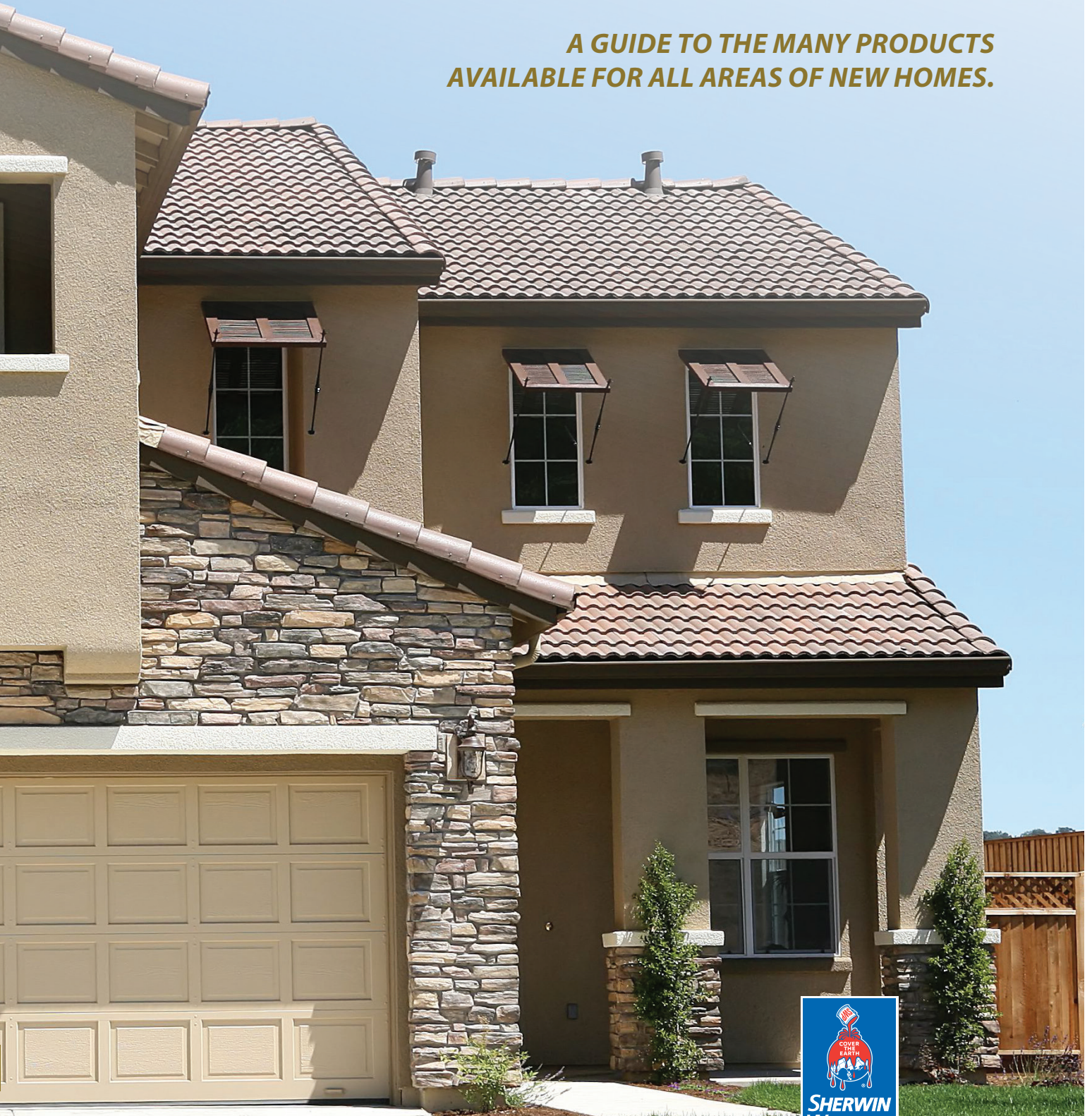


NEW RESIDENTIAL
coating systems

**A GUIDE TO THE MANY PRODUCTS
AVAILABLE FOR ALL AREAS OF NEW HOMES.**



Sherwin-Williams provides a full range of coating solutions that meet the needs of the builder market. Your local Sherwin-Williams representative can assist in developing specifications to meet performance requirements, increase efficiencies and provide added value to you and your homebuyers.

