

## **Georgia Metal Finishing Company Celebrates 60 Years in Business and International Growth with Name Change**

Dixie Industrial Finishing Co., Inc. has changed name to Durable Industrial Finishing Co., Inc. and will be referred to as “DIFCO.”

While the company is currently celebrating 60 years of business, DIFCO believes the time to make a name change is now. When Dixie started in 1960, the business was providing metal finishing and other services to a base of customers located in the Southeast. Today, DIFCO’s metal finishing services and coatings reach throughout the United States and other countries. The new name reflects the durability of DIFCO as a leader in the metal finishing industry and emphasizes the promise to deliver finishing and coatings that provide durability to client’s products. In short, “We make our customers’ products look better, work better and last longer.”

While the name has changed, nothing else has been altered in any significant way. DIFCO’s ownership remains the same, and there has been no change in officers or personnel throughout the company. DIFCO has been blessed with loyal customers, vendors and committed employees who are an important part of the DIFCO family. DIFCO is looking forward to this next chapter of business as we enter our 7th decade together.

The company’s new official website is <https://difco.us.com>.

The Durable Industrial Finishing Company (DIFCO) operations center is a 175,000-square-foot facility in Tucker, Georgia, just east of Atlanta. DIFCO specializes in all types of metal finishing including zinc plating, electroless nickel, zinc nickel, phosphate coating and GEOMET®. It’s one of the largest such facilities in the Southeast.

DIFCO is committed to being an industry leader in innovation, providing its clients with the products and services they need while also being a good neighbor in its community.