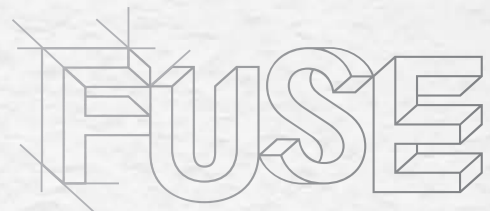


# FUSE

Layers of colorful inspiration

**SHERWIN-WILLIAMS**  
Coil Coatings

Architectural Metal Coatings  
Color Forecast



is fueled by developments in metal building design, aiming to guide architects and product manufacturers as they construct planes of inspiration into seamless works of art.

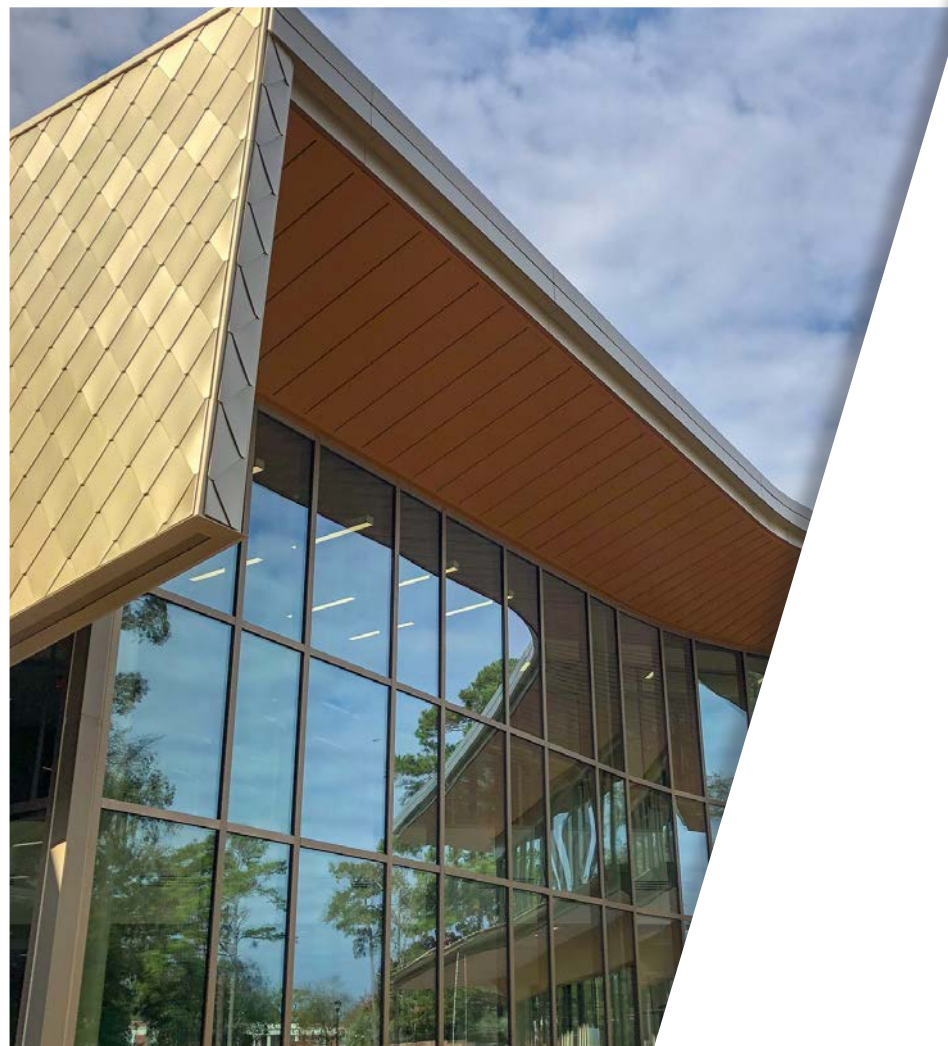
Composed from an inclusive blend of influences, *FUSE* represents the layered nature of great design. When drawing plans and envisioning color possibilities, rising stories and sheets of drafting paper are imagined, analyzed and constructed in precise detail. Thoroughly researched colors and effects meld into these layers, allowing designers to build foundations or bejewel the building envelope.

## FORWARD-LOOKING COLOR DIRECTION

Our color forecasts are shaped by major societal influences, such as sustainability, economy, humanity and equality, and are backed by real-world data. Through our six-step process, the Sherwin-Williams DesignHouse team identifies colors and effects that will inspire architects and product manufacturers over the next 3-5 years and beyond.

The *FUSE* forecast projects emerging colors and accompanying special effects that add layers of depth to architectural metal coatings. *FUSE* is presented in three curated color collections, Accountability-Centered Technology (ACT), Building Fulfilling Futures (BFF) and Chief Empathy Officer (CEO), to offer strategic inspiration to those on the leading edge of design.





## CUSTOMIZE AND CAPTIVATE WITH SPECIAL EFFECTS

Sheens and gloss

Kameleon

Mica/metallics

Prints

Nova

Textures

Sherwin-Williams Coil Coatings offers an assortment of special effect pigments to add depth and tactility to color selections. Developed for this forecast in our Fluropon® 70% PVDF and Illumipon™ FEVE coatings, special effects deliver enhanced color and design capabilities.

