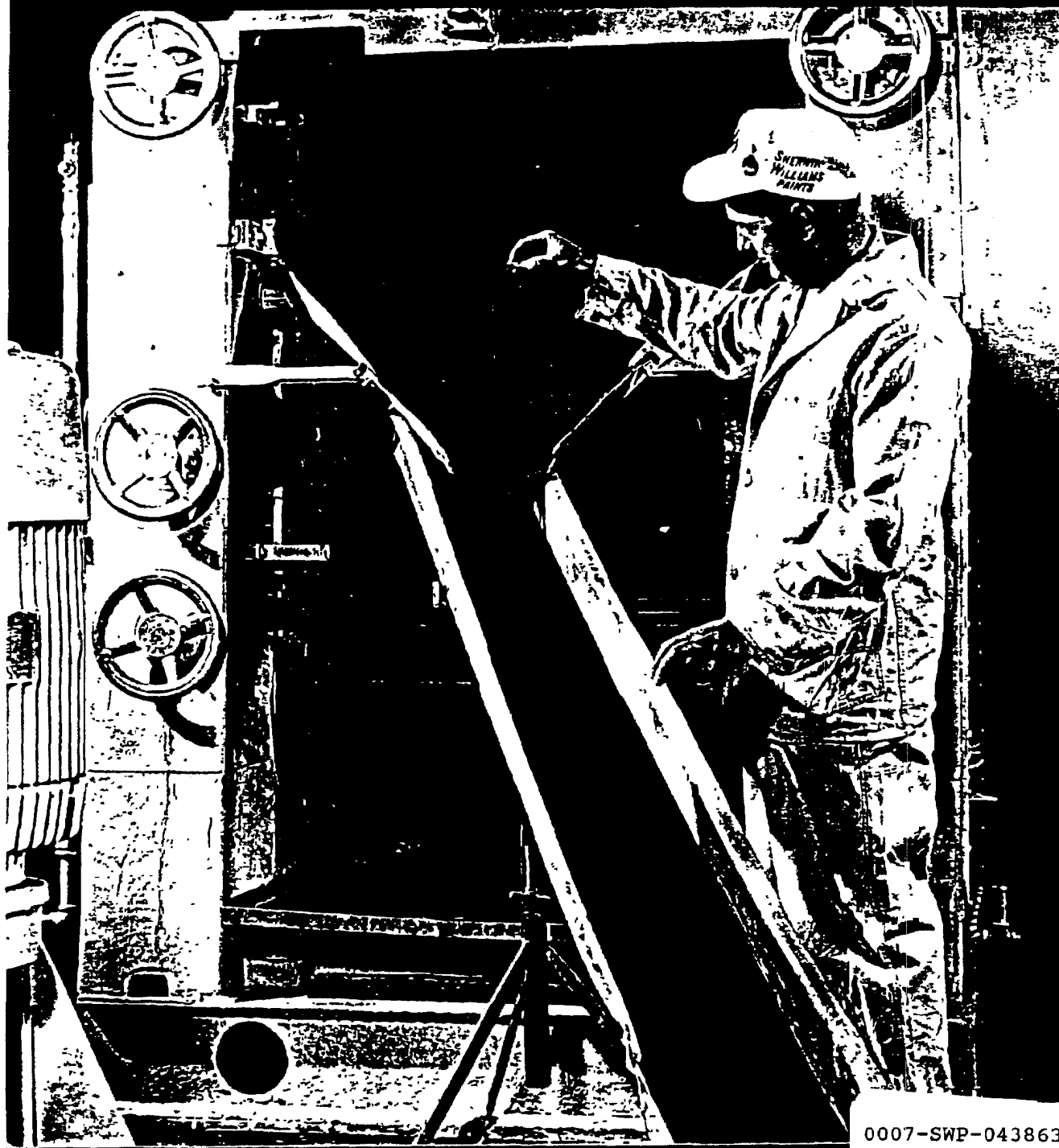


ROHM & HAAS REPORTER

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AT THE TURN OF THIS CENTURY, the advertising manager of the Sherwin-Williams Company proposed that his firm adopt a new trademark. He had already prepared one suggestion, and he presented it in the form of a rough sketch. It showed a pail of "SWP" ready-mixed paint pouring over the globe. Henry A. Sherwin, the conservative New Englander who had founded the company, was intrigued with the design. He had reservations about adopting it, however. He felt it was not entirely appropriate, for while Sherwin-Williams paints were even then being sold all over the United States, the firm had little foreign business.

These reservations were overcome by Walter H. Cottingham, the firm's general manager and Mr. Sherwin's successor as president. "Let's adopt the trademark," he said, "and make it come true."

