

COIL.SHERWIN.COM/EMULATE

METAL:AUBURN RUST

STONE:JADE

WOOD:EBONY

# EMULATE

MADE TO MIMIC

ARCHITECTURAL PRINT METAL COATINGS

**SHERWIN-WILLIAMS**  
Coil Coatings



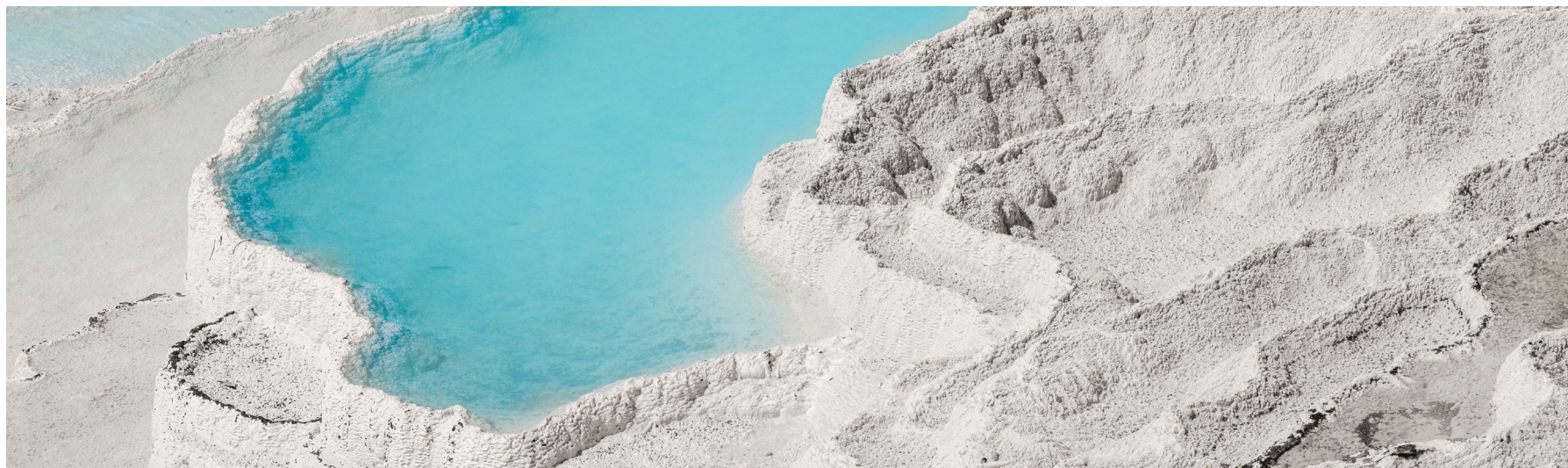
## E M U L A T E

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The path to this collection has been years in the making. In that time, our color experts at the Sherwin-Williams DesignHouse studied design trends, nature and countless products across markets. While observing the evolution of wood, metal and stone we realized an opportunity to create something that would simultaneously stand out and fit in.

Some of our prints are entirely new. Others are a fresh take on a classic look. Each has been developed with authentic materials in mind, while working with a rotogravure printing process to create an iconic collection that will pass the test of time.

Enjoy,  
Sherwin-Williams Coil Coatings



# THE NEW NATURAL

Introducing Emulate™ — a collection of printed metal coatings for product and design professionals. With these curated coatings, our color experts have replicated and even enhanced the look of natural building materials like wood, stone and weathered metals.

By utilizing a rotogravure printing process, our coatings can apply the desired looks of nature to metal building exteriors in a vast offering of colorways. Through these prints, Sherwin-Williams is providing innovative solutions to help architects, product manufacturers and designers complete their vision in a new way.



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“In a very intentional way, we’ve been able to mimic the beauty and detail of wood while keeping the forests intact.”

