

JULY - SEPTEMBER 2020



SHERWIN-WILLIAMS.

PROFINISHER

GENERAL INDUSTRIAL COATINGS

THE SIGN OF SUCCESS



WELCOME **PROFINISHER**

July - September 2020

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PERSISTENT FOCUS & DEDICATION



ALICIA VANDUYSE
Marketing Manager
Performance Coatings Group
General Industrial Division

I hope this latest issue of *ProFinisher* finds you, your families, friends and colleagues well.

As we enter the third quarter of the year, we look back at what we have accomplished to date, and compare it to what we had hoped to achieve. Despite the circumstances, we continue to relentlessly focus on serving our customers. This is evident in how quickly we responded to COVID-19 relief efforts by manufacturing hand sanitizer, donating PPE and expediting products needed to help combat the spread of the disease.

With the challenges 2020 has brought upon us, it would be easy to throw in the towel and fast forward to 2021. Our team, however, is motivated by perseverance. We relish in the opportunity to overcome these challenges and show our true value.

This issue of *ProFinisher* conveys stories that demonstrate our unwavering commitment to customers through innovative products and genuine collaboration. Learn about our new Powdura® ECO powder coatings, which use an innovative polyester resin comprised of pre-consumer recycled plastic (rPET), from a product expert. In addition, discover how GENESIS® Lustral™ sign finishes and our sales team help bluemedica, a premier décor, fabrication and technology company, get products out the door quickly and to their customers' satisfaction.

We look forward to helping your business succeed and to serving you every day.

Keep well and stay safe.

EQUIPMENT & SUPPLIES

for a Better Finish

We provide more than coatings. Our complete product finishing solution includes over 15,000 brand-name equipment and supplies to address the entire process, from sanding to shipping. Our dedicated experts also work with a diverse group of suppliers and manufacturers to fulfill all of your finishing needs, including providing on-site support to help you enhance your line. Contact your General Industrial Coatings Sales Representative or visit oem.sherwin-williams.com/equipmentandsupplies to learn more.

INTRODUCING **POWDURA[®] ECO** POWDER COATINGS

Global Marketing Director, Tabitha McLeish, discusses our newest technology in powder coatings

In April 2020, the General Industrial division of Sherwin-Williams launched Powdura ECO powder coatings. Our editor sat down with Tabitha McLeish, global marketing director for General Industrial Finishes, to learn more about the new platform.

TELL US ABOUT POWDURA ECO. IS IT A SINGLE PRODUCT OR A FAMILY OF PRODUCTS?

The Powdura ECO platform consists of powder coatings in varying technologies. All the coatings in the line use an innovative polyester resin comprised of 25% pre-consumer recycled plastic (rPET).

WHAT IS rPET?

P-E-T, or polyethylene terephthalate, is a form of polyester. rPET is recycled PET. PET is the most widely recycled plastic in the world and is characteristically known for its strength, transparency and thermostability. One of PET's most notable uses is in the manufacturing of single-use plastic containers, such as water bottles.

WHAT APPLICATIONS CAN POWDURA ECO BE USED FOR?

Powdura ECO coatings are suitable for a wide variety of applications, such as consumer goods, lawn equipment, transportation vehicles, electrical enclosures, lighting, and retail fixtures and displays – in both interior and exterior environments.

WHAT WAS THE INSPIRATION FOR CREATING POWDURA ECO?

Throughout the past decade, we've seen a shift in our customers' priorities. Sustainability, recyclability, reduced waste – really, all kinds of energy and resource-saving tactics – have increased. We wanted to develop a product that our customers and consumers could feel good about using.

HOW WILL THIS PRODUCT BENEFIT OUR CUSTOMERS AND THEIR END-USERS?

Manufacturers can use this coating as an additional point of differentiation in their markets. This platform provides customers a more eco-conscious solution to product protection, color and performance. Customers who promote its use on their products can also empower consumers to make a more eco-conscious purchase.

WHEN IT COMES TO SUSTAINABLE PRODUCTS OF ALL KINDS, SOMETIMES THERE'S A TRADE-OFF – THE MORE SUSTAINABLE, THE LESS LIKELY THE PRODUCT IS TO PERFORM. IS THAT THE CASE WITH POWDURA ECO?

