

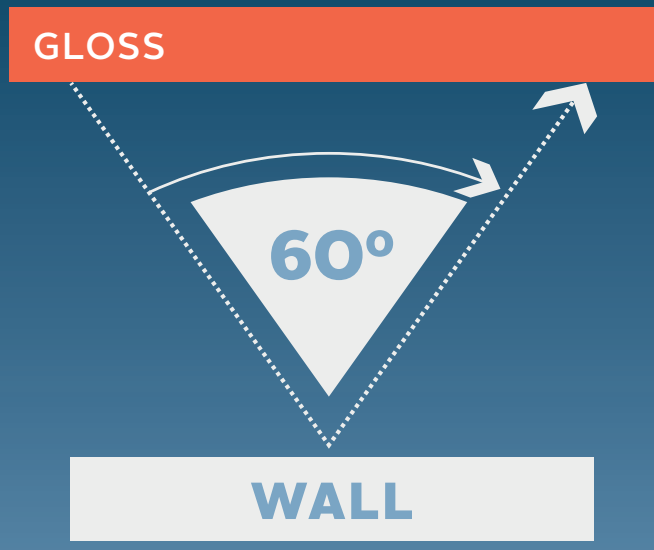


SHEDDING LIGHT ON GLOSS AND SHEEN

THE COMPLETE GUIDE TO UNDERSTANDING
GLOSS AND **SHEEN** CHOICES

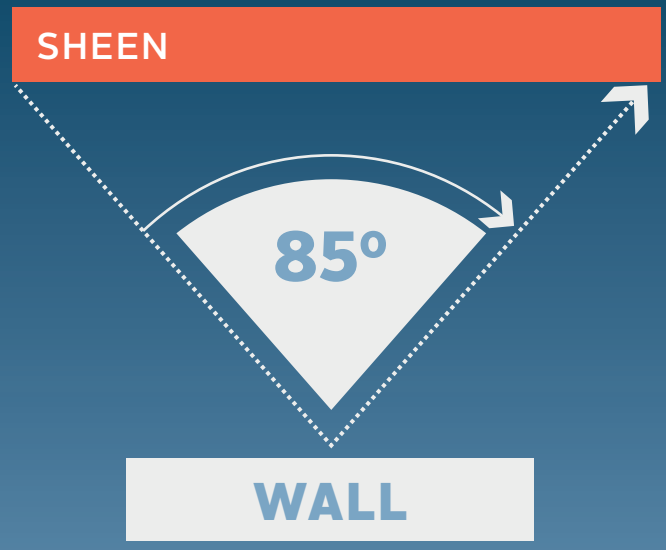


HOW GLOSS AND SHEEN ARE MEASURED



Gloss is measured at a 60° angle.

Just look at the surface from a slight angle. Gloss finishes have the highest reflective characteristics and can impact the visual color of a surface when viewed from different angles.



Sheen is measured at an 85° angle.

The subtle differences of the sheen on a surface are most notable in low-gloss paints.



KNOW ALL THE ANGLES ON GLOSS AND SHEEN

Selecting or recommending the ideal gloss and sheen for a paint project involves important visual and functional considerations. We all know kitchens and bathrooms have greater demands than a living room. However, other factors need to be considered. Is the room a high-traffic or low-traffic area? Windows also come into play. You might not use a high-gloss finish in a room flooded with natural light. It is helpful to consider the room from all angles before making a decision.

Here are important points to remember:

- Every Sherwin-Williams product has a Gloss or Sheen value. Some have both.
- Gloss and Sheen choice should be based upon the type of room, what is being painted, lighting, position of windows, traffic, performance expectations, and aesthetic preference.
- Paints with a lower Gloss/Sheen will hide wall imperfections better than paints with a higher Gloss/Sheen.
- Paints with a higher Gloss/Sheen will generally be easier to clean. However, the exceptions are products like Emerald® and Duration Home® paint, which provide exceptional washability, durability and stain resistance at all sheen levels.



Sherwin-Williams manufactures a full array of interior and exterior coatings to meet virtually any project application or performance expectation.

