



LOOKING



BEYOND



THE



COLOR.



Better ingredients mean better performance.

A high-quality paint starts with high-quality ingredients that allow paint to apply more easily, look better and last longer. There are four key ingredients that affect the quality of paint:

PIGMENT.

There are two different types of pigment that go into a can of paint: “Prime” pigments, which provide color and hide; and low-cost “Extender” pigments, which add bulk to the product, but have little value as it relates to color.

Higher-quality paints contain more of the all-important, yet more expensive, “Prime” pigments, which in the end give you easier application, better color retention, and stronger durability.

BINDERS.

The type, quality and amount of binder affects everything from stain resistance and gloss to adhesion and crack resistance. Higher quality binders, found in higher-quality paints, adhere to surfaces better and provide enhanced film integrity, making them more resistant to cracking, blistering and peeling.

There are a variety of binders used today. Latex paints contain either 100% acrylic, styrene-acrylic, or vinyl acrylic binders, while oil paints typically contain linseed oil, soya oil or modified oils called alkyds.

LIQUIDS.

The liquid provides no added performance benefits. It’s simply the “carrier” that allows you to get the paint from the can to the surface. As one would guess, top quality paints have a greater ratio of solids (pigment and binders) to liquids, while cheaper paints are more “watered down” with liquid.

ADDITIVES.

Additives are ingredients that give a paint a specific benefit that it might not otherwise have. Additives such as rheology modifiers (which provide better hide and durability) and mildewcides (which keep mildew in check) are common additives found in higher-end paints. Others include dispersing agents (which keeps the pigment evenly distributed) and preservatives (which prevent spoilage during storage). Additives do increase the cost of the product, but also provide significant added benefits.



You get what you pay for. And then some.

INTERIOR PAINTS. Quality interior paints offer a wide range of advantages, from superior aesthetics to easier application to better durability. And, when they last longer they're even more environmentally friendly. Here are just a handful of the benefits you can expect from top-of-the-line interior coatings.

NO BRUSH OR ROLLER MARKS. Quality paints go on more smoothly than cheaper brands, giving you a cleaner, more consistent appearance.

BETTER HIDING. Quality paints cover the old paint job better, with less work and less retouching. So, you'll need to apply fewer coats.

MINIMAL SPATTERING. With a quality paint, clean-up after the job is faster and simpler.

BETTER RESISTANCE TO DIRT. Better paints require less maintenance.

BETTER RESISTANCE TO SCRUBBING. High-end paints stand up to repeated washings.

BETTER RESISTANCE TO BURNISHING. With quality paints, you'll notice fewer of those "shiny" marks from rubbing and cleaning, which ultimately means less maintenance.

EXTERIOR PAINTS. Quality exterior paints are formulated to provide a great look that lasts longer. They adhere better to surfaces. And they stand up to the elements much more effectively. With a high-quality paint, you can expect:

BETTER COLOR RETENTION. In many cases, quality exterior paints keep their 'new' look up to twice as long.

BETTER DIRT RESISTANCE. Quality paints won't pick up and hold airborne impurities.

BETTER RESISTANCE TO CHALKING. Quality paints will hold their finish longer.

BETTER MILDEW RESISTANCE. With quality paints, the chance of unsightly mildew is greatly reduced.

LESS BLISTERING, FLAKING AND PEELING. Quality paints have better adhesion, giving you greater curb appeal. Year after year.

BETTER HIDING. Quality paints provide a higher build for better coverage, so fewer coats are required, saving on material expense, time and labor.



TESTS PROVE IT

Our product testing shows that when it comes to common household stains, Duration Home™ outperforms all other washable paints including ceramic coatings. Duration Home is superior in both washability and burnish resistance.



TESTS PROVE IT

After years of exposure, SuperPaint® Exterior outperforms the leading competitor.

The cheapest paint isn't necessarily the most inexpensive.

There's an old adage that states, "You get what you pay for." And in the case of paint, no statement could be more true. Paints that are lower in quality simply do not perform as well as their higher-priced competitors. And that's something that can cost you more money down the road.

When you use higher-priced paints, you actually save in the long run. They give you complete coverage with fewer coats on virtually any substrate. Their high durability and washability allow them to withstand more wear and tear and scrubbing than lower-priced coatings. And, with substantially longer life spans, your higher-quality paints require far fewer touchups and recoats.

If you want to get the best looks and performance from your paint, quality comes first. Sure, they cost a little more up front but they will save you a lot of time, aggravation and money in the end.



Sherwin-Williams. A commitment to quality and innovation.

For over 140 years, homeowners and professionals have counted on Sherwin-Williams to provide high-quality paints they can trust. We have a long history of innovation. And today, we're more committed than ever to developing new products that meet your ever-changing needs.

We invest millions of dollars each year in research and development, to ensure a quality paint for every job. Paints with unique features like extended durability, washability, mar-resistance, superior touchup, zero VOC's, low odor, ultra-smooth finish, and one-coat hide.

We've invested in new color technologies like Sher-Color,[™] the industry's most advanced computerized color matching system, which allows you to quickly get the exact color you want. And our small container sampling system, called Color To Go,[™] allows you to try that color so you can be sure it's right.

And we've invested in people. We have expert personnel in over 3000 company-owned Sherwin-Williams stores across North America ready to provide expert advice to help you make the right choice for the job.

CURRENT PRODUCT OFFERINGS

INTERIOR PAINTS		Coverage/ Hiding	Finished Appearance	Cleanability	Low Splatter/ Thick Consistency	Fade Resistance	Moisture Resistance	Scuff/Chip Resistance	Guarantee
	Duration Home 	HHHH	HHHHH	HHHHH	HHHH	HHHH	HHHHH	HHHH	Performance Guaranteed or Full Refund
	Cashmere	HHHH	HHHHH	HHHH	HHH	HHH	HHHH	HHH	Performance Guaranteed or Full Refund
	SuperPaint	HHHHH	HHHHH	HHH	HHHH	HHHH	HHH	HHH	20 years
	Classic 99	HHH	HHH	HH	HHH	HHH	HH	HH	12 years
	Harmony 	HHH	HHH	HHH	HHH	HHH	HHHH	HHH	Performance Guaranteed or Full Refund
	ProClassic	HHHH	HHHHH	HHHH	HHHH	HHHH	HHHHH	HHHHH	Performance Guaranteed or Full Refund

EXTERIOR PAINTS		Peel and Blister Resistance	Adhesion	Hiding	Mildew Resistance	Fade Resistance	Chalk Resistance	Guarantee
	Duration	HHHHH	HHHHH	HHHHH	HHHH	HHHH	HHHHH	Lifetime Homeowner's Warranty
	SuperPaint	HHH	HHHH	HHHH	HHHH	HHHH	HHHH	25 years
	A-100	HHH	HHH	HHH	HHH	HHH	HHH	15 years
	WeatherPerfect	HH	HH	HH	HH	HH	HH	6 years
	SWP	HHH	HHHH	HHHH	HH	HH	HH	Performance Guaranteed or Full Refund
	Exterior Accents	HHH	HHHH	HHHH	HHHH	HHHH	HHHH	25 years



Sherwin-Williams designation for products that meet or exceed GS-11 criteria for coatings used in LEED-certified buildings and have long-term durability and the highest indoor air quality ratings with lowest VOC's and low odor.

Sherwin-Williams passes the quality test with flying colors.

All Sherwin-Williams paints are put through a rigorous battery of tests to ensure high quality and ease of application. Prior to introduction, our exterior paints must endure years of exposure in all types of weather conditions. And our interior paint tests, which meet the highest ASTM industry standards, are just as tough.