INTERIOR FINISHES

- A Emerald® Interior Acrylic Latex**
A breakthrough product that showcases our commitment to innovation and quality. Our finest interior paint, Emerald delivers truly remarkable hide, washability and application. Emerald also features excellent stain, block, water spotting and burnish resistance for premium performance and luxurious, long-lasting beauty. Has achieved GREENGUARD GOLD Certification.*
- B Harmony® Zero VOC Interior Acrylic Latex**
Odor Eliminating Technology[†] helps rooms stay fresher longer. Delivers great hide and stands up to frequent washing. Anti-microbial agents resist mildew, while formaldehyde-reducing technology in the flat and egg-shell promotes better indoor air quality, reducing VOCs from insulation, carpet, cabinets and fabrics. Has achieved GREENGUARD GOLD Certification.*
- C Cashmere® Interior Latex**
Cashmere is a unique paint that looks and feels luxurious and smooth. Your homeowners will appreciate that its silky, low-stipple appearance creates a richness in every room. And with its outstanding coverage, hide and scrubability, your homeowner will be more than satisfied that it will maintain its great looks for years. With buttery, efficient application, Cashmere is available in flat enamel and in low, medium and pearl lustre sheens.
- D SuperPaint® Interior Acrylic Latex**
SuperPaint has excellent hide, durability and scrubability and delivers a rich, beautiful appearance. With SuperPaint, your homeowners will enjoy a lasting finish that will look great for years to come. Available in flat, satin, velvet and semi-gloss sheens.
- E ProMar® 200 Zero VOC Interior Latex**
The first complete professional line with zero VOCs available in multiple sheens and all colors including accents. Offers superb durability, hide and touchup. Meets the most stringent VOC regulations. Has achieved GREENGUARD GOLD Certification.*
- F Eminence® Ceiling Paint**
Delivers one-coat coverage, timesaving self-priming performance and a bright white finish. A true flat paint, it masks minor surface imperfections for outstanding uniformity and a fresh, crisp look with high light reflectance.
- G SHER-WOOD® Finishing Systems**
Stains, varnishes and sealers offer premium durability and appearance for professional wood finishers. These systems meet performance testing for Kitchen Cabinets Manufacturing Association (KCMSA) and Architectural Woodworking Institute (AWI).
- H ProClassic® Enamels**
Exceptional adhesion, flow and leveling, non-yellowing and a unique wet and dry hide make ProClassic ideal for trim, cabinets and furniture. Offering all the benefits of waterbased enamels without sacrificing adhesion, durability and block resistance.