Our architectural metal coatings are available in a range of sheen and gloss levels, intense Nova sparkle, dazzling mica and metallics, color-shifting Kameleon and lifelike prints and textures. Mimic the appearance of natural materials, achieve visual contrast and optimize building elements with revolutionary coating effects.



## ACCOUNTABILITY- CENTERED TECHNOLOGY

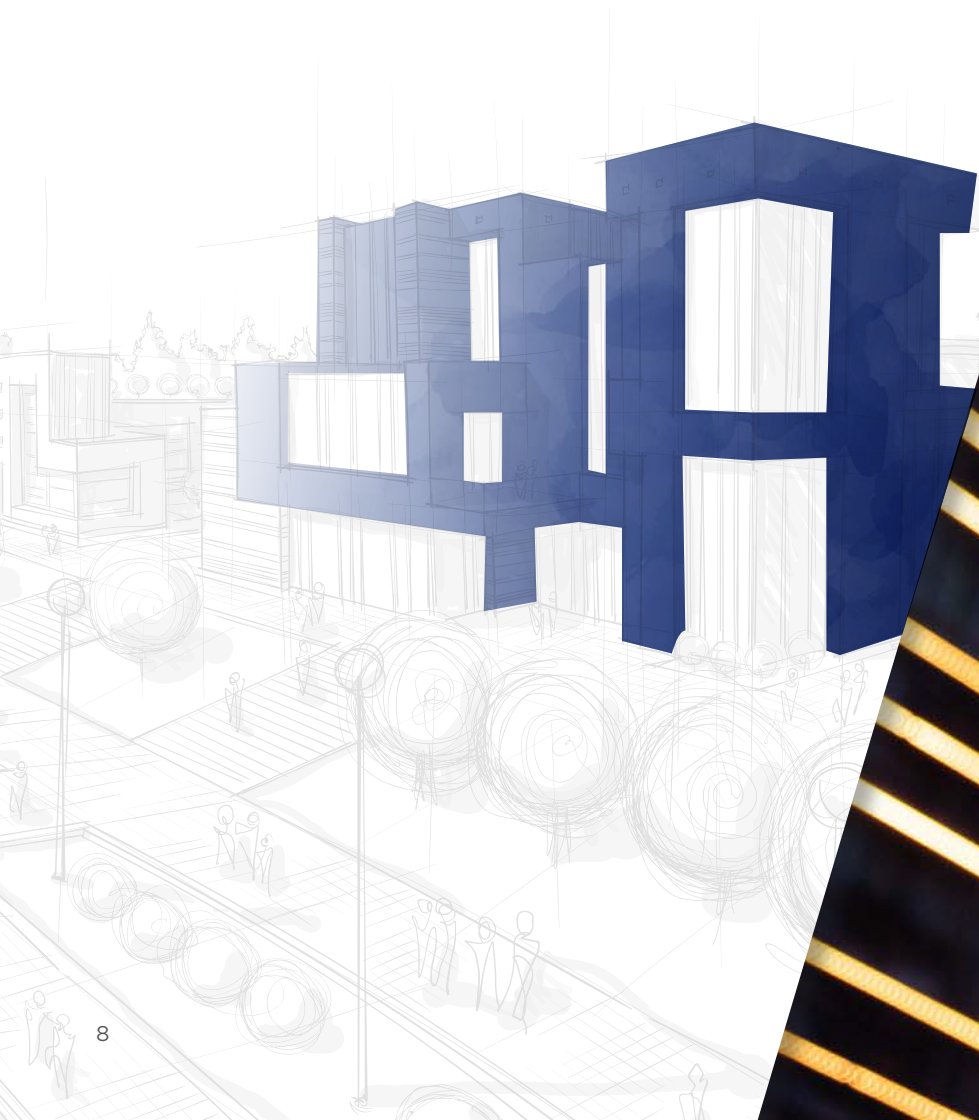
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As new technologies emerge, those designing and utilizing them have innate responsibilities. Businesses must progress the transparency, sustainability and efficiency of their operations at the same speed as technological advancements. Architects and product manufacturers are likewise called to adopt inventive but ethical solutions, from analyzing how occupants will comfortably interact with a space to specifying products for both aesthetic and performance longevity. The ACT collection presents a spectrum of colorful solutions inspired by the conjoined relationship between technological evolutions and conscientious practices.



# ACT

Discover glistening duality in the ACT collection. Whether celebrating with a champagne-to-silver color shift or emulating the authentic weathering of blackened steel, metal can be more than what meets the eye. Redefine the tried-and-true with a flashy mica/metallic on warm silver or delicate luster on cool, milky white. ACT presents ultramodern print, shift, gloss and texture capabilities designed to amplify the integrity of rich and subdued tones, from bronzy coffee bean to vivid poppy blue.



