

WORKING COLOR

APPLY COLOR SENSIBILITY TO INDUSTRIAL PROJECTS

What do a poultry processing plant, a municipal water tank and a bridge in Ashtabula, Ohio have in common?

Quite a bit, actually. Each is benefitting from the services of the Color Marketing and Design Department at Sherwin-Williams.

This no-cost service, available to Sherwin-Williams customers throughout the U.S. and most of Canada, offers assistance in color and material selection for industrial and commercial projects.

"This service is a real benefit to customers because they can take advantage of everything Sherwin-Williams has to offer -- the applications knowledge, specifications, product expertise, industry perspective and color sensibility," says Sheri Thompson, Sherwin-Williams Director of Color Marketing and Design.

Thompson oversees a staff of 13 graphic and interior designers; industrial design is one special area of expertise. This department is also responsible for creating color palettes with the most appealing combinations of colors and modern and up-to-date color trends.

On the consultation projects, the designers work with a customer and his or her Industrial Marine coatings representative, who brings expertise in the coating's performance characteristics to the equation.

"What customers are getting is a package deal," says Kelly McCrone of the Color Marketing & Design department. "We know what colors to put in to create a phenomenal environment for them and their employees. And the industrial sales representative knows what products to put in that will withstand the conditions of that particular space."

Some of the recent projects McCrone and the department completed include the Tyson poultry processing plant in Springdale, Ark., which involved updating the color scheme throughout the facility, including the cafeteria and hallways.

For the municipal water tank in South Bend, Indiana, designers used computer imaging to superimpose the logo on the tank. Seeing what the project would look like helped customers visualize the completed project.

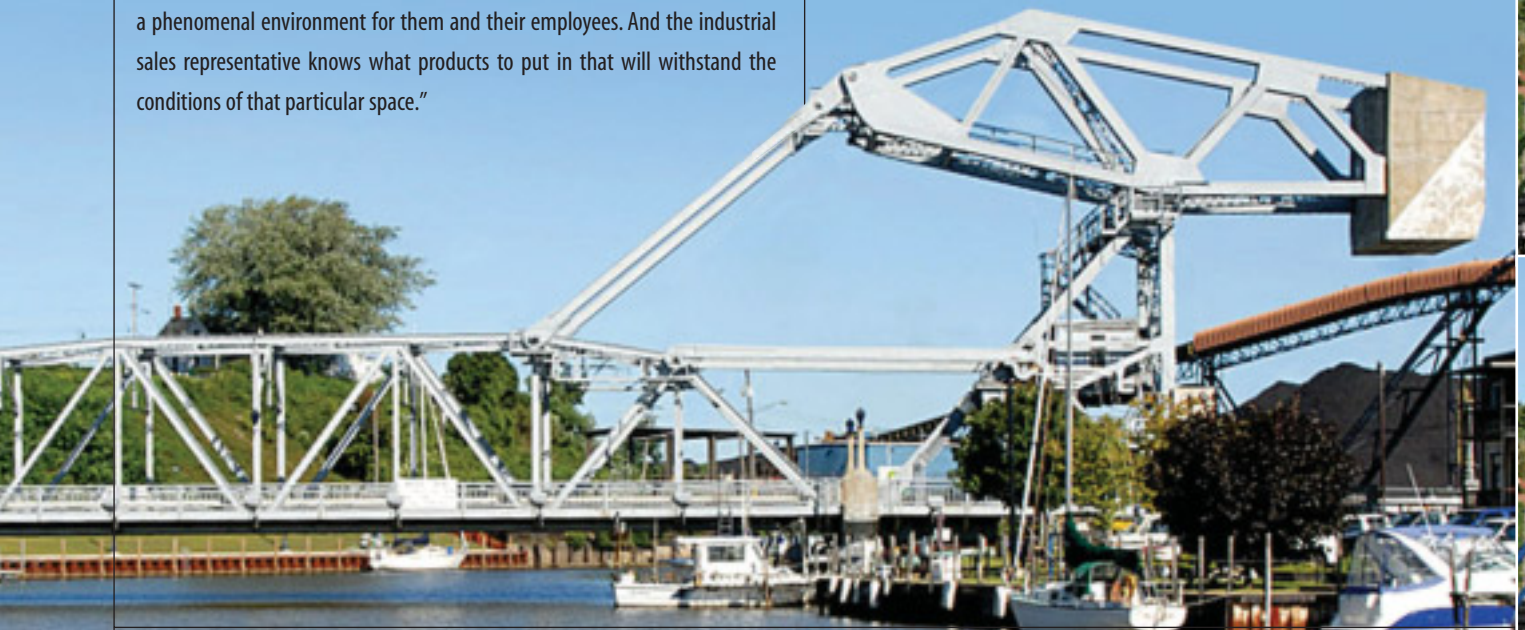
And what about that bridge in Ashtabula? As shown here, the municipality is considering a number of color combinations.

Working with clients from around the country allows designers to inform clients on the trends that are happening around the United States. Bridges, for example, are tending to be more bold -- "blue, purple, green, eye-catching colors, no longer concrete grey," McCrone says.

By offering that perspective and expertise to clients, Sherwin-Williams-designed projects are simply standout.

"We have a resource library in our studio with the newest, hottest products," McCrone said. "We can produce before and after shots even before the client does any work or spends any money."

"This service shows our customers that with a little pizzazz from Color Marketing, their projects can really look great."





WANT AN INDUSTRIAL MAKEOVER? HERE'S HOW

To set up a free consultation with the Sherwin-Williams Color Marketing and Design Department, contact your Sherwin-Williams industrial and marine sales representative.

The rep will put you in touch with the design department; once the consultation is underway you may submit photos or blueprints of the new construction or renovation project.

The color and design service can include:

- Color palette selection (for specific projects, such as factories or bridges, or color cards that specify colors and finishes for multi-locations, such as gas stations).
- Product specifications (this can include all surface preparation and materials, including flooring and acoustical materials).
- Industrial coating design and expertise (everything from enhancing traffic flow to maximizing lighting efficiency).

Your Sherwin-Williams rep can help determine the quantity of product needed for the project. Products can be ordered directly through the representative.

This service is available to customers whose purchases of Sherwin-Williams products exceed \$20,000 annually. For more information on the service, contact your Sherwin-Williams representative.

The Sherwin-Williams Color Marketing and Design department has given owners of this bridge in Ashtabula, Ohio, (far left) plenty of color options (right, top to bottom).