



# What's New With Waterborne Technology?

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**Market Development Manager**



# Who is ready to convert to WATER?



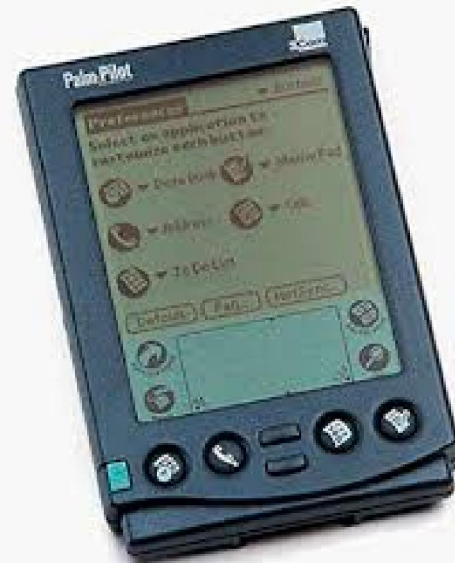
SHERWIN-WILLIAMS.



# Remembering the past



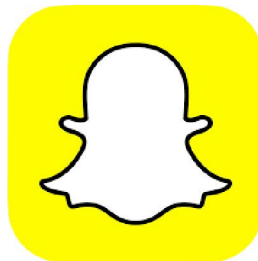
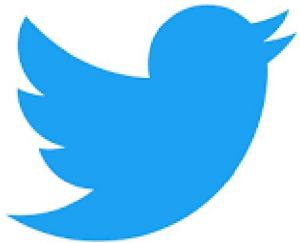
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# Why should I be concerned?



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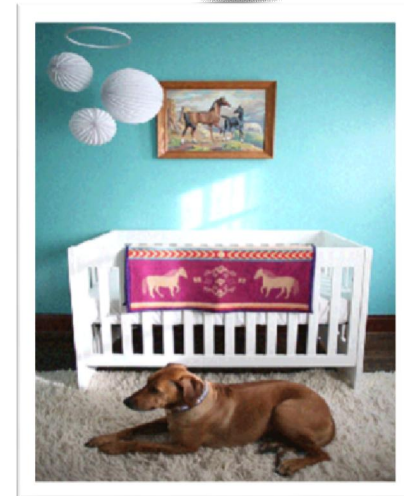
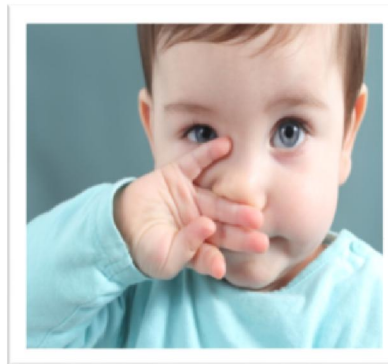


# What are customers “TWEETING”?



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- Lead paint on toys from China
- Lumber Liquidators Formaldehyde law suit
- Safer coatings in my house
  - Safe for my baby!
  - Safe for my pet!
  - Safe for ME!
- Better Indoor Air Quality





# Why Waterborne, Why Now?



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- Most other industries have already converted from solvent to water (Architectural Coatings, Automotive, Protective & Marine)
- Advancements in waterborne technology have created new and better products
- Other countries are leading the way
- Wood finishes marketplace is transforming from solvent to water (Children's Furniture, Office Furniture, Millwork and Doors and Windows)
- R&D budgets are focused on “safer”/ “environmentally friendly solutions”



# Common Misconceptions



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- WB costs more!
- WB is not as GOOD(durability)!
- WB is too hard to use!
  - Weather/Climate sensitive
  - Wood grain swelling
  - Doesn't sand well
- WB has poor look and feel



# Waterborne Advantages



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- No odor or off-gassing while drying
- No HAPS, isocyanate, formaldehyde,
- “0” or Extremely low VOC
- No flammable solvents
- Waste safer to handle
- Water cleanup for hands and equipment
- Insurance benefits





# Waterborne Advantages



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- Better recovery in automatic spray systems
- Overspray reductions
- Marketing advantages
- Meeting designer demands
- Staying ahead of government regulations



# Where is the proof?



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- 3<sup>rd</sup> Party Certifications, such as UL GREENGUARD and ANSI-BIFMA, provide a resource for consumers, designers and builders looking for healthier, more sustainable products



# It is in the WATER!



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- Better colors on closed grain wood without blotch
- Achievement of darker colors without toning
- Improved sanding in self seal system
- “0” Nitrocellulose—No Yellowing
- Better filling on MDF with Universal Primer
- Reduction in multistep panels by tinting primer



