

OCTOBER - DECEMBER 2020



SHERWIN-WILLIAMS.

PROFINISHER

INDUSTRIAL WOOD COATINGS

OPENING THE
DOOR TO
PROCESS
EFFICIENCIES



IN THIS
ISSUE

The Path To Innovation3

Opening The Door To Process Efficiencies4-5

Protect What’s Important.6-7

KEEPING
CUSTOMERS
TOP-OF-MIND



NICK BARTOSZEK
Marketing Director
Performance Coatings Group
Industrial Wood Coatings

This year has been unpredictable, forcing us to quickly adapt to the changes around us in order to continue to meet our customers’ needs. I’m constantly inspired by our company’s perseverance and ability to work together as a team to face the challenges that come our way.

The Industrial Wood Coatings division remained resilient throughout 2020 because we never lost sight of what was most important – working with our customers to ensure their success. Our R&D, technical and sales teams continued to prioritize the service and support we deliver to our customers, facilitating new ways to collaborate and identifying new innovations to optimize business operations.

In this issue of ProFinisher, you’ll learn how we continue to keep our customers top-of-mind. On page 4, we highlight how our innovative thinking extends beyond the products we supply to our customer, DP Doors & Millwork. And when it comes to integrating innovative products, methods or technologies, you’ll learn how our division works with our valued customers to identify and implement new opportunities for their business operations.

Through dedicated collaboration, effective communication and consistent innovation, we continue to be strong allies for our customers. And we will take that same focus and energy into 2021.

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 PATH TO INNOVATION

Innovation is not one-size-fits-all when engineering wood coating solutions. The Industrial Wood Coatings division of Sherwin-Williams develops products and tools in anticipation of customer needs, which are often based on global, industrial and consumer influences. Gaps in the marketplace also provide opportunities for Sherwin-Williams to innovate new products that help customers improve their offerings.

THE PROCESS

Once the Sherwin-Williams sales team understands a customer challenge, they are tasked with bringing that information to the lab and translating it from the customers’ words into performance requirements.

“This is the most important part because it helps R&D identify the best innovative solutions for that customer,” said Robert Duan, R&D Vice President, Industrial Wood Coatings. “It’s what starts us down the path of establishing formulas for that customer, specific to their equipment, process and region.”

Once an opportunity is identified, it’s funneled through one of the four buckets of innovation at Sherwin-Williams – regulatory drivers, protection, color and design, and efficiency – to streamline the development of formulations that can solve customer issues or bring forth new solutions.

“These buckets help sharpen our focus and curate a foundation to deliver differentiated products, methods and technologies,” said Duan. “They also help us maintain our position as a leader in innovation.”

PUTTING THE PROCESS TO WORK

As customers and consumers demand easy-to-clean surfaces, innovation surrounding antimicrobial control is underway through a new health and wellness initiative at Sherwin-Williams. Antimicrobial characteristics help to inhibit the growth of bacteria that cause mold, mildew, fungus and odor on coated wood surfaces. This new technology is offered directly in coating formulations or as an addition to products ordered through a Sherwin-Williams facility.

Newly launched Guardian™ Clear Topcoat also addresses customer and end-user needs, including cleanability. This new finish delivers the same performance as a polyurethane, but without the use of isocyanates or formaldehyde. So, not only does it have low to no odor, it is also able to stand up to rigorous cleaning with some of the toughest anti-bacterial cleaners.

“We’re always looking for ways to innovate better solutions, not only for the end-user, but also for the people who are handling our products day in and day out,” said Duan.

To learn more about the importance of innovation for the Industrial Wood Coatings division, visit wood.sherwin.com.



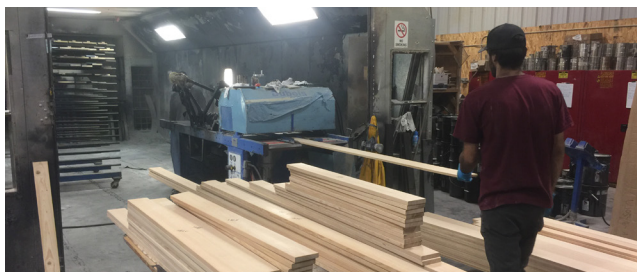
OPENING THE DOOR TO PROCESS EFFICIENCIES

Great minds think alike, but innovative minds work together. Sherwin-Williams and DP Doors & Millwork applied their forward-thinking approaches in a collaborative effort to further the success of the door and millwork company.