Focal

Symbiotic

Smoke and Mirrors

Fair Trade

Untethered

Revolution



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## SPECIAL EFFECTS SPOTLIGHT: FOCAL

Even the classics can evolve. As color spaces warm up across industries, traditional stark whites make way for versatile linen-white shades. Dependable in solid, Focal transforms across a variety of effects. Utilize this adaptable neutral in high gloss, texture, mica/metallic and Kameleon to sharpen the focus of designs.

**Focal Standard Finish**  
E: 391C0869 | C: 431B2936

**Focal High Gloss**  
E: 631L0024 | C: 731L1148

**Focal Texture**  
E: 391C0830 | C: 431B2937

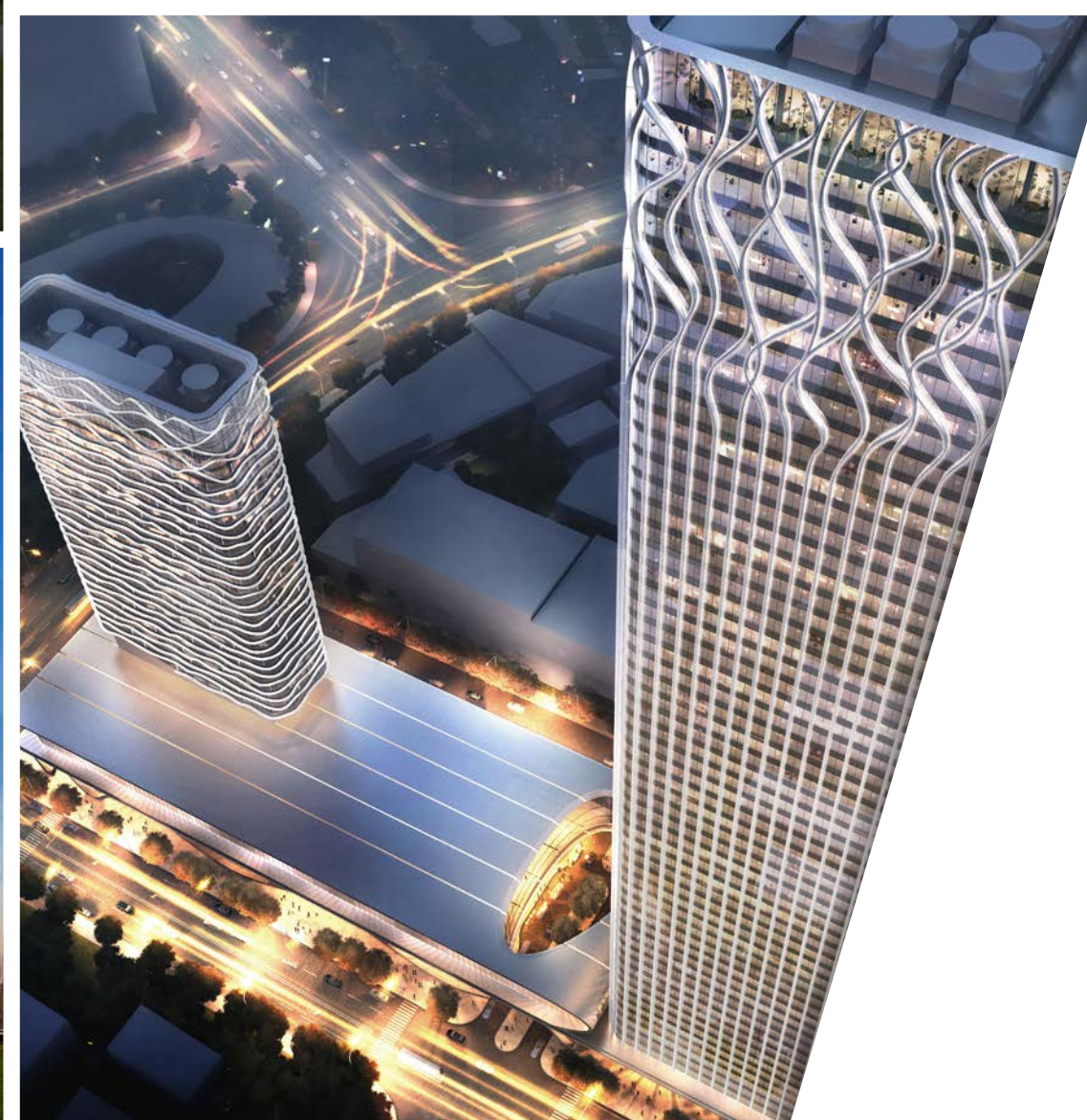
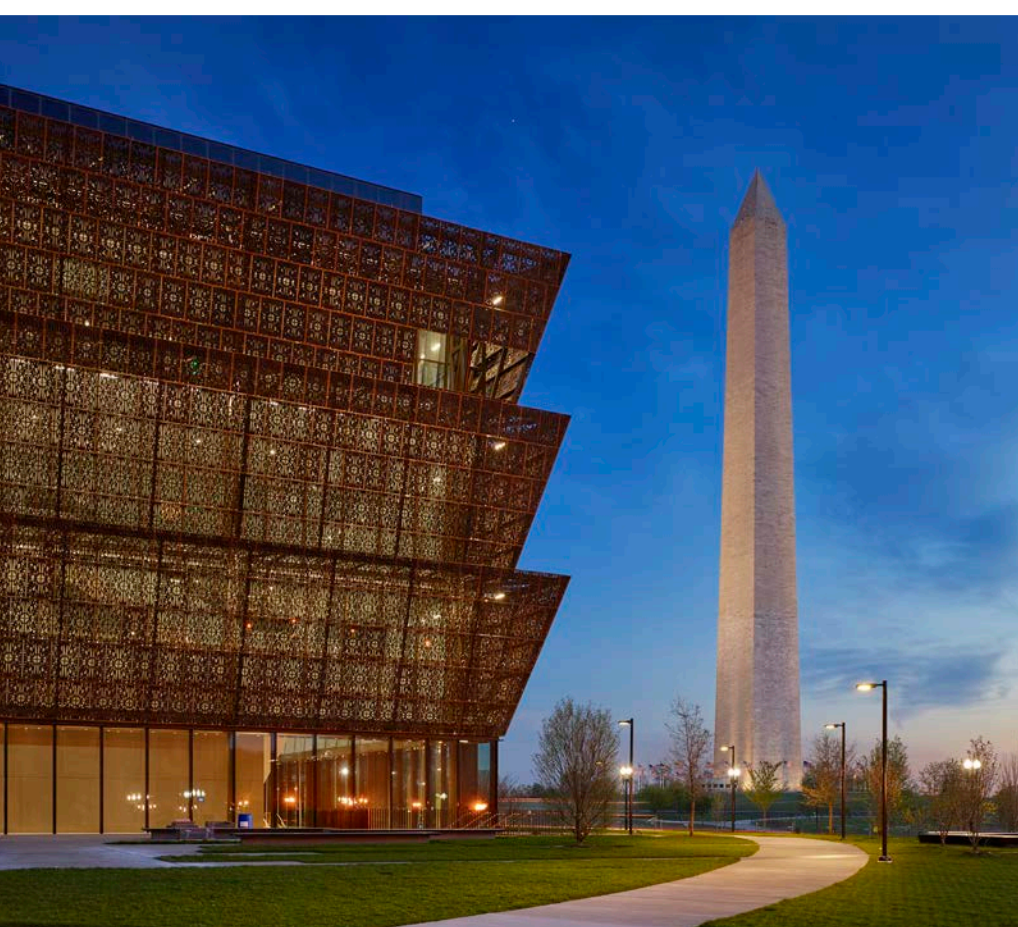
**Focal Classic II**  
E: 399D8516XC | C: 439Z10737M

