

JANUARY - MARCH 2020



SHERWIN-WILLIAMS.

# PROFINISHER

INDUSTRIAL WOOD COATINGS

A NEW  
SIDE OF  
COLLABORATION



# WELCOME PROFINISHER

January - March 2020

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## VISION AND TEAMWORK



**AARON ERTER**  
President  
The Performance Coatings Group

It's my pleasure to welcome you to the first ProFinisher edition not just of the year, but of an entirely new decade. As the calendar turns, it brings hope and optimism for what we can accomplish in the days and months ahead. A new year can also bring uncertainty for many of us. Let's face it – the world can feel unpredictable at times, with unexpected challenges that affect our communities, our businesses and our industries.

I'm a firm believer that our ability to rise to the challenges of the day is directly proportional to the team we have supporting us. Within Sherwin-Williams, we have a tremendous team of sales, marketing and technical professionals, serving industrial customers in 120 countries across more than 50 industrial business segments. We also extend our solution through our valued associated product providers who make spray equipment, adhesives, abrasives, PPE and sundries – over 15,000 products in all – available to our customers.

When we say we provide solutions, we mean it. We give you the widest array of resources and the deepest level of expertise in the industry. As you review this issue, you'll see stories of customers like you who have solved substantial challenges and grown their businesses.

My hope for you in 2020 is that – whether it makes it into these pages or not – you end this year with a great story about how our team helped you 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 [oem.sherwin-williams.com/equipmentandsupplies](http://oem.sherwin-williams.com/equipmentandsupplies) to learn more.

# REMEMBER THE REDUCER

*A high-performance coating system requires excellence from every component, including reducers*

What do blushing, pin holes, sags, runs, orange peel and wrinkling have in common? They can all be caused by the wrong reducer in a coating system, and they can all be costly failures for your business.

A reducer or thinner is typically added to a paint, enamel, lacquer or varnish immediately before application and acts as a carrying agent that permits film-forming components.

Using the correct reducer in a coating system can be the difference between success and failure. The right reducer will provide a uniform coating film from job to job, lower the risk of damaging equipment and heighten the performance of the overall coating system. Working with us to specify the right reducer for a coating system in the beginning stages will help mitigate issues down the line.




Ideally, the finishing application environment would remain consistent 24/7/365, but the reality is Mother Nature and resources can be unpredictable. To achieve coating system success year-round, work with us to create seasonal standard operating procedures (SOPs) that outline recommended application settings based on environmental factors such as temperature, humidity and dew point. SOPs should also include seasonal application techniques and mixing best practices.

Evaporation rates, for example, are heavily dependent on environmental factors. To the right is a chart of common reducers used in wood finishing systems. Note the differences in evaporation rates for varying solvents. Humidity, air circulation/wind and temperature can all negatively affect these rates.

While it's easy to fall into a coating system comfort zone, outside factors can affect the finishing process and must be anticipated. A consistent finish is a great finish, and the right reducer will help increase throughput and save time, resulting in cost savings for your business.

Contact your Industrial Wood Coatings Representative to find out more information.



