

APRIL - JUNE 2020



SHERWIN-WILLIAMS.

PROFINISHER

INDUSTRIAL WOOD COATINGS

SERVICE
BEYOND THE
COATING



WELCOME

PROFINISHER

April - June 2020

IN THIS ISSUE

The Art of Wood Finishes	3
Service Beyond the Coating	4-5
Supplies for a Spotless Finish	6-7

CONNECTIVITY ACROSS THE VALUE CHAIN



MARK HARMS

Marketing Director, Furniture
Industrial Wood Division

Supplying coatings is only the beginning of the service and support Sherwin-Williams provides to our customers. Although it's exciting to see finished products that are proudly coated with Industrial Wood finishes, we're even more energized by the collaborative process that precedes the market and retail stage.

Throughout the year, Sherwin-Williams works with furniture manufacturers to develop on-trend finishes for their new-to-market products. The development process begins months, sometimes years, in advance of furniture markets. The color stylists at our Global Color & Design Center (GCDC) in Greensboro, North Carolina work closely with customers to create perfect finishes that meet their production standards and market appeal.

Sherwin-Williams is fortunate to have manufacturing and design centers in China and Vietnam. Connectivity across the value chain – from design inspiration in Greensboro to manufacturing in Asia to showroom floors – helps ensure a consistent finish for our customers. The exact color, texture and gloss a customer sees in Greensboro will be achieved no matter where the finish is produced or applied.

In this issue of *ProFinisher*, discover how solutions from Sherwin-Williams have helped Legends Furniture increase productivity, and learn about their experiences with the GCDC and the Sherwin-Williams design studio in Vietnam. Also, get an inside look at the unique services offered at the GCDC.

We hope these stories inspire you, and we look forward to developing more leading-edge collaborations in 2020.

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 Industrial Wood Coatings Sales Representative or visit wood.sherwin.com/equipmentandsupplies to learn more.

THE ART OF WOOD FINISHES

Unparalleled craftsmanship and creativity at the Global Color & Design Center

Manufacturers of wood furniture, cabinetry, flooring, building products and specialty items all seek competitive differentiation in the market. Using proprietary colors, stains and textures is one way manufacturers can stand out. Another way to stand out is to “be the first.”

At the Sherwin-Williams Global Color & Design Center (GCDC), wood manufacturers can achieve both. The GCDC is a unique space where imagination, inspiration and innovation unite. Located just 13 miles from the furniture capital of the world, the GCDC embodies the art of wood finishing and embraces the notion of originality.

STYLE MASTERS

One of the GCDC’s biggest assets is its team of talented color stylists, a group of artisans who bring diverse backgrounds, experiences and global perspectives to their work, and unparalleled service to customers. These individuals have a tenacious passion for their craft, which allows them to provide creative approaches to customer challenges. They draw inspiration from everywhere and bring it to life in wood finishes.

Whether they’re replicating complex textures like granite, leather and metal, or developing something completely new, the GCDC color stylists work tirelessly to achieve the best results for their customers. Imagine looking at a photo of a shiny metallic roof beneath a bright blue sky. For GCDC color stylists, that same photo might spark a new finish idea for a furniture line. They view wood to be a blank canvas and are motivated to create unique, original finishes for their customers.

FLOOR TO FRONT DOOR

The GCDC is a one-of-a-kind facility with robust capabilities that serves multiple wood markets – an assertion not every industrial coatings supplier can make about their color and design services.

From flooring to front doors, and everything in between, the experts at the GCDC are partners in the product development process and can advise on various wood species, and holistic wood finish trends. Data sourced from our 5,000 global paint stores provides insights into consumer purchasing habits, allowing us to connect industrial wood segments to residential design trends.

CONNECTING ABROAD

Many of our customers operate on a global scale, which is why the GCDC works closely with our sister studios in China and Vietnam to ensure finish consistency. We work closely with these teams to ensure a seamless experience, whether our customers are designing and manufacturing in the U.S. or designing in the U.S. and manufacturing in Asia. Customers have the assurance that the chocolate brown finish they see at the GCDC will be exactly replicated in a manufacturing setting thousands of miles away.

Our passionate color stylists paired with our ability to create custom finishes, forecast color trends, serve multiple wood markets and connect with global facilities creates a competitive edge for our customers.

To learn more about the Sherwin-Williams Global Color & Design Center, visit [industrial.sherwin-williams.com/gcdc](https://www.industrial.sherwin-williams.com/gcdc) or contact your local sales representative.



TECH TIP

Safety First



“Regardless of the paint type, process or application, inspect all areas and equipment for proper grounding as a safety precaution. Paint storage rooms, cabinets, spray booths, conveyors, etc., should all be examined. Also, be sure to wear the recommended safety gear for the type of product or paint you are applying.”