**Focal Kameleon**  
E: 39KA0140 | C: 43KZ0422



# ACT

## DARE TO MAKE A LASTING IMPRESSION



Bold colors and high-contrast shades have led markets in recent years. Yet, as coatings expand into new technological territories, once-subtle neutrals can become daring and impressive design features when enhanced with glittering and anodized effects. The textured sparkle of brassy Fair Trade against a filigree facade delivers a pop of visual contrast against standard glosses. Add shimmering resonance to architectural curtain walls with the warm mica/metallic of Smoke and Mirrors. Mold architectural shapes with elevated influences of sparkle, tactility and dynamic forms against spectacular color.



# BUILDING FULFILLING FUTURES

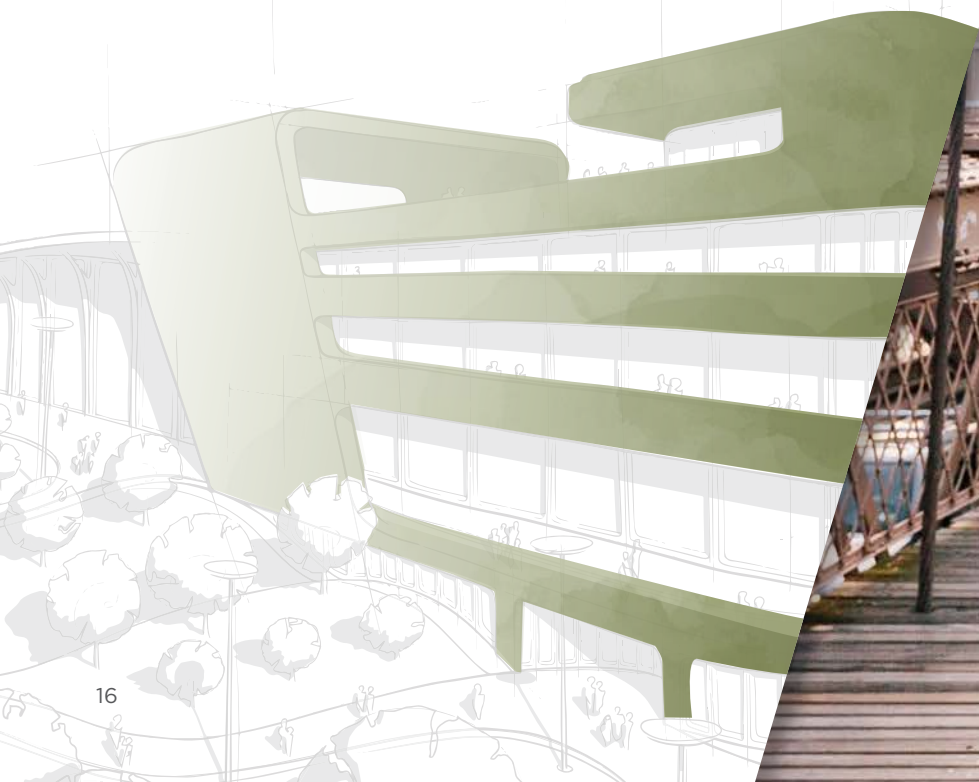
Infrastructure, or the lack of it, constructs every facet of our lives, from relationships to physical dwellings to methods of connectivity. Bonds of family, friendship, workplace and community are refined through both built and natural environments. Intentionally, we hone the indoor and outdoor experiences of our homes, businesses and supplemental third places. And we relate to spaces through roadways, transit systems, accessibility points, internet and plans for the future. Inspired by how these tangible and intangible aspects of space intermingle and evolve into the building blocks of life, the BFF collection reveals new realms of bespoke design.



