



**SHERWIN-WILLIAMS®**  
DESIGNHOUSE

# It's in the DETAILS

INDUSTRIAL WOOD COATINGS:  
DRIVEN BY EVERY DETAIL

[wood.sherwin-williams.com](http://wood.sherwin-williams.com)



# EXPERIENCE THE DETAILS OF WOOD FINISHING

## **DEDICATED TO DETAILS**

At Sherwin-Williams, color is at the heart of everything we do. Our Industrial Wood DesignHouse is nestled in Greensboro, North Carolina, where we further our dedication by providing custom colors and proprietary finishes to optimize wood products for the markets we serve. We're ready to collaborate on the best colors and finish techniques to achieve your dream finish — sit down with us in person, meet with us virtually or visit the Virtual Panel Studio to get started.





## MARKETS WE SERVE



Contract,  
hospitality and  
residential furniture



Kitchen  
and bath



Flooring



Siding, doors,  
millwork and other  
building products



Specialty wood  
products

## ONGOING SUPPORT

Lean on us.

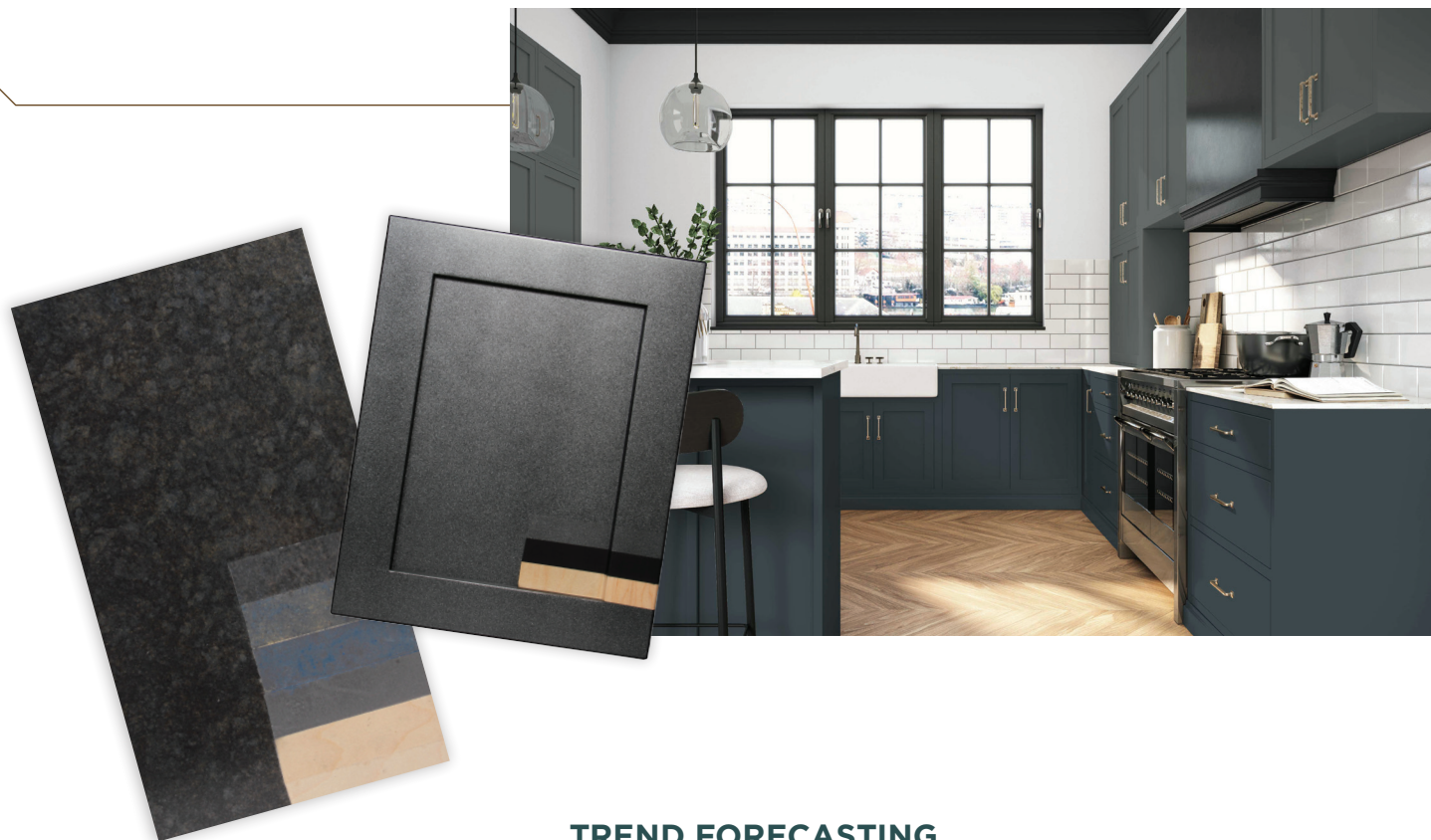
- Up-to-date market research
- Custom formulations, finishes and techniques
- Solution-based support

We'll do the leg work to help you meet timelines, anticipate demands and identify solutions to optimize your business.

## DETAILED INSIGHTS

Our color experts provide more than coatings and recommendations; here you'll receive a full experience of services and resources curated for your success.





## TREND FORECASTING

**Be on-trend. We use trending color and finishing information to forecast and inform our customers.**

- Palette assessments
- Segment-specific color forecasts
- Sherwin-Williams Colormix® Forecast and Color of the Year

We'll use these tools to guide our collaborative DesignHouse sessions.



## COLOR CONSULTING

**Leverage our expertise.**

- Share your goals and color ideas
- Find inspiration from hundreds of panels
- Get insights from the industries we serve with a palette assessment
- Let us create custom finishes and recommendations

We'll make your vision come to life.

## OUR EXPERTISE



### Color

Color sells. Our color experts have insights and solutions that are on trend in both pigmented and stained finishes.



### Design

Finishing techniques can make your products stand out. Through innovative thinking and new technology, we're positioned to help you conceptualize and apply the best finishes for the job.



### Service

We have more than 70 facilities across North America, a state-of-the-art DesignHouse in Greensboro and global finishing manufacturing in Asia to serve customers wherever they need us.



### Customization

Every session and recommendation is distinct. We take the time to learn your business and goals so we can provide personalized plans to meet your aesthetic, performance and process requirements.





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#### **INSPIRED BY DETAILS**

Explore the benefits of the DesignHouse from the comfort of your own home or office. The Virtual Panel Studio™ is a first-of-its-kind online inspiration tool for developers of furniture, kitchen cabinetry, building products and flooring. Browse hundreds of high-resolution wood panels, curate collections and view the latest trending finishes from the DesignHouse on demand.

**Visit [wood.sherwin-williams.com/vps](https://wood.sherwin-williams.com/vps) to get started today**

Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. Our innovative solutions go beyond coatings to include knowledge, tools, equipment, supplies and industry-leading support. We're more than a coatings provider — let us show you how we will be your coatings solution partner.

**Learn more at [wood.sherwin-williams.com](https://wood.sherwin-williams.com)**