

FOR IMMEDIATE RELEASE

Sherwin-Williams Launches New Hyper Durable Powder Coatings Line – Echelon®

BOLOGNE, ITALY (06.04.2021) – Sherwin-Williams released Echelon – a hyper durable product line for metal building products that provides exceptional UV and weathering resistance. As part of the Syntha Pulvin powder coatings series – the premier architectural coatings portfolio from Sherwin-Williams – Echelon coatings deliver excellent long-term aesthetics, require minimal maintenance, and can be easily cleaned.

“The new Echelon product line is designed to meet the AAMA 2605 performance specifications and has been proven durable through rigorous Florida exposure testing,” said Christophe De Paepe, Sherwin-Williams Building Products Segment Manager. “It provides excellent gloss retention, and resistance to chalking and color fading for metal building products.”

Sherwin-Williams also announced a new addition to its Syntha Pulvin color palette – a pigment platform that delivers darker blacks to accommodate customers seeking deep, rich black color. All colors in the Sherwin-Williams Syntha Pulvin powder coatings portfolio are based on extensive color trend research.

Additionally, Sherwin-Williams launched color cards, product data sheets and building information modeling (BIM) materials for each line of its Syntha Pulvin coating systems, including Echelon, that explain the benefits and unique differences between each high-performance solution.

The coating supplier also maintains an Approved Applicator Program – an established audit and testing program that ensures applicators meet company requirements and AAMA specifications when applying Syntha Pulvin coatings. The Sherwin-Williams technical service team works directly with applicators to guarantee the highest performance and appearance of the finished product.

“We are further cementing our legacy in the building products market,” said De Paepe. “These unique product selection tools and specialized programs help to better serve our customers by providing guidance and support.”

To learn more about Echelon, visit <https://www.synthapulvin.co.uk>.

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About Sherwin-Williams General Industrial Coatings

Sherwin-Williams General Industrial Coatings offers innovative liquid, powder, and electrocoat technologies and expertise around the globe to manufacturers and tier suppliers involved with Heavy Equipment, Transportation, Building Products, Military, General Finishing, and Design Finish products. Customers value the global reach of our capabilities combined with localized service at over 150 locations worldwide. The General Industrial Division is part of the Sherwin-Williams Performance Coatings Group, which supplies a broad range of highly-engineered solutions for construction, industrial, packaging, and transportation markets in more than 110 countries in the world. Founded in 1866, The

Sherwin-Williams Company is a global leader in the manufacture, development, distribution, and sale of paints, coatings, and related products to professional, industrial, commercial, and retail customers. For more information, visit <http://oem.sherwin-williams.com>.

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