

APRIL - JUNE 2021



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PROFINISHER

GENERAL INDUSTRIAL COATINGS



A SILVER LINING
FOR THE
SILVERING LINE

WELCOME

PROFINISHER

April - June 2021

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WHY UNIQUENESS MATTERS



MIKE MCCALLY

Vice President of Sales, North America
General Industrial Coatings

Greetings,

If there's one thing I've learned in the past year, it's that uniqueness matters when it comes to success. Although these last 12 months have been challenging, they've afforded me the time to really observe and study the industrial landscape. What I've witnessed is that customers, employees and stakeholders feel more confident about a company that can clearly differentiate itself in the market. And this confidence generates positivity and optimism for the future.

In this quarter's edition of *ProFinisher*, you'll read about a company and a product that are truly unique. Virginia Mirror Company, a 108-year-old manufacturer of stock sheet mirrors, uses Sherwin-Williams mirror and glass solutions to keep its business profitable. With one of the longest silvering lines in North America, this company runs a one-of-a-kind production.

You'll also learn about one of the most exclusive products we've launched in the past decade – Powdura® ECO, a platform of powder coatings developed with recycled PET plastic. As consumers and manufacturers look for more sustainable offerings throughout the value chain, Powdura ECO delivers on both waste and CO₂ emission reductions – a claim not many coatings can substantiate.

Just as a seasonal transition to spring brings hope for new beginnings, I hope you'll find optimism in the future. When you look to build on what's unique about your business, consider how solutions from Sherwin-Williams can help optimize and add value to your operation.

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.

POWDURA® ECO: THE WHAT & THE WHY

What areas of concern does Powdura ECO address? Why and how does Powdura ECO address them?

The Sherwin-Williams Powdura ECO powder coating platform is formulated with a groundbreaking polyester resin technology comprised of 25% pre-consumer recycled plastic (rPET). Currently available in TGIC, TGIC-free and polyester/epoxy formulas, the line will expand later this year to include additional hybrids with different blend ratios to meet varying performance specifications.

With a growing product list, we break down the what and the why for Powdura ECO through four market concerns – sustainability, performance, consumer expectations and aesthetics.



SUSTAINABILITY

The What: Plastic has a large carbon footprint and plastic pollution is a global concern. As members of the manufacturing industry, we feel a responsibility to contribute solutions to the problem.

The Why: By using recycled PET (polyethylene terephthalate) coatings, like Powdura ECO, finishers can decrease their environmental footprint through reduced CO₂ emissions.

PERFORMANCE

The What: Sacrificing performance properties for sustainability factors isn't a "sustainable" solution.

The Why: Nothing is more sustainable than getting the job done right the first time. By engineering Powdura ECO to have exceptional performance and application properties that match (or in some cases, exceed) existing powder coating performance standards, we secure its position as a more sustainable powder coating solution.

CONSUMER EXPECTATIONS

The What: Consumer priorities have shifted throughout the past decade. They expect manufacturers of all kinds to implement energy and resource-saving tactics.

The Why: As a result of changing preferences, consumers want to purchase products from brands with an environmental conscience. The premise of "doing good" is attractive to buyers. Powdura ECO does good by repurposing waste in the form of rPET, contributing to a circular economy.

AESTHETICS

The What: Consumers care about the way a product looks and feels, and for some manufacturers, aesthetics are what separate their products from the competition.

The Why: Finishers can achieve their color, gloss and special-effects goals with Powdura ECO. From high-gloss whites to customized formulations, the skilled color specialists at Sherwin-Williams will work to achieve the right look.

Sherwin-Williams Powdura ECO delivers finishers a complete solution that fulfills both OEM and consumer demands, and is suitable for almost any application.

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



TRANSLATING POWDURA ECO'S IMPACT

into real-world
examples over time

1 Year
5 Years
10 Years



Pounds of
Recycled PET

75,000
375,000
750,000



Single-use,
16 oz. Bottle
Equivalent

8,000,000
40,000,000
80,000,000



Tons of CO₂
Saved

250
1,250
2,500



Cars Removed
from Road
Equivalent

50
250
500

*Based on volume usage of 500,000 lbs./year and Powdura ECO TGIC chemistry.

A SILVER LINING FOR THE SILVERING LINE

Sherwin-Williams delivers high-quality mirror coatings that reduce applied costs for seasoned mirror producer, Virginia Mirror Company.

Virginia Mirror Company began producing mirrors for furniture manufacturers in Virginia and North Carolina in 1913. Now, it's a prominent supplier of fabricated and stock sheet mirrors for residential and commercial construction throughout the southwestern region of the U.S.

As a leading producer of stock sheet mirrors, Virginia Mirror sells the majority of its products through distributors in the after-paint

market. As an added layer of service, the company delivers all glass products to its customers directly, using its own fleet and loading process. The company's most popular offering is its 42x120-inch sheets.

"Virginia Mirror is known for its quality, craftsmanship and service," said Lloyd Brigman, director of operations for Virginia Mirror Company. "From producing exceptional products to paying invoices and delivering products on time, these basic principles have been the foundation of our stability. They're what set us apart from other mirror producers."



MIRROR MANUFACTURING, SIMPLIFIED

Mirrors are made by applying a reflective coating to glass, which by itself, is a poor reflector. Glass possesses uniform properties, such as tensile strength and corrosion resistance, which make it an operative substrate for reflective coatings. Common metals used to develop these reflective coatings include tin, silver and copper. The back of the glass surface is coated in a process known as "silvering."



“Not only did Sherwin-Williams help us optimize our silvering line, but they also provided recommendations on how to improve processes that didn’t revolve around their products. They’re genuinely concerned with our overall success, and with them, we feel confident about our next 100 years.”

