

# EMEA OVERVIEW

GENERAL INDUSTRIAL

September 2024

***SHERWIN-WILLIAMS®***

ABOUT US

# SHERWIN-WILLIAMS®

2023 NET SALES

**\$23.1 billion**



EMPLOYEES

**64,000+**



FOUNDED IN

**1866**



**120+**  
COUNTRIES



**4,850+**  
STORES



**136** MANUFACTURING  
& DISTRIBUTION  
FACILITIES

## INDUSTRY-LEADING PORTFOLIO OF BRANDS

SHERWIN-WILLIAMS. valspar 



MINWAX®

Purdy®  
PROFESSIONAL PAINTING TOOLS

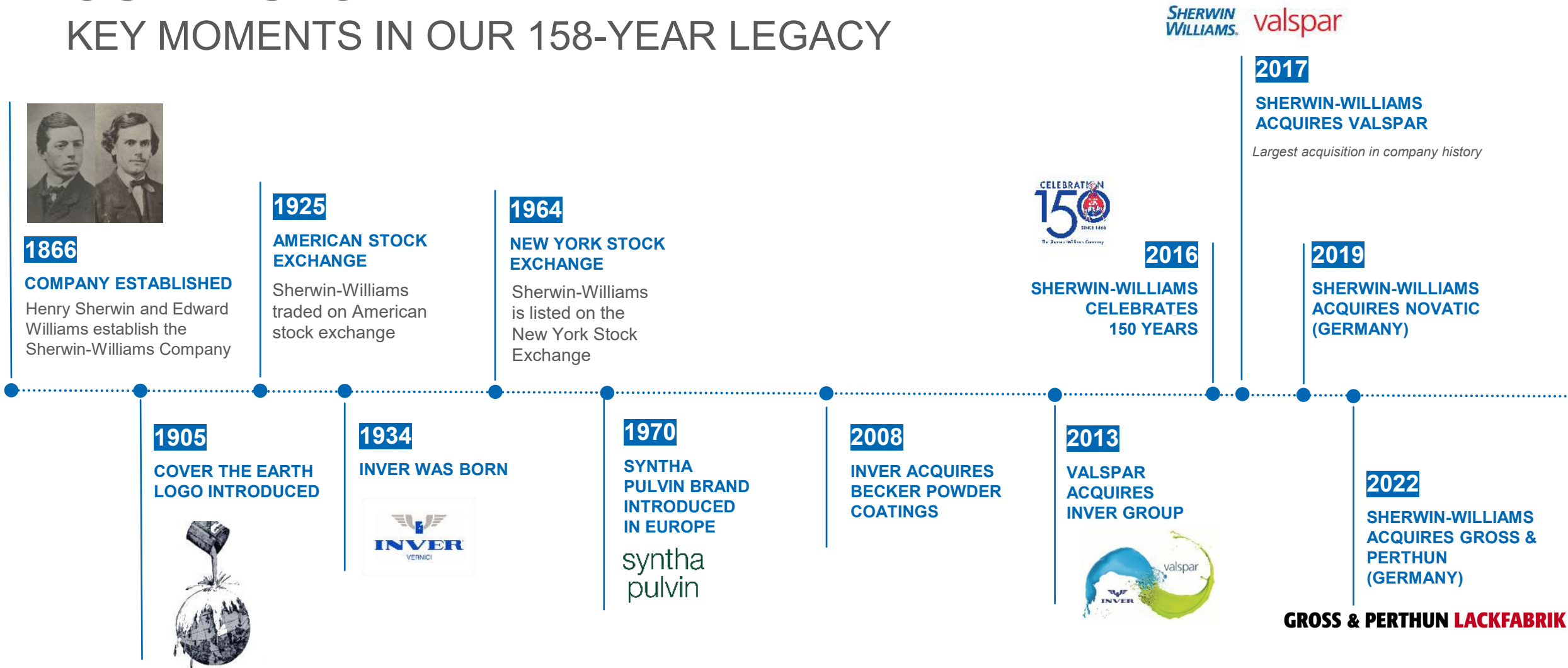


Thompson's  
WaterSeal



# OUR HISTORY

## KEY MOMENTS IN OUR 158-YEAR LEGACY



# SHERWIN-WILLIAMS

## BUSINESS GROUPS

### The Americas Group



### Consumer Brands Group



### Performance Coatings Group



GLOBAL SUPPLY CHAIN

2021 Year End





# INDUSTRIAL SEGMENTS

Performance Coatings Group

# PERFORMANCE COATINGS GROUP

## INDUSTRIAL SEGMENTS



Provide Solutions That Customers Use to Differentiate in Their Industries



# GENERAL INDUSTRIAL DIVISION

## SEGMENTS OF END-MARKETS



TRANSPORTATION



GENERAL FINISHES



DESIGN



ENERGY



HEAVY EQUIPMENT



BUILDING PRODUCTS



MILITARY

# MISSION

The General Industrial Coatings division of Sherwin-Williams delivers uncompromised asset protection to our customers.

We stand by these declarations. We are:

- MORE THAN COATINGS PEOPLE
- PERFORMANCE PEOPLE
- GOOD-IS-NOT-GOOD-ENOUGH PEOPLE
- FUELED BY OUR OWN CURIOSITY
- COLLABORATORS
- INNOVATORS
- NEVER-GIVE-UP-ERS





