



A well-earned  
**leadership position**

# 1954



Sayerlack is established.  
Produces coatings for protecting and finishing wood.



# 1988

Produces the first waterborne coatings.  
Becomes an international technological leader.

## [HYDRO PLUS]



## [HYDRO GOLD]

# 2000

Hydro Gold: guaranteed to last 18 years. Further investments in research and innovation.

# 1958



Inauguration of the first R&D laboratory.



# 1989

Opens the Singapore branch. Sayerlack has a presence in more than 80 countries.



## New things don't appear by chance: collaborative research

**Chemical researchers, analysts and technicians** work alongside one another in the R&D laboratory, supported at a global level by the technological know-how supplied by their group, The Sherwin-Williams Company.

Organised in 6 work groups - **waterborne coatings for exteriors, waterborne coatings for interiors, solvent-based coatings, stains and pigments, UV coatings, Innovation** - the professionals work in synergy with clients and companies, in close contact with the world's leading manufacturers of wooden products and application systems, to guarantee top level performance.

**Dialogue with the market, experience and passion:** these are all combined to produce Sayerlack products.



# 2002

Launch of the Wood Colour Plus tintometric system for coloured coatings.



# 2006

New Wood Stain Plus tintometric system for matching clear primers and stains to samples.



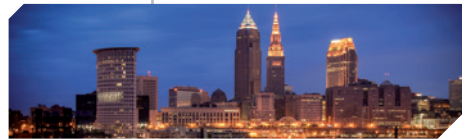
# CoffeePROOF

# 2012

CoffeeProof: white waterborne coating which resists coffee stains.



# 2010



The Sherwin-Williams Company acquires Sayerlack. The brand is consolidated and enhanced worldwide.

# SHERWIN-WILLIAMS®

# 2014



Launch of H<sub>2</sub>NO: new super-water repellent coating.



## Caring about the environment and respecting people

Great attention is paid to those who make coatings for wood, to those who come into contact with coatings at work or at home, to the users of the finished products: this is the philosophy that guides Sayerlack. The brand focuses on respecting people and on its environmental responsibility, developing technologies and coatings which reduce the impact on health and on the environment.

Ecolabel certification, adhering to Responsible Care principles, UNI EN ISO 14001:2015 environmental management system certification, are just examples.



## Certifications: a level of quality that makes us unique

- |         |   |
|---------|---|
| Company | <ul style="list-style-type: none"><li>- UNI EN ISO 9001:2015</li><li>- UNI EN ISO 14001:2015</li></ul>  |
| Product | <ul style="list-style-type: none"><li>- Q-LAB Weathering Research Service</li><li>- ATLAS EverSummer</li><li>- CATAS QUALITY AWARD CSEW 16</li><li>- CATAS QUALITY AWARD CSEW 58</li><li>- CATAS QUALITY AWARD CSEW 65 rev. 01</li><li>- CATAS QUALITY AWARD CSEW PLUS 03</li><li>- CATAS QUALITY AWARD CSEW PLUS 15</li><li>- CATAS - WKI PREMIUM CSEW</li><li>- CATAS - WKI PREMIUM PLUS CSEW</li><li>- Marine Equipment Directive MED 96/98 EC Modules B-D certification</li></ul> |



# 2017



SILKY FEEL is born, the matt finish with an extreme softness to the touch, and SEASIDECK, the high-performance coating system for decking and bathing establishments.

# 2020

Launch of **Ultra Matt**: a range of 2K water-based finishes with extra low gloss and extremely high chemical and physical resistance.



# 2022

Launch of **Resy IGF**: PU system able to bring wood into class B classification according to EN13501-1 standard for fire retardant.



# 2023

Launch of **Satin Guard HP**: innovative range of 2K solvent-borne finishing products with an extra low gloss and high performance.



... and the leadership continues...

## Full service solutions

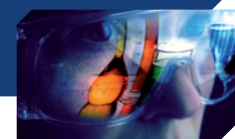
Sayerlack clients can count on a customised service during sales and after-sales stages.

The **Technical Service** offers customised, on the spot answers thanks to a multi-lingual call centre which can identify the best solutions for a variety of needs, thanks to its staff of specialised technicians.

The **Technical advice service** meets all the requirements for the selection and the reproduction of products. Our skilled colour experts, the tintometric systems and the computerised spectrophotometric reading system assist and guide the formulation of colours for paints and stains.

The **Environmental advice service** helps clients to interpret regulations concerning emissions and provides answers to a number of related questions.

The **Sayerlack Academy** promotes teaching and the spread of knowledge about product lines and systems, working alongside and supporting clients at all stages of the production process.





## Sayerlack: Innovative wood solutions

Innovation means not placing limits on how you think, it means reaching beyond what we have now, creating solutions that didn't exist before. Sayerlack stands for "Innovative wood solutions" because innovation is at the heart of all of its products. Each is a real, effective, safe solution for treating, finishing and enhancing the appearance of wood, catering to the requirements of the furniture and joinery industry, professional and DIY enthusiasts.

A brand leader on the Italian market, in nearly 70 years Sayerlack has gained prominence in Europe and around the world. Because accepting the challenge of finding new solutions is an attitude that gets you far.

## Sayerlack is a brand of The Sherwin-Williams Company

Sherwin-Williams Italy develops, produces and distributes in Europe and worldwide, professional coating products able to meet any requirements.

- headquarters in Pianoro, Bologna province (Italy)
- 1 production plant in Pianoro (Bologna province) and Mariano Comense (Como province)
- 1 branches in Meduna di Livenza (Treviso province)
- 20 peripheral depots, providing widespread coverage of the domestic territory
- annual production of around 39.000 tons of coating products
- over 350 workers, spread over more than 80 countries worldwide
- more than 40.000 clients.

Sayerlack brand is distributed in Italy through the following sales network:

- 7 Area Managers, 2 Key Accounts, 2 Sales Area Managers
- 42 Agents
- 25 Merchandisers dedicated to large-scale distribution
- 24 peripheral depots designed for a wide coverage of the domestic territory
- 19 Service Engineers supporting clients.

The Export Department develops Sayerlack brand worldwide with a dedicated team:

- 5 Area Managers
- 4 Service Engineers
- 1 IC Export Manager.



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