— Luis Sedas, Technical Service Rep

SERVICE BEYOND THE COATING



Legends aren't simply born; they're made through extreme dedication and perseverance to achieve their goals. Legends Furniture, headquartered in Tolleson, Arizona, is no different – starting as a retail waterbed business and growing into the expansive furniture manufacturer it is today. In 1990, after six years of selling waterbeds, Rick Schmidgall, Owner and President of Legends Furniture, turned his focus to creating entertainment centers. With only a few tools, a small workplace in a garage and a new vision, Schmidgall built Legends Furniture from the ground up.

Today, Legends produces furniture domestically, while also importing items from overseas. Their product lines are diverse, encompassing bedroom, home office and dining furniture, along with entertainment centers – the company's most popular offering. When retailers purchase high-quality furniture from Legends, they receive products quickly – a benefit that stems from Legends' state-of-the-art manufacturing and efficient supply chain.

EXCEEDING EXPECTATIONS WITH LOYALTY

Sherwin-Williams coatings entered Legends Furniture's supply chain more than a decade ago. Prior to Sherwin-Williams, the furniture company used coatings from another supplier, but the desired results were not being delivered. Schmidgall explained that when the time came to switch

coatings suppliers, he chose Sherwin-Williams because they offered a combination of service, fair pricing and a reliable supply chain.

"Sherwin-Williams is our sole coatings supplier," said Schmidgall. "I don't believe in mixing suppliers because loyalty goes a long way."

Legends uses several Sherwin-Williams coatings, including SHER-WOOD® stains and glazes, nitrocellulose topcoats and sealers, and pre-cat coatings. Legends also uses pumps, sandpaper, rags, spray equipment and touch-up markers from the Sherwin-Williams associated product offering.

"Sherwin-Williams has a hand in everything, from supplying the equipment to spraying it and providing the tools to do that effectively. They've been helpful with all of it," said Schmidgall.

DELIVERING CRUCIAL DESIGN SUPPORT

From Schmidgall's perspective, what really differentiates Sherwin-Williams as a supplier is the service and support the team at Sherwin-Williams delivers to the manufacturer. Legends Furniture utilizes the Sherwin-Williams design studios and dedicated teams across the globe to develop finishes for their furniture collections. Sherwin-Williams plays a collaborative role with Legends throughout the full product development process, providing guidance and expertise from start to finish.

Every year, Sales Manager Greg Kincaid visits the Legends Furniture Phoenix factory to give a presentation about trending colors and finishes. He relays insights and forecast data from the Sherwin-Williams Global Color & Design Center (GCDC). Sharing trends at least once a year helps influence and inspire the furniture collections that Legends Furniture produces.

"I ask the GCDC to pull 10-15 on-trend colors to review with Legends," said Kincaid. "We show them the current trends, as well as trends that are predicted to be popular in the near future because we want to ensure they know what's happening in the industry."

Legends Furniture works closely with the Sherwin-Williams design studio in Ho Chi Minh City, Vietnam, because any furniture prototype given to the Asian factories for manufacturing is always sprayed with Sherwin-Williams coatings. The Sherwin-Williams color labs in Asia help develop the formulas for the prototype finishes based on the color direction from Legends Furniture.

Legends Furniture applies the color knowledge and expertise from Sherwin-Williams at the four events they participate in each year – the High Point and Las Vegas biannual furniture markets. The GCDC team is with Legends up until right before the events open, providing support.

"When we go to the shows, Sherwin-Williams brings a team in for each show to look for nicks and dings to touch-up the furniture and ensure it looks first-class," said Schmidgall. "That's an awesome service they provide."

"Our wood supplier and Sherwin-Williams are our top two partners that we have in our business. In times of need, they're there for us, and the amount of business we do with them is a testament to their work. It's been a good working relationship with Sherwin-Williams."

– Rick Schmidgall, Owner and President of Legends Furniture

SUPPLYING UNMATCHED TECHNICAL SERVICE

Sherwin-Williams also offers on-site technical support at Legends' factory to ensure their production line is running optimally. Kincaid explained that the Sherwin-Williams team will conduct and then review a line audit with Legends each year. Sherwin-Williams also provides online training for operators and offers finish guidance to educate Legends' employees on proper techniques.

Sherwin-Williams is always looking for ways to help Legends operate their finishing lines more efficiently. "We are in the process of developing a spray, no-wipe stain, which will give a more consistent finish and expedite the process for Legends," said Kincaid. "This new stain will help increase throughput and reallocate employee time to other areas of the finishing operation."

Through consistent support, Legends Furniture and Sherwin-Williams have maintained a loyal working relationship. "Our wood supplier and Sherwin-Williams are our top two partners that we have in our business," said Schmidgall. "In times of need, they're there for us, and the amount of business we do with them is a testament to their work. It's been a good working relationship with Sherwin-Williams."



