



**SHERWIN
WILLIAMS®**

**Florenza™
ITALIAN SERIES**

Premium Wood Coatings



EXPERIENCE A
RENAISSANCE OF
PERFORMANCE

**Italian-Inspired Color Palettes:
Color You Can Count On**

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

wood.sherwin.com



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Florenza™ ITALIAN SERIES

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Coatings

ITALIAN-INSPIRED COLOR PALETTES

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The color swatches shown are digital representations only and may vary from actual results. Paint and stain colors should be tested on the wood they are to be applied on before making a final color selection.

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FINISHES THAT OUTLIVE THE MOMENT

Sherwin-Williams Florenza Italian Series Premium Wood Coatings include five stunning color palettes inspired by Italian luxury, craftsmanship and beauty. And the renaissance doesn't end there. Our color experts can help bring colors to life that resonate with your customers in finishes that make an impact. Whether you select from the Florenza color palettes or have a color palette of your own, the premium wood coatings in our Florenza Italian Series will elevate your look.





MASTERPIECES OF FLORENCE

In Masterpieces of Florence, rich, earthy tones and soft light evoke a feeling of airiness through muted warmth and subtle contrast, honoring the art and artists who brought about the Renaissance.



SW6143
Basket Beige



SW2851
Sage Green Light



SWG013543



SW2802
Rookwood Red



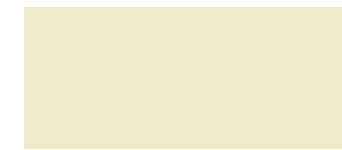
SW0037
Morris Room Gray



SWG017199



SW9130
Evergreen Fog



SW6126
Navajo White



SWG015823



SW6108
Latte



SW9137
Niebla Azul



SWG015202

Earthy



Airy



Soft



Warm

AMALFI COASTAL

Vibrant, luxurious colors from sunlit whites to oceanic blues to citrus-inspired accents bring the Amalfi coast to life.



SW7008
Snowbound



SW6243
Distance



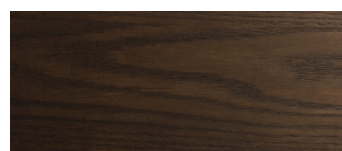
SWG017191



SW7623
Cascades



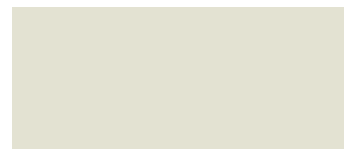
SW7747
Recycled Glass



SWG017510



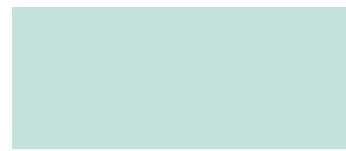
SW2803
Rookwood Terra Cotta



SW9166
Drift of Mist



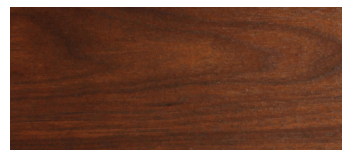
SWG017033



SW6477
Tidewater



SW7562
Roman Column



SWG014858

Sunlit | Oceanic | Casual Coastal | Contemporary





ROMAN SPLENDOR

Dramatic, bold tones inspired by the architecture and grandeur of ancient Rome that influenced and inspired the Italian Renaissance.



SW6342
Spicy Hue



SW7734
Olive Grove



SWG016367



SW7036
Accessible Beige



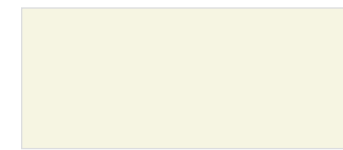
SW9101
Tres Naturale



SWG017427



SW9166
French Roast



SW7012
Creamy



SWG017168



SW6390
Bosc Pear



SW7519
Mexican Sand



SWG016482

Dramatic

Bold

Grandeur

Iconic

RENAISSANCE ROMANCE

Soft, dark, romantic hues inspired by the refined, classical beauty of opulent renaissance interiors, textiles and fashion.



SW0006
Toile Red



SW0015
Gallery Green



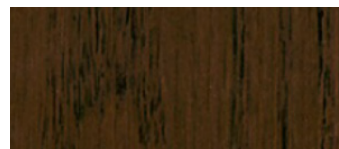
SWG017161



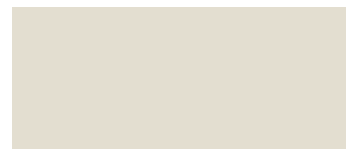
SW6249
Storm Cloud



SW7580
Carnelian



SWG016534



SW7570
Egret White



SW7048
Urbane Bronze



SWG017164



SW7032
Warm Stone



SW6222
Riverway



SWG011341

Dark

Classic

Opulent

Soft





CLIFFS OF CAPRI

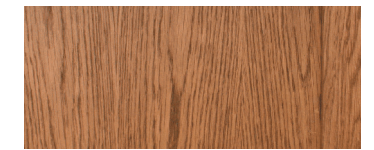
Modern neutrals and pops of color reflect the vibrant, playful charm of Capri, depicting a fresh contemporary look.



SW7005
Pure White



SW7728
Green Sprout



SWG017428



SW6239
Upward



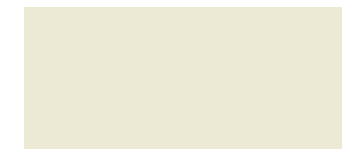
SW6244
Naval



SWG017167



SW2854
Caribbean Coral



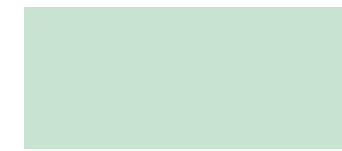
SW7637
Oyster White



SWG014768



SW6842
Forward Fuchsia



SW6456
Slow Green



SB007

Vibrant



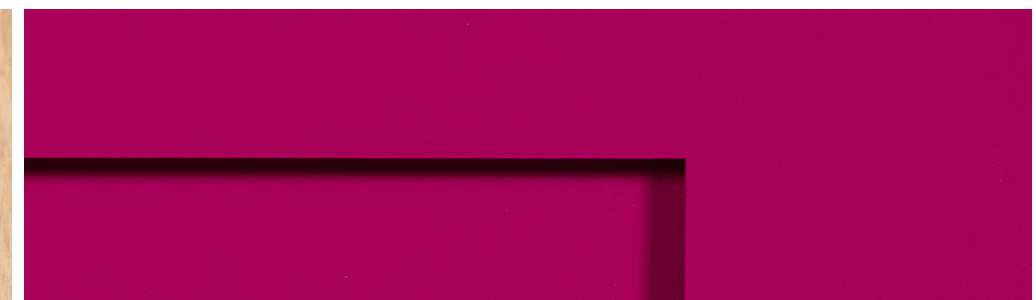
Playful



Modern



Exclusive



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Formulated and manufactured in Italy, the Florenza Italian Series Premium Wood Coatings offer an outstanding application experience that is immediately evident, along with a stellar appearance that will endure for years to come. Unmistakably Italian in how it sprays, how it looks and how it performs, the series will transform your expectations for high-performance wood coatings.

Talk to your Sherwin-Williams Industrial Wood Sales Representative and visit 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.

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