

# FUTURISTIC COATINGS APPLICATION INNOVATIONS

MAY – JUNE 2021

## PROBLEM STATEMENT

This was an aspirational Sprint from Sherwin Williams to uncover innovative new applications technologies for both consumer and professional use. In particular, the client sought technologies that could deliver new colors or textures or which allowed for reductions in clean-up time or effort.

## OUTCOME & RESULTS

As this project was focused on emerging applications approaches, the overall technical maturity was relatively early stage. From the respondents, Sherwin Williams identified one respondent for further direct engagement.

**2**

COUNTRIES

**6**

APPLICANTS

**50%**

CONCEPT  
PHASE

**75%**

ACADEMIC/  
GOVERNMENT  
LAB

**1**

DIRECT  
ENGAGEMENT