

**SHERWIN  
WILLIAMS®**

**Florenza™  
ITALIAN SERIES**

Premium Wood Coatings

# EXPERIENCE A RENAISSANCE OF PERFORMANCE

Sherwin-Williams® Florenza™ Italian Series  
Premium Wood Coatings

Timeless Innovation | High-End Performance | Unmatched Service & Expertise | World Class Color Authority

[wood.sherwin.com](http://wood.sherwin.com)



# IT'S TIME TO USHER IN A NEW ERA

The essence of Italy is better captured than explained. You know it when you see it.

The quality is unmistakable. The artistry is incomparable. The beauty is indescribable.



Sherwin-Williams® Florenza™ Italian Series Premium Wood Coatings embody the essence of Italy. Formulated and manufactured in Italy and supplied throughout North America, these premium wood coating systems powerfully blend timeless Italian innovation and high-end performance with the unrivaled color expertise and world-class support of Sherwin-Williams. Put simply, the Florenza Italian Series is designed for manufacturers and finishers who demand the best.

Through the rich history of Sherwin-Williams, we are uniquely positioned to deliver:



Innovative wood coatings that outshine conventional offerings across a wide range of applications and conditions



Fast and far-reaching support and product delivery



Color inspiration and color delivery leadership you can count on



## FORMULATIONS THAT PUSH BOUNDARIES

Sherwin-Williams® Florenza™ Italian Series is premium Italian wood coating technology brought directly to the North American market in a comprehensive, yet easy-to-understand, offering. These innovative wood coatings are easy to apply, look beautiful and are designed to perform at the highest level for kitchen cabinet, furniture, architectural millwork and other high-end interior wood applications.

To match the performance and aesthetics you and your clients demand, our lineup features:



**1K Waterborne Coatings** offer the simplicity of one-component technology as well as the flexibility to deliver the performance and aesthetics of two-component technology



**2K Waterborne Coatings** offer an elevated level of aesthetics and performance that is simply hard to find in standard waterborne technology



**2K Solventborne Coatings** deliver the high-end appearance, durability and performance of tried-and-true acrylic and polyurethane technologies



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# 1K WATERBORNE PIGMENTED AND CLEAR COATINGS

Our 1K waterborne interior category combines the environmental benefits of waterborne technology with one-component simplicity and excellent application, appearance and durability characteristics.

Whether it's kitchen cabinet, furniture, architectural millwork or other high-end interior applications, these advantages will help **save you time, offer you valuable flexibility** and **ease your operational concerns.**

Code	Description	Available Sheens	Volume Solids	Catalysts (Optional)	Tintable/Compatible Base
IWBF1	Clear waterborne 1K or 2K sealer	N/A	28%	IWCV1 At 10% weight & volume (10:1) ratio, pot life 4 h IWCV2 At 10% weight & volume (10:1) ratio, pot life 2 h	No
IWBW2	White waterborne 1K high-build primer	N/A	34%	N/A	No
IWBW1	White waterborne 1K high-build and high chemical resistance primer	N/A	43%	N/A	Yes/ IWBF2
IWBF2	Clear waterborne 1K pigmentable primer	N/A	45%	N/A	Yes/ IWBW1
IWTFXX	Clear waterborne 1K or 2K topcoat bio-based	5-10-20-30-80	29%-33%	IWCV3 At 10% weight & volume (10:1) ratio, pot life 2 h	Yes/ IWTWXX
IWTWXX	White waterborne 1K or 2K topcoat bio-based	10-20-30-50	38%-42%	IWCV3 At 10% weight & volume (10:1) ratio, pot life 2 h	Yes/ IWTFXX

Note: XX denotes where the sheen would be in the code.

### Application Advantages

- Superior spraying experience with excellent hang, flow and leveling
- Increased throughput achieved through quick drying and easy sanding
- No catalyzation required/extended shelf life

### Performance Advantages

- Early mar resistance, good long-term color stability and strong chemical resistance
- Elevated level of chemical resistance and physical durability through an optional catalyst
- Optimize to your needs by using topcoats as self-sealing or over designated primers/sealers
- Bio-based topcoats for environmentally conscious customers who also demand strong performance capabilities

### Aesthetic Advantages

- Beautiful finish: a smooth hand-feel and great appearance that will stand out to you and your customers
- Fast, accurate tinting from our Color Express™ System, and outstanding custom color-matching ability

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# 1K WATERBORNE NATURAL LOOK TOPCOAT

Natural Look is a clear 1K waterborne self-sealing topcoat primarily for interior wood applications that provides a “natural wood” finish, highlighting the wood grain with a high-demand aesthetic appeal.