Mr. Cottingham's argument prevailed, and in 1905, the "cover the earth" emblem became Sherwin-Williams' official insignia. In the half century that has passed since then, Sherwin-Williams has established its

An Endless River of Paint

**In an International Network of Laboratories and Plants the
Sherwin-Williams Company Produces Paint Products That
Are Distributed Throughout the World**



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trademark on a worldwide basis. Indicative of the extent of the markets served by this Cleveland, Ohio, firm is the fact that its trademark is currently registered in more than 65 countries, and its "cover the earth" slogan has been translated into languages ranging from Arabic to Vietnamese.

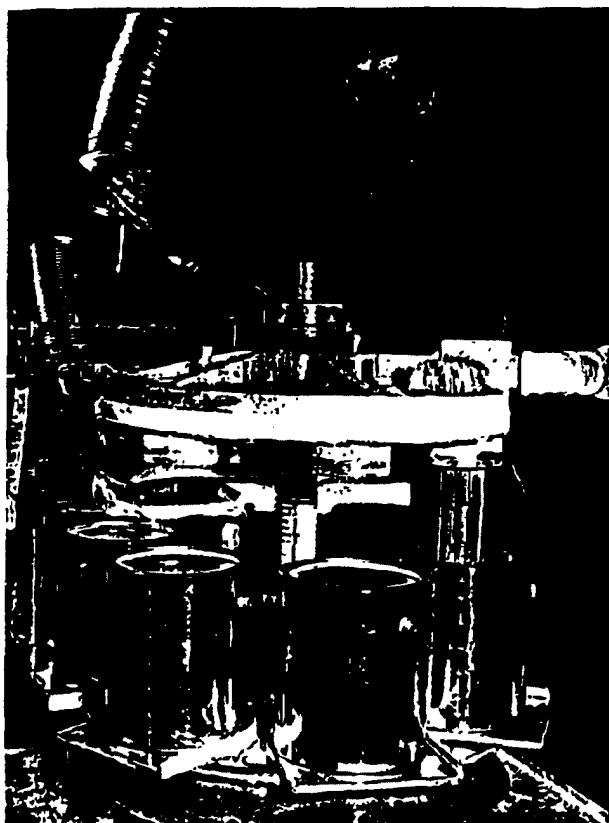
Sherwin-Williams' growth in this country and abroad has made it the world's largest paint manufacturer. Today the company produces some 15,000 separate items of 400 different types. These products are developed and manufactured by a network of 19 domestic and 15 foreign laboratories and plants, and they are distributed by thousands of independent dealers and branch stores throughout the United States and in most other countries of the Free World.

Ready-to-Use Paints

Founded in Cleveland in 1866, Sherwin-Williams early achieved an important place in the paint industry as a pioneer producer of reliable, ready-to-use "shelf



The "cover the earth" trademark, familiar the world over, identifies stores in which Sherwin-Williams paint products are sold.



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goods." When Henry A. Sherwin entered the coatings field, painters had to prepare their own paints. They purchased the raw materials, or "makings"—chiefly white lead, linseed oil, turpentine and pigments, in a very limited range of colors—and then mixed them to produce a usable coatings product. The process was time-consuming and messy, and the results were not always satisfactory.

The Sherwin-Williams Company helped change this situation when, in 1880, it introduced SWP ready-mixed exterior house paint. This product—a result of a series of painstaking laboratory experiments and tests—was one of the first prepared paints to appear on the market.

Convenience and Quality

The convenience of SWP was a big selling point, but the company still had to overcome customers' doubts about the performance of prepared paints. It did so by backing the new product with a full guarantee. The combination of convenience and assured quality made SWP an immediate success.

This success caused the Cleveland firm to stop retailing paint ingredients and concentrate on the formulation and marketing of packaged, prepared paints. Over the years, Sherwin-Williams developed a broad, constantly improving line of home paints, industrial finishes, and specialized coatings products. As a result,

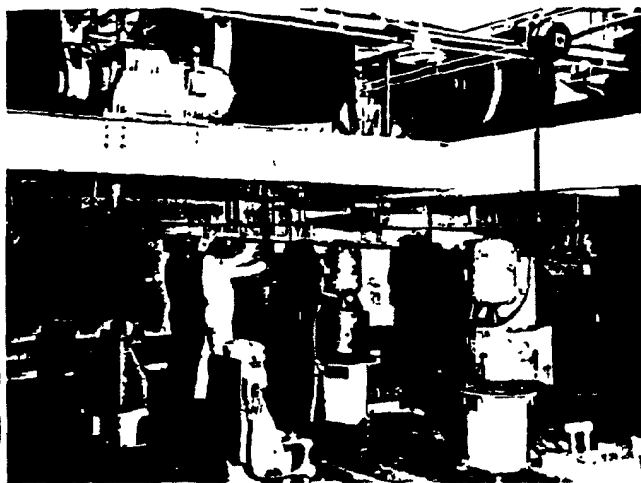
The river of paint produced by Sherwin-Williams is captured at the filling machine. Filling the cans, sealing them and attaching the labels are all done automatically.

