

Secrets to feel confident in your choice of coating

Alexandra Sinclair, director of product information at Sherwin-Williams, gave an inside look at innovation and sustainability at the company, including specific products DIYers and pros can select to feel confident in their choice of coating. For more information, images or to arrange a conversation with Alex, please reach out to Sherwin-Williams@clynch.com.

How does Sherwin-Williams approach sustainability in product development? What about innovation?

“Our top priority is to make the painting process and our customers’ lives easier. We want our coatings to continue to work for our customers long after the paint is put on the wall, so when it comes to innovation, one question we always ask ourselves is ‘How do we create a coating that not only makes the painting easier but also our customers’ lives easier?’

At Sherwin-Williams, we’re committed to innovation through a continuous improvement mindset. This has been ingrained into our product development process from Day One and sustainability is woven into this process from concept to commercialization. Our product blueprint is one of our top focuses for sustainability, and we have several products that meet or exceed sustainability criteria set by leading third-party organizations, programs, standards and codes.”



How can others apply this knowledge to feel more confident when they choose Sherwin-Williams products?

“We take a holistic view and are constantly looking for new ways to make our products more sustainable, not only from a manufacturing or raw materials standpoint, but also through packaging and with health and safety considerations in mind. This approach provides flexibility for evolution over time with a mindset that ensures we’re prioritizing a sustainable future while also providing the best products for our customers.”

With these themes in mind, what are your top Sherwin-Williams product recommendations for use in residential and commercial environments?

“There are several, but two to call out for residential environments include our [SuperPaint® with Sanitizing Technology™](#), which is available in 540 inspiring hues from our LivingWell™ Collection and keeps walls sanitized 24/7 by delivering ongoing antibacterial action that kills 99.9% of certain bacteria on painted surfaces. Another is our [Latitude™ with Climate Flex Technology™](#). Mother Nature can wreak havoc on exterior paint jobs, and this product has been a game-changer for schedule flexibility when painting with early moisture and blocking resistance.”



“For commercial environments, one of my favorite Sherwin-Williams innovations is [Scuff Tuff™](#), a highly durable interior paint that pros can spec and trust will deliver significant abrasion resistance over time. This product is specially formulated to withstand the wear and tear of high-traffic areas to maintain the beauty of a space while reducing the frequency of a repaint.”

What’s next for product research and development at Sherwin-Williams? What are you most excited about?

“Looking ahead, we’ll be collaborating even more to ensure the most sustainable aspects are considered based on our customer’s preferences – technical limitations, regional aspects and more – rather than focusing on one or two sustainability attributes. We’ll continue to look at our portfolio holistically and with thought behind our strategy rather than a product-by-product basis.”