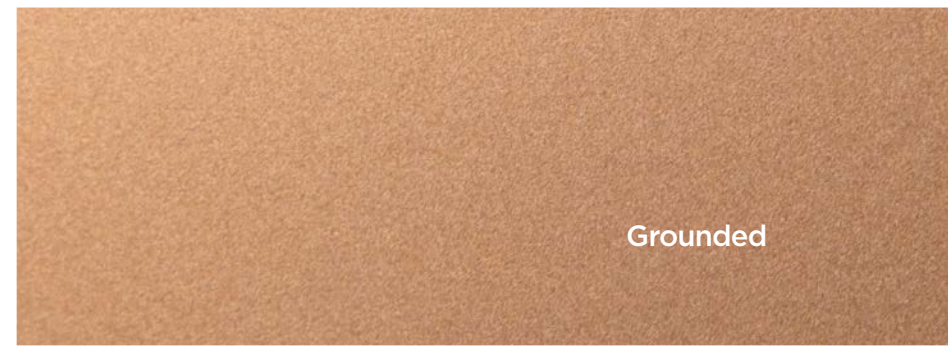


# BFF

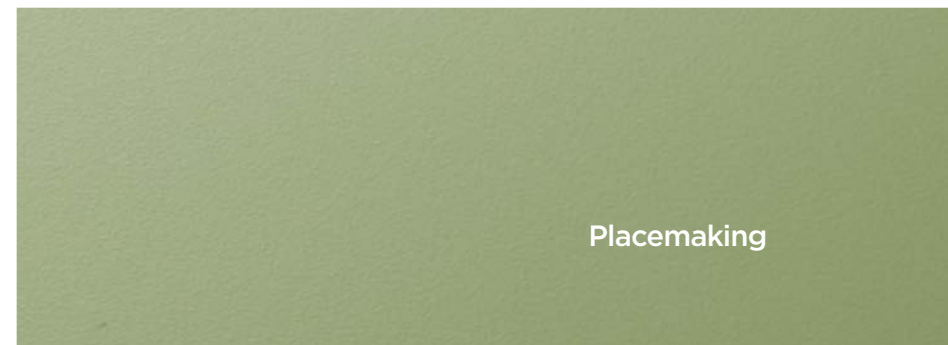
Establish lasting structures and memorable spaces with the BFF collection. Lay the framework for a neighborhood café or community concert pavilion with imitations of walnut woodgrain and red brickwork. Emulate new growth with low-gloss, soft green or add a cool, industrial impression to modern construction with iridescent pearl-gray. Mixing familiarity and boldness, coats from glistening, mushroom tan to glossy, verdant green achieve inventive blueprints in design.