**BRYNN WILDENAUER**  
ARCHITECTURAL COLOR DESIGNER

E M U L A T E W O O D

# BRINGING NATURE TO LIFE

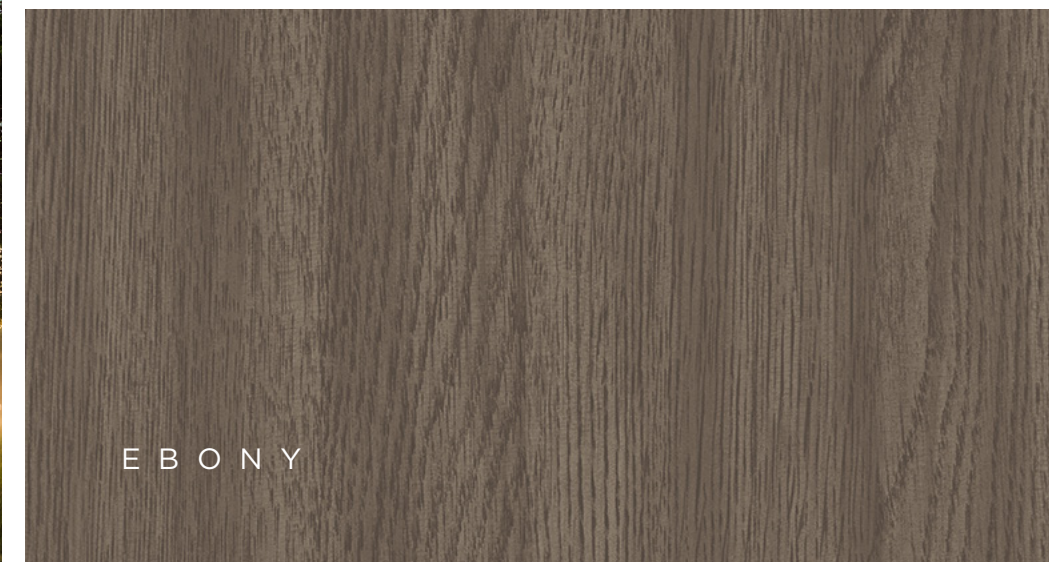
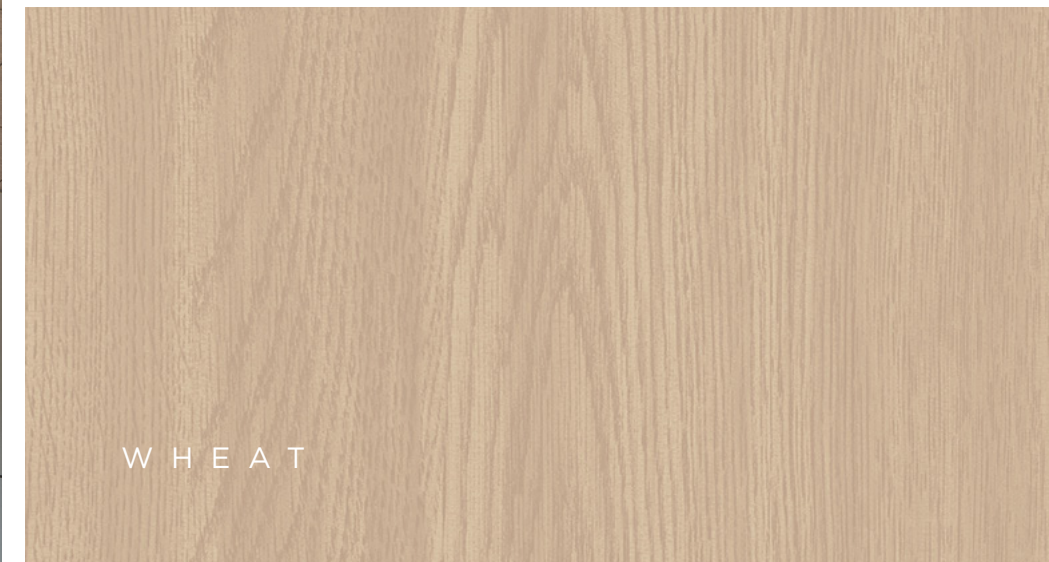
Our collection of wood-inspired patterns embrace the honest and revered elements of wood while bringing a contemporary feel to a variety of structures.

An adaptation of both traditional and modern styles, these colorways showcase intelligent biomimicry design options for any project.

E M U L A T E W O O D

# OAK

Bridging conventional comforts with a modern feel, we developed a fresh take on the timelessness of oak. From raw to sophisticated, each colorway offers its own variation in style to complement your vision.



Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.