 SOLVENT	 EVAPORATION RATE*	 WHY THIS SOLVENT?
Butoxyethanol, commonly referred to as Butyl Cellosolve	110 minutes	<ul style="list-style-type: none"> <li>• Very slow evaporating glycol ether</li> <li>• Very effective retarder for nitrocellulose lacquers in small percentages</li> <li>• Will improve flow and leveling</li> <li>• HAPs compliant</li> </ul>
Butyl Acetate R6K18	8 minutes	<ul style="list-style-type: none"> <li>• Medium-fast evaporation rate</li> <li>• Used in lacquers and catalyzed coatings</li> <li>• HAPs-free</li> </ul>
MAK Methyl Amyl Ketone R6K30	25 minutes	<ul style="list-style-type: none"> <li>• Slow evaporating ketone</li> <li>• Used in lacquers, polyurethanes and enamels</li> <li>• High solvency</li> <li>• Used as a retarder, and improves flow and leveling</li> <li>• No HAPs reported</li> </ul>
HAPs-Compliant Lacquer Thinner R7K320	7 minutes	<ul style="list-style-type: none"> <li>• Blended solvent</li> <li>• HAPs compliant version of R7K120</li> <li>• Used with HAPs-compliant lacquers to maintain compliance</li> </ul>
Lacquer Thinner R7K120	4 minutes	<ul style="list-style-type: none"> <li>• General purpose lacquer thinner for clear and pigmented lacquer finishes</li> <li>• Contains HAPs</li> </ul>
Lacquer Thinner R7K22	4 minutes	<ul style="list-style-type: none"> <li>• Higher solvent strength blend lacquer thinner for clear and pigmented lacquer finishes</li> <li>• Will dissolve vinyl and reduce viscosity faster than R7K120</li> <li>• Contains HAPs</li> </ul>
Lacquer Retarder R7K27	33 minutes	<ul style="list-style-type: none"> <li>• Slower evaporating lacquer thinner</li> <li>• Used in warmer weather to improve flow and leveling, and eliminate blushing</li> <li>• Contains HAPs</li> </ul>
EPP Reducer R6K35	30 minutes	<ul style="list-style-type: none"> <li>• Used as a retarding solvent in lacquers</li> </ul>

\*The measure of time in minutes that 90% of the solvent evaporates in commonly used reducers/retarders

## PROFINISHER TIP

Board Temperatures When Staining



"On a stain line, don't underestimate how much board temperature plays a part in your stain colors. Always try to keep your oven temps high enough to dry the stain but not so hot that board temperature increases, causing dark edges, blotchiness and dark fronts. One way to minimize this is by not stacking your stained parts, allowing them to cool down to ambient temperatures quicker, which is particularly beneficial on short runs."

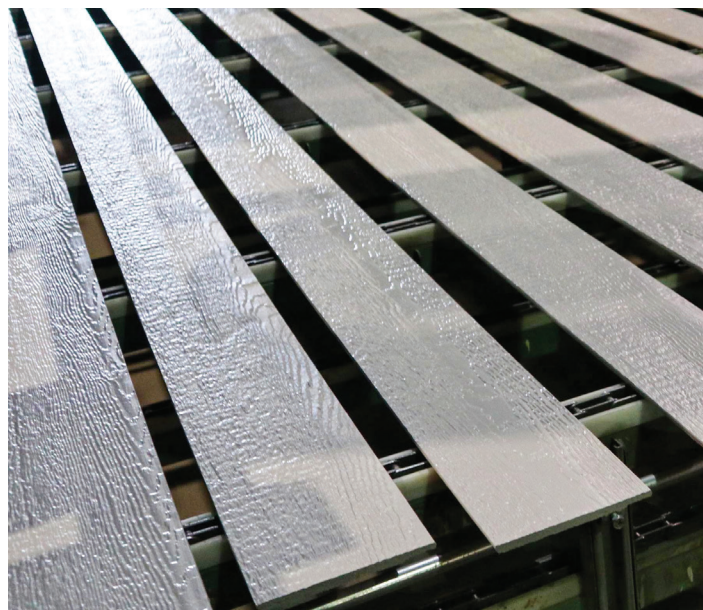
— Ryan DeCaluwe, Technical Service Representative

# A NEW SIDE OF COLLABORATION

## Goodfellow Inc. uses KEM AQUA® BP Siding Select from Sherwin-Williams on its Siding Line

**G**oodfellow Inc., a Canadian distributor of lumber products, building materials and hardwood flooring, headquartered in Delson, Quebec, began as a family-owned lumber distributor in 1898. After becoming a public company and greatly expanding its product offering, 120 years later, Goodfellow and Sherwin-Williams began a collaboration to produce colorful, durable siding for residential and commercial markets.

