

APRIL - JUNE 2020



SHERWIN-WILLIAMS.

PROFINISHER

GENERAL INDUSTRIAL COATINGS

COMPLETE CUSTOMER SOLUTIONS



WELCOME

PROFINISHER

April - June 2020

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SUPPORT AND LEADERSHIP



KARL JORGENRUD

President and GM
Performance Coatings Group
General Industrial Division

I am thrilled to be a part of the General Industrial team as we head into a new decade. Having worked in the coatings industry in various roles and businesses throughout my career, I know we have the best customers and the best employees in the industry. Together, we have the ability to collaborate and support our customers with any opportunity, of any size, anywhere in the world.

After reading this issue, you will recognize how our division offers complete solutions and works side-by-side with customers to support them through every step of their finishing operations. Through DesignHouse, we collaborate with our customers' designers and engineers from ideation to color creation and selection – bringing their product visions to life ahead of their competition. Whether you are looking to develop colors that stand out, or – as you'll read in "Complete Customer Solutions" – need to blend in, we have a solution. Our team of dedicated personnel are ready to work with you to achieve your goals.

Our customers are the heart of everything we do. We offer a full portfolio of products in different technologies and chemistries, but what excites me about the future is our unique ability to provide customers with the right solution. With a dedication to collaborate through the entire coating process, our division will continue to deliver coatings expertise, technical support and color leadership for customer success.

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.

THE VALUE OF COLOR

Haier, the owner of GE Appliances, awarded the General Industrial division of Sherwin-Williams with the Excellent Supplier Award in Qingdao, China on January 8, 2020. David Zelch, Vice President of Global Marketing for General Industrial, and Jeff Xu, Director of Marketing for General Industrial Asia were onsite to receive the award. The Excellent Supplier Award recognizes the work between GE Appliances and the Sherwin-Williams team at DesignHouse on early color development for GE's next-generation frontload laundry project. GE moved forward with this project in February 2019, with the support of the resources and personnel available at the new Sherwin-Williams DesignHouse. Through face-to-face collaboration with the customer, Sherwin-Williams was able to create two new color variations that were selected by GE – Sapphire Blue and Satin Nickel. These colors were developed in multiple technologies for multiple substrates, including powder on metal, liquid on plastic, and coil coatings in both North America and Asia.

Through early engagement and rapid follow up responses to customer decisions, Sherwin-Williams DesignHouse was able to formulate these colors for GE, while avoiding the price and amount of color match iterations that are typical in a traditional color development process.

With strong efforts from the Sherwin-Williams labs, field technical teams, marketing group and Global Supply Chain, the laundry machines coated with Sapphire Blue and Satin Nickel have officially launched. This color project with GE Appliances was the first major DesignHouse project, and the coatings developed through this early color development process are now in mass production in the United States and China. GE Appliances is now working with the DesignHouse team on two new projects.

To learn more about DesignHouse or to schedule an appointment, contact your General Industrial Sales Representative or visit designhouse.sherwin.com.



TECH TIP

Report Potential Safety Issues



"Always look for potential safety issues when you visit a customer or facility and notify the proper personnel. Communicating these issues early will help minimize safety risks and uphold essential safety standards."

— Kris Osborne, Senior Technical Services Representative

COMPLETE CUSTOMER SOLUTIONS

While most companies want the colors on their products to stand out, Raycap | STEALTH is an expert on blending in.

People can pass by hundreds of antennas and other wireless equipment every day without even noticing. Why? It's because companies like Raycap, with its STEALTH products, specialize in concealing and camouflaging equipment within light poles, water tanks, windows, louvers and even church steeples. Concealment products discreetly integrate unsightly radios and antennas into existing structures or surroundings.

CONCEALMENT SOLUTIONS

Raycap acquired STEALTH Concealment Solutions in 2018, merging the two complementary businesses together. Raycap is a worldwide leader in the design and manufacture of power distribution and over voltage protection for a variety of industries, including the telecom markets in the U.S. and Europe. STEALTH specializes in towers and other concealment structures that hold the wireless infrastructure on actual cell sites – servicing all major wireless carriers in the United States.

The concealment industry was born out of the desire to have sites look aesthetically pleasing. Raycap's STEALTH products are in demand in areas with stricter zoning regulations or with property owners and municipalities that will not accept traditional unconcealed wireless sites.