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today there is hardly a surface or object that cannot be coated with a Sherwin-Williams finish. Whether it's a home or a factory, a plane or a piano, a cotton picker or a kitchen cabinet, there is a specially formulated Sherwin-Williams product that can be used for protection and enhanced appearance.

Paints for Home Use

To the general public, Sherwin-Williams is best known for its line of paint products for home use. This line includes paints in a kaleidoscope of colors, wood stains, varnishes, glazing compounds, and a complete



Sherwin-Williams plants are laid out so that raw materials are converted into coatings products in a smooth, unbroken sequence.

selection of painting tools and accessories. Among the most popular products in the company's line of household paints are Super Kem-Tone interior wall paint, Kem-Glo enamel, and SWP and A-100 Latex exterior house paints.

A-100 Latex house paint is a recent addition to the company's product line and is notable for its combination of many valuable features. It is easy to apply and dries in 30 minutes—before bugs or dirt can harm its surface. The tools used in applying it may be cleaned easily in soap and water. Another advantage of A-100 is that it can be applied to a damp surface after a morning dew, or following a rain. The paint may be used on all the exterior surfaces normally employed in modern home construction.

Because of their ease of application, outstanding performance and attractive appearance, Sherwin-Williams house paints are widely used by the do-it-yourself home decorator. However, these and other products of the

company are equally popular with professional painters.

In the United States, basic distribution of Sherwin-Williams paints, painting tools and accessories is through local distributors, such as hardware stores, lumber yards, department stores and paint and wallpaper stores. All told there are some 50,000 such outlets in this country.

A number of these dealers have handled the company's paints for fifty years or more. Dean of them all is the Hoyt Hardware Store in Defiance, Ohio. It has stocked and sold Sherwin-Williams products continuously since 1870.

In addition to selling through independent dealers, Sherwin-Williams operates its own branches. The first was established at Worcester, Massachusetts, in 1891. Currently there are more than 1,200 of these branches located from coast to coast. They perform a number of functions. They are strategically located retail outlets serving both the general public and the professional painter. They also serve as warehouses from which local dealers can quickly replenish their stocks or obtain special items they do not regularly carry. And they provide technical advice and the coatings materials to take care of the maintenance and product-finishing needs of industries in the areas they serve.

Technical Finishes for Industry

Industrial finishes supplied by Sherwin-Williams are used to coat many different consumer products. From the time he reaches for the alarm clock in the morning until he caps a tube of tooth paste at the end of the day, a person may have repeated contacts with Sherwin-Williams finishes. These finishes range from the bright colored lacquers on lead pencils to the rugged weather-resistant coatings on huge bulldozers and earth-moving equipment.

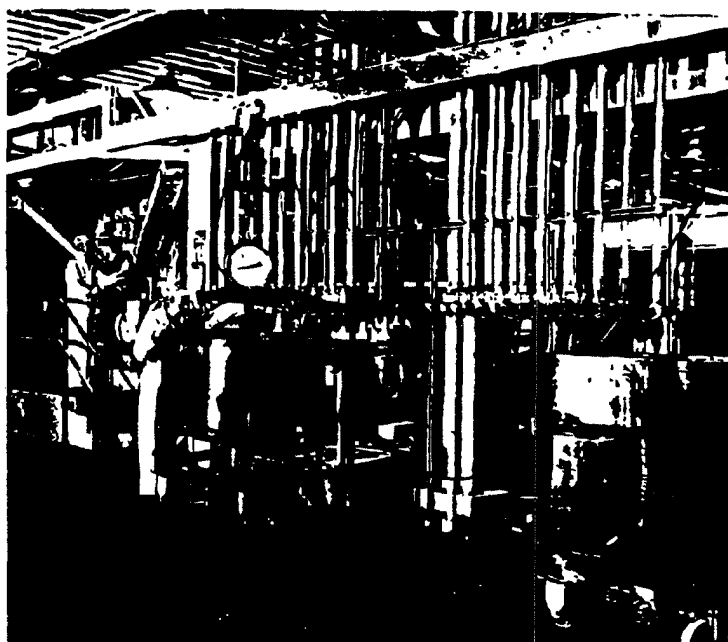
Product finishes formulated by the Cleveland firm can be as different and distinctive as the latest fashions in clothes. For example, the outer surface of an air conditioner may be enhanced by a special coating that produces a "hammered effect." A typewriter, business machine, or camera may be given a rich, dignified appearance by an intricately embossed or patterned finish. A fine piano or a handsome wood cabinet may derive its rich appearance from a carefully selected assortment of complementary finishing materials that are applied by hand.