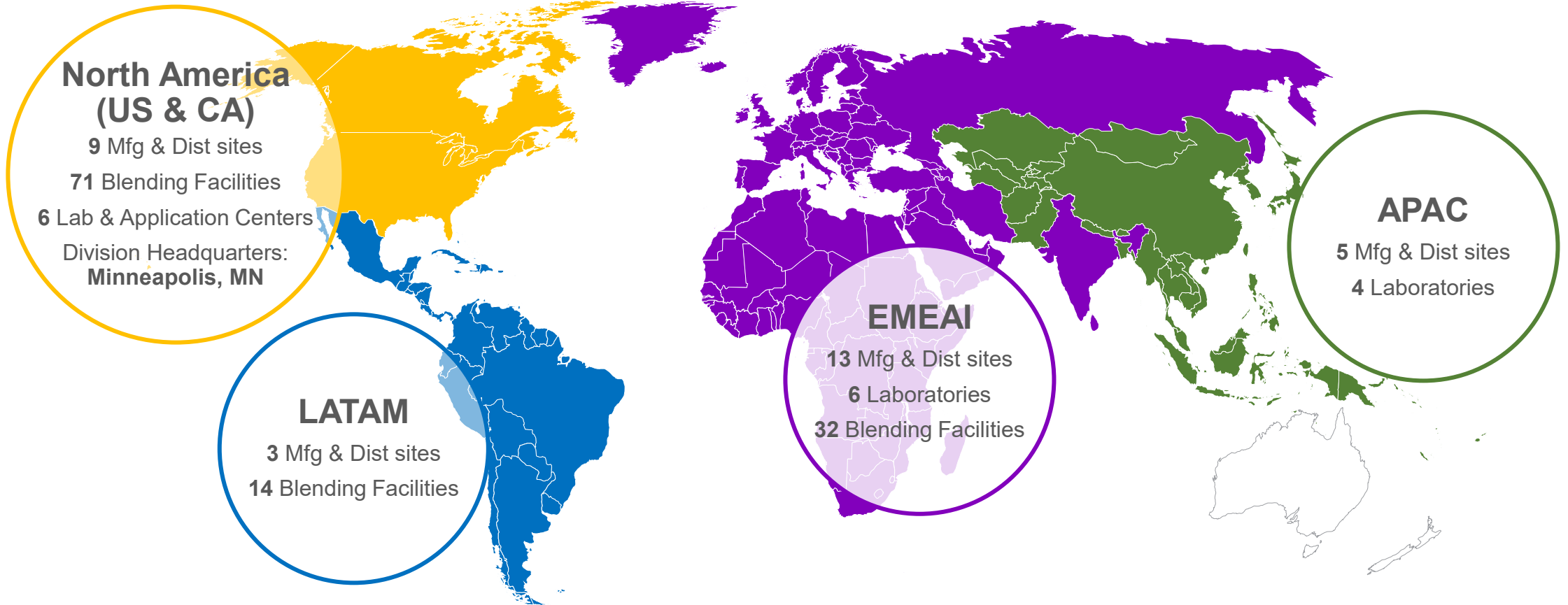


# GLOBAL FOOTPRINT

General Industrial Division

# GENERAL INDUSTRIAL

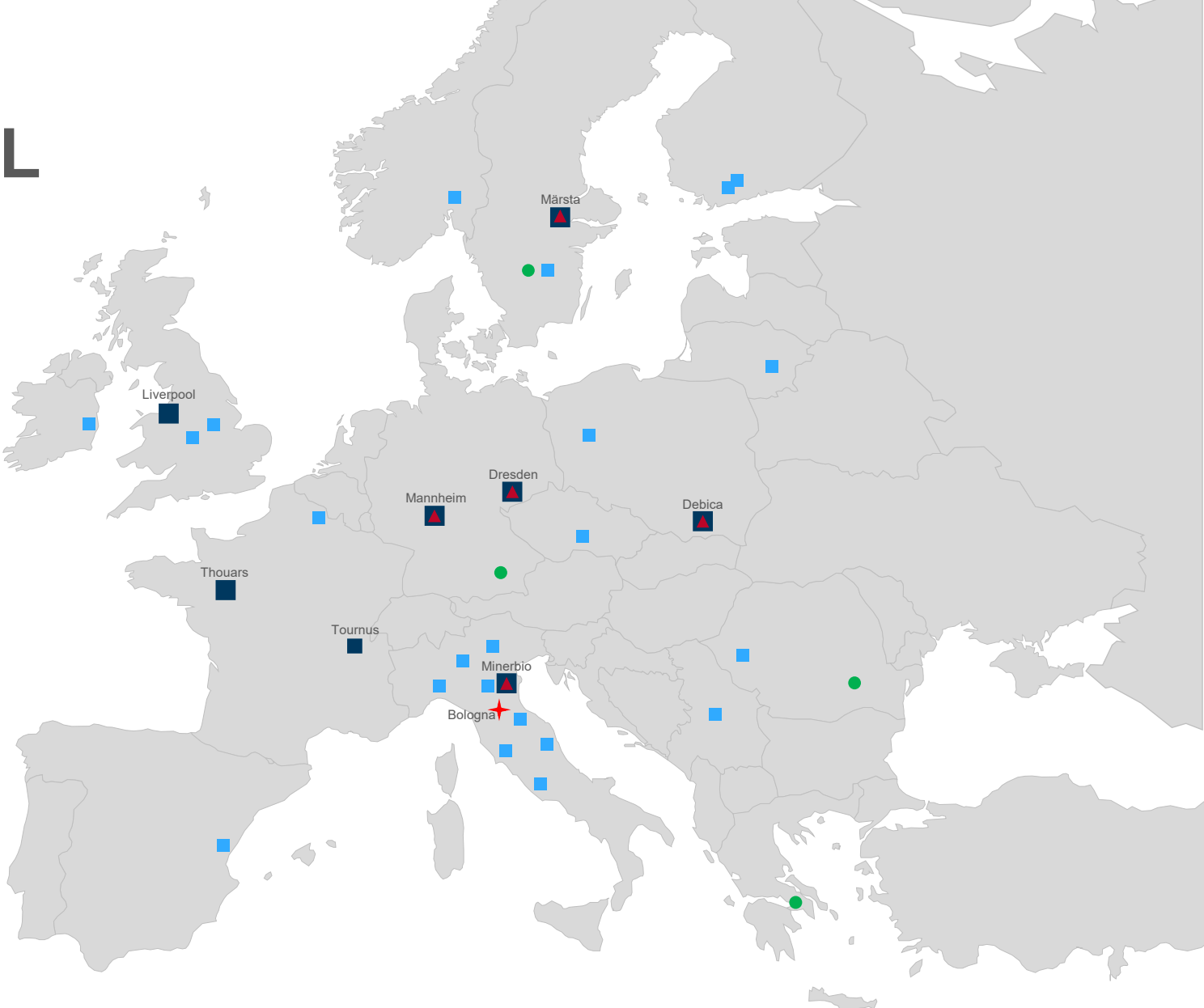
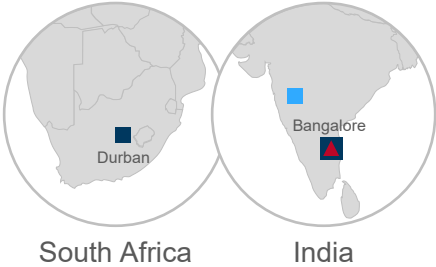
## GLOBAL LOCATIONS



# GENERAL INDUSTRIAL

## EMEI FOOTPRINT

- Production Plants
- Blending Facilities
- Distribution Centers
- ▲ R&D Lab
- ✦ Headquarters





