

# Lawrence

## Industries, Inc

### American Windows

Lawrence Industries, Inc is proud to Partner with Prysm Marketing Group in providing High Performance American Hardware. Having manufactured hardware for over 35 years, we understand what makes Windows Work and what makes Windows Sell.

At Lawrence we always strive to Provide Innovative Solutions to Common Challenges. The American Spirit has provided the Technology and Desire that allows us to make your window hardware right here in our own country providing jobs and opportunities to your neighbors and family. America Works when America Works!

Lawrence provides Partners with Priority Scheduling, Reduced Lead Times, which Lower your cost of doing business. We also pledge to stand by you with Education and Marketing of our Proprietary Bio-Maxx Composites.

Prysm will now be able to provide it's customers with Lead Free, Environmentally Sustainable Products that work *with* the environment and not against it.



President

### American Hardware

# PRYSM Marketing, Inc

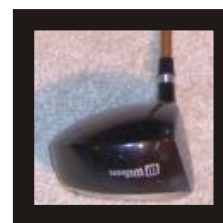
# Why Composites?



First, It's not just Plastic. Lawrence Industries, Inc. uses a Proprietary Composite Formulation, **Bio-Maxx** in all of it's Hardware Applications. **Bio-Maxx** has been formulated to withstand the demands of Today's and Tomorrows Window Specifications. In house and Independent Testing have shown **Bio-Maxx** to be Superior to Potmetal in Strength, Surface Finish, Corrosion Resistance, and Sustainability.

Composites are the Fastest Growing segment in Plastics today. You may know that Composite Windows can Outperform Vinyl Windows, but are you aware of other advances in composite technology? If you own a composite driver for playing golf, you probably understand that composite technology helps you hit the ball further and straighter than metal counterparts.

Composite Technology also gives an advantage to the high performance firearms that are being produced and used by the Armed Forces, Hunters, and Composites are now used by more Federal Agencies than any other type of Firearm. If you drive an Automobile, you are riding and putting your life in the hands of Composite Technology. If you Fly to your destination, you are Flying on Composite Technology!



# Performance

DP-50  
DP-65  
IMPACT

Lawrence Composites Hardware has been Tested and Approved in Applications from DP-50 through Impact. Complete Hardware Systems made from **Bio-Maxx** will make your Window Perform at a Level that Exceeds Potmetal type products. Many customers have received Higher than Expected DP ratings than what they were expecting. Independent Testing Results are on file for your review.

**Bio-Maxx** is a Marine Grade Composite that will not Chip, or Corrode helping your Window look Great for many years to come. With over 150 customers and Millions of Locks in the Field for over 5 years, Lawrence is the Proven Choice for your Composite Hardware.

**Forced Entry Test**  
**Composite Lock, Keepers and sweep locks**  
ATL

*Test performed according to ASTM F-585-04 Standard test methods for measuring the forced entry resistance of window assemblies, excluding glazing impact.*

Load Identification	Grade 10	Grade 20	Grade 30	Grade 40
Time	5 minutes	5 minutes	10 minutes	10 minutes
Load #1	150 lbs	200 lbs	250 lbs	300 lbs
Load #2	75 lbs	100 lbs	125 lbs	150 lbs
Load #3	25 lbs	35 lbs	50 lbs	60 lbs
Pass/fail	Pass	Pass	Pass	Pass

Failure due to keeper tab bar breaking off.

Load Identification	Grade 10	Grade 20	Grade 30	Grade 40
Time	5 minutes	5 minutes	10 minutes	10 minutes
Load #1	150 lbs	200 lbs	250 lbs	300 lbs
Load #2	75 lbs	100 lbs	125 lbs	150 lbs
Load #3	25 lbs	35 lbs	50 lbs	60 lbs
Pass/fail	Pass	Pass	Pass	Pass

Continued testing of Load #1 after completing grade 40 failure at 400 lbs  
Failure due to keeper tab bar breaking off.

Load Identification	Grade 10	Grade 20	Grade 30	Grade 40
Time	5 minutes	5 minutes	10 minutes	10 minutes
Load #1	150 lbs	200 lbs	250 lbs	300 lbs
Load #2	75 lbs	100 lbs	125 lbs	150 lbs
Load #3	25 lbs	35 lbs	50 lbs	60 lbs
Pass/fail	Pass	Fail	n/c	n/c

Failure occurred when load #2 was applied releasing sweep lock from fixed meeting rail pocket.

# Color True

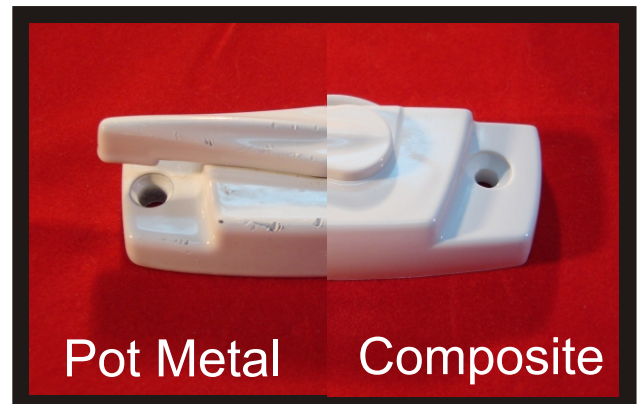


Unlike other Hardware Makers, Lawrence makes all of the Visible Hardware on the Sash from the Same Material Molded Throughout. No Chipping, No Scratching, No Rust!

Same Material from the Same Manufacturer means you will get 100% Color Matched Components.

Your Window will Look Great Instantly!

