



The Art of Finish

Global Color and Design Center Capabilities

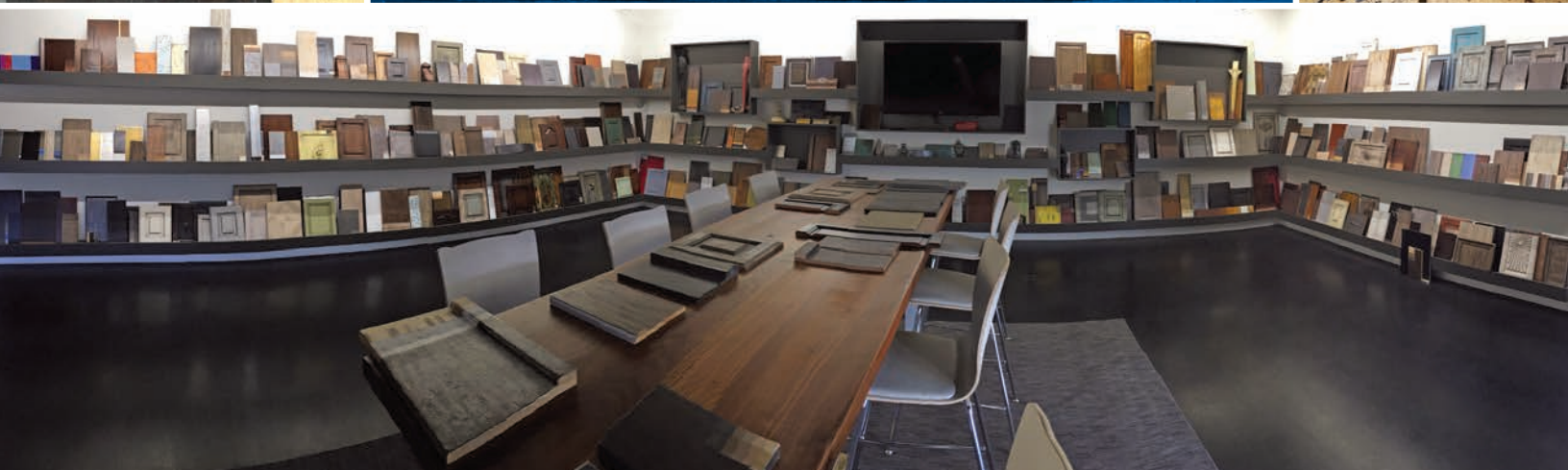


Visit oem.sherwin-williams.com/gcdc



THE ART OF ATTRACTION

You have spent countless hours developing your product, and its exterior deserves the same consideration. The right color and finish can make all the difference in giving your product a competitive edge. That is why Sherwin-Williams does more than manufacture the best-quality coatings – we also help you bring those coatings to life on your finished product.





THE ART OF DEDICATION

We're proud to be the coating of choice on wood products whose manufacturers demand trend-forward style and long-lasting durability, from guitars to kitchen cabinets. Our proven performance is the result of uncompromising devotion by our talented, experienced stylists at the Global Color and Design Center (GCDC) in Greensboro, North Carolina – the heart of the wood finishing industry.

From the central location of the GCDC, our team of experts remains immersed with designers and manufacturers to uncover trends, consumer preference shifts and new application techniques. As members of the Color Marketing Group, the premier international association for color design professionals, our team brings a world of knowledge to the table. And because we take the time to learn our clients' industries, we increase the value of their products, attract new customers and grow their businesses.

No grain is too difficult. No problem is too small. For more than 150 years, we have helped contribute to the success of our clients in industries including:

- Residential furniture
- Contract/hospitality furniture
- Kitchen cabinets
- Floors
- Architectural millwork



THE ART OF INSIGHT

Our experts at the GCDC work with one goal in mind – your success. To help you achieve that success, we provide not only coatings and recommendations, but also services and resources.

COLOR CONSULTING: We study trends and provide color forecasts specific to your industry to ensure you have all the color and finish offerings your customers demand. This leverages data both from the wood manufacturing industries we serve, and from architectural paint color data gained across more than 4,200 Sherwin-Williams paint stores in North America and our industry-leading ColorSnap® mobile app. In addition, our services include custom palette assessments, where we evaluate your current color space and identify opportunities to innovate.

RESEARCH AND DEVELOPMENT: It's not enough to simply point out the trends – we work with you to make tomorrow's trend today's reality. The GCDC is part of a fully-functioning wood finishing operation. We can replicate your finishing conditions, application methods and substrate to bring your chosen look to life. We also provide technical expertise and guidance to help make your finishing line more efficient and cost-effective. Our partnership can extend even further – we'll conduct hands-on training seminars* with your finishing team, and help you develop color standards so your new look is consistent and scalable.

ONGOING SUPPORT: As the lifespan of a trend gets shorter each year, our stylists never rest. The knowledge we gain from constant market research gives Sherwin-Williams the advantage in developing industry-leading custom formulations, finishes and techniques – such as glazed, distressed, rub through effects and metallics in a variety of stain, paint and powder coating technologies. And we're able to do it quickly, so you can meet demanding design cycles and deadlines.

*Available to qualified customers

TO GET STARTED: Visit oem.sherwin-williams.com/gcdc, call 1-877-705-2681 or speak with your local Sherwin-Williams sales representative.

For a Better Finish, Ask Sherwin-Williams.

The Sherwin-Williams Global Color and Design Center has you covered, helping to keep you on top of the latest color and design trends of today – and what's ahead. Our experts help you raise finishing line efficiency to deliver a quality finish and reduce rework.



COLOR

Vibrant or muted, bold or calm, color makes all the difference in the world of wood finishing – more so than ever as painted wood products gain significant market share. Our color experts know what's trending hot and cold in both pigmented and stained finishes.



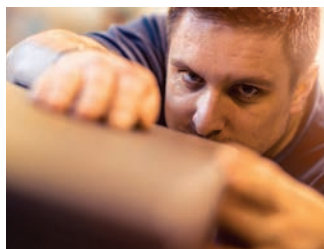
DESIGN

What sold yesterday may not be what sells next week – or next year. Our experts keep company with and follow international design experts to keep a finger on the pulse of what is popular now, and what is coming in the future. They provide guidance on product design to help sell your product lines and plan for future enhancements.



SERVICE

Because exceptional results take more than a great color or design, our comprehensive team of experts is available on site at your location, in one of more than 70 facilities across North America, or at our color center in Greensboro, North Carolina, to help you maximize the quality of your finish. As a global company, we also coordinate from the GCDC to tier finishers and contract manufacturers in Asia.



CUSTOMIZATION

Whether you're a finisher of furniture, cabinets, floors or architectural millwork, you can benefit from our design and color expertise. We take the time to learn more about you so we can provide a personalized plan to meet your specific aesthetic, performance and process requirements.

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 both wood and general industrial markets, 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.

Call 1-877-705-2681 or visit us at oem.sherwin-williams.com/gcdc