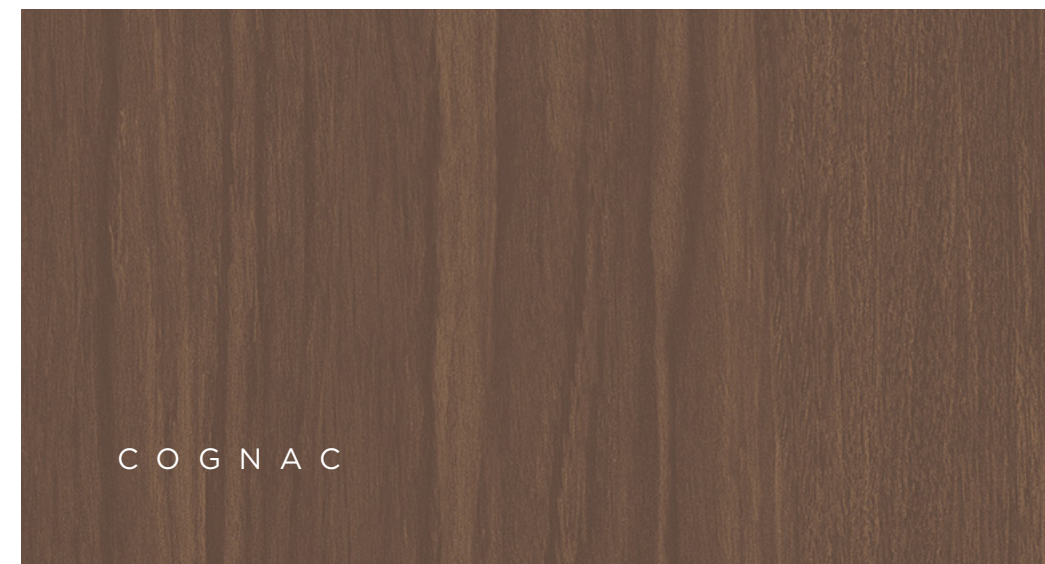
E M U L A T E W O O D

# WALNUT

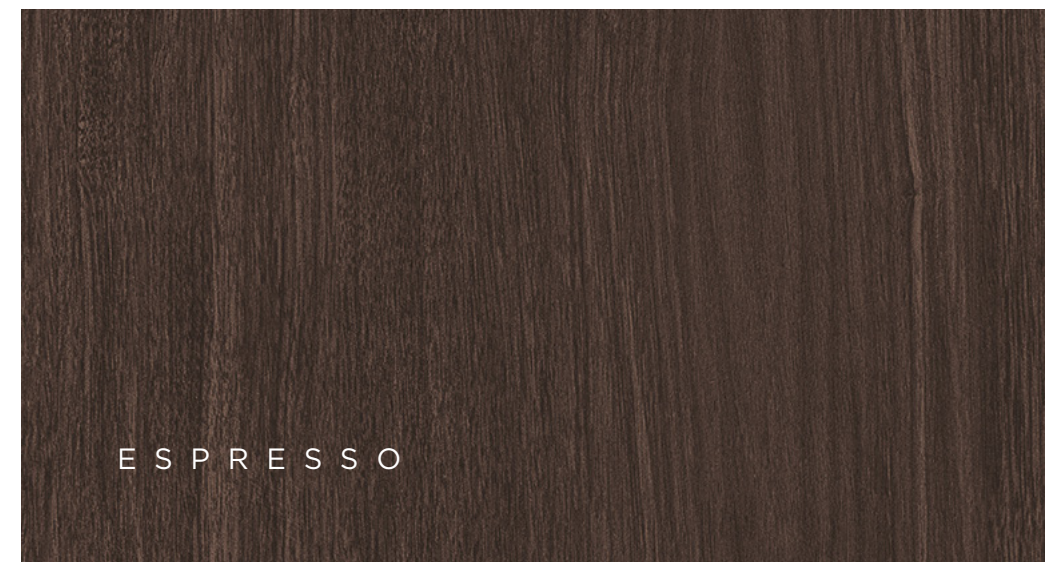
At the crossroads of natural charm and Midcentury style, you'll find our Walnut prints. Crafted for commercial or residential projects, our three colorways are designed to accentuate and bring depth to the heart of your design.



B L E A C H E D



C O G N A C



E S P R E S S O

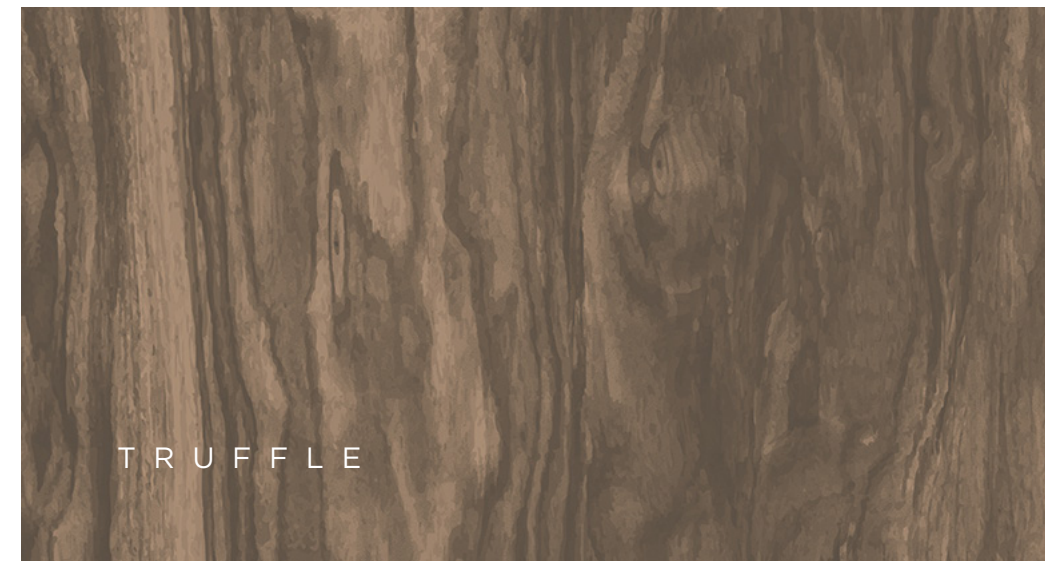


Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.

E M U L A T E W O O D

# BURL

An unexpected finish in coil coatings, Burl is designed to connect human experiences with remote environments. Featuring fascinating growth patterns inherent to natural burl, this collection completes any concept with its natural characteristics.



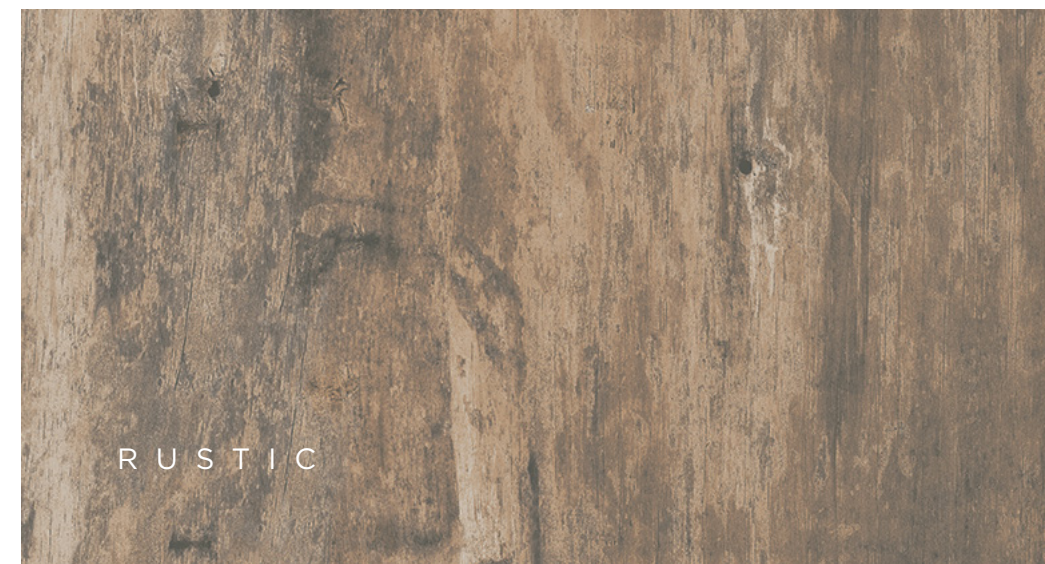
Sherwin-Williams Coil Coatings architectural metal prints not only add beauty to any project — they do so without stripping finite resources from the earth. Curated with care, and to last, the Emulate collection is part of our environmental commitment to the future.

Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.

EMULATE WOOD

# BARNBOARD

Inspired by the growing desire for updated rural living spaces, these modernized rustic prints are designed to fit in anywhere. With two distinct colorways, Barnboard offers a timely alternative that's true to the nostalgic look of barn wood.



Before these prints were made, we studied the material and explored designs — every grain, all the knots and wormholes. Barnboard was created to be weathered and textured through a unique printing process that delivers maximum authenticity.





“Recreating the intricacies of organic stone patterns was a challenge to implement. The authenticity of these prints is something our team is very proud of.”

KIKI REDHEAD  
GLOBAL CMF & TREND MANAGER

E M U L A T E S T O N E

# OUR VISION OF STRENGTH

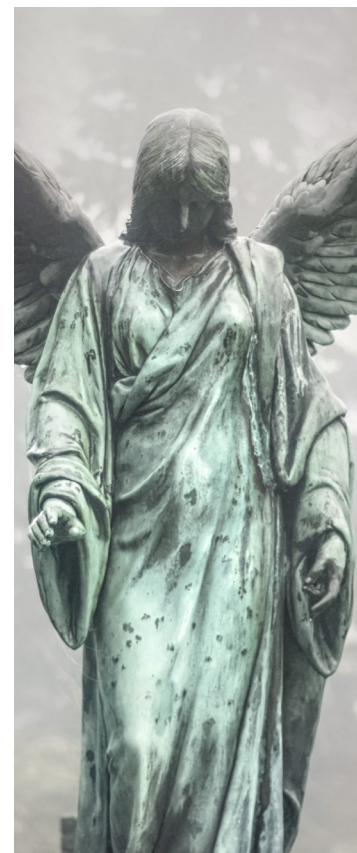
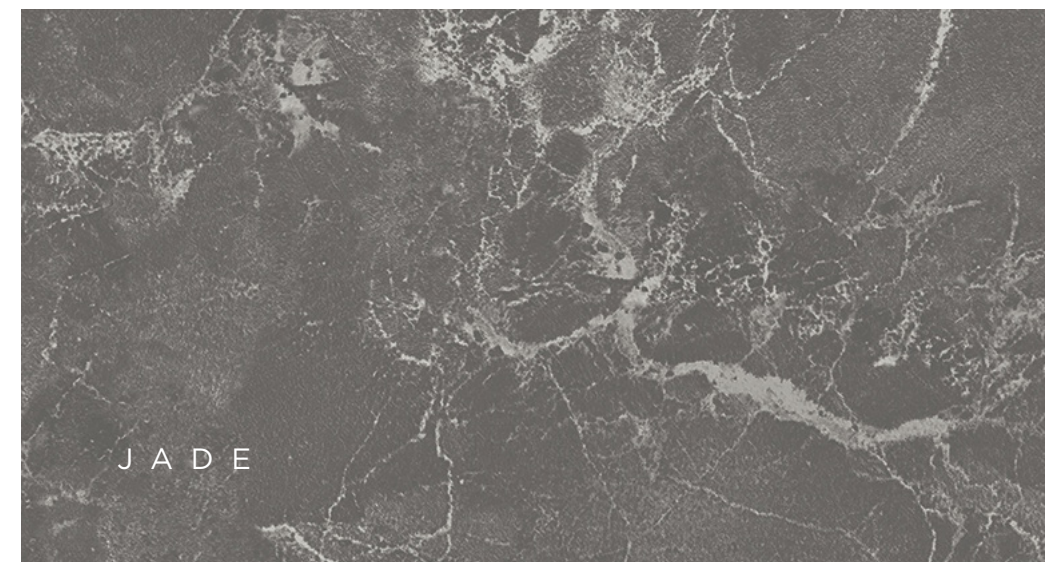
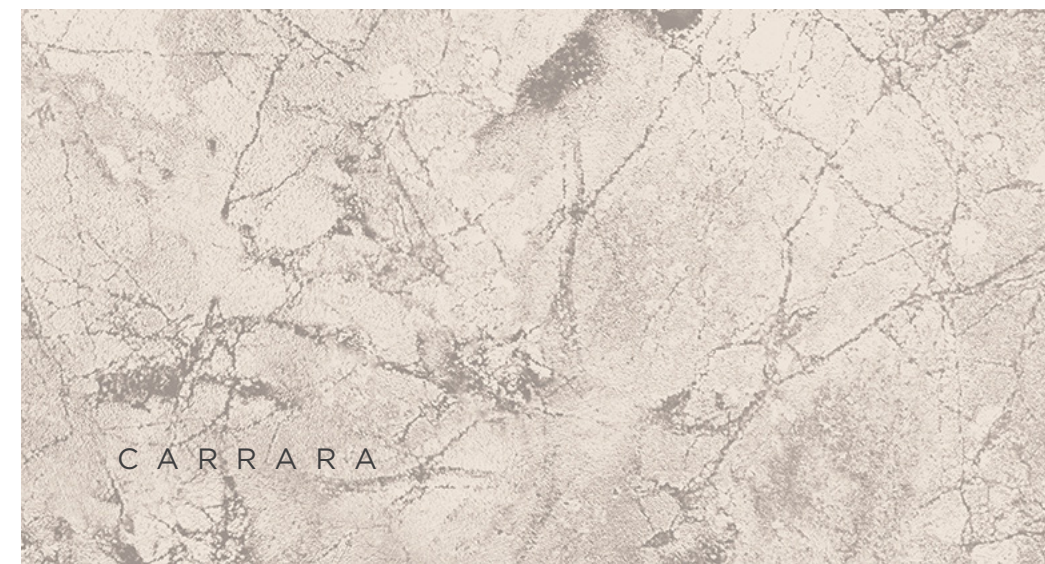
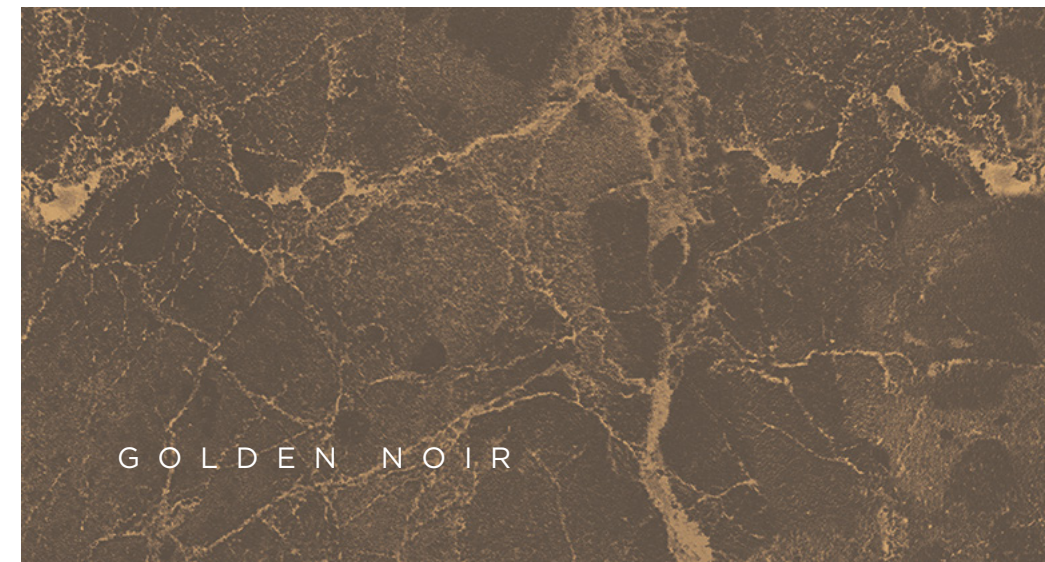
The Emulate Stone collection takes a beautiful and unconventional approach to one of nature's most durable elements.

