

APRIL - JUNE 2021



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PROFINISHER

INDUSTRIAL WOOD COATINGS

NOT YOUR
RUN-OF-THE-MILL
COLLABORATION



WELCOME

PROFINISHER

April - June 2021

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SUPPLYING STEADFAST SUPPORT TO CUSTOMERS



KEVIN BRICKER

Senior Vice President of Sales
Industrial Wood Division
Performance Coatings Group

A year ago, none of us could have anticipated the impact COVID-19 would have on everyday life and the imprint it would make on our industry. This past year has had its fair share of challenges, but it has also allowed us to forge stronger relationships as we worked together to overcome obstacles. A lot has changed over the last twelve months, but through it all, one thing that has remained constant is our focus on what's most important: our customers.

From kitchen cabinets and building products to furniture and flooring, manufacturers across all industrial wood segments have placed their trust in Sherwin-Williams to deliver the products to keep their lines in production, the technical service to help their operations run most efficiently, and the color and design expertise to keep them on the leading edge.

In this issue of *ProFinisher*, you'll read about Millwork 360, a longtime customer who values the relationships they've forged with the Sherwin-Williams team. We've worked with this millwork company to implement process changes that helped them become more efficient and profitable.

In the end, your success is our success – and we look forward to continuing to work alongside you in 2021 and beyond to help you take your business to the next level.

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.

TECH TIPS: KEEP YOUR APPLICATION CONSISTENT, EVEN AS THE SEASONS CHANGE

It can be easy to overlook how environmental conditions affect application, but spraying product between warmer and colder months is vastly different. Sherwin-Williams Industrial Wood team members, Wayne Mahowald, marketing manager, technical support, and Christopher Brazie, marketing representative, technical support, share five tips to help you achieve a consistent finish throughout environmental and weather changes.

CONTROL YOUR PRODUCTION ENVIRONMENT 24/7

Pay attention to your production environment to maintain consistent solvent evaporation and film formation for coatings. Keep a steady temperature – don't lower or turn off the heater/air at night – and ensure you have proper air circulation during off hours.

PAY ATTENTION TO CHANGES IN WEATHER

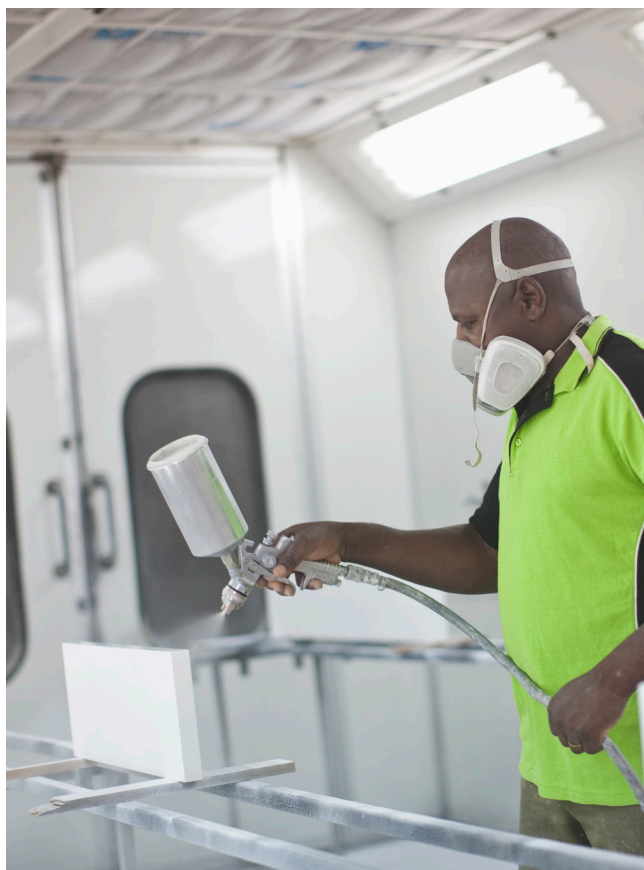
You can control your production environment, but you can't control the weather. Be aware of changes in climate and temperature, including humidity because the amount of moisture in the air dictates how much resistance there is for solvents to evaporate. Make application adjustments as needed to compensate for these changes.

KEEP A LOG OF ADJUSTMENTS

Create a log to keep track of reducer and/or retarder adjustments as environmental conditions change. Most shops can record this information daily, but bigger manufacturers should record updates on an hourly basis. Maintaining a record can help minimize the chance of spraying issues.

KNOW WHAT AFFECTS YOUR PRODUCTS


Environmental conditions affect individual products differently. For instance, catalyzed conversion varnishes and catalyzed lacquers stop crosslinking at different temperatures, and water-based coatings are more sensitive to environmental changes. Understanding what affects each product makes you more aware of the importance of controlling your production environment 24/7.



ENSURE ALL MATERIAL IS AGITATED BEFORE PRODUCTION

During any season, mechanically agitate containers for a minimum of 15 minutes prior to production startup each day, using an air-powered drill mixer or similar device. Avoid over agitation with paint shakers and creating a vortex with a mixer, as it can cause air entrainment. Make sure all materials are homogenous and no solids settle at the bottom of the container.

