NO COMPANY COMPARES TO SHERWIN-WILLIAMS.

Just ask these satisfied customers . . .

Sherwin-Williams exterior coating solutions provided the longest lasting protection for these townhouses in the harsh climate of the northeast.

“I like Sherwin-Williams because they’re focused on the customer. They’ve bent over backwards to assure we stay on track and on time.”
Sean Braney, Mad Hatter Painting
Mashpee, Massachusetts

Sherwin-Williams exterior and interior paints were used to meet environmental and performance requirements for this premier affordable active adult green community in the southwest.

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Hector Mederes, Mederes Trim Service Ltd., one of the largest painting contractor firms in the Houston, Texas multi-family market

YOUR GUIDE TO APPEALING LONG-LASTING EXTERIORS
SHERWIN-WILLIAMS MAKES IT EASY FOR PROPERTY MANAGERS

RELY ON SHERWIN-WILLIAMS FOR YOUR NEXT EXTERIOR PAINTING PROJECT AND GIVE YOUR PROPERTIES A COMPETITIVE ADVANTAGE.

On a per-year basis, premium paint is much more economical than basic paint.

Why?
Because the total cost of the job (labor plus material) can be spread over 10 years when using premium paint, but only over 5 years when using basic paint. So, on a per-year basis, it is less expensive to use better quality paint!

It’s a FACT: premium exterior paints save you money in the long run.

You get superior adhesion and complete coverage with fewer coats and a great look that lasts. It may cost a little more up front, but you’ll save a lot of time, hassle and money in the end.

You get superior adhesion and complete coverage with fewer coats and a great look that lasts.
5 EASY STEPS TO A GREAT EXTERIOR FINISH FOR YOUR MULTI-FAMILY PROPERTY

Keeping your communities looking fresh is an investment that pays off by helping you attract and retain residents. Count on Sherwin-Williams to deliver the high-quality solutions to enhance your net operating income (NOI) – all in 5 easy steps.

#1 ASK YOUR SHERWIN-WILLIAMS REPRESENTATIVE TO SURVEY YOUR EXTERIOR. Identify the surface prep needed and write a paint specification. This specification will detail the correct paint system to use to meet your performance expectations, timeline and budget.

#2 PHOTO IMAGING SERVICE – you’ll be shown a range of color combinations to help you select the most appealing color scheme for your community. Ask your Sherwin-Williams representative.

#3 HIRE AN EXPERIENCED PAINTING CONTRACTOR who can do the work specified.

As the work is underway, your Sherwin-Williams representative can visit the project frequently to ensure that the job runs smoothly.

#4 SUPERPAINT® Performance and protection you can count on.

No matter what kind of climate your properties are in, SuperPaint Exterior Latex Paint excels in every weather condition. The paint is...}

#5 WOODSCAPES® Breakthrough stain technology

For a rich, beautiful appearance, Woodscapes is revolutionized for sticks as long as you personally apply a traditional stain to it. The coating is...
Keeping your communities looking fresh is an investment that pays off by helping you attract and retain residents.

1. Ask your Sherwin-Williams representative to survey your exterior, identify the surface prep needed and write a paint specification. This specification will detail the correct paint system to use to meet your project requirements, timeline and budget.

2. Photo imaging service – you’ll be shown a photo of your communities. Ask your Sherwin-Williams representative.

3. Hire an experienced painting contractor who can do the work quickly.

4. As the work is underway, your Sherwin-Williams representative can visit the project frequently to ensure that the job runs smoothly.

5. Once your project is complete, your representative can provide a Custodian Report detailing all of your products and colors for easy future maintenance.

A FULL LINE OF EXTERIOR COATINGS FOR YOUR PROPERTIES

Our technology advancements ensure an ideal coating for every climate and every surface.

**EMERALD™**

- Durability, Beauty and Sustainability in a class of its own
- With premium performance in a low VOC formula, Emerald changes color after colors are added. Emerald is crosslinked for durability to the max, and beauty forward to a brand new level of value.
- Exceptional performance of 95% color retention.
- Enhanced flexibility to bleeding, peeling, cracking, must run, and mildew.
- Perfect for high-wear-exterior, offering premier
  - Color permanence applications: Prep and sealing
- Features an exclusive crosslinking technology: Acrylic technology
- Available in flat, satin, and gloss

**DURATION™**

- Long-lasting with one-coat finishes
- With quick drying one-coat performance, Duration Exterior latex offers premium exceptional
  - Proctor to bleeding and peeling and cuts application time in half.
- Formulated with PermaLast™ Technology – for more
  - Resistance to cracking, peeling and blistering and cuts application time in half.
- Available in flat, satin and gloss

**RESILIENCE™**

- Exceptional moisture resistance
- Synchronized to paint your property, but this forecast calls for rain or snow? Rebounding weather won’t be a problem with Resilience Sherwin-Williams Paints – plus you benefit from excellent film and elasticity.
- Formulated with exclusive MoistureGuard™ Technology – for revolutionary moisture resistance in wet or dry climates.
- High gloss is ideal for eliminating sticking
  - Dirt and leveling.
- Available in flat, semi-gloss, and gloss.

**SUPERPAINT**

- Performance and protection you can count on
- The leader with the most variety of exterior products to be.
- Sherwin-Williams ColorTone Paint withstood the elemental.
- Formulated with Advanced Base Technology – Available in flat, semi-gloss and high-gloss.
- Resists rust, mildew, bleeding, peeling, cracking and cracking – all in a low VOC formula.