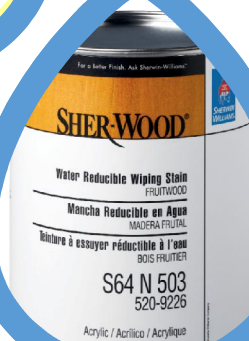
# Comprehensive Waterborne Portfolio



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Exterior  
Coatings



Glazes, toners,  
wash coats,  
specialty accent finishes

Clear Sealers &  
Topcoats

Pigmented  
Primers  
& Topcoats

Stains



# Stains and Primers



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## SB Stain System 2017 Most Popular Colors

Colors selected by Global Color and Design Center

Complete color chipped stain boxes are available. Please contact your local Sherwin-Williams rep for ordering one today.



\*\*Colors provided by the Sherwin-Williams Company. Due to the printing process, colors shown approximate as closely as possible to the actual stain colors.

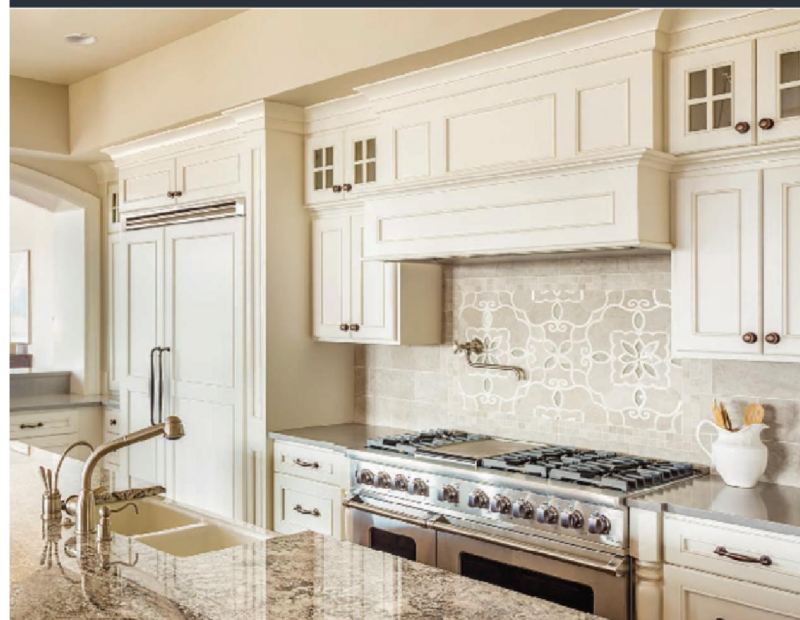
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## SHER-WOOD® 5421W Universal Primer High Performance Waterborne Acrylic



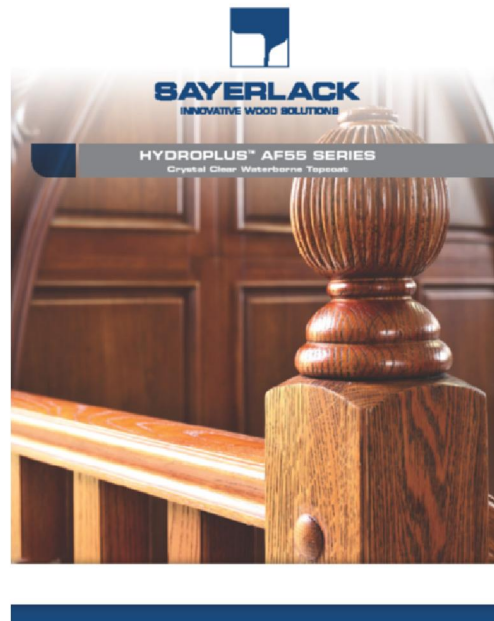
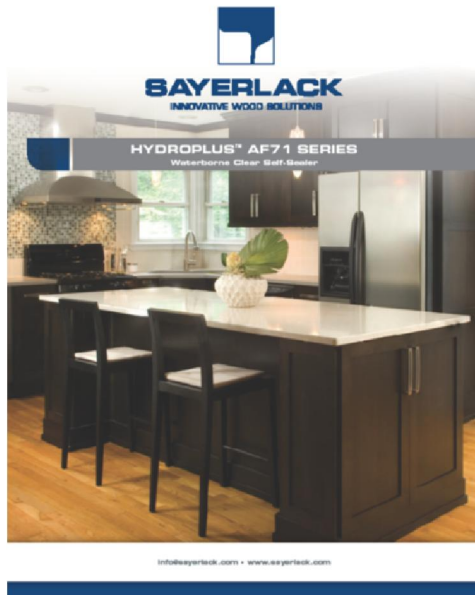
Visit [oem.sherwin-williams.com/sherwood5421w](http://oem.sherwin-williams.com/sherwood5421w)



