



*SHERWIN-WILLIAMS®*

INDUSTRIAL WOOD COATINGS

**SERVICE LIKE  
NO OTHER.**

Value that drives your business.

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

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# Seize Success with Comprehensive Service and Support from Sherwin-Williams Industrial Wood

It's Sherwin-Williams Industrial Wood experience — and you can't find it anywhere else.

## WE CAN HELP YOU

- Gain production efficiencies
- Enhance product quality
- Eliminate color or application inconsistencies
- Capitalize on ever-shifting consumer trends
- Gain better business results

At Sherwin-Williams Industrial Wood, we understand the everyday challenges you face in your wood finishing operations. Maximizing your labor force. Maintaining stringent color quality and consistency. Getting products out the door whenever and wherever your customers need them.

## It's our mission to help you meet those challenges and more.

Whether it's overcoming a production issue, uncovering a cost efficiency or something else, we're committed to your success. We do it by deploying our comprehensive suite of services and capabilities, including our complete integration from manufacturing to delivery, our nationwide team of technical finishing experts, and our exclusive Color Express™ system for color consistency made easy.





## MARKETS WE SERVE



Contract, hospitality  
and residential  
furniture



Kitchen and bath  
cabinetry



Flooring



Siding, doors  
and millwork



Specialty wood  
products

## COMMITTED TO YOUR SUCCESS



### FULL INTEGRATION

From production to your facility's front door, Sherwin-Williams controls every step of the process that results in quality wood finishes for your operations. Our vertically integrated manufacturing operations and controlled distribution network mean we maintain robust color and quality control at all levels, world-class lead times and ready availability for when you need coatings quickly and reliably.



### TECHNICAL SERVICE

Whether you need to streamline, upgrade or design an entirely new turnkey solution, our Technical Services team members are ready to help you optimize your finishing processes. With an eye for every detail, we can identify efficiency gaps, cost-saving opportunities and more — and enable you to take action.



### COLOR EXPRESS™

Fast, accurate and repeatable, our Color Express System helps boost productivity, enhance finish quality and elevate your color position in the market. With access to thousands of timeless and trending colors — available in high-performance wood finishing technologies — it's never been easier to quickly and more reliably deliver tailor-made, on-demand solutions to your customers.



## QUALITY YOU CAN TRUST, FROM START TO FINISH

Sherwin-Williams Industrial Wood is a **fully integrated coatings supplier**, with the breadth and backing of the global Sherwin-Williams brand. It means we formulate and manufacture the critical components that go into our finished products, in-house. And it means every order arrives at your door directly from our local facility.

### FOR YOUR BUSINESS, IT MEANS:

***When and Where You Need It.*** We maintain shipping and facilities operations throughout the United States, so you're never far from what you need. Running short on a coating? We can deliver pre-matched color coatings direct to you within 24 hours. And because we're always close to our customers, we can consult on product selection and finishing processes to make your operations more efficient.

***Supply Assurance.*** Because we don't depend solely on outside parties for colorants, components, or mixing and manufacturing services, we're able to maintain complete control over our processes. And when we control the products, we control the quality — meaning a reliable supply of the coating solutions you need for your business to thrive.

***Color Quality and Consistency.*** Our internally manufactured pigments and colorants mean we're able to maintain unmatched consistency from batch to batch — meaning you don't have to worry about variability when meeting the needs of your customers.





## YOUR TECHNICAL PARTNER IN OPTIMIZED FINISHING

**Industrial wood finishing requires expertise** to be carried out as efficiently, reliably and consistently as possible. It's why our Technical Services team — with extensive finishing experience — is committed to helping Sherwin-Williams Industrial Wood customers identify improvements in every part of the process.

### WHETHER IT'S OVERCOMING A PRODUCTION ISSUE OR UNCOVERING A COST EFFICIENCY WE CAN HELP YOU IN MANY AREAS, INCLUDING

**Color Assistance.** Color can be challenging to execute properly every time. We can help your teams understand the art and science behind applying color to your products, contributing to a beautiful result every time.

**Training.** Whether it's a new hire or a seasoned professional looking to refresh their skills, we can help get your teams up to speed on all things wood finishing, from the basics to advanced skills.

**Process Optimization.** From small improvements to complete reinventions, we can help you optimize your finishing process. Whether you're expanding an existing line or adding a new one, we work with you to create a customized and comprehensive finishing process that combines the best coatings, the ideal equipment, and a people-oriented focus on motivation, safety, productivity and sustainability.

**Quality Support.** Struggling with quality consistency in your finished products? We'll work with you to identify the root cause and make the right fix.







## A COMPLETE COLOR SOLUTION

We know that color repeatability is incredibly important for your reputation. Your customers want to know exactly what they're getting and have the confidence that your products will match color for color every time.

It's why we developed the Color Express™ program, an effective way for you to remain nimble in delivering the color your customers demand without interruption to your production processes. Color Express grants you access to thousands of on-trend colors, backed by more than 150 years in the paint and coatings business. Available in high-performance wood finishing technologies, and in the quantities you need to meet demand, it's never been easier to quickly and more reliably deliver tailor-made, on-demand solutions.

### COLOR EXPRESS DELIVERS:



#### ***Speed.***

Color Express gets you the colors you need, whenever and wherever you need them. The comprehensive Sherwin-Williams distribution network means you're never far from the color you need — and we'll get it to you within 24 hours.



#### ***Accuracy.***

The Color Express System delivers accurate colors via a consistent base system, a set of highly controlled universal colorants and optimal dispensing equipment. The color delivery components within the Color Express System are thoroughly tested to ensure the highest-quality finishes every time. Be it touch-ups or new product launches, Color Express maintains an ideal match every time.



#### ***Repeatability.***

The Color Express product lineup includes wood finishes that have been selected based on strong performance and repeatability. Each product has been matched to thousands of colors from our ColorSnap Sherwin-Williams fan deck.



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# A NEW WOOD FINISHING EXPERIENCE IS WAITING FOR YOU

Ready to get started? The Sherwin-Williams Industrial Wood team is ready to help take your finishing process to the next level.

To learn more, contact your Sherwin-Williams representative or visit [wood.sherwin-williams.com](http://wood.sherwin-williams.com).

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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. For the industrial wood and general industrial market, our innovative solutions go beyond coatings to include knowledge, tools, equipment, supplies, and industry-leading support. For a better finish, ask Sherwin-Williams.

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

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