



FINDING **COLORFUL** WAYS TO SUPPORT OUR CUSTOMERS

The Sherwin-Williams Coil Coatings approach to products and services extends well beyond the initial shipment of our coatings. We are focused on leveraging our broad footprint and company-wide portfolio to bring you the best products in the industry.

WHAT IS SHER-COLOR?

Our color expertise now extends to **ALL Sherwin-Williams paint stores** across the United States and Canada. As part of the Sherwin-Williams family, the Coil Coatings division is able to ensure distributors, contractors, property owners and maintenance professionals have access to a wide-range of paint products offered by our nearly **5,000 stores**. These products are tintable to your unique coil and extrusion coatings color palette, giving you consistency across product lines. This capability is enabled by the Sherwin-Williams proprietary “Sher-Color” software tool and tint line, which can be used across multiple in-store products.

WHY SHER-COLOR?

With Sher-Color, customers can access your color palette for standard siding, roof and gutter colors, so they can paint and stain their home or building accents, which include:

ENTRANCE RAILINGS
ENTRY DOORS
GARAGE DOORS
INTERIOR WALLS
WOOD ACCENTS
WINDOW TRIM
WINDOW SHUTTERS
AND MORE

Your color palette will be stored in Sher-Color tinting database for application to a wide variety of the paint products available at Sherwin-Williams stores. The in-store sales associate at each location will provide paint recommendations depending on each project's requirements.



HOW IT WORKS

Work with your Sherwin-Williams Coil Coatings sales representative to provide a list of colors and samples you would like matched in the Sher-Color tinting database.

The Sher-Color database integrates with the store's tint dispenser to ensure accurate tinting at the nearly 5,000 Sherwin-Williams locations in the United States and Canada, enabling you to meet your customer color demands.

Once your colors have been matched by Sher-Color's team of experts, the appropriate formulas will be stored in Sher-Color's **"Competitive Color Palette"** database. Each color will be stored in the database by your *unique color code provided by Sher-Color team.*



HERE TO HELP

Color expertise and service are things you've come to expect from Sherwin-Williams Coil Coatings. You can rest assured that your investment and trust in the metal coatings we offer are always supported by our long-term commitment to you.

For more information about the Sher-Color program, please contact your Sherwin-Williams Coil Coatings sales representative.