



SHERWIN-WILLIAMS DELIVERS A FRONT PAGE FINISH

Powder coatings from Sherwin-Williams helped define Sunderland's exclusive Echo 24 development – built on the site of the historic Sunderland Echo newspaper building.

With the goal to create one of the most prestigious residential addresses in the North East, the £38 million Echo 24 project demanded a powder coating solution with unrivalled durability and a finish that was second to none. Following its impressive track record on other high-profile jobs, the metalwork fabricator on the project handpicked the Sherwin-Williams approved-applicator, Architectural Powder Coatings, to deliver the perfect finish.

In total, a ton of metallic silver Syntha Pulvin powder coatings from Sherwin-Williams was applied to all external metalwork on the residential building, including windows and the curtainwall – covering almost 10,000 square meters of metal.

As well as giving this Sunderland landmark a stunning look, the Sherwin-Williams highly-durable polymer coating came with a 30-year guarantee – five more years than its previous warranty. This made it one of the most reliable coatings available in the industry.



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The Syntha Pulvin matte and metallic coating ranges offer more than 100 colors, which are all manufactured under controlled conditions before being supplied to only approved applicators. These powder coatings are also 100% recyclable and can be applied to aluminum and galvanized steel window frames, cladding panels, curtain walling, roofing and most architectural metalwork.

All Syntha Pulvin products are fully weather resistant, prevent UV fade and offer thermal shock resistance. The full range conforms to Qualicoat Class 1 and GSB standards.

The Sherwin-Williams powder coatings applied to Echo 24 delivered the ideal high-quality finish for the cutting-edge residential building, equipped with a warranty that guarantees the finish aesthetic and performance will last long into the future.



Project	Echo 24 Residential Development – Sunderland, England, UK
Client	AC Yule
Applicator	Architectural Powder Coatings Ltd (APC)
Products	Silver Metallic Syntha Pulvin Powder Coating