



## Quanex's Nichols Aluminum Launches New Identity Program

June 30, 2000

HOUSTON, June 30 /PRNewswire/ -- The Nichols Aluminum division of Quanex Corporation (NYSE: NX), announced today that it has launched a new identity program. Based on Nichols' new logo, the company has developed a graphic identity to more accurately reflect its operational and product focus, as well as its growth from a regional to national provider of high quality, continuous-cast and cold-finished aluminum sheet.

"Nichols Aluminum today is a leading producer of high quality aluminum sheet for a variety of industries," explains Terry Schroeder, president of Nichols Aluminum. "With our large volume continuous casting facilities and flexible finishing operations, we are able to provide cold-rolled aluminum sheet products in coated finishes that meet customers' most demanding specifications. We are a very different company than we were only a few years ago. Our new logo reflects these changes."

When Quanex acquired Nichols-Homeshield in 1989, the company operated a single sheet casting and finishing facility, as well as other plants that manufactured finished aluminum products, including coated coils and fabricated products. Now, Nichols is focused on producing aluminum sheet, which is sold to distributors and manufacturers, including Quanex's AMSCO and Homeshield businesses, leading producers of metal products for the homebuilding industry.

Nichols developed the new company logo with Winslow Studios of Lansing, Illinois. It incorporates the company's "NA" moniker and color red (PMS #485) from the old mark, with stylized, contemporary type and a complementary silver color (PMS cool gray #11) and coil image in the background. The company's former logo featured a shield that was better suited for its housing product lines.

Through its Nichols Aluminum division, Quanex operates an aluminum mini-mill in Davenport, Iowa, and rolling mills in Davenport; Lincolnshire, Illinois; and Decatur, Alabama, as well as Nichols Aluminum-Golden, a specialized aluminum sheet casting and finishing plant in Fort Lupton, Colorado. Quanex is a technological leader in the production of value-added engineered steel bars, aluminum flat-rolled products, and engineered, formed-metal products for transportation, capital equipment, homebuilding and remodeling, food packaging, defense and other industries. The company was founded in 1927 and its stock is listed on the New York Stock Exchange under the symbol NX. For more information, call or visit the company's web site at [www.quanex.com](http://www.quanex.com).

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SOURCE Quanex Corporation

Web site: <http://www.quanex.com>

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NOTE TO EDITORS: Artwork for the updated company logo is available as a GIF (sent via e-mail or disk) or camera-ready art by calling the contact.

CAPTION: NXLOGO QUANEX CORPORATION LOGO Quanex Corporation logo. (PRNewsFoto)[HD] HOUSTON, TX USA 05/17/1999