# Sayerlack Premium Waterborne



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# The reasons to convert



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- Consumers are demanding improved air quality/ safer products
- Designers are demanding improved air quality/ safer products
- Opportunity to become the market leader(marketing advantages)
- Safer products for consumers and employees
- Safer waste material in facility
- Lower fire risk in facility
- Insurance discounts
- Lower VOC emissions
- Significantly improved products compared to past products
- Products equal or better than solvent based equivalent
- Ability to convert business in small pieces(Less Headaches)

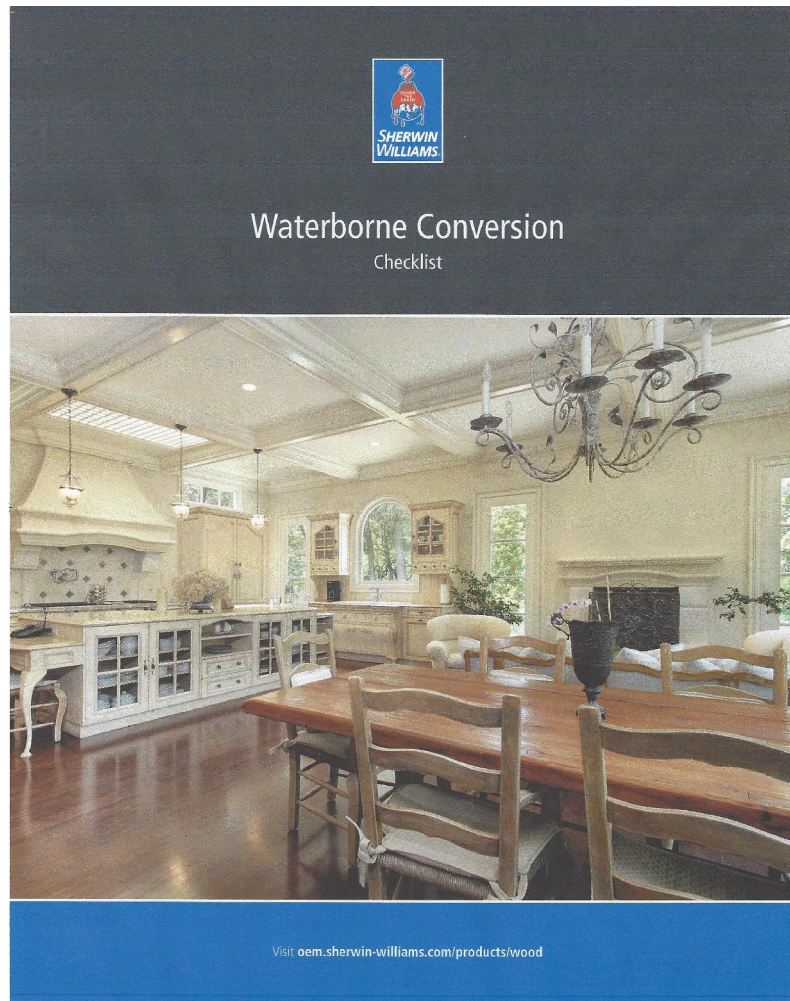
## ***THE FUTURE TECHNOLOGY!***

# Are you ready to convert?



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We are here to help



# Are you ready to convert?



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## WHAT DO I DO NEXT?

- Partner with a good supplier
  - Understands your finish process
  - Technical help available
  - Complete line of products
- Train your employees on new procedures
- Crawl before you walk—convert 1 piece on the finish process
- Analyze and improve
- Repeat when comfortable



# I am still not ready to convert



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## Low VOC and Formaldehyde Free Options



### Low VOC Coating Solutions For The Kitchen Cabinet Market



Visit [oem.sherwin-williams.com/KitchenCabinetry](http://oem.sherwin-williams.com/KitchenCabinetry)



### Formaldehyde-free Finishes Five Big Benefits



Visit [oem.sherwin-williams.com/formaldehydefree](http://oem.sherwin-williams.com/formaldehydefree)





## STOP BY BOOTH #5815



Can you pick which panels are coated with



Come take the challenge and be entered into  
a drawing to win a Louisville Slugger baseball bat



QUESTIONS?



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THANK YOU!