



SHERWIN WILLIAMS®

PRODUCTS USED

**Duraspar® IP
High Speed
Epoxy Primer
and Topcoat**

SWITCHING PAINT TO SCALE: DORSEY TRAILER GAINS SPEED AND STRENGTH WITH SUPPORT FROM SHERWIN-WILLIAMS

CASE STUDY

BACKGROUND

[Dorsey Trailer](#) has been building durable, high-quality trailers in Elba, Alabama for more than a century. Now the fastest-growing trailer manufacturer in the U.S., the Company faced new pressure to scale production and meet rising demand. As a custom builder focused on quality, Dorsey needed flexible, responsive finishing support. But inconsistent service, unanswered requests and slow custom color turnaround from its longtime supplier made it difficult to keep up.

TURNING POINT

That changed when Dorsey Trailer made a strategic shift to [Sherwin-Williams General Industrial](#) coatings.

Sherwin-Williams recommended [Duraspar® IP](#) High Speed Epoxy Primer and Topcoat — a high-performance coating system proven to deliver better corrosion resistance than the incumbent products, while providing the simplicity and efficiency Dorsey needed.

However, it wasn't just the product that made the difference. Sherwin-Williams supported the transition with ongoing support, regular on-site audits and hands-on training. This helped Dorsey streamline workflows and cut material costs, while the Sherwin-Williams local facility model allowed them to speed up custom color matching for low-volume orders.

RESULTS

- **Reduced finishing time by 15–30 minutes per trailer**, increasing potential throughput
- **Improved first-pass coverage**, minimizing rework and improving finish quality
- **Reduced paint usage by 1–1.5 gallons per trailer**, cutting material costs
- **Reduced custom color turnaround by up to 1.5 weeks**, accelerating lead times and customer response

CONCLUSION

With the support and resources of Sherwin-Williams, Dorsey Trailer transformed its finishing process to drive efficiency, performance and meaningful material savings. The collaboration became a catalyst for progress, as speed and quality advanced together — empowering Dorsey to scale without compromise. Today, Dorsey Trailer is better equipped than ever to meet the needs of a growing market with both confidence and craftsmanship.

VOICE OF THE CUSTOMER

“We're unlimited on growth now that we have Sherwin-Williams as a partner.”

– Trey Gary
President
Dorsey Trailer

To find out how Sherwin-Williams can help your business, contact your local General Industrial Sales Representative today.

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