— Lloyd Brigman, Director of Operations for Virginia Mirror Company

NEW & IMPROVED SILVERING

Throughout the 2000s, Virginia Mirror sourced its coatings from a paint supplier that eventually discontinued its mirror coatings portfolio, leaving Virginia Mirror in need of a new supplier. At the beginning of 2019, with quality, craftsmanship and service top-of-mind, the long-standing company chose Sherwin-Williams as its primary mirror coatings provider.

“The kickoff discussions with Virginia Mirror centered around the quality of our silvering chemicals and paint,” said Tim Reilly, Sherwin-Williams sales manager, Americas Mirror Group. “They wanted to learn as much as they could before moving forward with our chemistries.”

For quality, performance and application assurance, Virginia Mirror tested Sherwin-Williams coatings on its production line.

“After initial testing, we saw less rejection on the line,” said Michael Fain, plant manager for Virginia Mirror Company. “The chemicals just ran better. They were higher quality than the previous coatings we used, and the technical support we received from the team played a tremendous role in choosing them as our supplier.”

ACHIEVING THE LOWEST APPLIED COST

Sherwin-Williams provides Virginia Mirror with silver, tin and copper chemistries for various applications throughout the production process. The quality of these chemistries is critical to keeping applied costs in check. Unlike glass coatings that have more consistent price points, the cost of applying mirror coatings

fluctuates based on the price of the metal chemistry in the finish – elevating the stakes on a seamless production.

“We want Virginia Mirror to achieve the lowest applied cost when using our chemistries,” said Reilly. “Silver is too expensive to waste, which is why we conducted a thorough line audit and process analysis to identify where cost savings could be gained.”

TACTICAL TECHNICAL SERVICE

Virginia Mirror’s silvering line is roughly 500 feet long – one of the longest in North America. In mirror production, the longer the silvering line, the better the outcome. There’s more time to complete each leg of the process, which results in higher quality mirrors at the end of production.

By the end of 2019, the Sherwin-Williams team, spearheaded by sales representative Brian Wagemann, helped identify an opportunity to improve the line by replacing the silvering console, which pumps the liquid chemistries onto the glass substrate. Wagemann and his team found an external engineer to manufacture a custom console that saves Virginia Mirror about a half-gallon of silver every day.

“Not only did Sherwin-Williams help us optimize our silvering line, but they also provided recommendations on how to improve processes that didn’t revolve around their products,” said Brigman. “They’re genuinely concerned with our overall success, and with them, we feel confident about our next 100 years.”

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 Sherwin-Williams sales representative.

Color Express™ ColorReaderPRO

- Hand-held 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

SMIS	Quantity
6510-54868	1 ea.



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Precision-Fiber™ Wiping Cloths



Reclaimed Wiping Cloths



Mixing Cups



Greenshield Masking Paper



Performance Grade Masking Tape

Contact your local Sherwin-Williams sales representative for additional product information.



Receive a FREE Sames Kremlin Airmix® Rebuild Kit with the purchase of any Sames Kremlin 15C25 or 30C25 Airmix® System through June 30, 2021!

Contact your Sherwin-Williams sales representative for full promotion details.



15C25 & 30C25 AIRMIX® SYSTEMS

SAMES KREMLIN PART NUMBER	SHERWIN-WILLIAMS PART NUMBER	PRODUCT DESCRIPTION	LIST PRICE USA	LIST PRICE CAD
668-140-000	916-6786	15C25 WALL-MOUNT AIRMIX® SYSTEM WITH XCITE™ GUN, 25FT HOSE SET, 5GAL SIPHON	\$3,370.00	\$4,493.35
668-140-100	886-3839	15C25 CART-MOUNT AIRMIX® SYSTEM WITH XCITE™ GUN, 25FT HOSE SET, 5GAL SIPHON	\$3,615.00	\$4,820.00
668-145-000	117-8383	30C25 WALL-MOUNT AIRMIX® SYSTEM WITH XCITE™ GUN, 25FT HOSE SET, 5GAL SIPHON	\$3,675.00	\$4,900.00
668-145-100	127-4083	30C25 CART-MOUNT AIRMIX® SYSTEM WITH XCITE™ GUN, 25FT HOSE SET, 5GAL SIPHON	\$3,955.00	\$5,273.35
144-130-289	1004-48687	AIRMIX® REBUILD KIT - includes PISTON, BALLS, SEATS & PACKINGS, plus PUMP REBUILD VIDEO LINK	\$578.20 FREE	\$770.95 FREE

MIRKA

Iridium
MOVE UP A GEAR



Cuts fast. Repels dust. Stays sharp.

SMIS #	MIRKA PART #	DESCRIPTION
1023-05356	IRKITDISC-21	Includes one (1) 5 in. Orbital Finishing Sander, one (1) 50 pc box of 5" Grip Discs in each of the following grits: 80, 180, 240 and 320, one (1) 5" back-up pad and one (1) hoodie

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 – leaving no pilling, clogging or swirl marks.
- Effective multi-hole pattern delivers outstanding dust extraction and a clean work environment.
- Iridium Kit includes: one (1) 5 in. Orbital Finishing Sander, one (1) box of 5" Grip Discs in each of the following grits: 80, 180, 240 and 320, one (1) 5" Grip Multi-Hole Back-up Pad and one (1) Mirka hoodie.

Contact your local Sherwin-Williams sales representative for additional product information.

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3M™ Performance Industrial Spray Gun Kits



Receive your choice of ONE (1)

3M™ PPS™ Series 2.0
Spray Cup System Kit

FREE!

NEW

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Lightweight
and Durable



Replaceable
Nozzles



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Built for
Versatility

Valid April 1 – June 30, 2021.

Contact your local Sherwin-Williams sales representative for more information.