

JULY - SEPTEMBER 2019



SHERWIN-WILLIAMS.

# PROFINISHER

INDUSTRIAL WOOD COATINGS

**A ROCKING  
FAMILY  
BUSINESS**



# WELCOME PROFINISHER

July - September 2019

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## DEDICATED SERVICES & PRODUCTS FOR CUSTOMERS



**COLIN DAVIE**  
President and General Manager,  
Industrial Wood Coatings

As a committed partner, we strive to understand your unique coating needs and the many regulatory, environmental and performance specifications you face.

Technology is always advancing, and Sherwin-Williams remains dedicated to leading the way with coatings solutions specifically customized to your performance, aesthetic and application needs. Tailored products designed to best suit your business, and our localized sales and technical support, paired with our global expertise, allows us to bring you best-in-class solutions.

However, we are not satisfied with staying where we are. Manufacturing thrives when innovation is at the forefront, and new finishes can often inspire advancements in your product line. Because we are earnest about providing the industry's most cutting-edge technologies, we continually invest in coatings research and development on a global scale. Sherwin-Williams thinks one step ahead when it comes to advancements in waterborne technology, UV coatings, environmentally-preferred products, and more.

Your customers are uncompromising in their demand for finishes that stand the test of time, which is why more Industrial Wood OEMs trust Sherwin-Williams to provide the technologies that will help them exceed expectations – time and time again.

**Our commitment to continuous innovation is steadfast, and we look forward to helping 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 10,000 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 serve 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.

# THE FOREFRONT OF FURNITURE FINISHES

High Point Market provides key insights into current trends for the furniture segment

High Point Market, the world's largest home furnishing show, occurs twice a year in April and October in High Point, North Carolina. Throughout 11.5 million square feet of show space, more than 1,000 manufacturers – ranging from starting promotional price points to high-end custom manufacturers – exhibit new furniture products.

The Sherwin-Williams Global Color & Design Center (GCDC) works with furniture designers, merchandisers, and product developers every step of the way for each High Point Market. Experts at the design center develop proprietary finishes up to 18 months in advance for each show.

“People don't realize that finish is what sells the product. We want people to think about finish first,” said Lauren West, Director of Global Color and Design for Industrial Wood Coatings.

## TREND INSIGHTS

The GCDC makes it a priority to know what is down-trending and what is up-and-coming with wood finishes within the retail marketplace for kitchen cabinets, furniture, flooring, building products, and specialty segments.

Leading up to the recent spring market, held April 6-10, experts from the GCDC identified these trends in the furniture industry:

- Browns are nostalgic and continue to be requested frequently
- Texture is important, as evident in rustic finishes, materials and geometric patterns
- The new definition of luxury is more understated
- Charred finish looks moved from cool to warm tones

- Dining table sets are mixing chair colors from light to dark, and with paint or stains
- Gray is still prevalent, but has now reached mass market appeal



With a unique perspective in the finishing space, the GCDC also understands how furniture trends overlap into the kitchen & bath, architectural building products, flooring, and specialty segments.

Due to the aggressive product development cycle, the GCDC experts also forecast trends. The GCDC identified metallics early on as a trend for 2019 and 2020, which continue to gain popularity in the industrial wood segments.

The GCDC's ability to harvest trends and develop custom finishes contributes to its leadership in color and design for the industrial wood segments.

**Ask your Industrial Wood Sales Representative to learn more about the GCDC and High Point Market.**

## PROFINISHER TIP

Choosing the Right Application Technology



“For improved application on reciprocating lines using water-based coatings, consider switching to airless spray gun technology. Airless technology will help reduce (or even eliminate) the frequent cleaning of tips when spraying emulsions by diminishing the amount of air on the coating.”

— Enoch Whipple, Technical Service Representative

# A ROCKING FAMILY BUSINESS

Hinkle Chair Company collaborates with Sherwin-Williams to protect its 184-year-old legacy with durable finishing solutions

**F**ew companies today can boast 184 years in business. Hinkle Chair Company has been making indoor and outdoor hardwood furniture since 1834. As two organizations that have surpassed a cumulative 335 years in business, Hinkle and Sherwin-Williams aim to create durable, best-in-class products for their customers. For more than 20 years, Hinkle has relied on Sherwin-Williams to deliver finishing solutions.

## FROM TOBACCO BARN TO FINISHING FACILITY

Hinkle Chair Company is a family-owned and operated business, headquartered in Springfield, Tennessee. In the mid-1800s, the Hinkle family began making ladder back chairs to supplement their income as farmers. By 1932, the family made the decision to become full-time chair manufacturers, utilizing an old tobacco barn as a factory. Shortly after this decision, Hinkle introduced rocking chairs to its product line.

In the 1980s, Hinkle Chair expanded its furniture collection to include new chair designs, tables, hutches and buffets. To accommodate rapid growth, Hinkle extended its footprint and production capabilities by building new facilities, including one dedicated to finishing.

“At first, we tried numerous paint and finish manufacturers,” said

Jeff Hinkle, Vice President of Hinkle Chair. “By the late 90s, we went 100% Sherwin-Williams because they could provide the durable solutions we demanded while working within our price range. We told our sales reps what we needed, and they delivered. It’s been the same solid relationship ever since.”





### STAIN AND COLOR SOLUTIONS

Hinkle mainly utilizes the SHER-WOOD® line of stains, engineered to accent and highlight grain definition in wood products. SHER-WOOD formulas, including conversion varnishes, sealers, basecoats, glazes and wiping stains, are applied to Hinkle's chairs, benches, swings and other wood furniture.