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 Industrial Wood 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 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



FASTLINE™+ SONTARA® Performance Cleaning Cloths

SMIS	Size	Qty.
6510-10340	12 in. x 12 in.	50 pk.
6510-10357	9 in. x 16.75 in.	125 pk.
6511-03996	12 in. x 16 in.	400 pk.



FASTLINE™ Double Re-Creped (DRC) Disposable Wipers

SMIS	Size	Qty.
6510-10324	12 in. x 13 in.	56 pk.
6511-04010	9 in. x 16.5 in.	100 pk.
6510-10332	9 in. x 16.5 in.	200 pk.



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.



Collision Edge The Tape Thing Caddy

SMIS	Qty.
1014-80424	Ea.



Collision Edge The Tape Thing Finline 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.
6511-19760	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 Mat

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



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



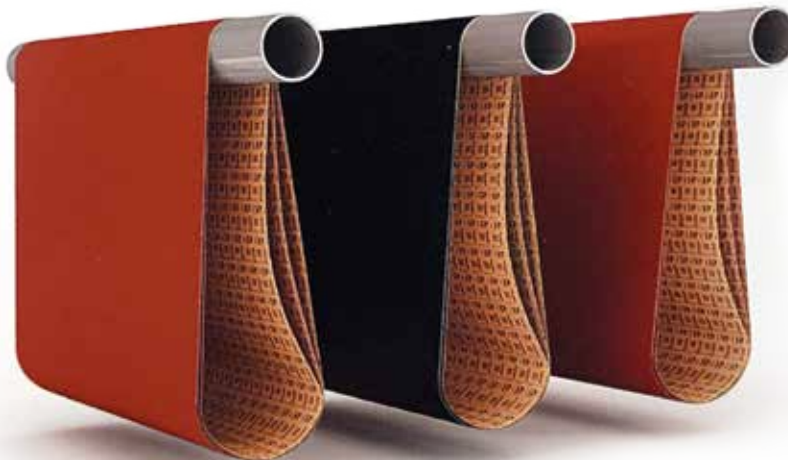
AEREM® Andreae® Filter

SMIS	Size	Qty.
942-5869	36 in. x 30 ft.	Ea.



AEREM® 100 lb. Floor Paper

SMIS	Size	Qty.
6511-31823	36 in. x 300 ft.	Roll
181-5687	42 in. x 300 ft.	Roll
577-4641	60 in. x 300 ft.	Roll
576-5243	72 in. x 300 ft.	Roll



50% OFF LIST PRICE

Available for all wide belts

Includes freight prepaid

April 1ST, 2020 – June 30TH, 2020

A complete list of belt options are available through your local Sherwin-Williams Facility.
See below for special pricing on our most popular belts.

**MOST
POPULAR!**

Paper Belts - Jepuflex Antistatic

SMIS #	MIRKA PART #	DESCRIPTION	DIMENSIONS	GRIT	JOINT TYPE	LIST PRICE	50% OFF LIST PRICE
1020-97193	44-52-103-100TS	44-Series Jepuflex Antistatic F-Weight Paper Wide Belt	52" x 103"	100	Standard TS	\$62.42	\$31.21
1020-97201	44-52-103-150TS	44-Series Jepuflex Antistatic F-Weight Paper Wide Belt	52" x 103"	150	Standard TS	\$62.42	\$31.21
1020-97227	44-52-103-180TS	44-Series Jepuflex Antistatic F-Weight Paper Wide Belt	52" x 103"	180	Standard TS	\$62.42	\$31.21
1020-97235	44-52-103-220TS	44-Series Jepuflex Antistatic F-Weight Paper Wide Belt	52" x 103"	220	Standard TS	\$62.42	\$31.21

**MOST
POPULAR!**

Cloth Belts - Hiolit XO

SMIS #	MIRKA PART #	DESCRIPTION	DIMENSIONS	GRIT	JOINT TYPE	LIST PRICE	50% OFF LIST PRICE
1020-97649	57-37-75-080TS	57-Series Hiolit XO Cloth Wide Belt	37" x 75"	80	Standard TS	\$52.12	\$26.06
1020-97656	57-37-75-100TS	57-Series Hiolit XO Cloth Wide Belt	37" x 75"	100	Standard TS	\$52.12	\$26.06
1020-97664	57-37-75-120TS	57-Series Hiolit XO Cloth Wide Belt	37" x 75"	120	Standard TS	\$52.12	\$26.06
1020-97672	57-37-75-150TS	57-Series Hiolit XO Cloth Wide Belt	37" x 75"	150	Standard TS	\$52.12	\$26.06
1020-97680	57-37-75-180TS	57-Series Hiolit XO Cloth Wide Belt	37" x 75"	180	Standard TS	\$52.12	\$26.06