Under the STEALTH product brand, Raycap manufactures a wide variety of structures that hide antennas and other radio equipment for the wireless industry. Half of their projects consist of structures attached to the ground, such light poles, clock towers, bell towers and big trees. The other portion of the business is made up of rooftop structures, producing concealment products that replicate existing architectural features on buildings to hide telecom equipment.

“Over the past 25 years, we’ve developed technology and color-matching processes to create concealment products that are durable but can still transmit radio frequencies,” said Trey Nemeth,





“The breadth of experience that Sherwin-Williams has means that we’ve got a great resource for researching and developing new products that we need.”

–Trey Nemeth, General Manager at Raycap’s South Carolina manufacturing facility

General Manager at Raycap’s South Carolina manufacturing facility. “We don’t just manufacture products; we listen to our customers and develop solutions to solve their problems.”

CUSTOM COLOR MATCHING

The products that Raycap manufactures generally consist of steel, metallic or composite materials, which are finished with 100% Sherwin-Williams liquid and/or powder coatings. For each project, Raycap’s concealment equipment needs to precisely match existing structures, and the coating type and color is crucial to achieving a cohesive look.

Raycap applies their internal SPOT technique to identify if a standard Sherwin-Williams color will suffice for a project. SPOT is a controlled spot color wheel used at project sites. At the beginning of 2020, Sherwin-Williams also introduced Raycap to a new tool, the ColorReaderPRO. ColorReaderPRO is a handheld spectrophotometer, which scans colors and quickly identifies the closest Sherwin-Williams color match for both liquid and powder coatings.

When it comes to more intricate exteriors, such as brick surfaces, Raycap works directly with Sherwin-Williams to create custom matches. Nemeth explained how Sherwin-Williams is a trusted resource, helping to develop new products that suit project needs.

“For example, we were recently asked to make a piece of galvanized steel pipe look like an aluminum steel pipe. Within just a few days, we received products to test from the local Sherwin-Williams team,” said Nemeth. “It has been really beneficial to work with Sherwin-Williams on our research and development efforts.”

A NETWORK OF SUPPORT

Every year, Raycap produces thousands of concealment products, collaborating with Sherwin-Williams whenever the company faces a new application issue. In October of 2018, Raycap wanted to expand its spray booth line to accommodate larger poles manufactured within its steel fabrication plant. Raycap’s director of steel manufacturing contacted Todd Hausen, Sherwin-Williams

Sales Representative, saying the company needed to be able to powder coat by January 1.

Hausen explained that Sherwin-Williams, together with spray booth equipment manufacturer Rohner, would have a powder line operational in just three months, including two ovens, a wash bay, and a powder bay customized to Raycap’s operation. With the combined forces at Sherwin-Williams and Rohner, Raycap was able to coat products with powder coatings by the first week of January. “The equipment has been functioning flawlessly since we’ve installed it,” said Nemeth.

Even with Raycap’s expansion, the company remains agile when reacting to customer needs by manufacturing cutting-edge products in a short amount of time. Sherwin-Williams matches this ability, reacting quickly to new aesthetic requests for concealment equipment. The support from Sherwin-Williams, in conjunction with its close proximity to Raycap facilities, cultivated a successful relationship between the two companies.



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 Coatings Sales Representative.**

3M™ Accuspray™ ONE Pro Spray Gun Kit for PPS™ Series 2.0

- Includes five (5) replaceable atomizing heads in 2.0 mm (red), 1.8 mm (clear), 1.4 mm (orange), 1.3 mm (green) and 1.2 mm (blue) for spraying of primer, sealer, base and clear coat
- Fast, simple head replacement affords the performance of a brand new spray gun on demand
- Atomizing heads can be used on any Accuspray™ replaceable atomizing head spray gun



3M™ Accuspray™ ONE Pro Spray Gun Kit for PPS™ Series 2.0

SMIS	Size
1017-65311	Kit

3M™ Atomizing Head Refill for PPS™ Series 2.0

SMIS	Size	Qty.
1015-54210	1.2 mm.	4 Refill Heads
1015-54228	1.3 mm.	4 Refill Heads
1015-49335	1.4 mm.	4 Refill Heads
1015-54236	1.8 mm.	4 Refill Heads
1015-70182	2.0 mm.	4 Refill Heads



3M™ Machine Polish

SMIS	Size	Qty.
1005-92385	1 qt.	Ea.



