

Södra collaborates with Sherwin-Williams on pre-coated exterior panels

Södra is Sweden's largest supplier of wooden construction products for the building trade. When the company decided to take the next step with a new coating solution for their pre-coated exterior panels in 2017, the choice fell on Sherwin-Williams.

Pre-coated exterior panels have become increasingly popular in recent years. More customers – construction retailers, pro builders and end consumers – are starting to realise the value of being able to assemble panels any time of the year, regardless of weather conditions. Södra was one of the first companies to join this trend, and after having decided to improve their panels with new exterior coatings in 2017, they reached out to Sherwin-Williams:

“Sherwin-Williams has been supplying interior coating systems to Södra for 5-6 years with great results, so it was only natural to look into their exterior solutions as well. We were really impressed by their products as they provide our panels with efficient, long lasting protection with the added benefit of improved drying times and good stackability. Their products are also easier to handle compared to the ones offered by our previous supplier”, says Fredrik Gustavson, Head of Sales Scandinavia at Södra.

Sherwin-Williams took a holistic view of Södra's coating needs, and after thorough and collaborative testing the client settled on two products from the Laqvin Fast Dry product range: the *AD1430 Alkyd Primer* – a robust product with good wet-on-wet stackability – and the *EG1544 Laqvin Fast Dry Combi* – a new quick-drying product that provides a superb finish.

Implementation went smoothly and production began this summer in Södra's state-of-the-art painting facility in Långasjö, Sweden. Sherwin-Williams provided vital support in the facility by fine-tuning application, measuring paint amounts and optimising drying times. The efficiency of the process can largely be contributed to the close cooperation between the two companies:

“We chose Sherwin-Williams for their technical expertise and high degree of service. We also have a similar mindset and there's a genuine desire to move things forward together. They also have a thorough understanding of machine requirements within the industry and pay close attention to environmental aspects, which is a must for Södra”, says Fredrik Gustavson.

About Sherwin-Williams Product Finishes

Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. For both wood and general industrial markets, our innovative solutions go beyond our innovative liquid and powder coatings to include on-site technical assistance, customised products, colour and design services, and process improvement expertise. We're more than a coatings provider – let us show you how we will be your coatings solution partner. oem.sherwin-williams.com.

About The Sherwin-Williams Company

Sherwin-Williams is a global leader in the development, manufacture and sale of coatings and related products with more than 47,000 employees and business in 120 countries. The company goes to market through more than 4100 company-operated paint stores, automotive branches, and industrial distributors. With annual sales of nearly \$12 billion, it is the largest coatings manufacturer in the United States, and the third largest world-wide.