



NEW RESIDENTIAL CONSTRUCTION INTERIOR PAINTING PRODUCTS GUIDE.

A WIDE RANGE OF PRODUCTS FOR A WIDE RANGE OF NEEDS.

PROTOUCH™

**PROTOUCH FLAT
WITH ACCUTOUCH™.
FINALLY, A BUILDER'S
GRADE FLAT WITH
INVISIBLE TOUCHUP.**

new

The goal of large volume production builders is to finish each home quickly and economically while satisfying homebuyers. We have a solution that will meet everyone's expectations: ProTouch Flat.

A great value. ProTouch Flat is a mid-level builders paint with good hide, washability, scrubs and excellent touchup.

A time saver. No primer is needed with ProTouch Flat. Which means all you have to do is spray, backroll and repeat for the best results. It's that simple. You save on labor. You stay on schedule. And you can move on knowing it was a job well done.



When it comes to new homes, we've been around the block a few times.

For 140 years, Sherwin-Williams has continually introduced new products and new technologies to meet the changing needs of builders, painting contractors, and homeowners alike. And today, we offer a wide range of products for new residential applications. To help you decide which paint is right for your job, we've created this brief overview of our top recommended products. All to help you maintain a competitive edge.

BUILDERS SOLUTION™ WITH ACCUTOUCH™. FOR THE BEST WALL APPEARANCE AND THE BEST TOUCHUP.



Even the smallest imperfections in the final wall appearance can cause major headaches with the homebuyer. That's why we developed the Builders Solution System.

Builders Solution is a unique two-coat system designed to hide drywall irregularities and deliver a look that new homeowners envisioned.

Start with the High-Build Surfacer. Builders Solution Surfacer is easily applied with an airless sprayer to hide minor imperfections, like dents and drywall fuzz. After drying, you'll have a smooth, even finish on which to apply the topcoat.

Finish with a nearly perfect appearance. With Builders Solution Flat and Eg-shel Topcoats, you can achieve the look you and new homeowners demand. Builders Solution provides excellent burnish resistance, scrubbability and washability. And because it's designed with our proprietary AccuTouch technology, you can achieve nearly flawless touchups on light and dark colors.

Keep callbacks to a minimum. With Builders Solution, you won't have to keep doing the same job over and over again. Which is always good for your bottom line.



DURATION HOME™ THE ULTIMATE CHOICE FOR WASHABILITY AND LASTING BEAUTY.



Homeowners want their new houses to stay new. So it pays to choose a paint that can stand up to the wear and tear of daily living. It pays to choose Duration Home.

Tests prove that Duration Home outperforms all other washable paints, including ceramic coatings. Thanks to Duration Home's cross-linking technology, stains are unable to penetrate, so they wipe off easily with water and mild soap. And because this paint has anti-microbial properties, mildew growth is reduced and the surface is kept cleaner. What's more, Duration Home offers exceptional burnish resistance and has very good hide and touchup.

Duration Home passes the GreenSure™ test. You'll be glad to know that Duration Home is a low-VOC, low-odor formulation that meets Sherwin-Williams' GreenSure standards for environmental and performance excellence.

Duration Home will pass your crew's test too. Whether you choose matte, satin or semi-gloss, you'll find that Duration Home provides an ultra-smooth, uniform and easy application. Job after job.



HARMONY® ZERO-VOC, LOW-ODOR COATINGS. THE ULTIMATE IN GREEN COATING PERFORMANCE.



Now more than ever, "green" products are being specified in new homes. And to meet the most stringent green building specifications, we recommend Harmony Interior Latex primer and topcoat. These zero-VOC, low-odor, silica-free coatings exceed environmental regulations, including GS-11 standards, while providing the maximum coating performance.

Long-lasting beauty. Whether you choose flat, eggshell or semi-gloss, Harmony provides a durable finish that can stand up to repeated cleanings. And it has anti-microbial properties that inhibit the growth of mold and mildew on the paint film. So, with Harmony, homebuyers won't be repainting any time soon.

Short turnaround times. This low-odor coating has achieved the highest indoor air quality ratings. So homes can be occupied immediately and trades working in the residence won't be disrupted by paint odors. Which means everybody can stay on schedule.

GreenSure means you can be sure. Harmony has earned Sherwin-Williams' GreenSure designation, so you can be confident that this paint will perform to your highest environmental and performance expectations.



PROMAR 200 LINEUP—A VARIETY OF OPTIONS FROM A PROVEN PERFORMER.

For over 20 years, ProMar 200 has been the undisputed leader in professional interior paints, delivering outstanding productivity, easy application, and a uniform, quality finish. Over the years, the ProMar line has grown to meet your growing needs. If you're a painting professional who wants quality performance, there's a product in the ProMar line for you.

ProMar 200 Primer and Topcoats.

Available in latex and alkyd systems across multiple sheens, ProMar 200 offers excellent application, hide and durability. And it's suitable for a wide variety of surfaces – from drywall to metal to masonry.

ProMar 200 XP™ With ProMar 200 XP, you can get maximum performance in one less coat.

Available in both flat and eggshell, this product provides a high-build, quality uniform finish, making it ideal for new residential projects.





PERFORMANCE COMPARISON						
Flat	Touchup	Hide	Washability	Burnish Resistance	VOCs	Contains Anti-Microbial Resistance
Builders Solution	★★★★★	★★★	★★★★	★★★★	less than 50 g/l	No
ProTouch	★★★★★	★★	★★★	★★★	less than 50 g/l	No
Duration Home	★★★	★★★	★★★★★	★★★★★	less than 50 g/l	Yes
Harmony	★★★	★★★	★★★	★★★	Zero	Yes
ProMar 200	★★★★	★★★★	★★	★★	less than 100 g/l	No
ProMar 200 XP	★★★★	★★★★★	★★★	★★★	less than 50 g/l	No

INDUSTRY-LEADING INNOVATION, FROM A NAME YOU CAN TRUST.

For 140 years, Sherwin-Williams has been providing professionals like you with the products and support you need to build your business. And with 3000 stores and sales representatives across North America, personalized service is always available near your jobsite.



FIND OUT MORE ABOUT OUR NEW RESIDENTIAL PRODUCTS.

To learn more, or to inquire about a product demo, contact your nearest Sherwin-Williams Store or Sales Representative or call 1-800-524-5979 to have a rep contact you.



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