**A-100**

- Meets your high standards – and your budget too
- With a trusted reputation and protection you can trust, A-100 Sherwin-Williams Paint is a proven performer
  - Most coats are, adheres tightly and lasts long. It meets all your expectations – and your need to keep an eye on the bottom line.
- Great for moderate color changes.
- Low VOC to meet strict environmental standards.

**LOXON®**

- A complete line ideal for concrete and masonry
- From surface conditioners to primers to topcoats and clear water repellants, Loxon is specially formulated to provide the best performance and color.
- Advanced with exclusive MoistureGuard™ Technology – for revolutionary moisture resistance in wet or dry climates.
- Great no matter what the forecast – delivering
  - Exceptional performance in wet or dry climates.
- Available in flat, satin and gloss.

**WOODSCAPES®**

- Breakthrough stain technology
- For a rich, beautiful appearance, Woodscapes is nanoceramic for as long as you want to enjoy a traditional stain look to
  - Your expectations.
- Advanced with exclusive MoistureGuard™ Technology – for revolutionary moisture resistance in wet or dry climates.
- Available in flat, semi-gloss and polyurethane – easy transparent.

**ZERO VOC COLORCATOR ECOTONE® COLORSANTS.**

With a trusted reputation and protection you can trust, A-100 Sherwin-Williams Paint is a proven performer.

- Meets your high standards – and your budget too.
- With a trusted reputation and protection you can trust, A-100 Sherwin-Williams Paint is a proven performer.:
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All Sherwin-Williams latex and water-based paints are now tinted with.
5 EASY STEPS TO A GREAT EXTERIOR FINISH FOR YOUR MULTI-FAMILY PROPERTY

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#5 A FULL LINE OF EXTERIOR COATINGS FOR YOUR PROPERTIES

Our technology advancements ensure an ideal coating for every climate and every surface.

A full range of Sherwin-Williams Exterior Coatings

- **EMERALD™** Durability, Beauty and Sustainability in a class of its own
  - Exceptional performance in two VOC levels. Formulations offer color options to address Emerald’s unexcelled in durability, tone, and beauty. Emerald is a breakthrough innovation with best-in-class performance and the ultimate in environmental responsibility.
  - Features an exclusive cross-linking 100% acrylic technology.
  - Available in flat, satin and gloss.
  - Perfect for high-end, new-construction projects with premium application, flow and leveling.

- **DURATION™** Long-lasting with one coat base
  - Formulated with patented ultra-thin technology for no-wax, no-rust, no-rusting and leveling.
  - Exceptional performance in two VOC levels.
  - Features an exclusive cross-linking 100% acrylic technology.
  - Available in flat, satin and gloss.

- **RESILIENCE™** Exceptional moisture resistance
  - Specially designed for extreme conditions, Resilience provides exceptional protection from cracking, peeling and blistering and cuts application time in half.
  - Fully compliant with federal lead law regulations.
  - Ideal for harsher environments and lowcost for unpainted surfaces.
  - No primer needed.

- **SUPERPAINT™** Performance and protection you can count on
  - No matter what kind of climate your properties are in, SuperPaint Exterior Latex Paint resists the elements.
  - Exceptional performance in two VOC levels. Formulations offer color options to address SuperPaint’s unexcelled in durability, tone, and beauty.
  - Ideal for flat, satin, gloss and high-gloss.
  - Flow and leveling: for a smooth finish.
  - Tough dependability, good hide and color retention.

- **LOXON®** A complete line ideal for concrete and masonry
  - Formulated for superior adhesion and color retention, Loxon is specially formulated to protect masonry and concrete.
  - Perfect for high-end, work-offering premium look, resistance in half the time of traditional paints.
  - Available in flat, satin and gloss.

- **WOODSCAPES®** Breakthrough stain technology
  - For a rich, beautiful appearance, WoodScapes is formulated for twice as long as you expect to keep a traditional stain.
  - Enhances appearance and texture for greater curb appeal.
  - Provides long-lasting protection and resistance in testing.
  - Features a custom finish such as no lap marks and great coverage.

- **A-100™** Meets your high standards – and your budget too!
  - A-100 Exterior Latex Primer is a proven performer that covers well, adheres tightly and holds tight to a wide variety of surfaces – and you need to keep it on your bottom line. Two of A-100’s key qualifications:
    - Low VOC to meet strict environmental standards.
    - Available in flat, satin and gloss – plus alkyd and clear primers.

All Sherwin-Williams latex and water-based paints are now tinted with ZERO VOC COLORCAST ECTONER™ COLORANTS.

A-100® exterior latex primer. Formulated to adhere tightly to a wide variety of surfaces – and you need to keep it on your bottom line. Two of A-100’s key qualifications:

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Shaw-Wilkins exterior coating solutions provided the longest lasting protection for these townhouses in the harsh climate of the northeast.

Shaw-Wilkins exterior and interior paints were used to meet environmental and performance requirements for this premier affordable active adult green community in the southwest.

“I like Shaw-Wilkins because they’re focused on the customer. They’ve bent over backwards to assure we stay on track and on time.”
Sean Braney, Mad Hatter Painting
Mashpee, Massachusetts

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PREMIUM EXTERIOR PAINTS
LAST LONGER AND REQUIRE LESS MAINTENANCE

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