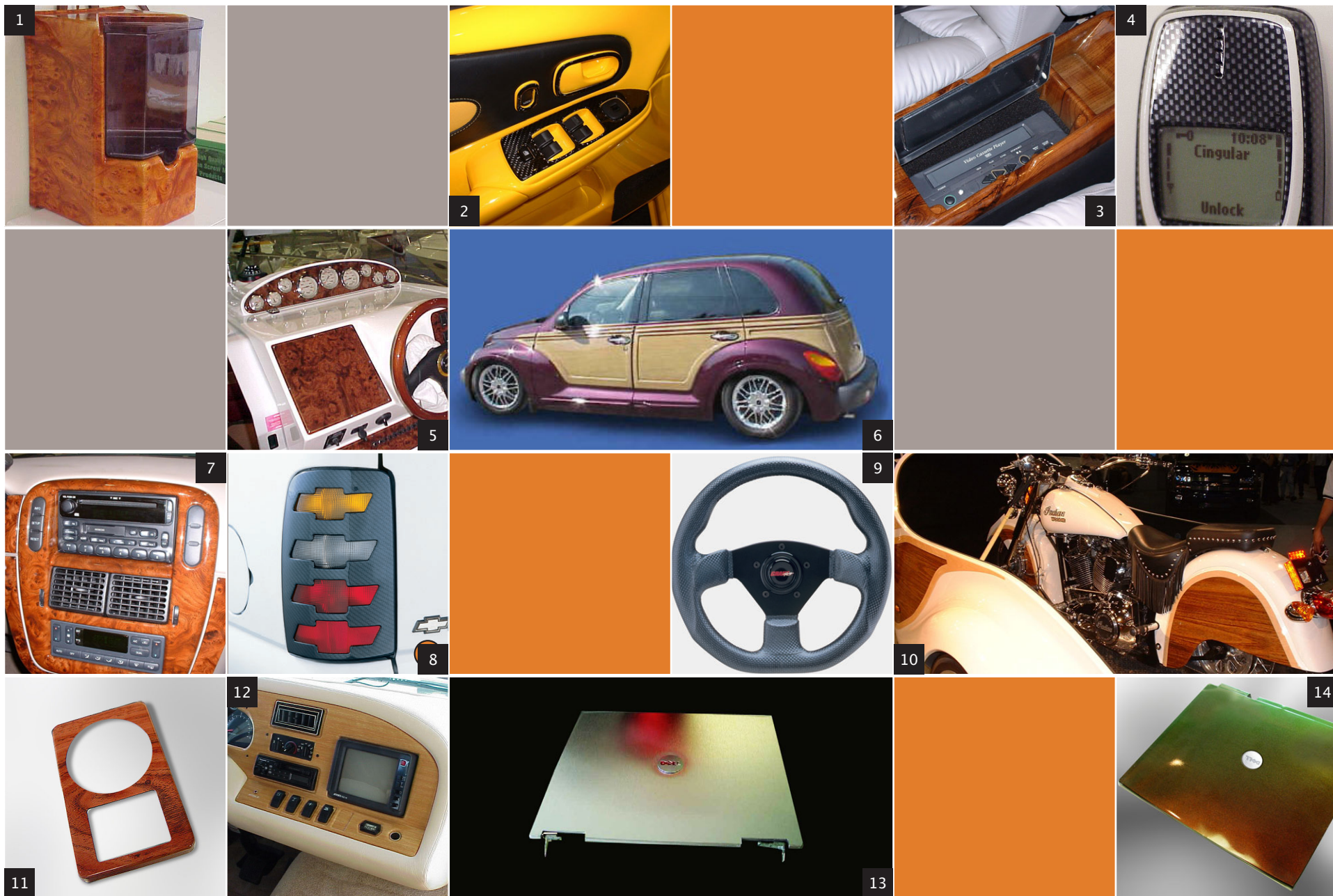
Our current stock for FORMABLE-CHROME™ sampling and general forming is available in 30mil (1mil = 25microns) but we can provide it with as thin as a 7mil construction up to 1/2" . and beyond. It is normally constructed with a PET top layer, chrome in the middle and a black ABS on the back.

#### INDUSTRIAL APPLICATIONS AND PRICING:

We can design FORMABLE-CHROME™ in unlimited numbers of combinations of styles and thicknesses. Price will vary depending on construction and quantity ordered.

**DEEPLY FORMABLE!**





More FORMABLE FILM possibilities: 01. Burl wood water cooler (very deep draw). 02. Carbon fiber door bezels. 03. Burl look automotive console. 04. Carbon fibre cell phone case (IMD). 05. Complete boat dash assembly. 06. Simulated wood on a P/T cruiser. 07. Automotive dash insert. 08. Carbon fibre taillight covers. 09. Carbon fibre steering wheel. 10. Simulated wood kit on bike. 11. Mp3 player case (wood-look). 12. Boat dash insert. 13. Formed Brushed Aluminum Laptop. 14. Color shifting formed Laptop (IMD).



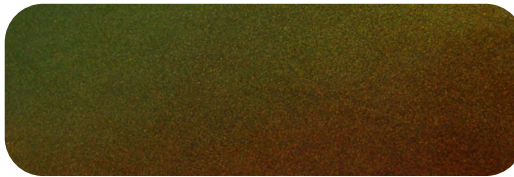
# ALSA-FORM™

ALSA-FORM™ is a thermoformable decorative sheet that is composed of abs plastic sheets, laminated with a decorative film (such as burls, woodgrain, carbon fiber, brushed metal, metallics and more). It is then "capped" (or laminated) with a clear film which provides uv protection, scratch resistance, and gloss.

## TECHNICAL INFORMATION

- Deeply formmable (up to 2:1 ratio).
- Excellent scratch resistant.
- Excellent UV resistant.
- 3 standard stock gauges of .020", .030" and .040" with widths up to 24".
- Custom widths are available up to 48" wide.
- Custom thickness upto 1/2"  
(Sheets not rolls)

- High gloss or matte finish available.
- Adhesive backing is also available for non-formable applications.
- Most films are 24" wide.  
(Out of our stock)
- Can be constructed with a multitude of plastic caps (top clear layer), backings or decorations.
- Also available in many color shifting versions.



Chameleon ALSA-FORM™

## WHY IS ALSA-FORM™ BETTER THAN HYDROGRAPHICS? (water printing)

- Less expensive in production.
- Thermoforming can provide much larger parts than Hydrographics.
- No waste or high rejection rate.
- Part to part consistant precision.



- ALSA-FORM™ is perfect for In Mould Decoration (IMD)
- ALSA-FORM™ can also be used as a laminate by putting on your own adhesive.







Jewelry Displays  
in true  
pearl material



**THE WORLD'S MOST EXOTIC FINISHES**

Please inquire about our exotic  
PAINTS AND ADDITIVES  
2007 catalog



**The Alsa Corporation**

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