# GENERAL INDUSTRIAL EUROPE

## PRODUCTION PLANTS



MINERBIO (ITALY)



THOUARS (FRANCE)



TOURNUS (FRANCE)



LIVERPOOL (UK)



DRESDEN (GERMANY)



MANNHEIM (GERMANY)



DEBICA (POLAND)



MÄRSTA (SWEDEN)










# LAB CAPABILITIES

General Industrial Division

# GENERAL INDUSTRIAL PORTFOLIO

				
<b>Liquid Coatings</b> <ul style="list-style-type: none"><li>• High-performance, solvent-based coatings</li><li>• Water-based coatings</li></ul>	<b>Electrodeposition Coatings</b> <ul style="list-style-type: none"><li>• Multiple technologies</li><li>• Onsite support</li></ul>	<b>Powder Coatings</b> <ul style="list-style-type: none"><li>• Superior Edge coverage</li><li>• Dry-on-Dry technologies</li></ul>	<b>Aftermarket</b> <ul style="list-style-type: none"><li>• Aerosols 400ml</li><li>• Touch-Up</li></ul>	<b>Paint Service Provider</b> <ul style="list-style-type: none"><li>• Management of finishing operations on-site</li><li>• Product &amp; application expertise drive more efficient operations</li></ul>
<b>Performance-focused Offerings</b>				



# LIQUID COATINGS

## Waterborne

- Eco-friendly coatings with high performance quality

## Solventborne

- Thousands of finish options to achieve the exact, desired effect

## High-Solids

- Contains high solids to greatly reduce VOC content

A word cloud of various liquid coating products from Sherwin-Williams. The word 'Inverpur' is the largest and most central. Other prominent words include 'Inverflex', 'Idrolin/E', 'Inverfor/OF', 'Inverbia', 'Acrilinver AS', 'R-Cure 200', 'Inverplast', 'Inverfast/R', 'Inverplast AS', 'Invercoat A/F', 'Idrayon', 'Acrilinver', 'Inverair/LS', 'R-Cure 800', 'Kem Aqua', 'Polane', 'Aquaspar 400', and 'Duraspar 440'.