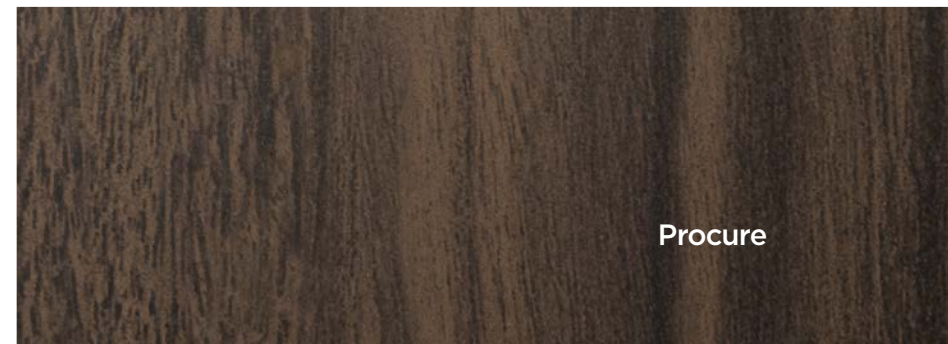
Fortified



Grounded



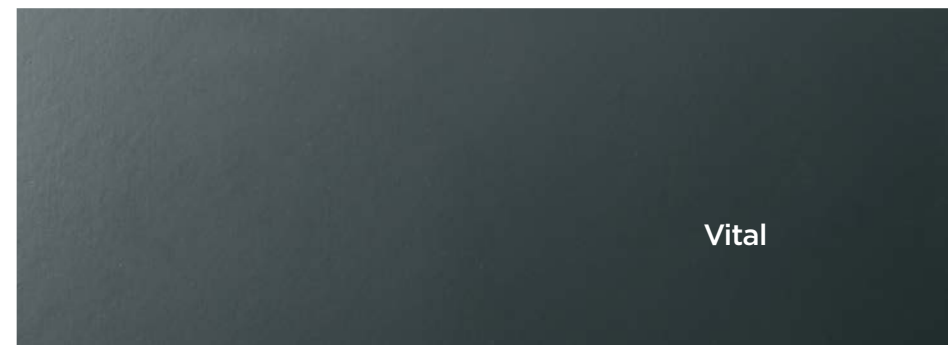
Placemaking



Procure



Facade



Vital



## SPECIAL EFFECTS SPOTLIGHT: VITAL

Dark neutrals have commanded the building product space recently. Vital is a blend of forest green and dark black with a slight blue undertone, establishing new possibilities through a spectrum of special effects. Draw in the eye with deep, green-infused teal, then command interest with subtle visual contrast. Achieve a matte look with low-gloss solid, add classic refinement with Nova gold or embrace sparkling sensations with mica/metallic texture.

**Vital Low Gloss**  
E: 395C2615 | C: 435C3228

**Vital Nova Gold**  
E: 395FX0042 | C: 435FX3231

**Vital Classic II**  
E: 399D8515 | C: 439Z10738M

**Vital Standard Finish**  
E: 395C2620 | C: 435C3230

**Vital Classic II Texture**  
E: 399D8524 | C: 439Z10740M



BFF

## BUILT FOR ELEGANCE AND CURB APPEAL



The BFF collection adapts to a range of uses, from high-rises to universities to offices and more. The right coatings enrich the intended experience of each place. Earth-inspired hues welcome well-being, such as Procure on the metal doorway of a lecture hall or meeting room. Reach for the stars in every architectural endeavor with the pale shimmer of Fortified or stir woodland whimsy on exterior paneling with Grounded's sparkling brown. Amplify the mainstay colors of architectural metal with effect pigments for a lived-in, well-loved character.



# CHIEF EMPATHY OFFICER

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Weaving empathy into each stage of design, decision-makers enrich the experiential qualities of their creations. With pigments, texture and effects top of mind, architects and product manufacturers captivate spatial occupants with care and intention. The influential power of color is infused in this process, compelling emotion and reflecting societal change. The CEO collection reflects this authority by presenting colors and effects that amplify great design.

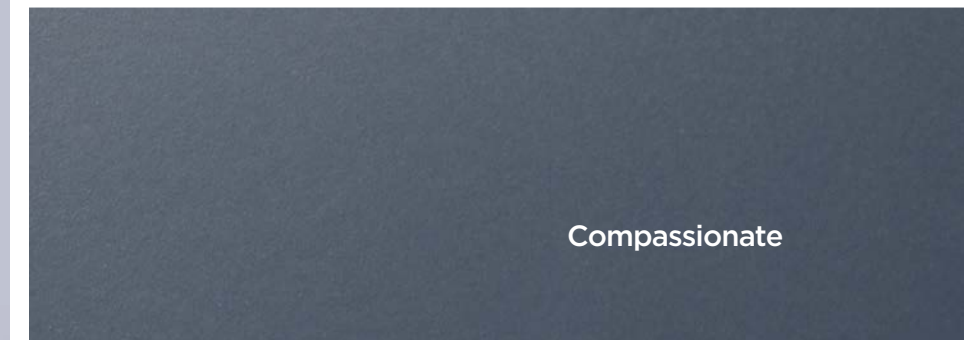


# CEO

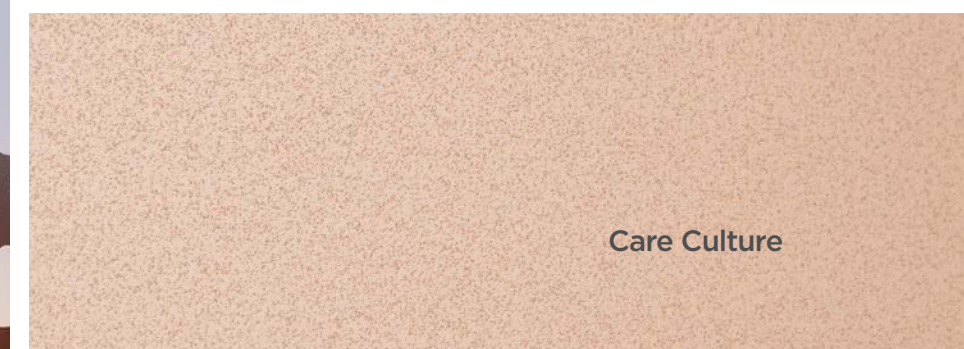
Ranging from vibrant, high-chroma red to metal-inspired hues, the CEO collection explores fresh possibilities for handmade color spaces. Subtle mica/metallic allows glimmers of elegant gold and the look of anodized steel to blend seamlessly into designs. The prominence of matte black and neutral navy prevails, ushered along with whispers of gloss. Warm, clay-inspired tones also grasp visual interest with sensational depth.