With unexpected colorways, metallic subtleties and timeless prints, our color experts have created a luxurious aesthetic designed to elevate any façade or interior space.

E M U L A T E S T O N E

# MARBLE

No other stone goes beyond the traditional look and feel of a classic building material like Marble. With a delicate mica sheen and unexpected effects, our Marble patterns stand beautifully on their own or paired with other materials.



Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.

E M U L A T E S T O N E

# TRAVERTINE

Like its natural origin, our Travertine prints capture time through low-contrast colors, displaying compressed layers of stone and aging.

Designed to showcase natural imperfections, our colorways offer a strong, timeless solution.



Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.

E M U L A T E S T O N E

# CONCRETE

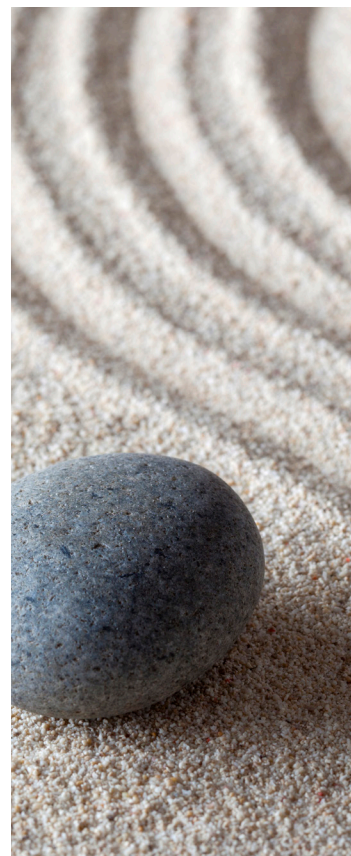
Durable. Subtle. Rough. Without the weight or maintenance.  
Inspired by the resurgence of the Brutalist movement, our introduction of Concrete acts as a support to other finishes, creating an opportunity for them to shine.