Dave Peterson, the owner of DP Doors & Millwork, moved to Montana in the late 90s to work as a contractor. Once there, he learned that there were no companies supplying high-quality prefinished doors, trim and custom millwork in the area. As an innovative thinker, Peterson saw a gap in the market and decided to supply to contractors rather than compete with them. He officially opened his own shop in 2001, which now services commercial and residential contractors across the state.

“Contractors can make one phone call to us, and we will take care of their whole trim package: doors, trim and any hardware,” said Peterson. “They like that we’re a full-service shop.”

To advance their business, DP Doors & Millwork sought a coatings supplier that could meet their business aspirations head on with high-quality coatings and an innovative approach.



NEW PRODUCTS

DP Doors & Millwork connected with Sherwin-Williams at the 2019 Association of Woodworking & Furnishings Suppliers (AWFS) fair in Las Vegas. They discovered Sherwin-Williams products that could improve color consistency and reduce material usage, resulting in time savings.

Sherwin-Williams supplies DP with its KEM Aqua® BP Enamel exterior finish, which significantly helps reduce dry and recoat times. DP previously used a latex coating, which can take days to spray and recoat before a product is prepared for a contractor. With BP Enamel, the company can hang and deliver products within four hours of initially spraying the finish.

“We are able to produce a lot more product now because the coating process is a couple of days faster,” said Peterson.

Sherwin-Williams also helped DP transition their previous topcoat to SHER-WOOD® 9420S LV Precatalyzed Topcoat, a high-build lacquer, which reduces the required number of coats from three to two.

“Instead of a sealer and two coats, we’ve cut out the sealer and now all we spray is the lacquer,” said Peterson. “It’s saving us from having to use two products and it’s been working great.”

NEW METHODS

The technology introduced to DP started with products, and then extended into systems that Sherwin-Williams helped implement – streamlining operations, while improving turnaround time.

DP had issues duplicating stain colors with their previous supplier. As a solution, Sherwin-Williams set up a customized stain system that could match stain colors based on DP’s samples. The newly developed formulas are loaded into the Aurora™ Color System to ensure color consistency anytime DP needs to replicate a stain for a customer.

“The Sherwin-Williams team got us set up with the color match system and then came down to teach us how to use the colorants and duplicate the stains,” said Seth Thorson, a salesman at DP Doors & Millwork. “The new stain system from Sherwin-Williams makes it easier to recreate stain colors because we aren’t constantly reinventing the stain.”

DP Doors & Millwork is located eight hours from the nearest Sherwin-Williams facility. Despite the distance, Sherwin-Williams sales representative Spencer Madrigal, and technical representatives Mike Smith and Tony Kalil, worked to optimize logistics to deliver products quickly and keep coatings in-stock at DP. To ensure DP always has enough inventory, Madrigal introduced a minimum/maximum system that analyzes how much product the company goes through in a week.

“Before, we would stock 6-8 gallon drums because it would take our previous supplier eight days to deliver products to us,” said Peterson. “With Sherwin-Williams, we don’t have to stock as much because they’re able to turn products around within three days.”



“The response time from Sherwin-Williams has really helped us so that we don’t have as much downtime in the shop. That, combined with the great coatings they’ve supplied, has helped us to produce more products and make more money.”

– Dave Peterson, Owner of DP Doors & Millwork

NEW SUPPORT

In addition to product and system updates, Sherwin-Williams provides support to ensure these transitions work seamlessly. Madrigal makes the long drive at least once a month to train DP employees on how to mix and develop stains, set up automated equipment and flatline machines, and switch out spray guns to get a better finish and minimize material waste.

“The response time from Sherwin-Williams has really helped us so that we don’t have as much downtime in the shop,” said Peterson. “That, combined with the great coatings they’ve supplied, has helped us produce more products and make more money.”