For more information about achieving the optimal finish during every season, contact your local Sherwin-Williams sales representative or call 1-844-335-5940 to be connected to the nearest Sherwin-Williams Product Finishes location.



NOT YOUR RUN-OF-THE-MILL COLLABORATION

Millwork 360 and Sherwin-Williams have a long history of working together, positioning the two companies for continued growth in the future.

As a testament to its products and services, Sherwin-Williams remained a constant coatings supplier for Mike Williams, even as he worked for three different companies over the past 24 years. He continues to do business with the coatings company on a daily basis as the general manager of Millwork 360.

CUSTOMIZED PRODUCTS

Millwork 360, located in Tampa, Florida, prioritizes quality in their products, producing custom mouldings and doors for high-end commercial and residential markets. These millwork

pieces are sold directly to lumber yards and dealers who know they'll receive high-quality products, on-time delivery and exceptional customer support with every purchase.

Brian Baines has only been the sales rep for Millwork 360 for three years, but he and Williams have known each other for much longer, from when Baines worked in the millwork industry himself. Now, working together, Baines has witnessed first-hand how Williams emphasizes quality more than anyone – focusing on continuous improvement for the company's products.

Millwork 360 has three major product lines: custom, made-to-order mouldings, entry doors and interior doors. To meet customer needs, Millwork 360 offers design flexibility across its entire product offering.

"No matter what request our customers receive from the architect or contractor they're working with, they know they can give it to us, and 95% of the time we can supply the one-off product," said Williams. "The flexibility and versatility of our manufacturing is a big advantage."



CUSTOMIZED SOLUTIONS

VillaCrest™ Interior Doors is Millwork 360's newest product line. The manufacturer makes these standardized doors with medium-density fiber (MDF), which is easily and quickly customized or modified depending on what a customer needs. Williams decided to ramp up production on this product in response to market demand for higher-quality doors constructed within shorter lead times.

During production line set-up for the interior doors, Sherwin-Williams was available onsite and on the phone to offer technical expertise. The team delivered samples, reviewed the line set up – including oven temperatures and sanding grits – and conducted testing to ensure that the coatings operation provided high-quality application.

“Sherwin-Williams gave us a hand in running samples, making minor adjustments and ultimately suggesting a different primer that would suit our needs,” said Cliff Turner, a project engineer at Millwork 360. “Working with Sherwin-Williams reps who knew what they were doing made it a relatively easy process to change material types – which saved us a lot of time and money.”

The new product Baines suggested was the SHER-WOOD® Water-Reducible, High-Build Primer, which offers excellent sandability, ease of application and clean up, and is ideal for use in both vacuum coater and spray application. The coating also results in low-fiber pop. When the water-based primer hits the fiber, it only slightly pops up – ensuring the company sends out a smooth product. Once primed, these doors are sanded and delivered to customers, ready to be coated with a high-quality latex or oil-based topcoat.

“When we have an issue or request, they’ll get right on it and orders are always timely. The number one reason we keep buying from Sherwin-Williams is the service and follow-up they provide.”

— Mike Williams, General Manager, Millwork 360

MEDIUM-DENSITY FIBER (MDF) DOORS

The VillaCrest Interior Doors use classic stile and rail construction, with panels made from medium-density fiberboard. MDF panels are created by combining wood particles with a resin binder. The separate components of the rail and stile doors allow parts to naturally contract and expand with humidity changes without warping or bending – an improvement to manufacturing that routes out or stamps a solid piece of wood, which is prone to warping. These doors are rigid and hold up well in the market, while remaining cost effective.

CUSTOMIZED SERVICE

Sherwin-Williams consistently recommends additional coatings and supplies that will help optimize Millwork 360's business operations. The coatings company supplies the manufacturer with exterior clearcoats for its fiberglass doors, as well as other application products like booth filters, solvents and the AERO-GREEN® 4110 cleaning solution. Millwork 360 uses AERO-GREEN 4110 for a wide range of applications, from general cleaning maintenance to line flushing and deep cleaning – extending equipment life and maintaining product quality.

In addition to receiving high-quality products and services, Williams enjoys working directly with Baines, David Mangold, the Sherwin-Williams facility manager, and Jason Schultz, the Sherwin-Williams technical representative. Williams explains that their knowledge and service is great, and it's easy to work with the three of them.

“When we have an issue or request, they’ll get right on it and the orders are always timely,” said Williams. “The number one reason we keep buying from Sherwin-Williams is the service and follow-up they provide.”



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.

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 local Sherwin-Williams sales representative for promotional 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.
- Super precision coating practically repels dust – leaving no pilling, clogging or swirl marks.
- 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.
- New product technology provides excellent quality, consistency and durability.
- Effective multi-hole pattern delivers outstanding dust extraction and a clean work environment.

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

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3M™ Performance Industrial Spray Gun Kits



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3M™ PPS™ Series 2.0
Spray Cup System Kit

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NEW

3M™ Performance Industrial Spray Gun is engineered for the industrial painter.



Lightweight
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Built for
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Valid April 1 – June 30, 2021.

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