A G G R E G A T E



P U M I C E



Driven by curiosity, our team of color experts engaged in months of research, analysis and trend dissection so that we could not only mimic timeless prints but create new ones — like Concrete.

Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.

E M U L A T E S T O N E

# TERRAZZO

Reimagined to inspire, our Terrazzo colorways infuse cool and warm tones for a fresh approach to a familiar material.

With an updated take on applications, this traditional composition adds sustainability to any design.



For thousands of years, Terrazzo was used as flooring. While respecting convention, we took a different approach to this aesthetic and asked, "What if...?" In this instance, the answer is a reimagined vision for Terrazzo on walls and ceilings.

Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.



“We simultaneously studied the natural state of raw metal and what prints are available in the market. We then took a creative approach to our collection that is design-focused and forward-thinking.”

**BRYNN WILDENAUER**  
ARCHITECTURAL COLOR DESIGNER

E M U L A T E M E T A L

# THIS IS MODERN METAL

Conceived through intimate industry knowledge and an affinity for creation, our Emulate Metal collection is a stunning evolution of metal finishes.

Traditionally chosen for its durability, our collection replicates the effects of humans, nature and time through signature designs. Today, these admired finishes reimagine this classic building material.

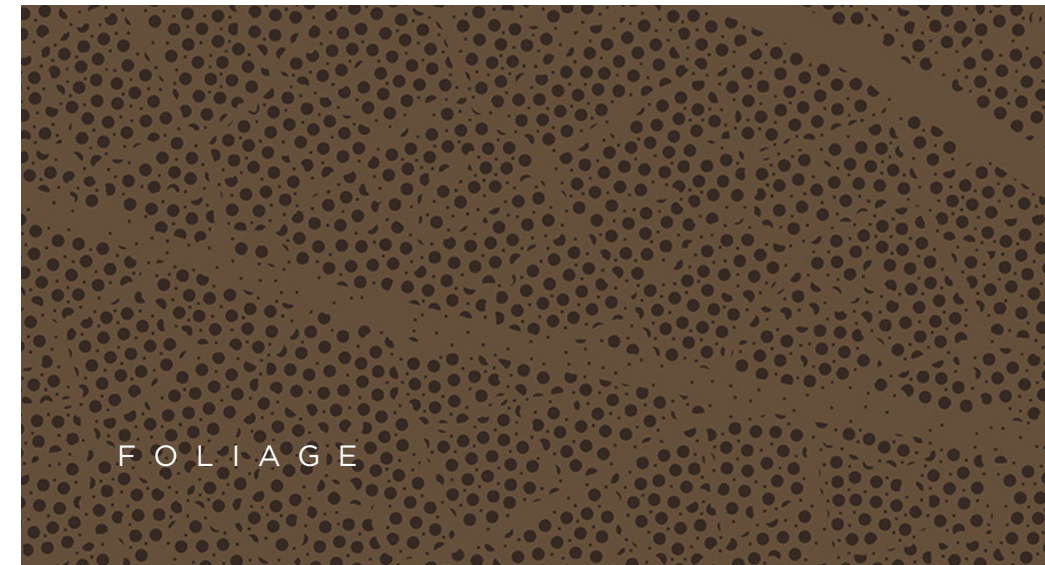
E M U L A T E M E T A L

# LEAF

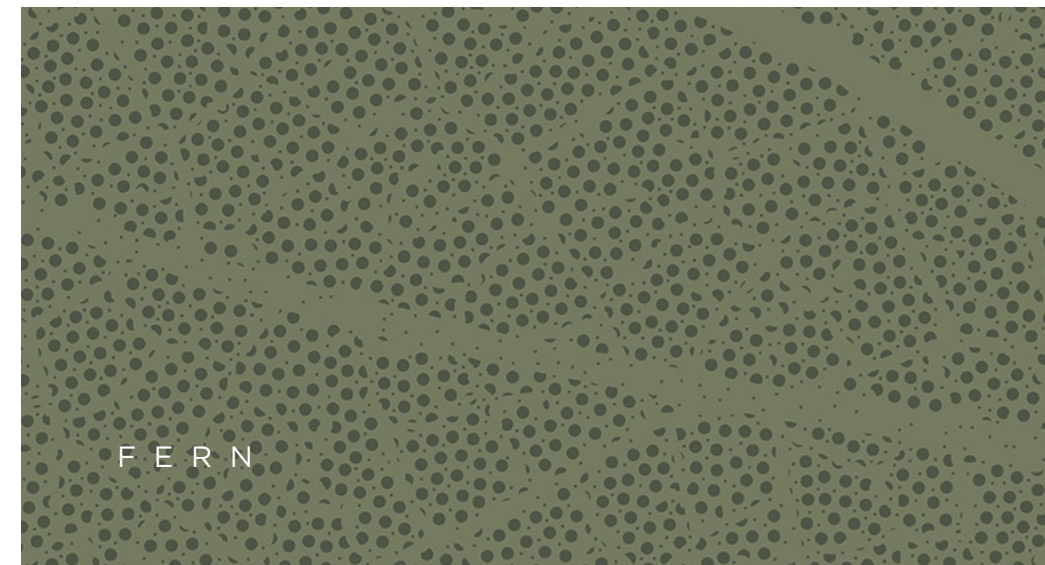
Combining perforated styles, metal tones and a natural veining pattern, Leaf effortlessly recreates an organic plant structure. This lively, fresh print feels new, and yet familiar.