Inverpur

Inverfor/OF

Inverplast/B

Inverfast/R

Inverplast AS

Inverbia

Inverplast

Epoxinver

R-Cure 800

Kem Aqua

Inverair/LS

Idrayon

Acrilinver

Polane

Aquaspar 400

Duraspar 440

Invercoat A/F

Inverflex

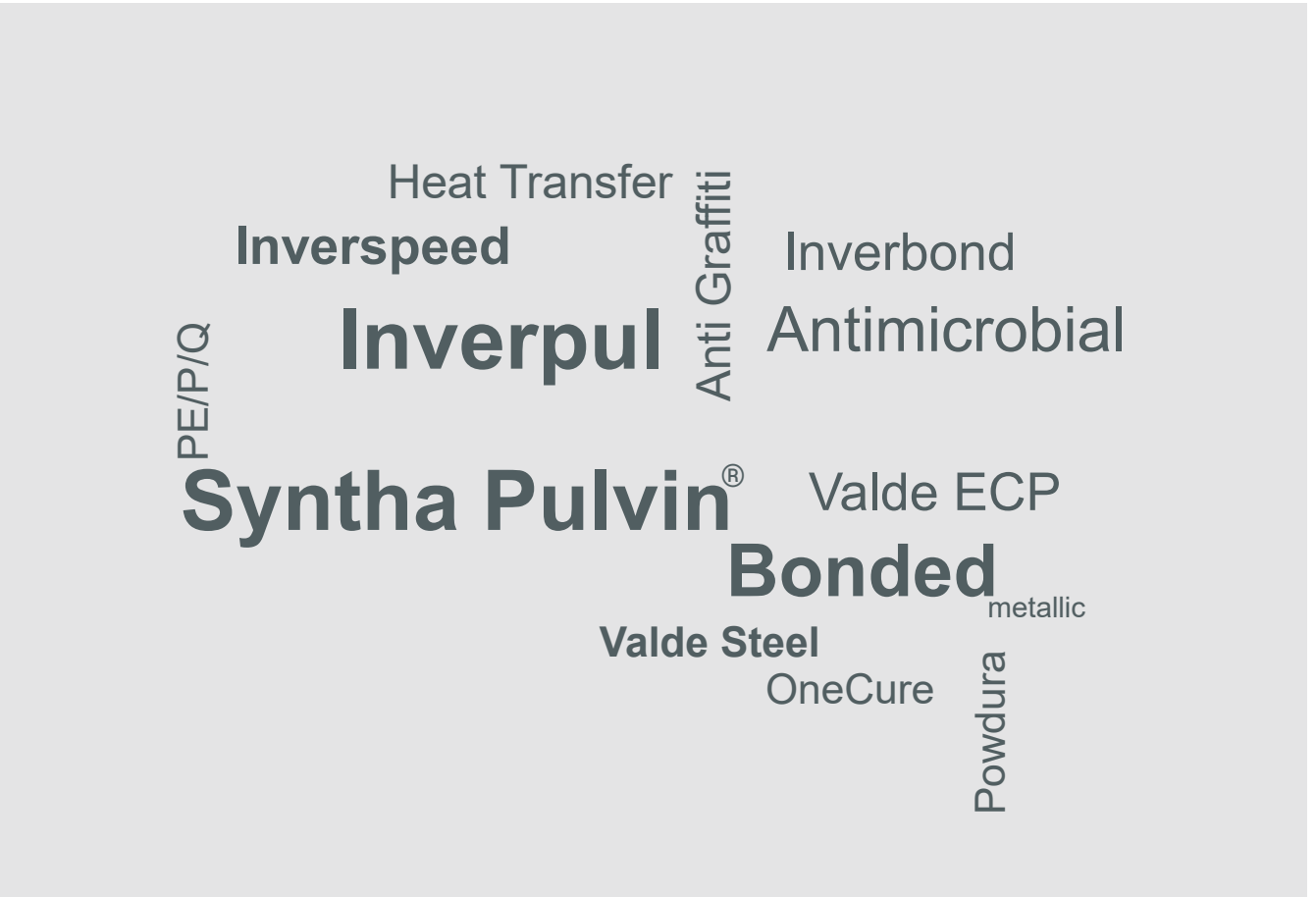
Idrolin/E

Inverplast

R-Cure 200

Acrilinver AS

# POWDER COATINGS



# ELECTROCOAT SOLUTIONS

- **Eco-conscious method to protect metal substrates being a closed-loop industrial process**
- **Robust platforms to cover all needs of the industry**
- **Large range of products to be selected based on the strongest requirements of the industry**

## **VECTROGARD 2000 – Cathodic Acrylic**

- Excellent abrasion resistance, excellent chemical resistance, good corrosion resistance and full color spectrum available

## **VECTROGARD 3000 – Cathodic Epoxy**

- Excellent chemical and corrosion resistance, industry leading edge-corrosion protection

## **VECTROGARD 3100 – Cathodic Epoxy**

- Excellent chemical and corrosion resistance, industry leading edge-corrosion protection (tin-free formulation)



# STRATEGIC TECHNOLOGY DRIVERS



## Product Performance

Provide Custom Formulations

Improve Edge Corrosion Resistance

Increase Weathering Performance

Protect Brand



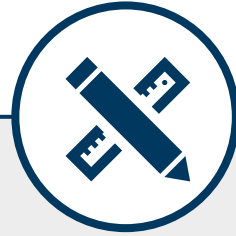
## Operational Excellence

Increase First Pass Yield

Ensure High Quality Standards

Reduce Cycle Time in Factory

Shrink Manufacturing Footprint



## Application Engineering

Minimize Application Costs

Maximize Operational Efficiency

Increase Coverage with Fewer Cycles

Reduce Rework



## Sustainable Compliance

Reduce Solvent Emissions

Lower Energy Consumption

Eliminate Hazardous Chemicals

Reduce Waste Generation



## Multi-Local Support

On-site Technical Support

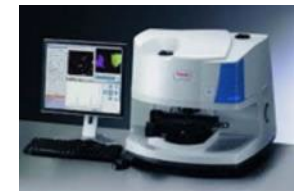
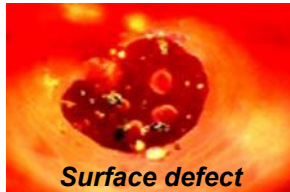
Complete Global Product Lines