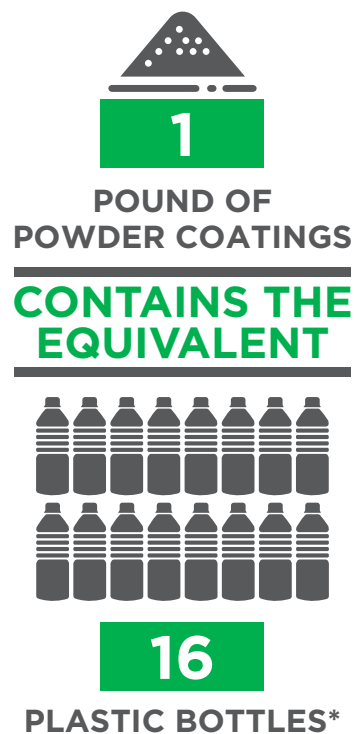
There are no performance trade-offs with Powdura ECO coatings. They can meet or exceed existing powder coating performance standards, and, in some formulations, provide increased flexibility and impact resistance. They also deliver an exceptional balance of mechanical properties, excellent color retention and solvent resistance.

WHY WILL OUR CUSTOMERS AND CONSUMERS FEEL GOOD ABOUT USING POWDURA ECO?

Powdura ECO coatings contribute to the circular economy. We are using someone else's waste and re-purposing it as feedstock for our formulations. The recyclability factor alone has a positive impact on the environment and the economy.

THE TGIC AND TGIC-FREE FORMULAS ARE AVAILABLE NOW. WHAT'S THE NEXT TECHNOLOGY TO LAUNCH IN THE POWDURA ECO PLATFORM?

Next, we'll be launching our line of Powdura ECO Hybrids, targeted for products such as tools, machinery and furniture. We're aiming to launch this quarter.



*Each pound of Powdura ECO coatings contains the rPET equivalent of 16 single-use plastic bottles.



About Tabitha McLeish

Tabitha McLeish is the Global Marketing Director for Powder at Sherwin-Williams. She has more than 23 years of experience in the coatings industry across a variety of technical, marketing, and business development roles.

To learn more about Powdura ECO, visit oem.sherwin-williams.com or contact your local Sherwin-Williams sales representative.

THE SIGN OF SUCCESS

In 1997, a small business in Tempe, Arizona, started making golf tournament tee signs. That same company, bluemedi, now collaborates with Sherwin-Williams to create innovative, dynamic and experiential marketing displays for brands across the nation.



Although bluemedi entered the market as a signage provider, the company has significantly expanded its capabilities. As a premier décor, fabrication and technology company, bluemedi's portfolio includes a wide variety of projects, such as fleet graphics, large-scale video projections and stadium signage, for an even wider client base. From hospitals and beverage companies to professional sports teams and car dealerships, bluemedi's work spans across a broad spectrum of industries.

Within its diverse client base, bluemedi works with graphic designers, product designers, brand managers, event architects, city planners, COOs and sole proprietors to make their visions come to life.

"There's a reason our clients come to bluemedi," said Jared Smith, CEO of bluemedi. "We don't get the easy projects, but we are experts at deployment. We can fabricate just about anything you can imagine."

ENTERPRISE FINISHING SOLUTION

By 2005, with successful national-scale projects under its belt, bluemedi began to grow quickly. To keep up with production demand, Smith recognized the need for an enterprise-wide coatings program.

"When the business began to rapidly expand, we realized we needed more sophisticated coatings and color matching," said Smith. "We also discovered how much time our coatings lead, Chris Anthony, spent searching for the right products from one



“The ability to color match within a day isn’t a game-changer. It’s the difference between being in the game or not – whoever can match color the fastest gets the job.”

- Jared Smith, CEO of bluemedia

distributor to the next. That time directly translated into wasted dollars, or as we like to call it, a ‘shopping expense.’”

Sherwin-Williams sales representative, Stan Thompson, approached bluemedia with a suite of coating solutions that could enable faster turnaround times and better color matching.

