



SHERWIN-WILLIAMS.
COLORMIX[®]
INDUSTRIAL WOOD
FORECAST
2021

SHERWIN-WILLIAMS.

COLORMIX® FORECAST 2021

RHYTHM *of* COLOR

Rhythm is the secret to how the natural world stays in step. See it take shape in 40 trending finishes, presented in four collections designed to inspire wood product manufacturers to create and curate finishes that align with global, cultural and economic influences.

As we look back at 2020, we acknowledge the wide array of challenges and opportunities your business has endured. Disruptions caused by the pandemic, civil unrest and natural disasters have altered the rhythm of everyday life, affecting nearly every level of the supply chain. Like you, we've spent a lot of time exploring and facilitating new ways to best serve our customers.

Despite the fractures our industries have sustained, one of our core beliefs at the Global Color & Design Center remains unchanged. Humanity has a genuine, warm, impassioned relationship with color.

As consumers spend more time working, studying and playing indoors, they find themselves longing for nature. This year's forecast is broken down into four themes – Sanctuary, Encounter, Continuum and Tapestry. Each tells a unique story of how the rhythm of nature can inspire us to cultivate feelings of calmness, wellness, authenticity and happiness.

While this forecast may serve as a source of inspiration, information or motivation, you know your vision better than anyone else. As design artisans completely immersed in their craft, our color experts at the Global Color & Design Center can help bring your vision to life.

As we step into the Rhythm of Color, this year's theme for the Colormix Industrial Wood Forecast, we're reminded that no matter what happens in our world or our industry, nature will always be here to ground us.



Stay inspired and stay well,
Lauren West,
Global Color and Design Director,
Sherwin-Williams Industrial Wood Coatings Division

Request access to our Virtual Panel Studio™ to view and download the panels featured in this brochure. Contact your Sherwin-Williams representative or visit wood.sherwin-williams.com/vps to learn more.

SANCTUARY

Back to Nature

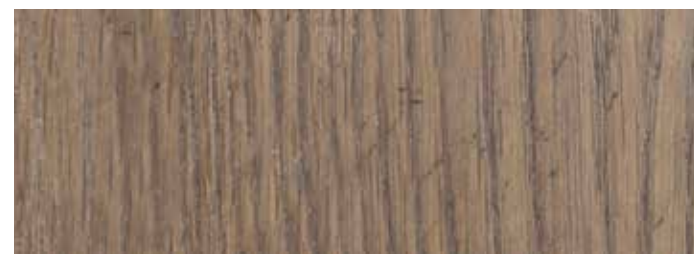
The Sanctuary collection brings nature inside through calming colors that nurture wellness and serenity. Scandinavian simplicity, a key influence for this collection of finishes, beautifully combines soft, matte neutrals with rich, well-worn textures and sunbaked hues. A simple palette of warm minimalism, these natural and muted finishes forge a true connection between interior and environment.

INFLUENCES

Mindful Nesting
Life Balance
Sustainability
Biophilia



SANCTUARY



SANCTUARY

We're learning to take a pause, and seek respite in products and environments that help us slow down and embrace what's truly important.



ENCOUNTER

Layers of Local Character

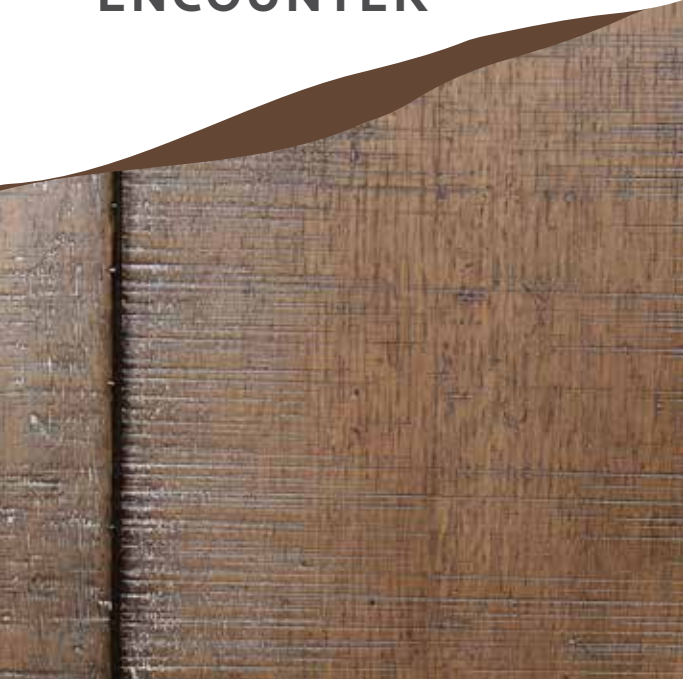
The Encounter collection's rich earthy finishes embrace heritage lux and global inspiration. Varying levels of gloss and sheen, balanced by dark, textured finishes enhance the natural beauty of wood. Rustic and tribal hues breathe life into burnished, charred stains reminiscent of heirlooms and ancient stories of the past.