Code	Description	Sheen Level	Volume Solids	Catalysts (Optional)	Tintable/Compatible Base
IWTFO	Waterborne Natural Look 1K or 2K self-sealer topcoat	< 3	18%	IWCV4 At 10% weight & volume (10:1) ratio, pot life 2 h	N/A

### Advantages

- Natural look with an on-trend dead matte look that still provides advanced performance, clarity and early mar resistance
- Like our other 1K coatings, Natural Look comes with an optional catalyst for an extra level of durability

## MAKE AN IMPRESSION. REDUCE YOUR IMPACT.

### What are bio-based coatings?

Simply put, they're derived in all or part from renewable sources. Sherwin-Williams makes the move to bio-based coatings easier, enabling you to reduce your carbon footprint without sacrificing the quality of the finish.





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# 2K WATERBORNE PIGMENTED AND CLEAR

This 2K waterborne lineup combines maximum performance with the safety and environmental benefits of waterborne technology.

Whether it's kitchen cabinet, furniture, architectural millwork or other high-end interior applications, these advantages will **ease your operational concerns, help you stand out in the market and prevent callbacks.**

### Application Advantages

- Superior application from outstanding coverage, flow, leveling and vertical hang

### Performance Advantages

- Long-lasting durability for high-use products and surface areas
- Superior chemical resistance and excellent long-term color stability and durability for tough environments
- Topcoats can be used as self-sealing or over-designated basecoats for extra build and protection

### Aesthetic Advantages

- High-end appearance and high performance delivered through great build and surface hardness
- Beautiful look and feel your customers will notice
- Fast, accurate color tinting from our Color Express™ System and outstanding custom color-matching ability

Code	Description	Available Sheens	Volume Solids	Catalyst	Tintable/ Compatible Base
IWBW101	White waterborne 2K high-performance primer	N/A	43%	IWCV2 At 13% volume (10:1.3) ratio, pot life 3 h	Yes
IWTF1XX	Clear waterborne high-performance 2K topcoat	5-10-20-40-85	23%-27%	IWCV5 At 15% volume (10:1.5) ratio, pot life 2 h IWCV2 At 15% volume (10:1.5) ratio, pot life 2 h (40 sheen and lower only)	Yes/ IWTW1XX
IWTW1XX	White waterborne high-performance 2K topcoat	10-20-40-60	27%-30%	IWCV5 At 17% volume (10:1.7) ratio, pot life 2 h IWCV2 At 17% volume (10:1.7) ratio, pot life 2 h (40 sheen and lower only)	Yes/ IWTF1XX

Note: XX denotes where the sheen would be in the code.





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# 2K SOLVENTBORNE ACRYLIC

Our two-component solventborne acrylic interior topcoat and sealer systems offer the maximum clarity, color stability and performance in tried-and-true formulations.

Whether it's kitchen cabinet, furniture, architectural millwork or other high-end interior applications, these advantages will **keep your operations moving, help you stand out in the market and prevent callbacks.**

### Application Advantages

- Superior application with outstanding flow, leveling, vertical hang and ability to sand
- Faster final cure versus waterborne technologies
- Topcoats can be used as a self-sealing system or over the recommended sealer, optimizing to your needs

### Performance Advantages

- Flexible acrylic film build provides superior durability versus traditional solvent technologies
- Enhanced chemical resistance and durability for the toughest applications

### Aesthetic Advantages

- Excellent open-grain definition and close-to-the-grain appearance
- Premier transparency and anti-yellowing properties
- Wide range of sheens, including dead matte finish

Code	Description	Available Sheens	Volume Solids	Catalysts	Tintable/Compatible Base
ISBF101	Solventborne acrylic sealer	N/A	26%	ISCV2 At 10% weight & volume (10:1) ratio, pot life 4 h	N/A
ISTF1XX	Acrylic topcoat	5-10-20-40	23%-25%	ISCV2 At 10% weight & volume (10:1) ratio, pot life 8 h	N/A
ISTF102	Acrylic matte	< 3	16%	ISCV2 At 10% weight & volume (10:1) ratio, pot life 4 h	N/A

Note: XX denotes where the sheen would be in the code.

