



Sherwin-Williams expands single-cure powder coating technology to Europe

Sherwin-Williams is introducing a new addition to its powder coating product line in EMEA. The new technology – called **Powdura® OneCure™** – consists of an advanced single-cure primer and topcoat system that delivers higher quality results, energy savings and improved efficiency.

Sherwin-Williams offers a comprehensive range of high-quality powder coatings formulated to meet different industrial needs. The company is continuously investing in better solutions for industrial finishers and spends over \$150 million annually on R&D. This commitment has now led to the development of *Powdura OneCure*.

“*Powdura OneCure* is a two-coat system based on an innovative powder formula that co-reacts and cross-links, without the need to gel or cure the primer. Only a single curing process is needed after application, which makes the system truly unique as it eliminates an entire step from the finishing operation. This results in both time- and energy savings and reduces the cost of the coating process”, says Dave Wright, Senior Director Marketing & Business Development, EMEA.

Powder coatings are very easy to apply, requiring a far lower operator skill level to produce an excellent finish. They are also extremely tough and durable and properties such as UV resistance, flexibility and chemical resistance can be built in. *Powdura OneCure* has been available in North America for the past twelve months with positive results seen from customer applications including trailers, agricultural and construction equipment, and general metal finishing.

“*Powdura OneCure* allows for more efficient production while offering enhanced edge coverage and great corrosion resistance. Since the technology has been designed to provide higher performance, it's an ideal choice for demanding finishing projects that require uncompromising results, such as heavy equipment applications”, Wright concludes.

Press contact

Eric Uggla

Mobile: +46 704 15 15 25

Email: eric.uggla@sherwin.com

Sherwin-Williams

Marie-Louise Eklund, Brand Manager EMEA

Mobile: +46 70 575 62 24

Email: marie-louise.eklund@sherwin.com

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.