Goodfellow's reputation as a quality wood producer in North America has attracted more than 8,000 customers globally, including large wholesalers like Lowe's and Home Depot. As a leading distributor and processor of exotic woods, such as Douglas fir, timber, cedar and pine for the flooring, decking and siding markets, Goodfellow focuses on product longevity. By working with Sherwin-Williams on its growing siding business, Goodfellow provides its customers with lasting products in a variety of colors.



## COLOR THAT LASTS

“A building’s color is the first thing you see,” said Enryck Lacoste, Siding Manager for Goodfellow. “Whether it’s a commercial or residential building, aesthetics matter to our siding customers and their end-users.”

As its siding business expanded, Goodfellow sought a coatings supplier with industry and color expertise.

“We needed a supplier that could keep us up-to-date on color trends, deliver uncompromised performance and prevent fading,” said Lacoste. “Sherwin-Williams approached us with a clear understanding of our needs and goals. They brought a number of pre-finishing solutions to the table, and they have brand recognition that resonates with our customers.”

## PRE-FINISHING SOLUTIONS

Every phase of Goodfellow’s production process is carefully monitored for consistency, color accuracy and quality. Pre-finishing is mainly executed in-house, but the company often subcontracts its customized orders. Goodfellow relies on its Sherwin-Williams technical service representatives, Kevin Roach and Heather Humphries, to ensure quality application from site to site. They dissect the details of the line and make sure everything is running smoothly.

Goodfellow’s paint line runs Sherwin-Williams KEM Aqua® BP Siding Select, a premium waterborne coating for wood and composite siding. The product’s waterborne polyurethane dispersion technology is more eco-conscious compared to solvent-based alternatives, while exhibiting similar performance properties. BP Siding Select is also available in a wide range of colors and can be formulated with solar reflective colorants, which help protect exterior siding from fading under UV exposure.

“By using the same coating on all their products, they minimize mistakes and issues,” said Gianni Pitruzzello, Sherwin-Williams Sales Representative. “Everything is streamlined – from ordering to application. Goodfellow finishers know exactly how much paint to order, and exactly how it will work with their equipment and their subcontractors’ equipment.”

**“We needed a supplier that could keep us up-to-date on color trends, deliver uncompromised performance and prevent fading,” said Lacoste. “Sherwin-Williams came in with a clear understanding of our needs and goals. They brought a number of pre-finishing solutions to the table, and they have brand recognition that resonates with our customers.”**

– Enryck Lacoste, Siding Manager, Goodfellow

A Sherwin-Williams industrial blending facility is less than 10 miles from Goodfellow’s headquarters, which makes the purchasing process easy and convenient, according to Lacoste. In the past, the lumber distributor used coating suppliers from the west coast and Midwest, which resulted in costly and time-consuming visits. Not only does Goodfellow save money by working with a supplier in proximity, it saves floor inventory space by mixing colors quickly at the Sherwin-Williams facility.

“Customers don’t want to wait weeks for their shipment,” said Lacoste. “When we order products from Sherwin-Williams, we get them the same or next day, affording us just-in-time delivery for our customers. This is a huge benefit to doing business with Sherwin-Williams.”

## DIGITAL COLOR VISUALIZATION

As the lumber distributor continues to grow its siding offering, Lacoste notes that color technology will become increasingly important. Goodfellow is working with Sherwin-Williams to integrate the coating supplier’s Color Express™ Color Visualizer, an online interactive tool that allows consumers to see what siding colors could look like on their homes and buildings. The tool will launch on Goodfellow’s website in 2020.



