

FROM PLASTIC TO POWDER

Plastic waste transformed
for the architectural market

POWDURA[®]
ECO
POWDER COATINGS

SHERWIN-WILLIAMS[®]

 industrial.sherwin.eu

Scan to learn
more about our
Architectural
coatings



MITIGATING PLASTIC POLLUTION

WE'RE IN IT TOGETHER

Plastic is an ever-present material in both our personal and professional lives – it's hard to imagine a world without it. From our pantries to our safety helmets, plastic has become an essential material, but its production is a growing global concern due to **plastic pollution**.

The market is beginning to demand social and environmental responsibility from all industries. Increasingly, manufacturers – whether they make appliances, furniture, building products or paint – are being held to higher sustainability standards, and it's our collective responsibility to contribute solutions to plastic pollution. Initiatives to reuse materials, reduce energy consumption and decrease waste have become common goals among our organizations because consumers expect their favorite products to be environmentally conscious.

Choosing powder over liquid or solvent-based coatings might reduce your environmental impact. Powder coatings contain little to no VOCs. Up to 95 % of overspray can be reclaimed and reused. They often require just one coat and can cure at lower temperatures, providing material and energy savings.

Powdura ECO powder coatings from Sherwin-Williams are a next-level approach to sustainability. This transformative product collection elevates powder coating sustainability to new heights – providing customers a more eco-conscious solution to product protection, color and performance.

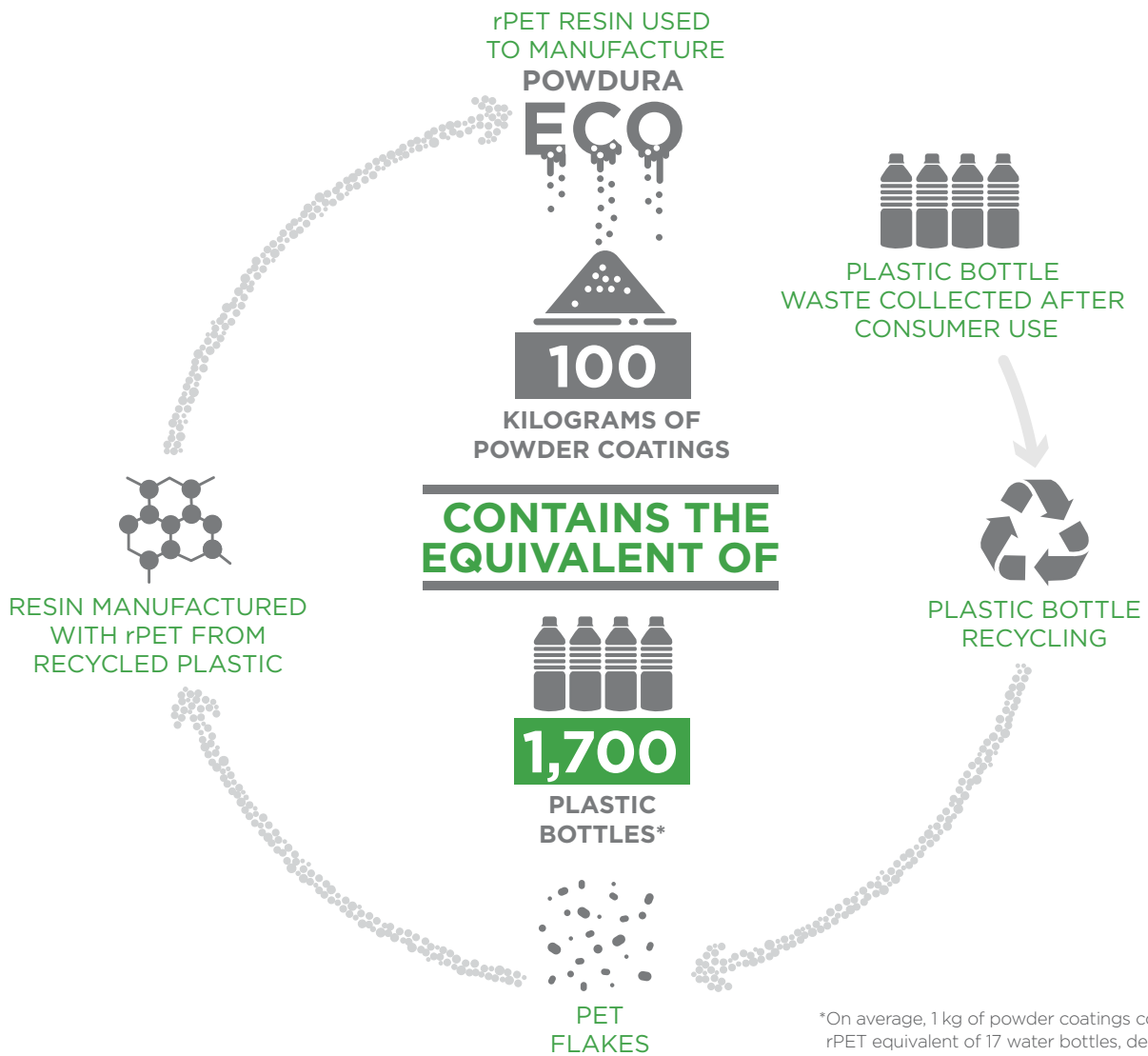
Powdura ECO for the architectural market is available in super-durable low-cure quality.





PUTTING WASTE TO WORK

The innovation behind Powdura ECO powder coatings is extraordinary. Plastic waste converts into a ultra durable, high-performing polyester resin that contains up to 10 % post consumer recycled plastic (rPET). Each kg of Powdura ECO coatings contains the equivalent of 17 recycled plastic bottles and delivers the same performance as conventional polyester powder coatings.