EXTERIOR FINISHES

- I Duration® Exterior Acrylic Coating**
PermaLast® technology results in a thick, flexible layer for great hide and protection from peeling and blistering. Provides mildew resistance in a self-priming coating that requires just one coat for repaints and two coats for new work.
- J Resilience® Acrylic Exterior Latex**
Provides outstanding hide and durability plus ease of application. With Resilience, the threat of rain or dew will not slow down or delay the job because it is specially formulated with MoistureGuard™ technology, which resists moisture twice as fast as standard exterior latex coatings.
- K SuperPaint® Exterior Acrylic Latex**
Formulated with Advanced Resin Technology for outstanding adhesion and color retention, it resists frost in cold conditions and resists fading, chalking, peeling and blistering in hot and humid conditions.
- L A-100® Exterior Acrylic Latex**
100% acrylic resins make it a long-lasting choice, with assured application and good hide. A-100 performs in temperatures as low as 35°F, and covers efficiently and easily on a wide range of surfaces, including wood, brick, concrete block, metal, aluminum siding, masonry, and fiber cement siding.
- M WoodScapes® Exterior Stains**
Thick, self-priming formula offers great coverage, faster application, a uniform appearance with no lap marks and easy water cleanup. Acrylic Solid Color carries an 8-year warranty and Polyurethane Semi-Transparent carries a 5-year warranty against fading and discoloration.
- N Loxon® Exterior Concrete and Masonry Solutions**
Conditioner, surfacer, primer and topcoats formulated to withstand extreme sun, rain, heat, humidity and salt air. Bridge hairline cracks while resisting high pH, alkalinity, efflorescence, chalking, fading and mildew for lasting color and sheen. In addition, clear waterproofers and sealers protect concrete and masonry from water penetration.
- O Sher-Crete® Flexible Concrete Waterproofer**
Slip-resistant, breathable, durable finish protects from water intrusion. Single-component, waterbased formula has fast dry times and can be tinted to hundreds of colors. Use alone or over-coated for maximum performance.

FLOOR COATINGS

- P ArmorSeal® Floor Coatings**
Broad range of epoxies, urethanes, primers and patches for light to heavy traffic areas, offering aesthetic appeal and high performance.

INTERIOR/EXTERIOR AND SPECIALTY COATINGS

- Q Emerald® Urethane Trim Enamel**
Durable, best-in-class performance for interior and exterior doors, trim and cabinets. Delivers the smooth, uniform finish of an oil-based enamel in a convenient waterbased formula. Resists yellowing and offers excellent adhesion, hardness and color and gloss retention. Meets the most stringent VOC regulations.
- R Solo® 100% Acrylic Interior/Exterior Latex**
Efficiently maximizes application options and minimizes inventory and labor costs. Versatile, self-priming paint can be used almost anywhere, inside and out, so more projects can be completed with a single product. Has achieved GREENGUARD GOLD Certification.*
- S SnapDry™ Semi-Gloss Door & Trim Paint**
Dries in as little as one hour and allows doors to be closed without sticking. Resistant to dirt, fingerprints, UV and weathering, and can be used in both interior and exterior applications.
- T SuperDeck® Deck Finishing System**
Our most complete premium line for finishing wood and composite decks. Includes surface prep, cleaner, restoration and waterproofing options in oil-based or waterborne clear, semi-transparent and solid color stains. Gets the job done fast with lasting results.

*GREENGUARD Certified products are certified to GREENGUARD standards for low chemical emissions into indoor air during product usage. For more information, visit ul.com/gg.

[†]The length of time Harmony actively reduces odors and formaldehyde depends on the concentration, the frequency of exposure and the amount of painted surface area.



FLOORING SOLUTIONS

A wide selection of name-brand carpeting, vinyl, wood and ceramic flooring plus 24-hr turn and reliable installation.

BEDROOM/STAIRCASE


- Ceiling F
- Walls A B C D
- Doors & Trim G H Q
- Wood Handrails G



KITCHEN

- Ceiling F
- Walls A B D
- Doors & Trim G H Q
- Wood Cabinetry G








SWIMMING POOL

Pool Deck 










EXTERIOR SUBSTRATES/SURFACES

Exterior Walls
Shutters & Trim
Metal Fencing & Doors

BATHROOM

Ceiling 
Walls   
Doors & Trim   

OFFICE/BONUS ROOM

Ceiling  
Walls    
Doors & Trim   














GREAT ROOM

Ceiling
Walls
Doors

DECORATIVE CONCRETE

From stampable overlays and
transparent stains or dyes and
more, we have the solutions that stand
the test of time. With our complete portfolio of
decorative concrete products, you can be sure that
our solutions meet your style and performance requirements.

