

Sansin Color of the Year 2024: Onyx 27



About ONYX 27

Onyx 27 is a bold, primary or complementary color with an inky hue and powerful presence. Onyx 27 is a unique dark tone that is offered in range of transparencies. No matter the substrate used, Onyx 27 performs beautifully with every coat.

WHY ONYX 27?

Sansin is known for manufacturing finishes that are **aesthetically pleasing, highly protective, and easy to maintain**. But our real talent is doing all of that without covering up the beauty of the wood. Even the deep charcoal color of Onyx 27 doesn't sacrifice what we all love most about building with wood – the beauty and personality of the wood grain.

WHAT SANSIN'S COLOR OF THE YEAR CAN DO FOR YOU

Sansin is embarking on this effort to **inspire** people to become interested in Sansin products and colors. We expect our Color of the Year announcement to **drive business** to your store.

This campaign is an opportunity for you and your staff to:

- **Engage** with customers
- Showcase **knowledge** of Sansin's products
- **Increase sales**

Sansin's Color of the Year initiative helps distinguish our company and you as trendsetters. This sets you apart from your competitors. Your customers know your store is the place to go to **learn** about industry trends and **best-in-class** products like **Sansin**.



1-877-SANSIN-1

[sansin.com](https://www.sansin.com)

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System	Coat(s)	When to use
SDF SDF Top Coat* SDF Top Coat*	2-3	<ul style="list-style-type: none">Natural finish with medium lusterBreathable and penetrating finish for drier surfaces like siding and well ventilated decks
SDF ENS Optimum Clear Gloss* ENS Optimum Clear Satin**	2-3	<ul style="list-style-type: none">ENS is available in gloss, satin, low luster, and extra low luster finishTough, flexible finish, will not crack, chip or peelHigh degree of adhesion over existing coatings
DEC DEC Top Coat* DEC Top Coat*	3	<ul style="list-style-type: none">Performs well in freeze-thaw climatesIdeal for ground level, low-lying decksRugged, maintainable finishCan be applied on wet wood with a moisture content up to 21%
DEC ENS Optimum Clear Gloss* ENS Optimum Clear Satin**	3	<ul style="list-style-type: none">ENS is available in gloss, satin, low luster, and extra low luster finishTough, flexible finish, will not crack, chip or peelHigh degree of adhesion over existing coatings
PC SDF*** PC SDF Top Coat* PC SDF Top Coat*	2-3	<ul style="list-style-type: none">Factory Finishing***

*1/4 Tint – Refer to Formula Book

**Different Sheens Available

*** Applicable to Factory Finish Distributors Only

SAMPLES

Samples of Onyx 27 are available in 5 oz containers in SDF, Dec, ENS, and top coats. To order some for your store, please contact your Sansin representative.

SOCIAL MEDIA & MORE

Submit your Onyx project photos to our Public Relations team at PR@sansin.com for it to be considered for a Project of the Month feature in 2024. We will also be featuring select projects on our website and social media channels. Use our hashtags to feature Onyx 27 on your social media:

- #Sansin
- #SansinCOTY2024
- #SansinOnyx
- #Coloroftheyear2024
- #EnviroStain
- #NaturallyPerfect

To learn more about Sansin's Color of the Year 2024: www.sansin.com/sansins-color-of-the-year-2024/



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