A U T U M N



F O L I A G E



F E R N



E M U L A T E M E T A L

# WEATHERED

This workhorse of metals borrows its tones from desert climates in the south and iron ranges in the north. Our Weathered prints make a modern statement while paying homage to a respected aesthetic.



P A T I N A C O P P E R



B L A C K E N E D S T E E L



A U B U R N R U S T



Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.



E M U L A T E M E T A L

# BURNISHED

Drawing from cast bronze roots, Burnished finishes bring a raw metal and industrial influence to any setting. Our aged colorways provide a unique offering to our Metal collection.



In order to accomplish Burnished, we had to reverse engineer the design process. We took the time to understand how the final product was made and chose to delicately apply every detail. The final presentation showcases an outcome that is lively and never stale.

Patterns shown at 50% scale.  
Building applications are simulated and actual colors may vary.

E M U L A T E M E T A L

# HAMMERED

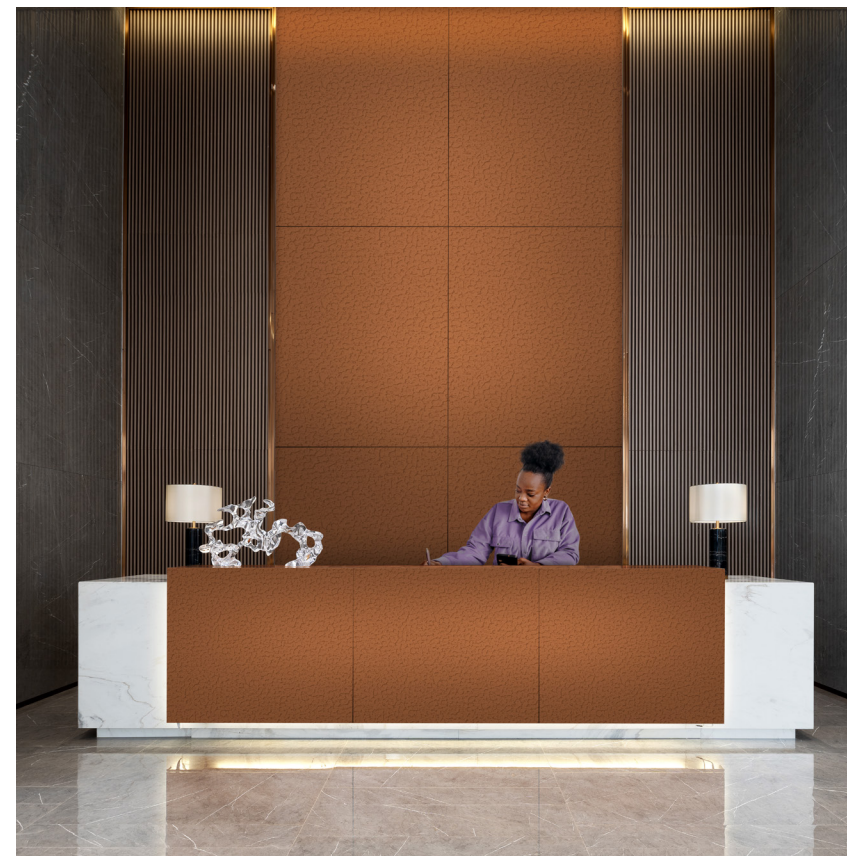
Equal parts art and worked metal, these patterns draw their inspiration from the imperfect hammered markings found in steel drums. The mica base used in the colorways enhances the look and feel of manipulated metal and comes alive through the organic pattern.



I R O N O R E



F O R G E D C O P P E R



To achieve an added dimension of visual depth and texture to these finishes, we incorporated the metallic characteristics of mica. Once the design was finalized, the rotogravure printing process helped accomplish the distinguished Hammered appearance of this metal.



# TECHNOLOGY ON DISPLAY

Backed by decades of expertise, we've built a reputation as an innovative leader, and a great partner, in the world of metal coatings performance. Driven by our obsession with what's next, we deliver the broadest coating offering in varying technologies to help bring your vision to life — no matter the application.

Sherwin-Williams sales representatives will work closely with your team and coil coaters to select a product technology solution that meets your product and project needs.

\* All coating layers are based on a one-coat ink system. An additional coat will be added for a two ink pattern. Building applications are simulated and actual colors may vary. Contact your Sherwin-Williams sales rep or visit [coil.sherwin.com/emulate](http://coil.sherwin.com/emulate) for more information.

## F L U R O P O N<sup>®</sup> P V D F

These coatings meet the most rigorous specifications in the industry to provide superior weathering protection and lasting beauty on architectural, commercial and residential buildings.

**APPLICATIONS:** Roof Panels, Wall Panels and Building Accessories.

**MEETS AAMA 2605 REQUIREMENTS AVAILABLE IN 3- AND 4-COAT\***



## W E A T H E R X L<sup>™</sup> S M P

A carbon-silicone bond is one of the strongest in nature, making WeatherXL products incredibly durable in tough conditions. Their resistance to chalking, fading and scratching cannot be beat for an SMP.

**APPLICATIONS:** Wall Panels and Building Accessories.

**MEETS AAMA 2604 REQUIREMENTS AVAILABLE IN 4-COAT\***



## P O L Y P R E M I E R<sup>™</sup> P O L Y E S T E R

With elite flexibility and hardness capabilities, this coating can be tailored with a combination of properties. PolyPREMIER is an excellent multipurpose coating for a wide range of uses.