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# 2K SOLVENTBORNE POLYURETHANE

2K solventborne polyurethane is a two-component solventborne solution that delivers a traditional appearance and outstanding coverage for interior product applications. Delivering excellent performance with outstanding hide features, this solution is optimal for high-touch products.

Whether it's kitchen cabinet, furniture, architectural millwork or other high-end interior applications, these advantages will **save you time and money, help you stand out in the market and prevent callbacks.**

### Application Advantages

- Easy to mix and apply systems with excellent adhesion and sanding for an optimal spraying experience
- High solids content offerings provide excellent coverage, great build and strong hide
- Faster final cure versus waterborne technologies

### Performance Advantages

- Strong scratch, mar and chemical resistance

### Aesthetic Advantages

- Smooth hand-feel with discernible transparency in an amber system your customers will recognize
- Additional catalyst option for anti-yellowing performance
- Maximum sheen flexibility from matte to high-gloss systems
- Fast, accurate color tinting from our Color Express™ System and unsurpassed proprietary color-matching ability

Codes	Description	Available Sheens	Volume Solids	Catalysts	Tintable/Compatible Base
ISBF2	Solventborne polyurethane universal sealer	N/A	40%	ISCV1 At 50% weight & volume (2:1) ratio, pot life 3 h	N/A
ISBW1	Solventborne high-build polyurethane white primer	N/A	61%	ISCV3 30% weight & 50% volume (2:1) ratio, pot life 2 h	N/A
ISBB1	Solventborne high-build polyurethane black primer	N/A	56%	ISCV3 30% weight & 45% volume (10:4.5) ratio, pot life 3 h	N/A
ISTFXX	Polyurethane topcoat	5-10-20-40-90	35%-40%	ISCV1 At 50% weight & volume (2:1) ratio, pot life 4 h	Yes/ISTWXX
ISTWXX	Polyurethane white topcoat	10-20-40-80	45%-52%	ISCV1 At 40% weight & 60% volume (5:3) ratio, pot life 4 h	Yes/ISTFXX

Note: XX denotes where the sheen would be in the code.



# EXPERTISE THAT ISN'T WORLDS AWAY

**Italian technology,  
backed by  
local service**



## FROM TECHNICAL SUPPORT TO SUPPLY CHAIN RELIABILITY

Sherwin-Williams® Florenza™ Italian Series brings unmatched service and expertise to provide world-class coatings here at home. We maintain authenticity by designing, formulating and manufacturing in Italy and importing through the Sherwin-Williams vast facility network in North America to ensure you have the best of both worlds – unmatched quality and local accessibility. This means faster delivery and responsiveness, trusted service, and the technical knowledge to help achieve the desired finish.

Our team leaves nothing to chance and is always here to help your business:



Gain production efficiencies



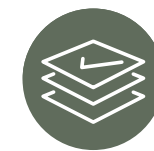
Capitalize on ever-shifting consumer trends



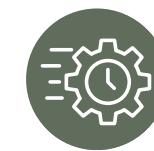
Enhance product quality



Achieve better business results



Eliminate color or application inconsistencies



Experience fast lead times and readily available inventory



## FINISHES THAT OUTLIVE THE MOMENT

**Color you can count on to help you and your customers stand out**

With a deep understanding of color theory and a passion for timeless Italian style, Sherwin-Williams® Florenza™ Italian Series offers custom color palettes and expertise, with the ability to color match or create proprietary finishes by design. A testament to Italy's renowned design heritage, our global experts blend color knowledge with attention to detail to help you deliver palette-perfect results. And our Color Express™ System can accurately and repeatedly deliver this color on demand.

Our team and technologies offer a tailored color experience to bring your ideas to life and grow your business:

- Industrial wood-specific color and design expertise from our DesignHouse color experts
- Deep insights from research and trends that resonate with end users
- Custom formulations, finishes and techniques
- Fast, accurate color tinting from our Color Express System

Sherwin-Williams DesignHouse  
Greensboro, North Carolina

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# BORN IN ITALY. BACKED BY SHERWIN-WILLIAMS.

## Experience a Renaissance of Performance

Talk to your Sherwin-Williams Industrial Wood Sales Representative and visit [wood.sherwin.com](http://wood.sherwin.com) to learn more.

Product Information Hotline: 866-722-9710, Option 1

Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. For the industrial wood market, our innovative solutions go beyond coatings to include knowledge, tools, equipment, supplies and industry-leading support. For a better finish, ask Sherwin-Williams.

**SHERWIN-WILLIAMS®**

**[wood.sherwin.com](http://wood.sherwin.com)**

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