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Sherwin Williams responds to the green building movement with the introduction of GreenSure products

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In response to the growing awareness of the green building movement, Sherwin-Williams has introduced the GreenSure designation for its environmentally preferred products. GreenSure is applied to the company's coatings that offer long term durability, the highest indoor air quality ratings with low VOCs and low odor, and meet or exceed the GS-11 criteria for coatings used in LEED certified buildings.

Going beyond most third-party certification, GreenSure takes into consideration product performance and a variety of other criteria that impact the environment.

Currently, two Sherwin-Williams coatings meet GreenSure criteria - Duration Home Interior Latex and Harmony Interior Latex.

Formulated with patented cross-linking technology which prevents stains from penetrating, Duration Home Interior Latex provides superior washability to any other paint or ceramic coating on the market, and it has outstanding burnish resistance. Duration Home is environmentally preferable because it has a low VOC waterborne formula, lower odor, anti-microbial properties to resist mildew, and most stains wipe away easily with water or mild soap. No harsh cleaning chemicals are needed and frequent repaints are minimized. Duration Home provides ultimate quality and performance.

Harmony Interior Latex is an ideal choice for an environmentally preferred coating that offers a high-hide, durable finish for occupied spaces. Formulated with anti-microbial properties, Harmony is a zero-VOC, low-odor coating that allows immediate occupancy of newly painted spaces. The waterborne formula is available in a complete interior paint line, from primer to topcoat, in eggshell, flat and semi-gloss finishes.

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