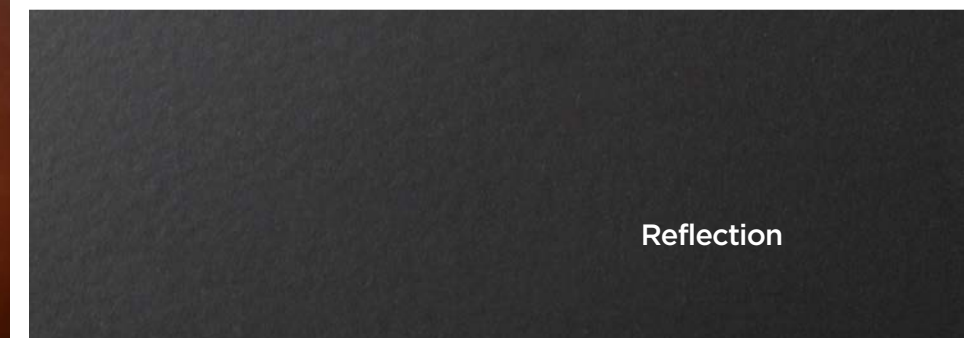
Awe



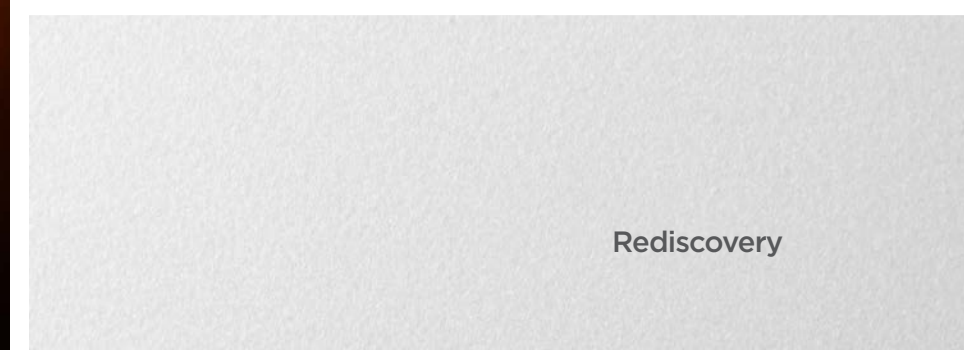
Compassionate



Care Culture



Reflection



Rediscovery



Esteem



## SPECIAL EFFECTS SPOTLIGHT: CARE CULTURE

Influences of terracotta clay roof tiles venture into architectural and commercial design. Care Culture is a progression of these dusty red hues, adopting a neutralized appearance to serve an array of building products. Recalling historic days of sunbaked ceramic, the texture finish features a gritty tactility and gentle warmth. Reimagine the pale sand backdrop of Care Culture with brilliant Nova sparkle or emulate the fleeting moments between sunset and twilight with a Kameleon color shift.

**Care Culture Standard Finish**  
E: 397C1165 | C: 437C3606

**Care Culture Classic II**  
E: 399D8517 | C: 439Z10739M

**Care Culture Nova Silver**  
E: 397FX0054 | C: 437FX3607

**Care Culture Texture**  
E: 397C1167 | C: 437C3608

**Care Culture Kameleon**  
E: 39KA0141 | C: 43KZ0423



## DESIGNING FOR TIME, PLACE AND SPACE



The CEO collection's traditional neutrals and mica/metallics adapt to the design needs of business complexes, apartments, hotels and other multi-occupant spaces. Dependable low-gloss darks such as Compassionate and Reflection serve long-standing trends of uniformity in mixed-use construction, especially on metal wall panels. All the while, the warm resonance of Care Culture and Awe ushers in new perspectives for the next era, brightening structural elements from balconies to cantilevers.

# FUSE

Fuel your inspiration with the colors of *FUSE*. Order a sample for your next project at [coil.sherwin.com/colorforecast](http://coil.sherwin.com/colorforecast).

*Note: All codes are based on Fluoron® 70% PVDF coatings. Colors shown are an approximate match.*

## ACT



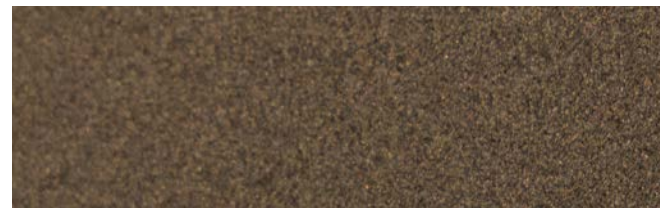
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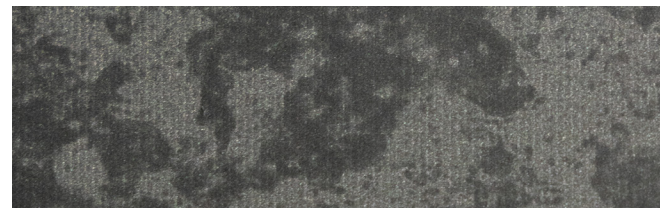
Symbiotic | E: 39KA0145 | C: 43KZO424



