

JANUARY - MARCH 2021



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PROFINISHER

INDUSTRIAL WOOD COATINGS

**SUPPLYING
ESSENTIAL
PRODUCTS
& SUPPORT**

WELCOME **PROFINISHER**

January - March 2021

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INTRODUCING JUSTIN BINNS

THE NEW PRESIDENT OF THE SHERWIN-WILLIAMS PERFORMANCE COATINGS GROUP



JUSTIN BINNS

President
Performance Coatings Group

First and foremost, I hope this inaugural edition of *ProFinisher* in 2021 finds you and your friends and family healthy.

My name is Justin Binns and I have been with Sherwin-Williams for 24 years. During my tenure, I have been in numerous roles throughout the company, from store manager to vice president of sales. My most recent role as the President and General Manager of our Automotive Finishes Division equipped me with a wealth of industrial knowledge and a clear understanding of the Performance Coatings Group and the many industries it serves. I look forward to working with all of you in this new role.

Let's face it – 2020 was a challenging year for all of us in many ways, but our ability to overcome those challenges is a true indicator of our strength and resilience as individuals and as a company. The Sherwin-Williams team stepped up to the plate with innovative digital business solutions, and a willingness to provide community support during this time of need – from donating food to local food banks to donating masks and hand sanitizer. It's those personal stories about the caring nature of our employees who donated their time or items to their local communities that displays the true character of who we are at Sherwin-Williams.

My hope is that 2021 will be a year full of optimism and change for the better. As we begin a new year, our goal remains the same – that our team continues to go above and beyond to provide the support and solutions that you need to help your business grow.

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 FUTURE OF WOOD FINISHES

Industrial Wood 2021 Colormix Trend Forecast

Every year, color experts across Sherwin-Williams converge to develop the annual Colormix Forecast. These color stylists thoroughly research macro-level trends around the world to identify global, cultural and economic influences that shape the themes of this forecast.

The theme of the 2021 Colormix Forecast is *Rhythm of Color*, embracing health and wellness influences. Forty finishes are

categorized into four collections – *Sanctuary*, *Encounter*, *Continuum* and *Tapestry* – which are inspired by nature and balance. The finishes found in each collection aim to instill calmness, wellness, authenticity and happiness. The Industrial Wood Coatings division of Sherwin-Williams, through its Global Color & Design Center (GCDC), released its 2021 Colormix Forecast for industrial wood markets.

“Wood product manufacturers and designers can use the forecast for information, inspiration and motivation to evolve their product development process,” said Lauren West, director of Global Color & Design for Sherwin-Williams Industrial Wood Coatings. “The forecast is designed to spark creativity.”

The trends found within the Industrial Wood 2021 Colormix Trend Forecast collections reflect finishes that will be on-trend three to five years from now. Once wood product manufacturers have found inspiration within the forecast, the experts at our GCDC can help them bring that inspiration to life.

SANCTUARY



This collection brings nature inside through calming colors that nurture wellness and serenity. Soft, matte neutrals are mixed with rich, well-worn textures and sunbaked hues.

ENCOUNTER



This collection is made up of rich, earthy finishes that embrace heritage lux and global inspiration. Varying levels of gloss and sheen, balanced by dark, textured finishes enhance the natural beauty of wood.

CONTINUUM



This collection embodies an entangled hybrid of synthetic and natural influences. With tactile, sensorial finishes, the hues seamlessly fuse technology with nature, blending whites, charcoals and pops of color found in the natural environment.

TAPESTRY



Vivid hues in this collection are influenced by theatrical, exaggerated expressions. In response to minimalism, these maximalist metallics and jewel tone finishes create a modern, meaningful outlet for artistic exposition.

Discover the future of wood finishes with our [Industrial Wood 2021 Colormix Forecast brochure](#).

TECH TIP

Adjust Your Spray Gun Settings



“Always double-check agitation and catalyzation before loading materials into lines, and remember to adjust spray gun settings for maximum transfer efficiency. By reducing overspray, you will save on materials and money.”

— Mike James, Technical Service Representative

SUPPLYING ESSENTIAL PRODUCTS & SUPPORT



Essential Cabinetry Group chose a coatings supplier that would share in their strategy and vision for its three brands.