INFLUENCES

- Storytelling
- Patchwork
- Watercolors
- Global Patterns



ENCOUNTER



ENCOUNTER

Like a treasured heirloom, handcrafted materials and a warm, earthy palette remind us that every great story started from humble beginnings.



CONTINUUM

An Ethereal Spectrum

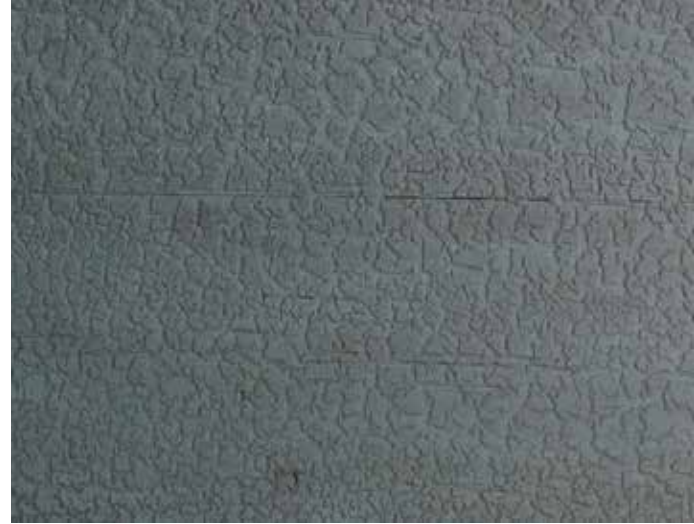
The Continuum collection embodies an entangled hybrid of synthetic and natural influences. These finishes redefine tradition, pulling inspiration from the past and future, reflecting a mixed reality. With tactile, sensorial finishes, Continuum seamlessly fuses technology with nature, blending whites, charcoals and pops of color found in the natural environment.