“When we learned of all the places Chris traveled to for products and materials, we knew we could simplify his schedule and save company time,” said Thompson. “We offered everything he needed and became his one-stop-shop for coatings and their associated products, like spray equipment and booths.” A nearby Sherwin-Williams facility also helped seal the deal.

“We have a location close to bluemedia, which allows us to meet shorter lead times,” said Thompson. “We also have a local technical representative who can be at bluemedia within hours if they need help on the line.”

SPEED & COLOR

Fast production and color matching are at the top of bluemedia’s priority list, working closely with Sherwin-Williams to achieve both. According to Smith, before the company connected with Sherwin-Williams, on average, it would take two weeks to get a color sample. Now, bluemedia receives color samples within a day, which has been a huge differentiator for the business.

“The ability to color match within a day isn’t a game-changer,” said Smith. “It’s the difference between being in the game or not – whoever can match color the fastest gets the job.”

Smith also cites color glitches as the single most expensive issue for their business due to rework time and material costs.

Color errors slow down bluemedia’s overall production schedule, ultimately costing the business money.

For aluminum signage and components, bluemedia primarily uses Sherwin-Williams GENESIS® Lustral™ – a fast-drying, two-component polyurethane system that utilizes two mixing clears (GT1510 & GT1511) to achieve multiple gloss levels. The GENESIS Lustral system delivers high-performance qualities, such as excellent durability, outstanding resistance to fading and chalking, and fast dry times that lead to improved productivity.

GENESIS Lustral allows bluemedia to save time and money, and ensures successful color continuity on all its signs.

“The time it takes for paint to dry can be directly converted into dollars. Dry time is shipping time,” said Smith.

GETTING IT RIGHT THE FIRST TIME

bluemedia’s decision to use Sherwin-Williams as its sole coatings supplier was influenced by multiple factors, leading with fast-drying products and exceptional color matching capabilities. A trusted brand name, enterprise-wide solutions and nearby customer support also helped.

“bluemedia is big on getting it right the first time,” said Smith. “We’re confident in the abilities of Sherwin-Williams to deliver those desired results every time.”



SUPPLIES FOR A SPOTLESS FINISH

The Sherwin-Williams Equipment and Supplies program includes over 15,000 brand-name tools at guaranteed competitive pricing. **For more information and to request a quote, contact your General Industrial Finishes Sales Representative.**

Color Express™ ColorReaderPRO

6510-54868

- Handheld color matching device designed to quickly identify a desired color
- Returns the closest match to an in-stock Sherwin-Williams ColorSnap® Fan Deck Color
- Works on its own or through a mobile app



Air Filtration Co. 300/5000 Series Premium Intake Panels

Type	SMIS	Size	Qty
300 Series	122-0060	20 in. x 20 in.	Box
5000 Series	893-1651	20 in. x 25 in.	Box
5000 Series	973-9491	20 in. x 20 in.	Box



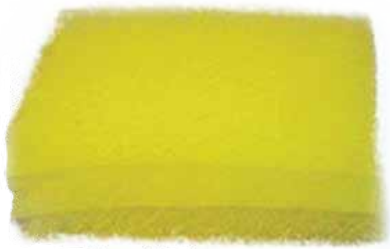
Air Filtration Co. Expanded Paper Exhaust Filters

SMIS	Size	Qty
6511-02626	42 in. x 9 in.	Box
6511-02469	20 in. x 20 in.	Box
6511-02576	42 in. x 48 in.	Box



Air Filtration Co. 15-Gram Fiberglass Exhaust Filters

SMIS	Size	Qty
6511-02675	20 in. x 20 in.	Box
6511-02683	20 in. x 25 in.	Box
111-0139	48 in. x 300 in.	Roll
6511-02246	84 in. x 300 in.	Roll



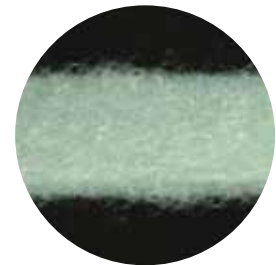
Air Filtration Co. 22-Gram Fiberglass Exhaust Filters

SW No.	Size	SMIS	Size
6511-02147	20 in. x 20 in.	6511-02170	41 in. x 300 in.
6511-02154	20 in. x 25 in.	927-8946	48 in. x 300 in.
572-1113	30 in. x 300 in.	6511-02253	84 in. x 300 in.
927-8920	36 in. x 300 in.		



