

Sherwin-Williams to Spotlight Resilient Coatings for Food Facilities at IPPE 2025

Company to Showcase Durable, FDA-Compliant and Energy-Saving Coatings in Atlanta

CLEVELAND (January 21, 2025) – Sherwin-Williams Protective & Marine will highlight its advanced coating solutions for food and beverage processing facilities at the 2025 International Production & Processing Expo (IPPE), taking place Jan. 28–30, at the Georgia World Congress Center in Atlanta, Georgia. Featured systems include Poly-Crete®, a resilient flooring solution built for extreme conditions, and Resufloor™, a versatile option designed to endure frequent washdowns – both tailored to support hygiene and compliance in demanding environments.

At Booth B37011, Sherwin-Williams experts will showcase solutions that help facilities elevate cleanliness, meet regulatory standards and sustain operational efficiency. From steam-resistant flooring to Food and Drug Administration (FDA)-compliant tank linings and energy-saving insulative coatings, the Company provides coatings systems engineered to streamline processes, reduce downtime and safeguard critical assets.

“We bring solid expertise backed by decades of team industry experience to IPPE and we’re excited to show how our coatings offer durable, sustainable solutions that protect assets; lower maintenance costs; and maintain clean, efficient facilities,” says Feraas Alameh, Market Segment Manager – Food & Beverage, Sherwin-Williams Protective & Marine. “Our technologies address the unique demands of food and beverage facilities – from standing up to rigorous washdowns to meeting strict compliance standards and enabling uninterrupted operations.”

Featured Coating Solutions at IPPE 2025

- **Washdown-Resistant Flooring and Wall Coatings:** Built to withstand steam cleaning, high-pressure washdowns, and harsh cleaning chemicals and sterilants, these systems help facilities avoid contamination and downtime. Their durable, seamless design resists wear and bacteria buildup, promoting compliance with strict hygiene standards.
- **Dura-Plate® 7550:** Specifically engineered for direct food contact applications, this durable lining protects storage and processing tanks from contamination. It meets FDA standards while offering long-term reliability in heavily regulated environments.
- **Heat-Flex® 7000:** An insulative coating tailored for temperature-sensitive areas like freezers, this solution improves energy efficiency by stabilizing internal temperatures. It is used in place of bulky external insulation systems and supports optimal food storage while helping facilities reduce energy costs and achieve sustainability goals.
- **Poly-Crete®:** Designed for food processing environments, this urethane cement flooring solution resists thermal shock, chemicals and heavy impact while maintaining its integrity under extreme conditions. Its seamless, non-porous finish minimizes the risk of bacterial growth, aiding efforts to remain in compliance with hygiene regulations.
- **Resufloor™:** Known for its durability and versatility, this epoxy flooring system provides a smooth, easy-to-clean surface that withstands heavy foot traffic, chemical exposure and frequent washdowns. Its high-performance coating helps maintain sanitary conditions in critical areas.
- **Fast-Curing Coatings for Weekend Turnarounds:** Designed for rapid application and curing, these solutions minimize operational downtime. Facilities can quickly return to production while benefiting from long-lasting, protective finishes.

- **Comprehensive Site Assessments:** Sherwin-Williams coatings specialists offer in-depth evaluations to identify specific issues and recommend customized solutions. These proactive assessments – conducted before third-party audits – can help facilities close compliance gaps, optimize operations and extend the life of critical assets.

Supporting Sustainability and Operational Efficiency

At IPPE 2025, Sherwin-Williams Protective & Marine will feature coatings that enhance sustainability by reducing maintenance needs and extending the service life of assets. Durable, efficient systems like insulative and washdown-resistant coatings not only meet environmental targets but also deliver long-term cost savings.

“The food and beverage industry operates under strict regulations that require precision and reliability in every aspect of operations,” says Alameh. “Our specialized coatings not only meet these challenges head-on but also promote a cleaner, more sustainable approach to food production.”

IPPE is a premier annual event for professionals in the poultry, meat and animal food sectors. With thousands of attendees and more than 1,300 exhibitors, the expo provides an opportunity to discover cutting-edge technologies shaping the future of food processing.

For more information, visit Sherwin-Williams at Booth B37011 during IPPE 2025 or explore solutions online at protective.sherwin-williams.com.

About Sherwin-Williams Protective & Marine

Sherwin-Williams Protective & Marine delivers world-class industry subject matter expertise, unparalleled technical and specification service, and unmatched regional commercial team support to our customers around the globe. Our broad portfolio of high-performance coatings and systems – including protective liquid and powder, fire protection and resinous flooring – excel at combating corrosion and help customers achieve smarter, time-tested asset protection. We serve a wide array of markets across our rapidly growing international distribution footprint, including Bridge & Highway, Energy, High Value Infrastructure, Manufacturing & Processing, Marine, Rail, Power and Water & Wastewater.

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PHOTOS AND CAPTIONS



Above: A cove base installation showcases the seamless, hygienic design of Sherwin-Williams flooring systems, built for the rigorous demands of food and beverage processing facilities.