INFLUENCES

Community
Science Fiction
Historical Luxury
Anthropocene



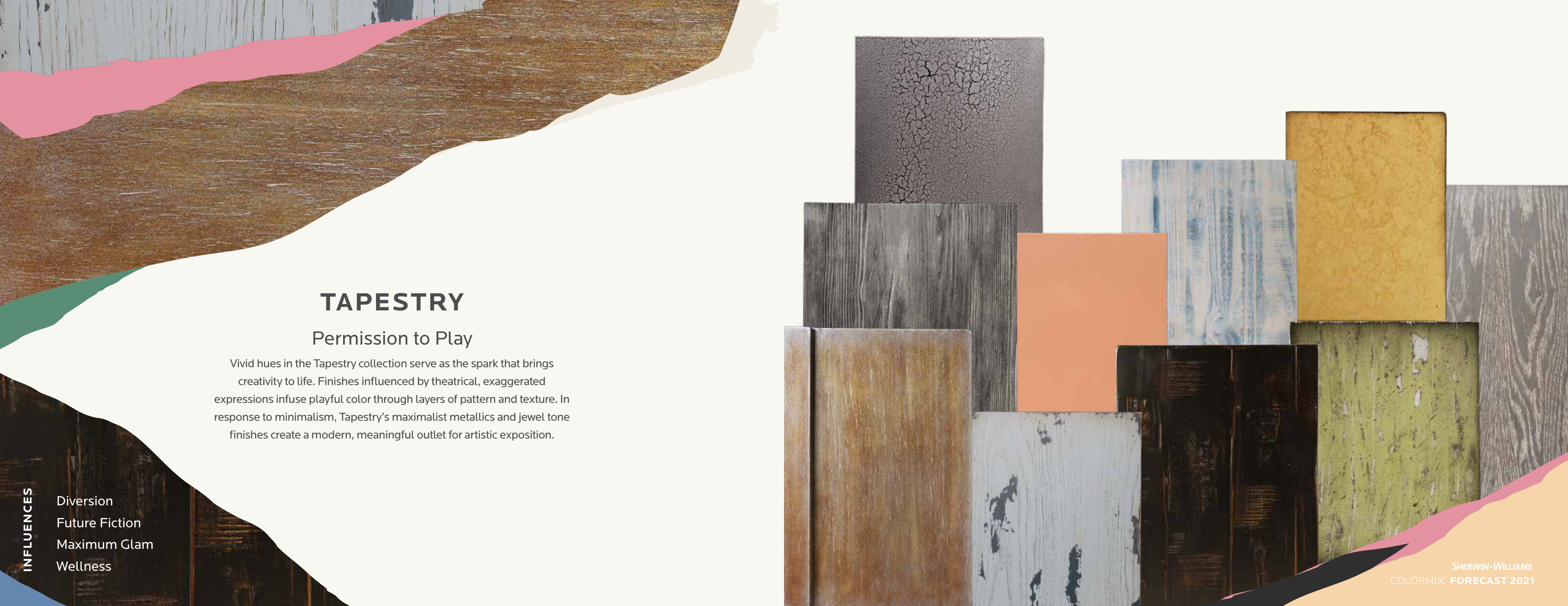
CONTINUUM



CONTINUUM

Exploring remote frontiers brings fresh sources of inspiration, including inky hues and celestial darks.





TAPESTRY

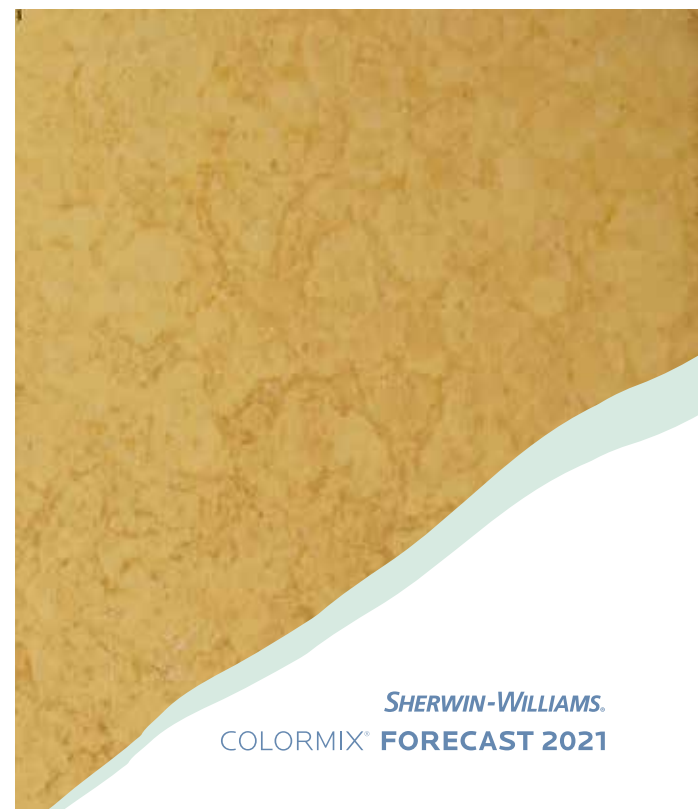
Permission to Play

Vivid hues in the Tapestry collection serve as the spark that brings creativity to life. Finishes influenced by theatrical, exaggerated expressions infuse playful color through layers of pattern and texture. In response to minimalism, Tapestry's maximalist metallics and jewel tone finishes create a modern, meaningful outlet for artistic exposition.

INFLUENCES

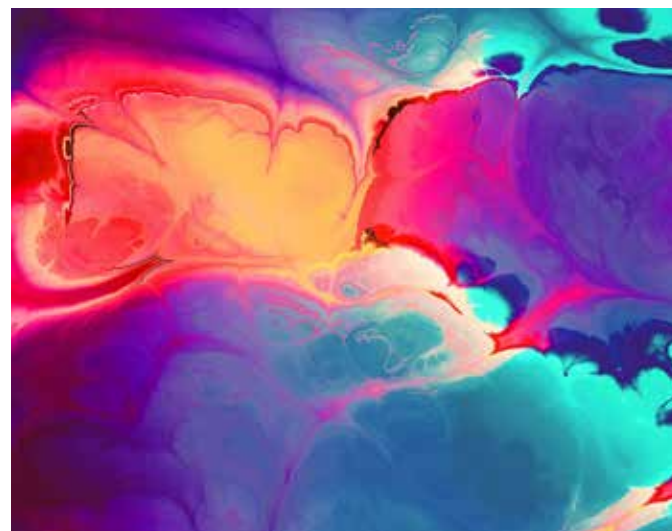
- Diversion
- Future Fiction
- Maximum Glam
- Wellness