EXTERIOR SUBSTRATES/SURFACES

Brick Walls 
Siding & Wood Shakes    
Shutters & Trim   
Doors    
Wood Porch/Deck 

SURFACES

I J K L N
I J S
S

KITCHEN/FAMILY ROOM

F
A B C D
& Trim G H Q

GARAGE

Ceiling D E
Walls D E
Floor P
Doors & Trim R S

INTERIOR & EXTERIOR

... textures, color hardeners and densifiers, solid and semi-clear sealers, Sherwin-Williams H&C Concrete Coatings... the test of time and help you complete your design vision. ... of decorative concrete products for sidewalks, patios and ... at we can help you meet demanding budgets, timelines, ... ts.

SEALANTS AND WATERPROOFERS

For joints, windows, floors and concrete surfaces, Sherwin-Williams offers a wide variety of caulks, sealants and waterproofers to get the job done right and get the job done fast.



YOUR SINGLE-SOURCE SUPPLIER FOR ALL THE SOLUTIONS THAT REDUCE CALLBACKS AND KEEP YOUR HOMEBUYERS SATISFIED.

The Right Paint for your Homes

- Full offering of coatings for virtually any interior or exterior substrate
- Wide range of finish options simplify achieving the best balance of performance and process efficiency for your homes
- We can identify upgrade opportunities that help you position the value of paint to your buyers
- Sherwin-Williams brand recognition — 150 years of protecting what matters most
- Providing caulks, sealers, concrete finishes, wallpaper, wood finishes, floorcovering, and more for new home construction

Innovation

- Continued focus on innovation, including washable true flats and lifetime warranty exterior coatings
- Coating options that meet the most stringent VOC regulations
- All water-based paints are tinted with ColorCast Ecotoner® Colorants, which do not add VOC content and do not compromise coverage
- Unique products like chalkboard and dry erase coatings that can be attractive add-on customizations for buyers

Color

- Full palette of colors and expert color matching to ensure the right color for any buyer
- ColorSnap® Precision integrates colorant and paint manufacturing with color formulas calibrated for each paint and sheen to ensure the exact color house-to-house and room-to-room
- Color selection and presentation tools to use with buyers
- We can help you combine top colors with higher-quality paint for upgrades that buyers value

A Different Type of Partner

- Local availability and dedicated account support
- Sherwin-Williams PRO program gives builders access to special account pricing and discounts on applicators and equipment
- One store, one invoice for all the painting and finishing related job needs
- myS-W.com provides 24-7 account access, where you can check account balances, make payments, see pricing, and download invoices to Quickbooks
- We provide fast job-site delivery, on-site assistance, and expert coating recommendations through our 2,600 Sales Representatives and 4,200 local stores
- Wide range of resources and tools to help you present paint and color to your buyers



We can help you standardize purchases, stabilize costs, consolidate orders and directly source your products. We own our own manufacturing and distribution facilities, stores and transportation fleet, which means our buying power and resources ensure you get the best value and complete consistency. We have been serving the professional market since 1866. No other company is better trained or better prepared to assist you. **Just ask Sherwin-Williams.**

A woman with dark curly hair, wearing a bright pink short-sleeved dress, stands on a brick porch. She is smiling and holding a white mug with both hands. In the foreground, there are large hydrangea flowers in shades of blue and purple. The background shows a house with light-colored siding, a white column, and a green door with a transom window.

**CONSIDER USING
SHERWIN-WILLIAMS PAINT**

upgrades

**TO HELP YOU MEET
QUALITY EXPECTATIONS,
IMPROVE CUSTOMER
SATISFACTION AND BOOST
YOUR BOTTOM LINE.**

Paint covers the largest surface area of a house and can make a tremendous impact. At Sherwin-Williams, we can help you select the products that best reflect the value of your homes. So let's work together to choose coatings that will enhance aesthetics. Let's talk about paint upgrades that will excite your buyers and improve your bottom line. And then, let us go to work for your business, delivering consistency in quality and color, along with industry-leading expertise and support with each and every gallon of paint. You see, at Sherwin-Williams, we want to be more than your paint supplier. We want to be your partner.



| sherwin-williams.com | 1.800.474.3794 |      |