In addition to providing various color stain options, Sherwin-Williams has developed more than 50 custom vinyl basecoat colors for Hinkle's collegiate and military rocking chair collections. To achieve specific colors, such as Tennessee Orange and North Carolina Blue, the operations manager at the Sherwin-Williams commercial facility in Nashville, Pam Arms, works closely with Hinkle on color development.

"Paying attention to color and finishing trends is important to us," said Diane Hinkle Johnson, Marketing Director at Hinkle Chair. "We're working on new colors, and we're also trying out new deck stains that will hold up longer in outdoor environments."

### SERVICING THE GLOBAL VALUE CHAIN

The majority of Hinkle's products are designed and developed in Springfield, but volume production now occurs in China. Transitioning the bulk of the company's manufacturing to China was no easy feat.

"Hinkle has put a lot of effort into perfecting its processes overseas, including finish applications," said Jeff Lewis, Sherwin-Williams sales representative. "All products are prepped, stained and sprayed in China."

A full-time Sherwin-Williams technical service representative oversees the finishing process at the China facility to ensure quality

and consistency requirements are met. When products arrive to the states, Hinkle conducts a comprehensive inspection.

**"Our Sherwin-Williams tech representative has been extremely helpful. He ensures cross-hatch testing is done properly, and he checks to see if our adhesion, millage, color and consistency standards are all met – resulting in cost savings for us."**

– Jeff Hinkle, Vice President of Hinkle Chair

### CLAIM TO FAME

Rocking chairs are Hinkle's top-performing product, selling up to 75,000 per year. The chairs can be seen lining the porches of Cracker Barrel Old Country Stores nationwide, serving as a symbol of community and relaxation. The retail portion of Cracker Barrel sells Hinkle's classic, collegiate and military-themed rocking chairs – all finished with coatings from Sherwin-Williams – citing the chairs as one of the most popular items sold in its stores.

"It's great to be able to say our products are coated with Sherwin-Williams because the brand name carries weight," said Jeff Hinkle. "As far as service goes, I could go on and on about our positive relationship with Sherwin. It's just been total cooperation."



# SUPPLIES FOR A SPOTLESS FINISH

The Sherwin-Williams Equipment and Supplies program includes over 10,000 brand-name tools at guaranteed competitive pricing. **For more information and to request a quote, contact your Industrial Wood Coatings Sales Representative.**

# GERSON®



Gerson Elite™ Strainer Dispenser

SW1006-73474



Magnetic Mounting Hooks for Strainer Dispenser

SW1006-73466



Organic Vapor Cartridge Filter, 2pk

SW239-6620



Half Mask Face Piece

Size	SW No.
Medium	SW6510-07411
Large	SW1005-88839



P95 Particulate Filter, 10/box (Made in USA)

SW111-8009



Gerson Elite™ Paint Strainer Refills

Size	SW No.	Size	SW No.
125 Micron	SW6502-76454	190 Micron	SW6502-78229
150 Micron	SW6502-78237	260 Micron	SW6502-76462



Mesh Tack Cloth Roll

SW1014-95588

# FASTLINE®



## Precision-Fiber™ Cloths

Size	SW No.
13.5" x 15" (100)	SW6510-03071
13.5" x 15" (250)	SW6510-03089
13.5" x 15" (500)	SW6510-03097



## White Cotton Reclaimed Cloth Rag

Size	SW No.
#10 (8lb)	SW6510-03048
#25 (20lb)	SW6510-03055
#50 (40lb)	SW6510-03063



## Tack Cloths

Size	SW No.
18" x 36" (White/12)	SW6508-64101
18" x 36" (Heavy/12)	SW6510-00713
18" x 18" (Dry/10)	SW6510-00721
3 Pack Assortment	SW6510-00960



## Sontara® Non-woven Wipe

Size	SW No.
12" x 13" (50/Sheet)	SW6510-10340
9" x 16.75" (125/Sheet)	SW6510-10357
12" x 16" (400/Sheet)	SW6511-03996



## DRC Wipes

Size	SW No.	Size	SW No.
10" x 12" (Blue/200)	SW6511-04002	9" x 16.5" (White/100)	SW6511-04010
12" x 13" (White/56)	SW6510-10324	10" x 12" (White/200)	SW6510-10332



**VISIT BOOTH #5903**  
at AWFS from July 17-20 in Las Vegas.

Stop by the Las Vegas Convention Center to learn more about how Sherwin-Williams is a leader in the industry, fueled by a passion for innovative product technology, and color and design expertise. We remain ahead of the trends and bring the right solutions to the woodworking and furnishing markets.

**MIRKA**

# Purchase any Mirka® PROS Pneumatic Sander

Valid: June 3<sup>rd</sup> - September 30<sup>th</sup>, 2019



Non-Vacuum



Self Generated



Central-Vacuum

5" & 6" available in all models

## Receive 3 FREE boxes of Mirka abrasives

Your choice of abrasives: Iridium, Autonet®, Novastar™, Abranet® and Abranet® Ace. Your choice of grit.



To receive FREE products: Submit form and proof of purchase online by October 31<sup>st</sup>, 2019 at [www.dustfreeperfection.us/sherwinwilliams](http://www.dustfreeperfection.us/sherwinwilliams).

Offer valid while supplies last. All sales are final, no returns. May discontinue without notice.  
Offer valid at Sherwin-Williams locations. Free product will ship from Mirka USA.