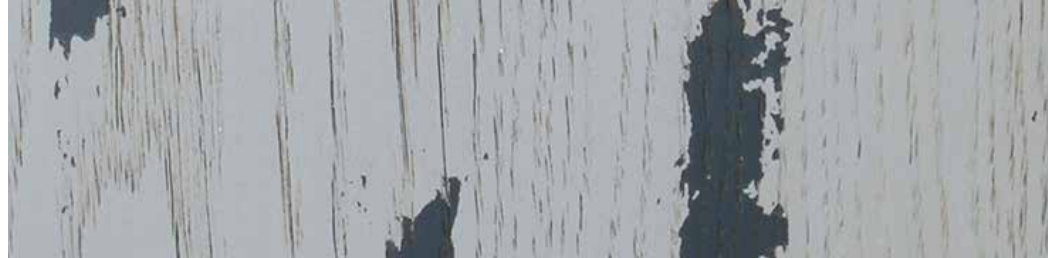
TAPESTRY



TAPESTRY

The resurgence of maximalism comes in response to minimalism — but with an approach that's more modern, curated and meaningful.

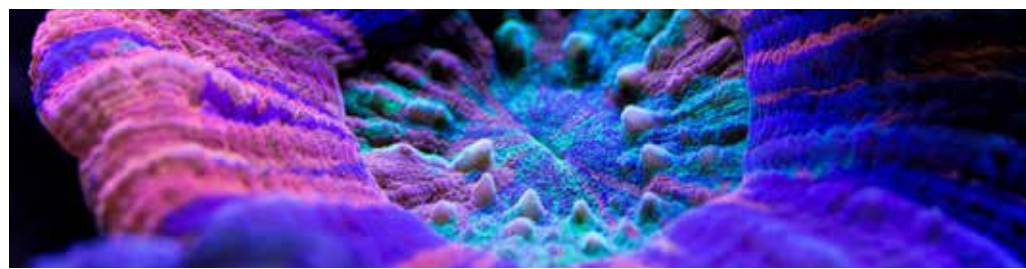




ENCOUNTER
Layers of Local Character



SANCTUARY
Back to Nature



TAPESTRY
Permission to Play



CONTINUUM
An Ethereal Spectrum



VIRTUAL PANEL STUDIO

Inspiration at your fingertips

For creative professionals, inspiration can strike at any time. That's why we have you covered with an industry-first online tool that will help you keep up, 24/7. Request access to our Virtual Panel Studio to view and download the panels featured in this brochure, and more. Contact your Sherwin-Williams representative or visit wood.sherwin-williams.com/vps to request access.



GLOBAL COLOR AND DESIGN CENTER

Your finish is our forte

Collaborate with our color and design experts to develop proprietary colors, stains and textures that align with the Colormix Industrial Wood Forecast. To learn more about the Sherwin-Williams Global Color & Design Center, visit wood.sherwin-williams.com/gcdc.



Industrial Wood 2021 Colormix Trend Forecast Panel Index

Feeling inspired by panels from this year's Colormix 2021 Industrial Wood Forecast? Our Global Color and Design Center is always innovating, and our online resource, the Virtual Panel Studio, is the fastest and easiest way to explore the latest in colors and finishes, anytime from anywhere.

Contact your Sherwin-Williams sales representative or visit wood.sherwin-williams.com/vps to learn more.

SANCTUARY



SWG012051



SWG09935



SWG011658



SWG011051



SWG012698



SWG07914



SWG012214



SWG012390



SWG012402



SWG012433

ENCOUNTER



SWG012751



SWG012495



SWG010544



SWG012367



SWG010977



SWG012442



SWG09346



SWG012743



SWG012556



SWG010745

CONTINUUM



SWG011386



SWG012924



SWG09010



SWG012767



SWG011388



SWG011159B



SWG09616



SWG012434

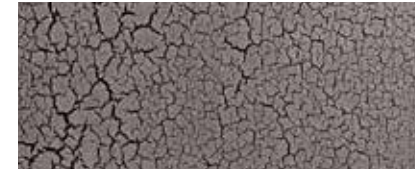


SWG013111



SWG011733

TAPESTRY



SWG010748



SWG012971



SWG012904



SWG012391



SWG012188



SWG011421



SWG012779



SWG012937



SWG09603



SWG011273

The background features a diagonal split. The upper-left portion is white. The lower-right portion is a collage of textures and colors: a light-colored wood grain, a dark teal shape, a dark brown/black shape, a light greenish-yellow shape, and a pinkish-red shape. The Sherwin-Williams logo is positioned on the white background.

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Color and finish samples shown approximate actual paint and stain colors as closely as possible.

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