Technology Transfer Capabilities

Global Account Management

# TESTING AND ANALYTICAL CAPABILITIES

- Standard Quality Control Testing
- Chemical Reagent Analysis
- Salt Spray / Humidity
- Weathering (QUV, Xenon Arc, Florida, Arizona)
- Differential Scanning Calorimeter (DSC)
- Microscopy
- Cross-Sectional Analysis of Defects
- Metal Flake Orientation
- Film Build Measurement
- 3D Imaging
- Scanning Electron Microscope (SEM)
- Energy Dispersive X-Ray Analysis (EDX)
- IR Scanning
- Particle Size Analysis
- Resistivity Testing
- Application Testing
- Topographic and Phase Imaging
- Hardener to Binder
- Mix Ratio Measurement
- Advanced Analytical: XRF, SEM, NMR, FTIR, GC
- TGA (Thermal Gravimetric Analysis) and Gradient Oven
- Helium Pycnometer



# CERTIFIED A2LA TEST LAB

- Fully staffed to provide complete OEM-specified testing
- SW provides plaques & reports for all types of OEM approvals



**STATE OF ACCREDITATION TO ISO 9001**

**THE SHERWIN-WILLIAMS COMPANY\***  
Corrosion, Durability, and Testability Lab (CORRODUR)  
100 East Third Street  
Minneapolis, MN 55402  
Mailing Facility Phone: 612.375.7000

**METRIC 8001**

Valid Until: November 30, 2019 Certificate Number: 2017-01

In recognition of the successful completion of the A2LA evaluation process, accreditation is granted to the laboratory at the location listed above, as well as at other similar laboratory locations listed below, to perform the following tests on request:

Tests	Test Method(s)
<b>Environmental Exposure</b>	
Appearance Examination	AUTM D3670, PLTM 02 104-01, 02 104-04
Conditioning of Coatings for Testing	AUTM D3904
Cyclic Corrosion	GM9111P (Superseded 2015) GM9100P (Superseded 2015) GM9104 (Superseded 2015) PLTM 02 124-01, 02 124-03 (Intermittent) S.A.E. J2331 (Automotive 7.7 Salt Fog only) & 7.2 (Dry only)
Durability	AUTM D3670, D3647, D4860, D5010
Salt Fog	AUTM 02 175, PLTM 02 104-01 GM9100P (Superseded 2015) GM9104 (Superseded 2015)
UV Weathering	AUTM D3670, D3647, D5010, D5011 S.A.E. J2344 (Superseded 2015) S.A.E. J2344 (Superseded 2015)
<b>Mechanical Testing</b>	
Adhesion/Water Resistance	AUTM D3670, GM9100P (Superseded 2015)
Adhesion	AUTM D3670, PLTM 02 104-01 GM9100P (Superseded 2015) GM9104 (Superseded 2015)
Coil Resistance	AUTM D3670, GM9100P (Superseded 2015) GM9104 (Superseded 2015) S.A.E. J2344 (Automotive 7.7, 7.2, 7.3)

(A2LA Cert No. 2017-01) Revised 05/07/2018 Page 1 of 2

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# DIFFERENTIATORS

General Industrial Division

# GENERAL INDUSTRIAL DIVISION

## DIFFERENTIATORS



**MORE THAN 120  
BLENDING  
FACILITIES**



**SUBJECT  
MATTER  
EXPERTISE**



**GLOBAL  
& LOCAL  
EXECUTION**



**PRODUCT  
DEPTH &  
BREADTH**

**We Offer More Than Coatings**



# COMPLETE DEVELOPMENT SUPPORT

## DELIVERING DIFFERENTIATED SOLUTIONS



Color & Design	Design Engineering	Application Centers	Product Testing	Customer Line Trial	Finished Product
<ul style="list-style-type: none"> <li>• DesignHouse®</li> <li>• Tailor-made colorimetric software</li> <li>• Trends &amp; innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Lean 6 sigma</li> <li>• Lean manufacturing</li> <li>• Improving coating solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Application booths and equipment</li> <li>• Tests on original supports</li> </ul>	<ul style="list-style-type: none"> <li>• Complete ASTM logs</li> <li>• Centers of excellence</li> <li>• Color matching</li> </ul>	<ul style="list-style-type: none"> <li>• Local tech service</li> <li>• Drop-in solutions</li> <li>• Qualification online</li> </ul>	<ul style="list-style-type: none"> <li>• Speed to market</li> <li>• Made to Stock products</li> <li>• Tailor-made solutions</li> </ul>