We offer products for specific jobs, rather than broad formulations. Select the right product for the job first, then decide which sheen or gloss level is preferred among those that are offered in that product line. And always remember that investing a little more in higher quality paint can offer big dividends in reduced maintenance costs over time.

| SHEEN TYPE | FLAT | MATTE | LOW GLOSS | LOW SHEEN | EG-SHEL | SATIN | VELVET | PEARL | SEMI-GLOSS | GLOSS | HIGH GLOSS |
|--------------------------------------|------|-------|-----------|-----------|---------|-------|--------|-------|------------|-------|------------|
| Walls | | | | | | | | | | | |
| Ceiling | ✓ | ✓ | | | | | | | | | |
| Living Room/Dining Great Room/Office | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| Bedroom | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Children's Room | ^ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Kitchen | ^ | ^ | | | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Hallways | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | | |
| Bathroom | ‡ | ‡ | | | ✓ | ✓ | ✓ | ✓ | ✓ | | |
| Trim/Accents | | | | | | | | | | | |
| Doors/Windows | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Trim | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Cabinets | | | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

^ Emerald® and Duration Home® coatings provide exceptional washability, durability and stain resistance at all sheen levels.

‡ Duration Home® with Moisture Resistant Technology offers quick return to service & durability in moist environments like bathrooms.



SURFACE FINISH DEFINITIONS

FLAT CATEGORY (Flat, Matte):

Paint surface that creates no to very low reflectance when dry.

SATIN CATEGORY (Low Gloss, Low Sheen, High Sheen, Eg-Shel, Low Lustre, Velvet):

Paint surface that creates a low to medium reflectance when dry.

SEMI-GLOSS CATEGORY (Semi-Gloss, Pearl, Medium Lustre):


















Paint surface that creates a medium to low-high reflectance when dry.

GLOSS CATEGORY (Gloss, High Gloss):

Paint surface that creates a high reflectance when dry.

GLOSS / SHEEN RANGE FOR INTERIOR PRODUCTS*

Gloss and sheen reflectance are measured on a scale of 0 (no gloss) to 100 (mirror-like). Reflectance is typically measured by deflecting a single beam of light at a 60 or 85 degree angle off a surface. The light is deflected into a receptor, which measures the intensity in units. The higher the number of units, the shinier the surface.

| PRODUCT LINE | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---------------|-----|---|---|---|---|---|---|---|---|---|--|---|---|---|---|---|---|---|
| | | Emerald® Designer Edition™ | Emerald® | Duration Home® | SuperPaint® | Cashmere® | Harmony® | Captivate™ | Emerald® Urethane Trim Enamel | ProClassic® WB | Eminence® | ProMar® Ceiling | ProMar® 200 HP | ProMar® 200 Zero | Extreme Cover™ | ProMar® 400 Zero | Solo® | Painters Edge® |
| Flat | 60° | | | | | | | | | | | | | | | | | |
| | 85° | 3 | 3 | 3 | 3 | 5 | 3 | 3 | | | 3 | 2 | | 3 | 3 | 2 | 3 | 1 |
| Matte | 60° | | | | | | | | | | | | | | | | | |
| | 85° | | 5 | 7 | | | | | | | | | | | | | | |
| Low Gloss | 60° | | | | | | | | | | | | 8 | 3 | | | | |
| | 85° | | | | | | | | | | | | 14 | 20 | | | | |
| Low Sheen | 60° | | | | | | | | | | | | | 4 | | 4 | | |
| | 85° | | | | | | | | | | | | | 25 | | 25 | | |
| Eg-Shel | 60° | | | | | | 10 | | | | | | 13 | 8 | 5 | 8 | 8 | 8 |
| | 85° | | | | | | 15 | | | | | | 22 | 18 | 9 | 18 | 18 | 18 |
| Velvet | 60° | | | | 4 | | | | | | | | | | | | | |
| | 85° | | | | 23 | | | | | | | | | | | | | |
| Low Lustre | 60° | | | | | 10 | | | | | | | | | | | | |
| | 85° | | | | | 35 | | | | | | | | | | | | |
| Satin | 60° | 11 | 11 | 11 | 11 | | | 7 | 18 | 15 | | | | | | | 25 | |
| | 85° | 17 | 20 | 20 | 20 | | | 19 | | 25 | | | | | | | | |
| High Sheen | 60° | | | | | | | | | | | | | | | | | 5 |
| | 85° | | | | | | | | | | | | | | | | | 55 |
| Pearl | 60° | | | | | 20 | | | | | | | | | | | | |
| | 85° | | | | | 65 | | | | | | | | | | | | |
| Semi-Gloss | 60° | | 40 | 40 | 30 | | 40 | 35 | 45 | 40 | | | 30 | 30 | 30 | 30 | 35 | 30 |
| | 85° | | | | | | | | | | | | | | | | | |
| Medium Lustre | 60° | | | | | 55 | | | | | | | | | | | | |
| | 85° | | | | | | | | | | | | | | | | | |
| Gloss | 60° | 80 | | | | | | | 65+ | 65 + | | | | 70 | | 70 | 65 + | 65 |
| | 85° | | | | | | | | | | | | | | | | | |
| High Gloss | 60° | | | | | | | | | 80 + | | | | | | | | |
| | 85° | | | | | | | | | | | | | | | | | |