3M™ Foam Polish Pad

SMIS	Size	Qty.
570-1495	8 in.	Ea.



SAS Safety Corp. Astro-Grip Gloves

SMIS	Size	Qty.
1004-96777	Medium	100 pk.
1003-02207	Large	100 pk.
1003-02025	XL	100 pk.
1004-96785	XXL	100 pk.



FASTLINE™ Mixing Cups and Lids

SMIS	Size
6511-03715	8 oz. Cup
6511-03723	32 oz. Cup
6511-03731	8 oz. Lid
6511-03749	32 oz. Lid



FASTLINE™+ Performance Grade Fiberglass Cloth

SMIS	Size	Qty.
6511-18572	38 in. x 31 in.	Ea.
6511-18580	38 in. x 122 in.	Ea.



FASTLINE™+ Performance Grade Fiberglass Mat

SMIS	Size	Qty.
6511-18598	38 in. x 31 in.	Ea.
6511-18606	38 in. x 122 in.	Ea.



Collision Edge The Tape Thing Caddy

SMIS	Qty.
1014-80424	Ea.



Collision Edge The Tape Thing Fineline Kit

SMIS	Size	Qty.
1014-80408	Kit	Ea.



Collision Edge The Tape Thing

SMIS	Size	Qty.
1014-80390	.75 in.	Ea.
1014-80382	1 in.	Ea.
1014-80366	1.5 in.	Ea.
1014-80358	2 in.	Ea.



3M 201+ Tan Masking Tape

SMIS	Size	Qty.
1013-16263	18 mm.	Roll
1004-83601	24 mm.	Roll
1004-83577	48 mm.	Roll
1006-14536	96 mm.	Roll



New Pig Floor Mat, Floor Pads & Mount

SMIS	Type	Size	Qty.
6511-19 760	Light-Weight	15 in. x 20 in.	Box of 100
6511-19752	Medium-Weight	15 in. x 20 in.	Box of 100
6511-19778	Magnetic Mount for Pig Mat		Ea.
1004-99375	Light-Weight Mat	15 in. x 15 ft.	Roll



New Pig GRIPPY Floor Mats & Installation Kit

SMIS	Type	Size	Qty.
1013-07866	GRIPPY® Floor Mat-Black	36 in. x 100 ft.	Roll
6511-04366	GRIPPY® Floor Mat-Gray	32 in. x 100 ft.	Roll
6511-19786	GRIPPY® Mat Installation Kit		Ea.



Astro Pneumatic Tools Co. Nylon Bed Brush

SMIS	Size	Qty.
1003-88669	6 in.	Ea.



Astro Pneumatic Tools Co. Die Grinder

SMIS	Type	Qty.
1006-69209	Onyx	Ea.



Astro Pneumatic Tools Co. Air Belt Sander

SMIS	Qty.
1004-97247	Ea.

Astro Pneumatic Tools Co. Cut Off Tool

SMIS	Size	Qty.
1006-30508	4 in.	Ea.

Iridium

M O V E U P A G E A R

APRIL 1ST, 2020 - JUNE 30TH, 2020

**INTRODUCTION
PRICE:**

\$99.99

OVER 35% SAVINGS!



Cuts fast. Repels dust. Stays sharp.

SMIS #	MIRKA PART #	DESCRIPTION
1020-96872	IRKITDISC-20	Includes one (1) 50 pc box of 5" Grip Discs in each the following grits: 80, 180, 240, and 320 + one (1) 5" back-up pad

Key Features:

- Unique mix of grains for fast and efficient sanding; exceptional performance proven in field testing.
- New product technology provides excellent quality, consistency and durability.
- Super precision coating practically repels dust - there is no pilling or clogging, leaving no swirl marks.
- Effective multi-hole pattern delivers outstanding dust extraction and a clean work environment.
- Iridium Kit includes: one (1) box of 5" Grip Discs in each of the following grits: 80, 180, 240, and 320, and one (1) 5" Grip Multi-Hole Back-up Pad.