**Sherwin-Williams presents the Fluropon Metal Trends Color Collection for architectural metal products**

Minneapolis (Nov. 2020) – Sherwin-Williams announces its new Fluropon® Metal Trends Color Collection featuring eight curated color families: Gold and Brass, Bronze, Silver and Nickel, Blackened Steel, Copper, Steel, Zinc and Anodized. All of the colors in this collection mimic the classic aesthetic of natural and anodized metals with the long-lasting performance of its flagship Fluropon architectural coating system for architectural metal products.

Visit <https://coil.sherwin.com/metaltrends> to download or order the Fluropon Metal Trends color card or browse the collection’s 80 digital swatches and order free metal samples.

“Our Metal Trends collection transcends color to help architects and design professionals emulate the eye-catching look of natural and anodized metal with greater color consistency and less maintenance than raw metal,” said Jeff Alexander, vice president of sales for Sherwin-Williams Coil Coatings.

He continued, “Fluropon’s highly durable coating systems present a wide range of rich tones that allow architectural metal products to deliver the same aesthetic as the day they’re installed.”

For projects seeking a pre-weathered, pre-patina appearance without waiting for the metal to naturally age, the Fluropon Metal Trends Color Collection includes such unique options as Antique Copper Print, Weathered Steel Print and Weathered Zinc Print. Unlike actual rusted, weathered metal that potentially can damage surrounding building materials and products, painted finishes provide a consistent appearance and reliable, durable performance.

For more than 50 years, Fluropon high-performance coil and extrusion coating systems have been showcased on commercial and monumental building projects across the world. Typical applications include metal wall panels, façade systems, roofing, louvers, soffits, fascia, sun shades, curtain wall, storefront, skylights, and window and door framing members.

“From solids to mica/metallics to special effects, Fluropon can help bring any design to life in vivid color,” emphasized Alexander. “We’ve formulated more than 50,000 architectural metal coating colors. We can customize the level of sparkle, gloss and texture to mimic the radiance of natural materials.”

Fluropon provides an economical option to the premium prices of real copper, gold and brass. Along with mimicking the look of these metals, Fluropon conceals the defects and blemishes in recycled metal used to support sustainable design goals.

Demonstrating its enduring appearance and performance, Fluropon’s 70% polyvinylidene fluoride (PVDF) resin-based architectural coatings meet or exceed the industry’s most rigorous testing standards, including AAMA 2605 requirements. In addition to its color and gloss retention, Fluropon is verified to resist dirt, stains and chemicals, and to protect against corrosion, rust and degradation. The coating undergoes accelerated laboratory testing and natural, long-term weather testing to ensure its longevity and durability.

Upholding reliable quality and performance, Fluropon products are applied in-factory by approved coil coaters and extrusion applicators for batch-to-batch color consistency and uniformity. Should the finished material become damaged after installation, touch-up solutions are available.

Learn more about Fluropon and the Metal Trends Color Collection at <http://coil.sherwin.com/metaltrends>.

**About Sherwin-Williams Coil Coatings**

Sherwin-Williams Coil Coatings delivers a full range of high-performance coatings in polyvinylidene fluoride (PVDF), silicone-modified polyester (SMP) and polyester formulas, designed to meet the most demanding environmental requirements while providing protection against weathering and pollution. The Coil Coatings 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 about Sherwin-Williams Coil Coatings, visit [coil.sherwin.com](https://www.valsparcoilextrusion.com/en/index.html).

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