

Sherwin-Williams Launches New Syntha Pulvin® Vision 2030 Collection

September 25th, 2023, Bologna, Italy

Sherwin-Williams released its Vision 2030 Collection of powder coatings focused on quality products designed for the architectural market. The collection provides the modern style of Syntha Pulvin® in 48 colors in four inspirational color palettes.

“The color palettes — Generation Past, Quantum City, Restore & Rewild and Hybrid Community — are backed by our more than 155 years of experience and are based on our in-depth knowledge of architectural color trends,” said Sonia Perna-Darghouth, Senior Marketing Director for Sherwin-Williams General Industrial in Europe, the Middle East and Africa. “As a leader in the art and science of coatings, we believe this collection combines both beauty and function in an impactful, innovative and invigorating way.”

The collections are inspired by nostalgia, the effects of technology on large cities, nature and a sense of community. The 48 colors are designed to evoke emotion, define global cultures and galvanize the imagination.

All Syntha Pulvin® powder coatings fully comply with the criteria and standards set by the Quality Associations GSB: Florida 3 and Qualicoat: Class 2.

A Vision 2030 Collection color card, sell sheet and technical data sheet are available for download on <https://industrial.sherwin-williams.com/emeai/gb/en/general-industrial/architects/vision-2030.html>.

About Sherwin-Williams General Industrial Coatings

Sherwin-Williams General Industrial Coatings offers innovative liquid, powder, and electrocoat technologies and expertise around the globe to manufacturers and tier suppliers involved with Heavy Equipment, Transportation, Building Products, Military, General Finishing, and Design Finish products. Customers value the global reach of our capabilities combined with localized service at over 150 locations worldwide. The General Industrial Division is part of the Sherwin-Williams Performance Coatings Group, which supplies a broad range of highly-engineered solutions for construction, industrial, packaging, and transportation markets in more than 110 countries in the world. Founded in 1866, The Sherwin-Williams Company is a global leader in the manufacture, development, distribution, and sale of paints, coatings, and related products to professional, industrial, commercial, and retail customers. For more information, visit industrial.sherwin.eu.

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