With exceptional communication and knowledge between the two companies, Sherwin-Williams has been able to work with DP Doors & Millwork to introduce innovations that are new to the company – enhancing its door and millwork offerings.

PROTECT WHAT’S IMPORTANT

With support that extends beyond coatings, Sherwin-Williams has PPE and sanitation products to ensure that you have the tools necessary to follow safety precautions.

Graco SaniSpray HP™

The industry’s first airless, high-production equipment built specifically for your sanitizing, disinfecting and deodorizing jobs.

- Delivers the highest speed and productivity – choose a model by its flow rate to match job requirements
- Uniquely built with the highest-grade materials that are compatible with disinfectants, sanitizers and deodorizers — unlike traditional airless paint equipment
- Delivers the proper atomization required to quickly and consistently coat surfaces to disinfect and sanitize efficiently
- Comes with everything you need to start now – just add disinfectant and get to work!



SaniSpray HP 20 - Corded Handheld Sprayer			SaniSpray HP 20 - Cordless Handheld Sprayer			SaniSpray HP 65 - Portable Hopper Sprayer			SaniSpray HP 130 - Two Gun Cart Sprayer		
SMIS	Mfg. Part No.		SMIS	Mfg. Part No.		SMIS	Mfg. Part No.		SMIS	Mfg. Part No.	
1021-38914	25R790		1021-38922	25R791		1021-38930	25R792		1021-38948	25R793	



Pulsar Non-Surgical Face Masks		
SMIS No.	Mfg. Part No.	Qty
6511-74898	98908	50/box

- FDA approved
- 3 layers of protection
- BFE of 99% or greater
- Easy to breathe through



KN95 Face Mask		
SMIS No.	Mfg. Part No.	Qty
6511-82925	PU90909	50/box

- CDC and FDA certified
- Adjustable metal nose bridge
- Over the ear straps
- Non-irritating and nonallergenic



Sherwin-Williams® Hand Sanitizer		
SMIS No.		Size
6511-72892		1 Gallon

- Isopropyl Alcohol Antiseptic 75% Liquid Hand Sanitizer
- Limited quantity
- Additional sizes may be available



ShockWave RTU		
SMIS No.	Mfg. Part No.	Size
6511-78543	8316-5 RTU	5 Gallon

- EPA registered, CAN approved by Health Canada – not tri-lingual



Miracle Brands™ Hand Sanitizer		
SMIS No.	Mfg. Part No.	Size
6511-81190	3034	5 Gallon
6511-70565	3058	1 Gallon

- Alcohol based formula
- Kills 99% of germs
- Safe for frequent use



Symns Hand Sanitizer		
SMIS No.		Size
6511-70532		8 oz.



Tremor Anti-Microbe Foaming Hand Sanitizer		
SMIS No.		Size
6511-84574		1 Gallon (3.78L)

- Only available for purchase in Canada

Order quantity limits apply. Contact your local Sherwin-Williams sales representative for additional information.



New Pig® Products Control Messy Spills and Splashes!



Pig® Grippy® Paint Booth Mat		
SMIS No.	Mfg. Part No.	Size
1022-24656	MAT32350	32"W x 150'L

- Absorbs up to 16 gallons per roll
- Top surface helps attract and trap dust, dirt, paint and primer overspray before it causes paint defects during a spray job
- Self-sticking back keeps floor covering securely in place without shifting, sliding or causing a trip hazard
- Durable enough for heavy foot and vehicle traffic



Pig® Barrel Top Absorbent Mat		
SMIS No.	Mfg. Part No.	Size
1022-24649	MAT244	For 55-gallon drums with 2 bungs

- Barrel Top Mat is shaped to fit on drum tops to soak up pump drips and keep barrel tops clean
- Lightweight construction is economical for less frequently used drum pumps
- Soaks up pump drips from barrel tops without cluttering up your workspace with dirty rags
- Fits 55-gallon steel drum tops; pre-cut with holes for 3/4" and 2" bungs to provide a perfect fit



The Bright Choice in Spray Booths

- Bright workspace
- Sturdy and solid construction
- Expandable modular design
- Bolt assembly



To learn more, contact your local Sherwin-Williams sales representative.

