

ARE YOU PRIMED?

Enhance color with the right basecoat.

Looking for deeper shades and lush finishes for your client's interiors? The gray-tinted basecoat technology of the Sherwin-Williams Color Prime® System and the ColorAccents® Interior Latex Flat paint line help you make your vision a reality.

The Sherwin-Williams exclusive Color Prime System is a continuum of gray shades that maximize the color of approximately 20 percent of the Sherwin-Williams COLOR palette. Sherwin-Williams gray-tinted basecoats allow you to achieve the ideal balance of light absorption and reflection by working within the color space of the topcoat color. For certain deep, bright or transparent colors, a gray basecoat provides:

- An accurate color match in fewer coats.
- Better touch-up and superior coverage of surface imperfections.
- Uniform colors with less streaking.

“Our Color Prime gray basecoat technology helps designers achieve the look their clients want without guesswork, because topcoat colors are matched with the appropriate gray primer shade,” says Steve Revnew, director of residential marketing at Sherwin-Williams. “Topcoat colors appear more vivid and true with the proper gray basecoat shade underneath — so the right basecoat is every bit as important as the right topcoat.”

Determining when to use a gray basecoat shade (and which shade to use) is simple — either ask your Sherwin-Williams store or rep or look at the back of your topcoat color chip. If you see a code of P1 through P6, be sure to use a primer tinted to that specific shade of gray. It's that easy.

For more information on these or other Sherwin-Williams products, go to sherwin-williams.com. ■



WHAT'S IN YOUR TOOLBOX?

Make your job easier with the best in professional color selection tools from Sherwin-Williams.

- The Sherwin-Williams COLOR Specifier fan deck is user-friendly and designed to put the entire COLOR palette in the palm of your hand — more than 1,000 hues, arranged by saturation level inside an ergonomically designed protective cover.
- The Sherwin-Williams Professional Color File arranges color from essential blacks and whites to warm and cool neutrals to six color families, followed by the Preservation Palette® (both interior and exterior finishes), Wood Classics® stains over pine, oak and birch, and finish selectors showing Sherwin-Williams sheens in light and deep hues. The Professional Color File comes in a portable hard case that's easily carried from studio to project site.
- Individual 4¼-by-3¾-inch and 8½-by-11-inch color samples are available upon request.

You can order Sherwin-Williams color tools online at sherwin-williams.com, or call (800) 382-6567, fax (216) 566-1660 or e-mail color@sherwin.com. Whatever your preference, we've got your color. ■

Combine Color Prime basecoat technology with Sherwin-Williams ColorAccents Interior Latex Flat paints and see the difference — rich, deep colors with a finish like velvet.