Essential Cabinetry Group emerged from Gridiron Capital's acquisition of three family-owned cabinetry businesses between 2010 and 2016. Designers Choice, Executive Cabinetry and Tedd Wood make up Essential Cabinetry's three brands, which offer a multitude of product lines for nearly every price point – from stock and semi-custom cabinets to fully custom designs.



ALIGNING ON CUSTOMER NEEDS

Due to its wide range of prices and styles, Essential Cabinetry makes it easier for independent kitchen and bath dealers to do business. Instead of working with multiple suppliers, dealers can access all of the cabinet products they need through Essential Cabinetry.

“We can be a one-stop-shop to a dealer and provide all the products they need to go to market, which is a nice value proposition,” said Eric Skorge, Vice President of Supply Chain and Logistics, Essential Cabinetry Group. “Being a trusted partner that a dealer can rely on is just as important as offering high-quality products.”

To offer an unparalleled customer experience, Essential Cabinetry is focused on aligning its three brands and its products, including finishing materials. The cabinet manufacturer chose to transition to Sherwin-Williams as its sole coatings supplier for the entire business, allowing for consistent finish technologies across all platforms. Sherwin-Williams supplies coatings, conversion varnishes and stains, which run consistently and smoothly – offering operational efficiencies.

“We wanted more than a supplier that would just deliver paint. We wanted a collaborator that would be useful for ideation and business improvement, and that could find synergies between our businesses,” said Skorge. “I think it comes down to having one partner you can rely on and share your vision with, and Sherwin-Williams embraces that type of relationship.”

ALIGNING ON COLOR

Essential Cabinetry worked with color experts from the Sherwin-Williams Global Color & Design Center (GCDC) in early 2020 to develop a new palette for its product lines. Working with the GCDC gave the business an opportunity to bring a consistent color vision to life among its different factories.

“The GCDC provided insight into emerging color trends, which allowed us to look into different colors, like plum or blue/green stains,” said Mark Kovich, CEO, Essential Cabinetry Group. “Working with the Sherwin-Williams team gave us more confidence to step out of our comfort zones and take new colors to market.”

ALIGNING ON SUPPORT

Tim Jones, the Sherwin-Williams strategic account manager for Essential Cabinetry, and his team, also supply Essential Cabinetry with application tools, facility resources and design engineering support. To help streamline operations, the Sherwin-Williams team provided recommendations during the redesign of Essential Cabinetry’s plant layout. Jones connected Essential Cabinetry to a design engineer to create a layout proposal that would optimize the flow of the plant and reduce the amount of materials used annually.

A full-time, onsite Sherwin-Williams technical service representative works at Essential Cabinetry’s plant to understand and fix operational issues, becoming an integral part of its business. To further improve operations, Sherwin-Williams also supplied Essential Cabinetry with the Aurora Color System and equipment and supplies, including a Sames Kremlin 2K system, Mirka abrasives and Finish Repair touch-up products – ensuring an efficient and repeatable finishing process.

“Sherwin-Williams is an industry leader and innovator in the cabinet space, and they bring a lot of technical capabilities and professionalism that make us a better manufacturer,” said

Kovich. “They are a good strategic partner for us that can support the growth we expect to experience.”

ALIGNING ON BUSINESS INTERESTS

For Essential Cabinetry and Sherwin-Williams, collaboration comes naturally, and their business interests often align. The two companies share a vision of business improvement and prioritize excellent customer service.

“With Sherwin-Williams I don’t feel like we have to reinvent the wheel,” said Skorge. “They’re coming in with recommendations, opportunities, networking, market intelligence, insights into where the market is going and how we can position ourselves to best grow our business.”



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— Eric Skorge, Vice President of Supply Chain and Logistics, Essential Cabinetry Group

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!



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SaniSpray HP 20 - Cordless Handheld Sprayer

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SMIS	Mfg. Part No.
1021-38930	25R792



SaniSpray HP 130 - Two Gun Cart Sprayer

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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 trilingual



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.

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- 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

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6510-54868	1 ea.



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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.
- 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) 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.

To learn more, contact your local Sherwin-Williams Industrial Wood Sales Representative.

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JANUARY 1ST - MARCH 31ST 2021

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