### Performance-Focused Offerings



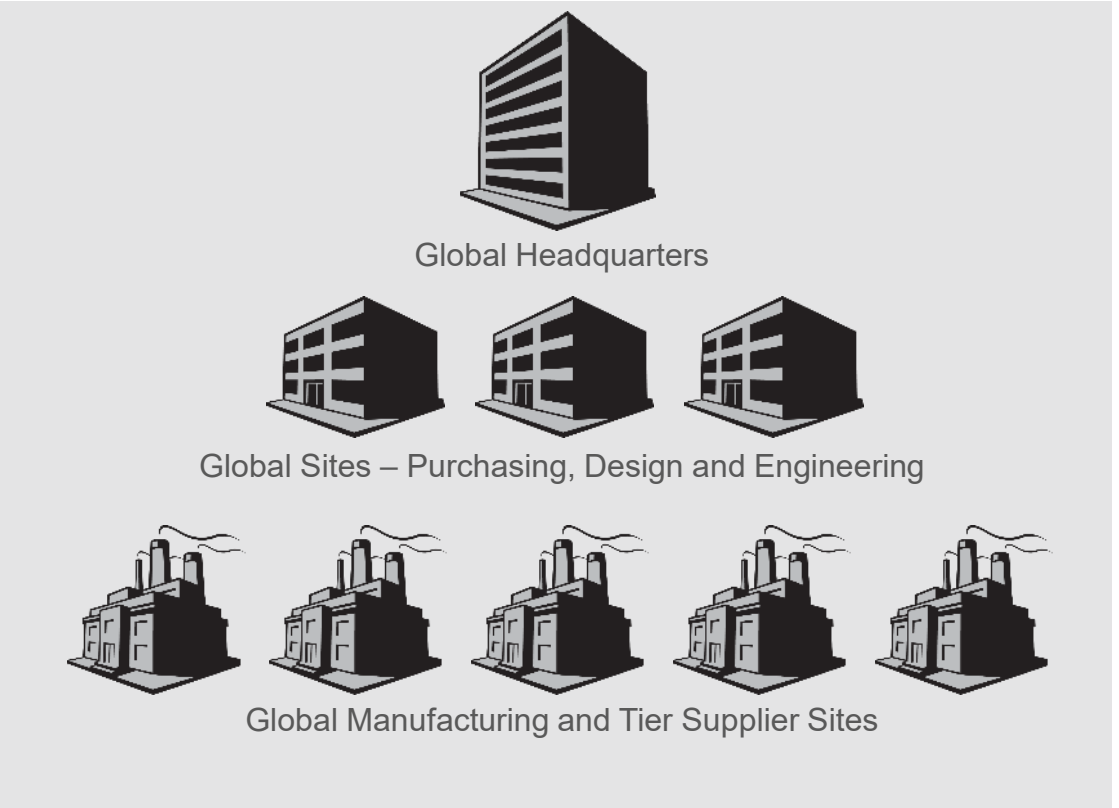


# GLOBAL ACCOUNT MANAGEMENT

General Industrial Division

# GENERAL INDUSTRIAL DIVISION

GLOBAL REACH, LOCAL SUPPORT



Multi-site Strategic Accounts

# GENERAL INDUSTRIAL DIVISION

## GLOBAL ACCOUNT MANAGEMENT



Broad Sherwin-Williams reach ensures consistent service & product performance on a global scale

### Single Point of Contact

- Manufacturing
- R&D centers
- Multi-regional resources
- Multi-cultural resources
- Operational staff
- Executive management

### Innovate with Speed

- Duplicating innovative technologies
- Enabling seamless integration of new solutions to maximize ROI

### Driving Best Practices Worldwide

- Sharing process improvements
- Paint line performance tested through Lean Six Sigma, using industry expertise to drive cost savings programs
- Environmental stewardship through innovative technology, standardized product specifications, and expertise

**Your Business is Our Obsession**





# LOCAL SERVICE MODEL

General Industrial Division

# GENERAL INDUSTRIAL DIVISION

## LOCAL SERVICE MODEL



Provide a Local Service Model That Makes it Easy to Do Business



# GENERAL INDUSTRIAL DIVISION

GLOBAL REACH, LOCAL SUPPORT



General Industrial Sales and Support



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