* These 60 and 85 degree references are a guide to reflect average gloss and sheens in manufacturing when force dried at 4 mils wet. Please refer to the product data sheets for more information.

GLOSS / SHEEN RANGE FOR EXTERIOR PRODUCTS*

Gloss and sheen reflectance are measured on a scale of 0 (no gloss) to 100 (mirror-like). Reflectance is typically measured by deflecting a single beam of light at a 60 or 85 degree angle off a surface. The light is deflected into a receptor, which measures the intensity in units. The higher the number of units, the shinier the surface.

| PRODUCT LINE | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--------------|------|---|---|---|---|---|---|---|---|---|--|---|---|---|---|---|---|
| | | Emerald® Rain Refresh | Emerald® | Duration® | Resilience® | FlexTemp™ | SuperPaint® | Rejuvenate™ | Solo® | A-100® | SnapDry® | WoodScapes® | Loxon® Self-Cleaning Acrylic | Loxon XP™ | ConFlex™ SherLastic® | ConFlex XL™ | ConFlex™ UltraCrete™ |
| Flat | 60 ° | | | | | | | | | | | | | | | | |
| | 85 ° | 3 | 3 | 3 | 3 | 3 | 3 | | 3 | 3 | | 5 | 5 | 5 | 8 | 5 | 8 |
| Low Sheen | 60 ° | | | | | | | | | | | | | | | | |
| | 85 ° | | | | | | | 5 | | 15 | | | | | | | |
| Eg-Shel | 60 ° | | | | | | | | | | | | | | | | |
| | 85 ° | | | | | | | | 18 | | | | | | | | |
| Low Lustre | 60 ° | | | 8 | | | 10 | | | | | | | | | | |
| | 85 ° | | | 25 | | | 25 | | | | | | | | | | |
| Satin | 60 ° | 15 | 15 | 15 | 15 | 15 | 15 | | 25 | 15 | 15 | | 15 | 15 | | | |
| | 85 ° | | | | | | | | | | | | | | | | |
| Semi-Gloss | 60 ° | | | | | | | | 35 | | 50 | | | | | | |
| | 85 ° | | | | | | | | | | | | | | | | |
| Gloss | 60 ° | 40 | 40 | 40 | 40 | 40 | 40 | | 65 + | 40 | | | | | | | |
| | 85 ° | | | | | | | | | | | | | | | | |
| High Gloss | 60 ° | | | | | | 70 + | | | | | | | | | | |
| | 85 ° | | | | | | | | | | | | | | | | |

* These 60 and 85 degree references are a guide to reflect average gloss and sheens in manufacturing when force dried at 4 mils wet. Please refer to the product data sheets for more information.



For more information or assistance with selecting the best paint and sheen for your next project, contact your local Sherwin-Williams store or representative. You can also call 800-524-5979 to have a representative contact you. [sherwin-williams.com](https://www.sherwin-williams.com)