Better Looking Windows  
+ Limited Lifetime Warranty  
= Windows Sell Faster at Better Margins!



100% Color Matched Components!  
Looks Better Longer!

# Green Sustainability!



Examples of Pot Metal Hardware after Use. Paint can Scrape Away and Expose Raw Metals and Dust!

Lawrence Bio-Maxx Composites are molded from an Environmentally Sustainable Compound that Educated Customers Prefer. Made with 20% Recycled Content. Low Carbon Footprint, Low to Any VOC, and No Phthalates make **Bio-Maxx** the Safer Choice.

# RRP & Lead Free

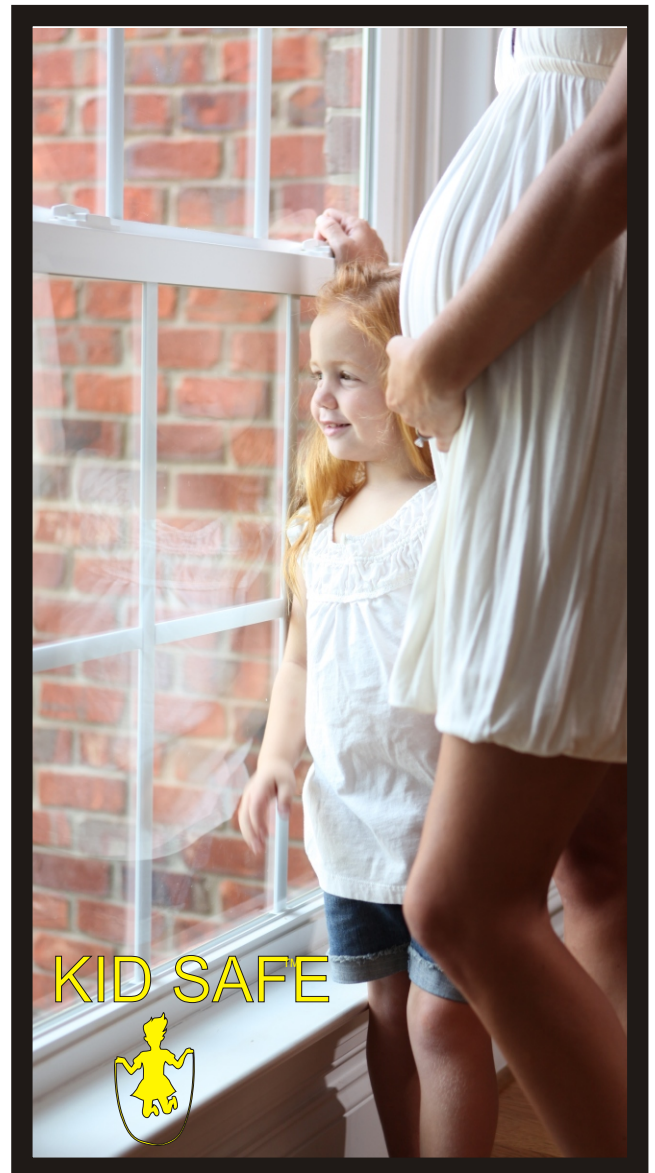
Certified as Kid-Safe by Third Party Testing is your assurance that there are No Heavy Metals and the Products are Safe to be Handled by Children Under 12 and Pregnant Women alike. As awareness to the Dangers associated with Lead Dust Transfers increases, Educated Consumers Prefer Lead and Heavy Metal Free!

*Lead is ranked #2 as a Toxic Substance  
Right Behind Arsenic.*

*Compare with Asbestos which is ranked Number 78!*

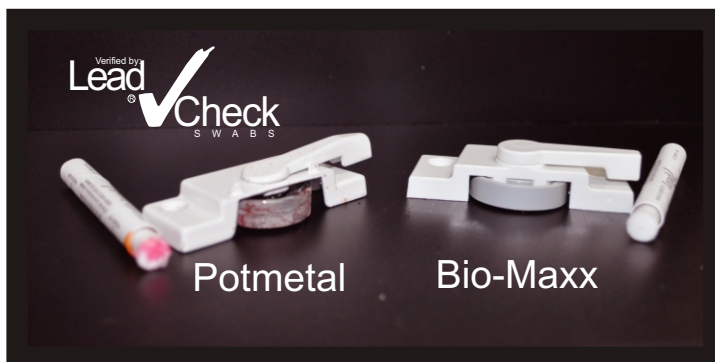
Using the Standard Lead Check Swab Test specified by RRP Rules, Lawrence **Bio-Maxx** Composites will not turn Red when tested as directed. Lead Check is also used by OSHA, DOJ, and other Governmental Agencies as a Yardstick to Determine if Lead is present in products.

No Phtahalates, No Lead, No Dust, No Rust!



Lead Safe Hardware for Lead Safe Work Practices

CPSC  
EPA  
RRP  
OK!



## Smarter & Safer



# Bio-Maxx versus Potmetal

	Bio-Maxx	PotMetal
Made in America!	✓	
Proprietary Bio-Maxx Composites	✓	
Color Fast, No Chipping, Scratching	✓	
No Lead,	✓	
No Dust,	✓	
No Rust	✓	
Kid-Safe, No Heavy Metals	✓	
No Pthalates	✓	
Marine Grade	✓	
Stronger than Potmetal Video on Website	✓	
Test Results on File	✓	
Limited Lifetime Warranty	✓	

**Lawrence**  
**Industries, Inc.**  
 High Performance American Hardware



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We are here to support you with answers to Technical Questions and Marketing Info:  
 Don't hesitate to Ask!

[www.lawrenceindustriesinc.com](http://www.lawrenceindustriesinc.com)