Air Filtration Co. Exhaust Filter Paint Pockets (White/Green)

SMIS	Size	Qty	SMIS	Size	Qty
6511-02360	20 in. x 20 in.	Box	183-2872	20 in. x 20 in.	Box
6511-02410	20 in. x 25 in.	Box	6511-02436	48 in. x 60 in.	Ea.
6511-03475	30 in. x 50 in.	Ea.	6511-02444	60 in. x 60 in.	Ea.



Air Filtration Co. Polyester Exhaust Pads

SMIS	Size	Qty
6511-02550	20 in. x 20 in.	Box

PROTECT WHAT'S IMPORTANT

With support that extends beyond coatings, Sherwin-Williams has PPE and sanitation products to ensure that you have the tools necessary to follow safety precautions.

Graco SaniSpray HP™

The industry's first airless, high-production equipment built specifically for your sanitizing, disinfecting and deodorizing jobs.

- Delivers the highest speed and productivity – choose a model by its flow rate to match job requirements
- Uniquely built with the highest-grade materials that are compatible with disinfectants, sanitizers and deodorizers — unlike traditional airless paint equipment
- Delivers the proper atomization required to quickly and consistently coat surfaces to disinfect and sanitize efficiently
- Comes with everything you need to start now – just add disinfectant and get to work!



SaniSpray HP 20 - Corded Handheld Sprayer

SMIS	Mfg. Part No.
1021-38914	25R790

SaniSpray HP 20 - Cordless Handheld Sprayer

SMIS	Mfg. Part No.
1021-38922	25R791

SaniSpray HP 65 - Portable Hopper Sprayer

SMIS	Mfg. Part No.
1021-38930	25R792

SaniSpray HP 130 - Two Gun Cart Sprayer

SMIS	Mfg. Part No.
1021-38948	25R793



Pulsar Non-surgical Face Masks

SMIS	Mfg. Part No.	Qty
6511-74898	98908	50/Box

- FDA approved
- 3 layers of protection
- BFE of 99% or greater
- Easy to breathe through



KN95 Face Mask

SMIS	Mfg. Part No.	Qty
6511-82925	PU90909	50/Box

- CDC and FDA Certified
- Over the ear straps
- Adjustable metal nose bridge
- Non-irritating and non-allergenic



Sherwin-Williams Hand Sanitizer

SMIS	Qty
6511-72892	1 Gallon

- Isopropyl Alcohol Antiseptic 75% Liquid Hand Sanitizer
- Limited quantity. Additional sizes may be available



ShockWave RTU

SMIS	Mfg. Part No.	Qty
6511-78543	8316-5 RTU	5-Gallon

- EPA Registered, CAN Approved by Health Canada – not Tri-Lingual

Order quantity limits apply. Contact your local Sherwin-Williams sales representative for additional information.

TECH TIP for the Best Adhesion



“Cleaning and pre-treatment prior to coating is a vital and intricate part of the finishing process. Without proper substrate preparation you will not achieve adhesion and expected coating performances.”

— Chris Bennett, Tech Service Representative



The Bright Choice in Spray Booths



- Bright workspace
- Sturdy and solid construction
- Expandable modular design
- Bolt assembly



To learn more, contact your local Sherwin-Williams sales representative.



Purchase a Portable 9-Gallon Eyewash Station and Receive a **FREE Personal Eyewash Station!**



Portable 9-Gallon Eyewash Station
SMIS: 1014-61945



Personal Eyewash Station
SMIS: 159-6071

Additionally, SAS Safety Corp.® is offering a 15% discount on all eyewear and a 10% discount on all ThermoSure™ Cooling Products.



To learn more, contact your local Sherwin-Williams sales representative.