Order quantity limits apply. Contact your local Sherwin-Williams sales representative for additional information.

TECH TIP
ACHIEVING EFFICIENT
SPRAY APPLICATION

If air gets trapped when spraying with air-assisted airless equipment, try reducing your spray tip size. Then increase the fluid pressure to maintain the same fluid delivery, which decreases the particle size for better atomization.

– Curt Quigley, Technical Service Representative



VALID OCTOBER 1 - DECEMBER 31, 2020

SAVE \$100

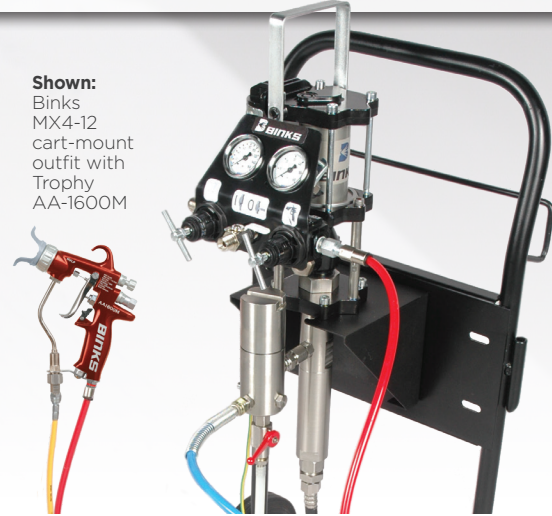
BINKS
A **CARLISLE** BRAND
800-992-4657 • carlisleleft.com

BINKS MX PUMP OUTFITS WITH SPRAY GUN, AIR & FLUID HOSE*

* Select from part numbers shown below

BINKS ITEM	SW PART NO.	DESCRIPTION
MX412UC-EDC1S25	592-2018	MX4-12 Cart-Mount Outfit with AA-1600M
MX412UC-ELTOS25	918-4607	MX4-12 Lite Tripod-Mount Outfit with AA-1600M
MX412UC-EDT1S25	591-8453	MX4-12 Tripod-Mount Outfit with AA-1600M
MX412UC-ELWOS25	918-4649	MX4-12 Lite Wall-Mount Outfit with AA-1600M
MX412UC-EDW1S25	592-3438	MX4-12 Wall-Mount Outfit with AA-1600M

Shown:
Binks
MX4-12
cart-mount
outfit with
Trophy
AA-1600M



SAMES KREMLIN

**GET A FREE AGITATOR WITH THE PURCHASE
OF AN AIRMIX® FINISHING SYSTEM**



PURCHASE ONE OF THE FOLLOWING:

SW SMIS	SAMES KREMLIN PART NUMBER	DESCRIPTION
1022-30737	668.143.000	15C50 Airmix System Wall-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon
1022-30745	668.143.100	15C50 Airmix System, Cart-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon
1022-30752	668.148.000	35C50 Airmix System, Wall-mount, w/ Xcite Gun, 25ft hoses, filter, 5gal siphon
1022-30760	668.148.100	35C50 Airmix System, Cart-mount, w/ Xcite Gun, 25ft hoses, filter, 5gal siphon
916-6786	668.140.000	15C25 Airmix System, Wall-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon
886-3839	668.140.100	15C25 Airmix System, Cart-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon
127-1931	668.145.001	30C25 Airmix System, Wall-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon
911-2046	668.145.101	30C25 Airmix System, Cart-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon
1001-29980	668.665.751	10C18 Airmix System, Wall-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon
1003-98775	668.665.759	10C18 Airmix System, Cart-mount, w/ Xcite Gun, 25ft hoses, 5gal siphon

RECEIVE THE FOLLOWING FREE OF CHARGE:

SW SMIS	SAMES KREMLIN PART NUMBER	DESCRIPTION
937-6757	668-668-806	5 gallon pail agitator

To learn more, contact your local Sherwin-Williams sales representative.

PROMOTION VALID: OCTOBER 1 - DECEMBER 31, 2020