Smoke and Mirrors | E: 399Q0057 | C: 439Q0057



Fair Trade | E: 399D8560 | C: 439Z10741M



Untethered | C: 858M145



Revolution | E: 396B6467 | C: 436B4175

## BFF



Fortified | E: 399D8561 | C: 439Z10742M



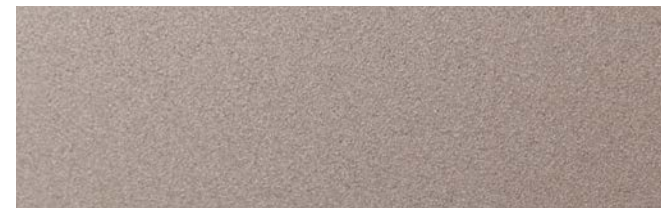
Grounded | E: 399D8563 | C: 439Z10743M



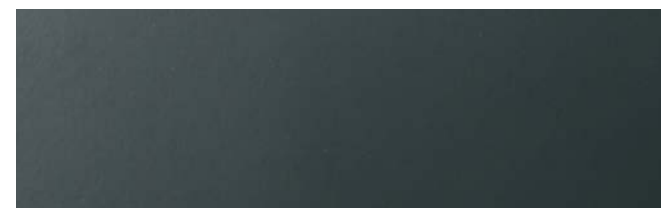
Placemaking | E: 395C2596 | C: 435C3229



Procure | C: 858M153



Facade | E: 399D8421 | C: 439Z10744M

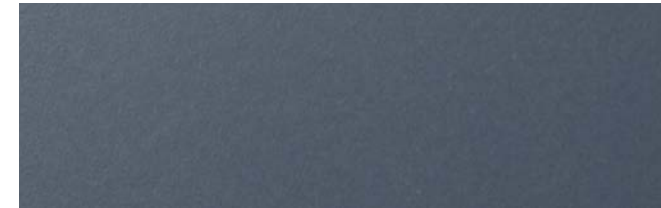


Vital | E: 395C2620 | C: 435C3230

## CEO



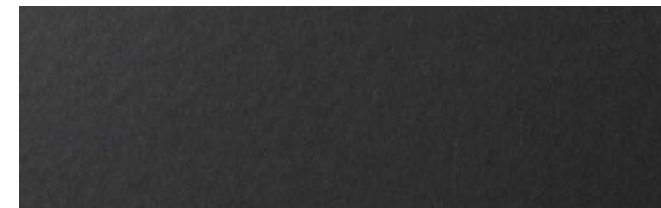
Awe | E: SL4A1733 | C: 384A1491



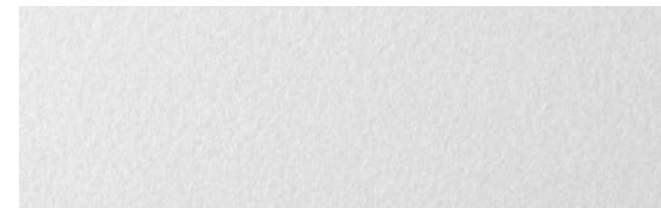
Compassionate | E: 396B6403 | C: 436B4176



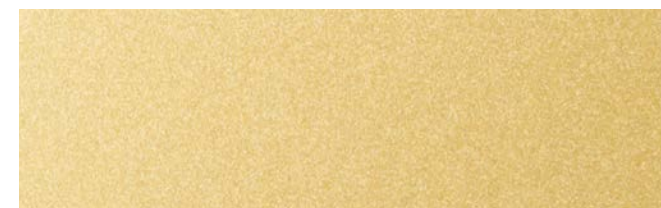
Care Culture | E: 397C1167 | C: 437C3608



Reflection | E: 398A2591 | C: 438A1496



Rediscovery | E: 399D8565 | C: 439Z10745M



Esteem | E: 399D8566 | C: 439Z10746M



# OUR WORLD IS COLOR

At Sherwin-Williams Coil Coatings, we harness the power of color and believe in its ability to inspire, connect and bring visions to life in tandem with trusted coating solutions. We are driven by ambitious ideas, innovation and relentless research, and understand color down to its deepest wavelengths. As your teammates in success, we expand our color catalog each year to deliver spectacular color and in-demand special effects.

Get in touch with our teams to learn how we can empower architectural metal coatings together.

[coil.sherwin.com/colorforecast](http://coil.sherwin.com/colorforecast)

Contact your sales representative to learn more about color and design services from the Sherwin-Williams DesignHouse.





Focal

Placemaking

Procure

**SHERWIN-WILLIAMS®**  
Coil Coatings

[coil.sherwin.com/colorforecast](https://coil.sherwin.com/colorforecast)

Colors shown are an approximate match.

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C-775200-05 2/23

Compassionate