**APPLICATIONS:** Entry Doors, Pool Liner and Building Accessories.

**MEETS AAMA 2603 REQUIREMENTS AVAILABLE IN 3-COAT\***



W O O D

O A K



WHEAT  
858M154



BRIARSMOKE  
858M155



EBONY  
858M156

B U R L

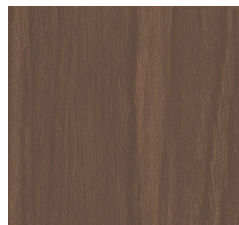


TRUFFLE  
858M157



ECRU  
858M158

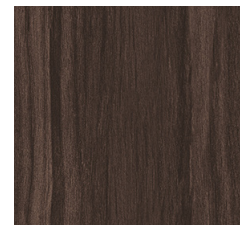
W A L N U T



COGNAC  
858M151



BLEACHED  
858M152



ESPRESSO  
858M153

B A R N B O A R D



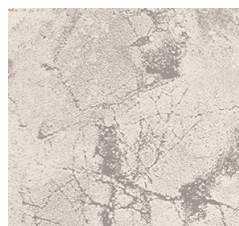
RUSTIC\*\*  
858M159



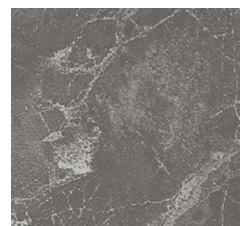
WELL-WORN\*\*  
858M160

S T O N E

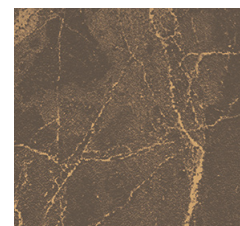
M A R B L E



CARRARA  
858M131



JADE  
858M132



GOLDEN NOIR\*  
858M133

C O N C R E T E

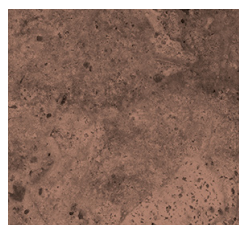


AGGREGATE  
858M139

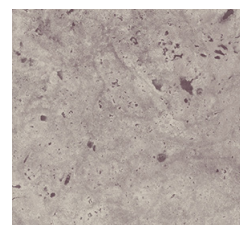


PUMICE  
858M140

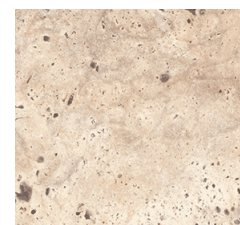
T R A V E R T I N E



RED ROCK\*\*  
858M138

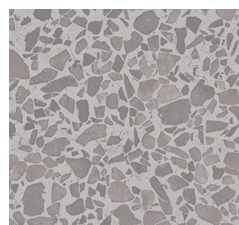


STORM CLOUD\*\*  
858M136



SANDSTONE\*\*  
858M137

T E R R A Z Z O



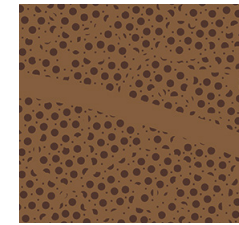
PEBBLE GRAY  
858M134



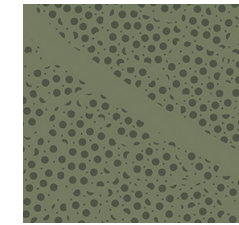
TERRA TAN  
858M135

M E T A L

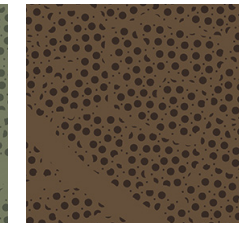
L E A F



AUTUMN\*  
858M146

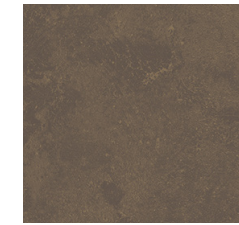


FERN  
858M147

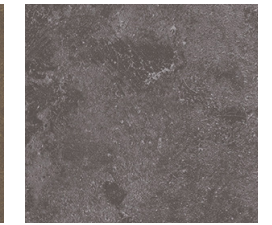


FOLIAGE\*  
858M148

B U R N I S H E D



BRONZE  
858M141



SLATE  
858M142

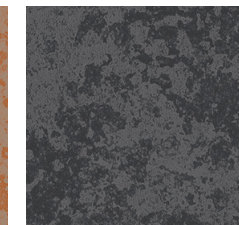
W E A T H E R E D



AUBURN RUST  
858M143



PATINA COPPER\*  
858M144



BLACKENED STEEL\*  
858M145

H A M M E R E D



IRON ORE  
858M149



FORGED COPPER\*  
858M150

## DESIGN CUSTOMIZATION

Emulate opens up unlimited possibilities by using a solid base coat and layers of ink that can be created with unique patterns and rich multi-layer effects.

## ORDER SAMPLE

Please visit [coil.sherwin.com/emulate](http://coil.sherwin.com/emulate) to order the full collection of samples or individual samples of your favorite patterns and colorways.

## CONTACT US

888-306-2645

[coilhelp@sherwin.com](mailto:coilhelp@sherwin.com)

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

Patterns shown at 30% scale.

\* Uses mica/metallic effects in the basecoat.

\*\* This pattern uses two ink layers to create this colorway.