Most product finishes perform the dual job of increasing the product's durability while adding to its beauty and sales appeal. In other cases, protection is the primary job to be performed by a finish. For example, while the beautiful, stain-resistant enamels of kitchen cabinets, refrigerators, washing machines and other appliances catch the eye of everyone, underneath

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A battery of pipes, pumps, valves and meters controls the type and amount of liquid raw materials introduced in a mixing operation.



An order is filled from stock at a warehouse. Sherwin-Williams' line of products includes approximately 15,000 separate items.

the surface and out of sight are special insulating varnishes and compounds that guard windings and coils in electric motors against heat, moisture and corrosion

Resins for Coatings

In many of its finishes, Sherwin-Williams uses resins and other coatings products supplied by Rohm & Haas. The list includes Acryloid, Amberol, Duraplex, Rhoplex and Uformite resins; Acrysol latex thickeners and dispersing agents; Tamol dispersing agents, and Triton surfactants. Sherwin-Williams also employs acrylic and methacrylic monomers manufactured by Rohm & Haas.

An Amberol phenolic resin developed by Rohm & Haas was the first synthetic resin to be marketed in the United States. Introduced in the mid-1920's, this resin permitted the production of the familiar fast-drying "four-hour" varnishes. At present, more than 20 Amberol phenolic and maleic resins are offered. They are used in the production of many types of coatings, including varnishes, lacquers, enamels, printing inks, and finishing systems for food cans.

In addition to the Amberol resins, Rohm & Haas has developed a series of other synthetic resins that are widely used in air-dry and baked finishes. The Acryloid resins are polymers of acrylic and methacrylic esters, prepared in solvent solutions and in solid form. They are used to produce hard, clear thermoplastic and thermoset coatings with excellent adhesion. Uformite

urea, melamine and triazine formaldehyde resins are widely used in baking enamels for automobiles, appliances and furniture. Duraplex alkyl resins also are used in these types of finishes—frequently in combination with Uformite resins.

The Rhoplex resins were the first acrylic resin emulsions designed specifically for use in water-based paints. Paints based on Rhoplex acrylic emulsions may be used for both interior and exterior applications. These paints are notable for their ease of application, fast drying speed, lack of paint odor, ease of clean up, and excellent durability.

Synthetic resins and other coatings products of Rohm & Haas have been the basis for many improved finishes, and have contributed significantly to the radical changes in paint production that have taken place in our time. A Sherwin-Williams executive has summed up these developments as follows: "Probably more improvements have been made in paint during the last quarter-century than in all prior years combined."

Young Product Line

These improvements are reflected throughout the Cleveland company's own product line. For example, more than 50 percent of the firm's industrial finishing products have been introduced within the past decade. Of its "shelf goods"—products bought by the home owner and professional painter—more than 25 percent have been developed within the last ten years.

These new products are the result of Sherwin-Williams' emphasis on research and the scientific development of coatings materials and equipment. This emphasis is a tradition at the Cleveland firm. The original SWP ready-mixed paint was developed through careful research and trial applications. Even the mill for processing the prepared paint was designed and engineered by the paint maker. Subsequently, in 1884, the company became one of the first firms in the paint industry to employ a full-time chemist.

Today, Sherwin-Williams employs more than 500 chemists and other scientists in its various laboratories. Their work ranges from pure research to on-the-job quality control. Much of the basic research is performed at the company's new research center in Chicago. Here, using the most modern instruments and apparatus available, scientists test new materials and new processes in their ceaseless quest for improved coatings products. Additional developmental work and precise quality control are done in laboratories at each of Sherwin-Williams' 34 domestic and foreign plants.

Its combination of human skill and research and production facilities has enabled Sherwin-Williams to develop a constantly expanding, constantly improving line of industrial and trade sale paints and accessories. Today, more than ever, Sherwin-Williams paints "cover the earth," both in terms of wide distribution and in terms of meeting an almost all-encompassing variety of coatings needs.



To the general public, Sherwin-Williams is best known for the paint products it makes for home use. However, the company also makes a full line of industrial finishes and special coatings products.