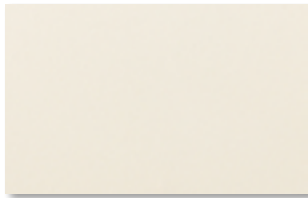


*On average, 1 kg of powder coatings contains the rPET equivalent of 17 water bottles, dependent upon final product formulation.

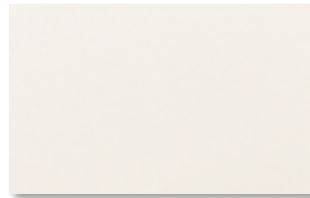
EXPLORE

21 TRENDY COLORS & EFFECTS FOR ARCHITECTURAL CASES

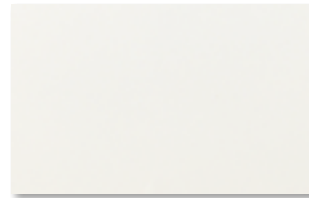
POWDURA[®]
ECO



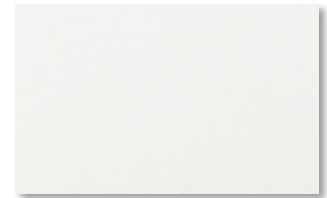
VHT1EOR01
RAL 1013 HR



VWT1EOR02
RAL 9001 HR



VWT1EOR03
RAL 9010 HR



VWT1EOR01
RAL 9016 HR



VAT1EOR05
RAL 7016 HR



VAT1EOR03
RAL 7021 HR



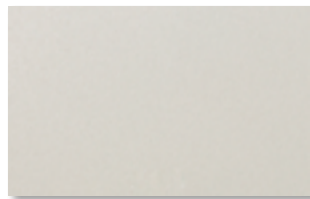
VAT1EOR04
RAL 7022 HR



VAT1EOR01
RAL 7030 HR



VAT1EOR06
RAL 7039 HR



VAT1EOR02
RAL 7044 HR



VNT1EOR01
RAL 8019 HR



VNT1EOR02
RAL 8022 HR



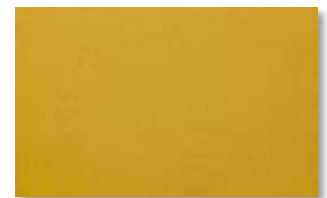
VBT1EOR03
RAL 9004 HR



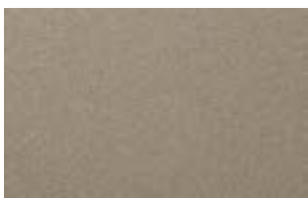
VBT1EOR02
RAL 9005 HR



VBT1EOR01
RAL 9011 HR



VDL1EOR04
GOLD 2.5



VDL1EOR01
LIGHT GREY C31



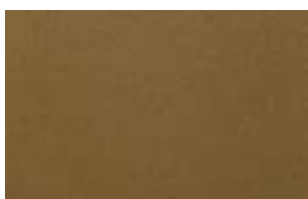
VDL1EOR03
BEIGE C32



VDL1EOR05
BRONZE C33



VDL1EOR02
BROWN C34



VDL1EOR06
BRONZE 543

Powdura ECO FTX HD is a highly durable, premium quality coating certified as Qualicoat Class 2 and GSB Florida 3. Containing recycled materials, offering a large and low curing window, and providing enhanced UV fastness, Powdura ECO FTX HD is the perfect answer to the market's unique needs.

This color purpose is to enable the user to make a visual choice of Powdura ECO for the architectural market. The colors are indicative. The elaboration of these colors on this page is based on photography and RGB/CMYK modus.



POWDURA ECO MESSAGE

Powdura ECO for Architectural is the answer to the market needs, made of recycled resins, with low bake curing conditions, trendy finishes and superdurable UV performances.

PROVEN PERFORMANCE

Powdura ECO for the architectural market is approved by Qualicoat and GSB (Class 2 and GSB Florida 3).

The following chart shows specific performance properties:

TEST PROPERTY	RESULTS
60° Gloss	5-8
Cure Cycle	15-35 minutes @ 160 °C 12-30 minutes @ 170 °C 10-25 minutes @ 180 °C
Specific Gravity	1.25 +-0.05 for colours 1.45+-0.05 for white (10 % lower the standard quality)

TDS upon request and available on the website: industrial.sherwin.eu.





EMPOWER YOUR CUSTOMERS

Consumers want to feel good about the purchases they make and often consider sustainability before the transaction stage. By using Powdura ECO, you can differentiate your finished goods with recycled materials that don't skimp on performance – a sentiment both you and your consumers can celebrate.

OUR COMMITMENT TO SUSTAINABILITY

Sherwin-Williams focuses on bringing sustainable coating solutions to market and we are committed to leading the development of sustainable processes that help to preserve natural resources. Whether we're assessing programs focused on employee safety or ways that we can effectively conserve resources, protecting the world we live in is a core value that has been with us since 1866.

TAKE THE NEXT STEP TO REDUCING YOUR ENVIRONMENTAL FOOTPRINT

Contact your local Sherwin-Williams Sales Representative to learn more about Powdura ECO and to discover your new competitive edge.

To receive the color case containing panels, contact: syntha.pulvin@sherwin.com.

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At Sherwin-Williams, we think about coatings differently, continuously seeking the most sustainable solution to help your products win over your customers. Whether you need the most rugged and protective coating, a technical expert to provide answers and hands-on support, consistently perfect color at just the right gloss, or a custom solution created just for you — we are here to help. We are Sherwin-Williams General Industrial Coatings, and we are obsessed with giving you the competitive edge.

Contact: syntha.pulvin@sherwin.com
Visit: industrial.sherwin.eu

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