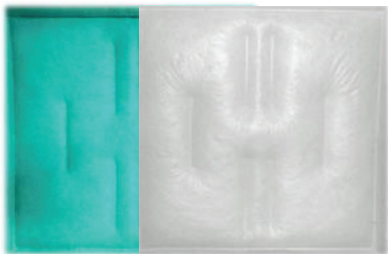
# SUPPLIES FOR A SPOTLESS FINISH

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

6510-54868

- 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



**Air Filtration Co. 300/500 Series Premium Intake Panels**

Type	Size	Qty.	SMIS
300 Series	20 in. x 20 in.	Box	122-0060
500 Series	20 in. x 25 in.	Box	893-1651
500 Series	20 in. x 20 in.	Box	973-9491



**Air Filtration Co. Expanded Paper Exhaust Filters**

Size	Qty.	SMIS
42 in. x 9 in.	Box	6511-02626
20 in. x 20 in.	Box	6511-02469
42 in. x 48 in.	Box	6511-02576



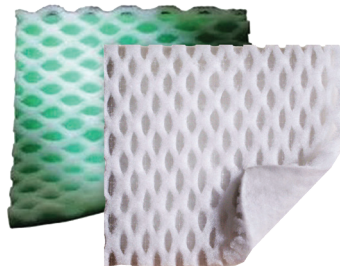
**Air Filtration Co. 15-Gram Fiberglass Exhaust Filters**

Size	Qty.	SMIS
20 in. x 20 in.	Box	6511-02675
20 in. x 25 in.	Box	6511-02683
48 in. x 300 in.	Roll	111-0139
84 in. x 300 in.	Roll	6511-02246



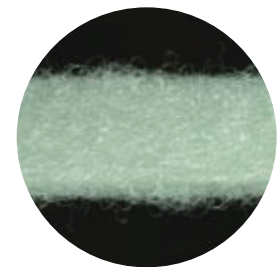
**Air Filtration Co. 22-Gram Fiberglass Exhaust Filters**

Size	SW No.	Size	SMIS
20 in. x 20 in.	6511-02147	41 in. x 300 in.	6511-02170
20 in. x 25 in.	6511-02154	48 in. x 300 in.	927-8946
30 in. x 300 in.	572-1113	84 in. x 300 in.	6511-02253
36 in. x 300 in.	927-8920		



**Air Filtration Co. Exhaust Filter Paint Pockets (White/Green)**

Size	Qty.	SMIS	Size	Qty.	SMIS
20 in. x 20 in.	Box	6511-02360	20 in. x 20 in.	Box	183-2872
20 in. x 25 in.	Box	6511-02410	48 in. x 60 in.	Ea.	6511-02436
30 in. x 50 in.	Ea.	6511-03475	60 in. x 60 in.	Ea.	6511-02444



**Air Filtration Co. Polyester Exhaust Pads**

Size	Qty.	SMIS
20 in. x 20 in.	Box	6511-02550



**AEREM® 100 lb. Floor Paper**

Size	Qty.	SMIS	Size	Qty.	SMIS
36 in. x 300 in.	Roll	6511-31823	60 in. x 300 ft.	Roll	577-4641
42 in. x 300 in.	Roll	181-5687	42 in. x 300 ft.	Roll	576-5243



**AEREM® Andreae® Filter**

Size	Qty.	SMIS
36 in. x 30 in.	Ea.	942-5869



**Collision Edge The Tape Thing**

Size	Qty.	SW. No	Size	Qty.	SMIS
.75 in.	Ea.	1014-80390	1.5 in.	Ea.	1014-80366
1 in.	Ea.	1014-80382	2 in.	Ea.	1014-80358



**Collision Edge The Tape Thing Caddy**

Qty.	SMIS
Ea.	1014-80424



**FASTLINE™ DA Palm Sanders, 6"**

Size	SMIS
5/16 in. Offset	6508-87870
3/16 in. Offset	6508-84521
3/32 in. Offset	6508-84505



**Innovative Tools and Technology Wall SuperStorage**

Qty.	SMIS
Ea.	190-0687



**Innovative Tools and Technology Parts Cart C**

Qty.	SMIS
Ea.	107-0572



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