



**BULLETIN 184**

**RE: VIKING STATUS ON EXCLUSIVE CUSTOM COLORS**

**DATE:** February 20, 2020

**ISSUED BY:** Sue Bailey

**I. NEW CONTEMPORARY COLOR FINISHES**

- A. All Viking produced products that have historically been available in one of the Exclusive Color Finishes will be available in all of the New Contemporary Colors. This includes select models in 3, 5 and 7 Series lines.
- B. Tuscany products are not available in the New Contemporary colors at this time but will be added effective with the April 1, 2020 pricing updates.
- C. Viking has extended their Classic Color offering thru December 31, 2020.
- D. Estimated production lead time for exclusive color finishes is 8 weeks from the time Viking receives the order. To allow for transit time to MR distribution hubs, we suggest quoting your customers 10 to 12 weeks.
- E. The beauty of the new colors is customers, designers, and dealers can go into their local Sherwin Williams store and get samples of the colors. The "SW" prefix on each color is the Sherwin Williams color code. Customers can also pick up color samples at their local Sherwin Williams dealer as an added convenience. **Please note, the SW color name is not the same as the Viking color name. Below are the Sherwin Williams color codes.**
- Cast Black (CS) – SW 6258
  - Frost White (FW) – SW 7070
  - Kalamata Red (KA) – SW 2801
  - Reduction Red (RE) – SW 7585
  - San Marazano Red (SM) – SW 6871
  - Cypress Green (CY) – SW 6180
  - Black Forest Green (BF) – SW 2847
  - Vanilla Cream (VC) – SW 6421
  - Alluvial Blue (AB) – SW 6797
  - Bywater Blue (BW) – SW 6765
  - Slate Blue (SB) – SW 9178
  - Arctic Gray (AG) – SW 7652
  - Pacific Gray (PG) – SW 7024
  - Damascus Gray (DG) – SW 7674
- F. Viking has launched the [www.Vikingincolor.com](http://www.Vikingincolor.com) microsite and continues working on the marketing campaign for the new colors. We will be getting painted metal samples to each DSM in the near future, as well as auto-shipment of brochures that include the SW color numbers.