

PolyPREMIER Press Release

SHERWIN-WILLIAMS COIL COATINGS INTRODUCES POLYPREMIER™ AS ITS PLATFORM FOR POLYESTER COATINGS IN NORTH AMERICA

PolyPREMIER consolidates customizable polyester coating systems under one platform

Minneapolis – Dec. 7, 2020 – The Coil Coatings division of Sherwin-Williams has launched a new platform for its polyester technologies – PolyPREMIER™. Many of its high-performance polyester coil coatings are now consolidated under this master brand to make it simple for customers to specify coatings for a wide variety of applications. The PolyPREMIER line will continue to be developed and enhanced with a focus on innovation in the future.

The diverse PolyPREMIER portfolio includes polyester coil coating formulations that can be customized to meet various application and end-use requirements. These customizations can be tailored to a wide range of industries, including, but not limited to, building products, doors, appliances, transportation and OEM products. These formulations can also be optimized for a broad array of specifications, including flexibility and formability, high-gloss, damage resistance, exceptional hardness and other key characteristics.

“The PolyPREMIER coatings platform lets our customers easily access the superior service, technology, innovation and customization capabilities our polyester product lines provide,” said Christian Zimprich, Marketing Manager, Sherwin-Williams Coil Coatings. “As an added layer of value, our experts will work directly with customers to determine the right formulation for their projects – easing the coating selection process and saving resources.”

Every PolyPREMIER polyester coil coating is backed by continuous testing, and extensive research and development to ensure customers receive high-quality formulations for their products.

“By grouping our wide portfolio of polyester coil coatings under one established brand, we enable our customers to sell products with tailored finishing solutions that fit their end-users' application and product needs,” said Jeff Alexander, North America Sales Vice President, Sherwin-Williams Coil Coatings. “PolyPREMIER aligns our brand strategy with our business goals, while simultaneously strengthening our partnerships with coaters, OEMs and end-users.”

The Sherwin-Williams Coil Coatings team prides itself on providing exceptional service, including best-in-class lead times, color expertise and technical support to ensure the success of our customers and our PolyPREMIER line of coatings. To learn more about PolyPREMIER coatings, [visit our PolyPREMIER page](#) or contact your local Sherwin-Williams Coil Coatings sales representative.

About Sherwin-Williams Coil Coatings

Sherwin-Williams Coil Coatings delivers a full range of high-performance coatings in polyvinylidene fluoride (PVDF), silicone-modified polyester (SMP), and polyester formulas, designed to meet the most demanding environmental requirements while providing protection against weathering and pollution. The Coil Coatings Division is part of the Sherwin-Williams Performance Coatings Group, which supplies a broad range of highly-engineered solutions for construction, industrial, packaging, and transportation markets in more than 120 countries in the world. Founded in 1866, The Sherwin-Williams Company is a global leader in the manufacture, development, distribution, and sale of paints, coatings, and related products to professional, industrial, commercial, and retail customers. For more information about Sherwin-Williams Coil Coatings, visit coil.sherwin.com.