

# ARCHITECTURAL BUILDING PRODUCTS

INTERIOR AND  
EXTERIOR TRENDS



**SHERWIN-WILLIAMS**

[oem.sherwin-williams.com](http://oem.sherwin-williams.com)

# COLOR INFLUENCES CONSUMER PURCHASING DECISIONS MORE THAN ANY OTHER FACTOR.

The Sherwin-Williams Global Color & Design Center (GCDC) is dedicated to uncovering trends and consumer preferences at local, regional and global levels. The GCDC gives building product manufacturers a competitive edge by elevating their finish offerings for greater market appeal.

Experts at the GCDC are immersed in the product development process, which includes identifying emerging color and style trends in the wood and composite building products industry — from millwork and doors to windows and siding — to help ensure your palette is attractive to your specific target market.



# BUILDING PRODUCT TRENDS

Consumers can draw interior and exterior design inspiration from anywhere. Social media, retail displays, architecture and lifestyle preferences can all stimulate a need for change in the home — one that suits a consumer’s individual style and reflects current trends. From earthy grains to simplistic lines, there’s a finish to fit every design preference.

## ORGANIC DESIGN



Today’s consumer seeks to create a calming refuge in their home — a place where they can escape the commotion of everyday life. We’ve seen a shift to simpler, more organic home design that reflects elements of nature, evoking calmness and serenity. For example, the “modern farmhouse” trend has made shiplap in light, airy hues popular, and flat, “barely there” wood finishes highlight the natural beauty of wood.

## LESS IS MORE



Minimalistic and streamlined, Scandinavian-inspired designs bring subtle lightness and composure into the home. These neutral finishes serve as a great backdrop for airy whites or pops of color. While shades of gray are still very prevalent, warmer blonde finishes are becoming more widespread thanks to Scandinavian inspiration. The use of mixed natural materials, including wood, stone and metals are on the rise as consumers focus on bringing simplicity into their spaces.

## HIGHLIGHTING THE GRAIN



There’s beauty in Earth’s raw and blemished textures — a departure from manufactured perfection. Wire-brushed and cerused finishes amplify the imperfections of wood grain — highlighting its biological splendor and emphasizing the wood grain’s individuality. Pops of pearlescence pair with natural wood grain to reflect the Earth’s rustic and industrial landscape.

## BLURRING THE LINES



Outdoor living continues to grow in popularity as consumers are increasingly creating outdoor living spaces that allow them to relax or entertain guests while enjoying the sights and sounds of nature. Whether designed for quiet tranquility or backyard BBQs, they’re looking to create comfortable spaces that feel not only beautiful but are livable too.



# HERE ARE THE TRENDS

SHERWIN-WILLIAMS COLOR EXPERTS ARE SEEING:



## BROWNS

Nostalgic browns continue to grow in popularity, skewing away from the yellow, orange and red undertones of yesterday, and toward more modern rich ebony and dark chocolate hues. These grounding finishes add a touch of understated luxury to the home.



## ORGANIC

As consumers become exhausted with technology, they seek to create a calming refuge in their home. Because of this, we've seen a shift to a simpler, more organic home design that contributes to a sense of serenity, with "barely there" finishes and authentic wood that magnifies nature's imperfections.



## TEXTURE

Texture is more prevalent than ever, with distressed rustic finishes, cerused materials, and geometric patterns leading the way. Charred finishes are also prevalent, and the industry is experiencing a shift from cooler to warmer tones. As personalization becomes more important to today's consumers, these one-of-a-kind finishes allow homeowners to add a unique sense of flair to their space.



## BLEACHED

Minimalistic and streamlined. Scandinavian-inspired finishes serve as a great backdrop for bleached neutrals or pops of color. While grays are still very prevalent, warmer blonde finishes are gaining in popularity, as well, as consumers look to bring a sense of subtle lightness and calmness into the home.



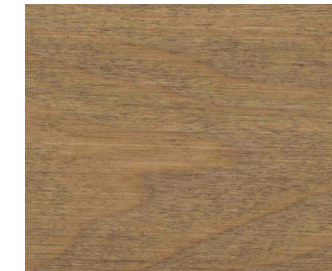
## INTERIOR STAIN TRENDS



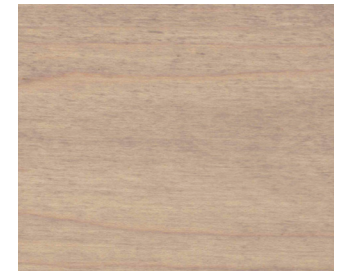
SB034 Natural Grain



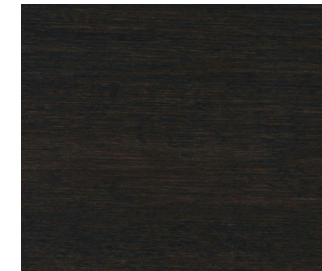
SB007 Nature



SB036 Antique Barrel



SB009 Warm Gray



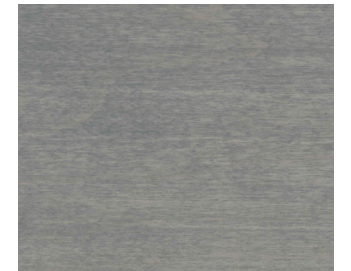
SB005 Winter Sky



SB035 Sweet Honey



SB014 Chocolate Brownie



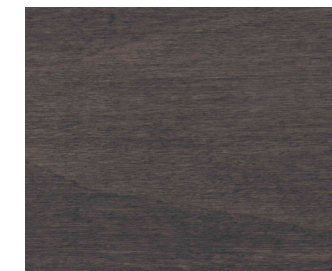
SB001 Graystone



SB016 Black Forest



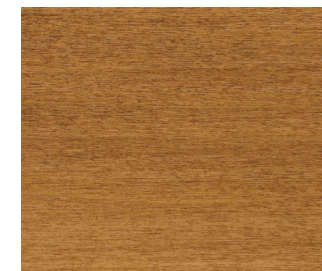
SB039 Soft Sand



SB002 Charcoal



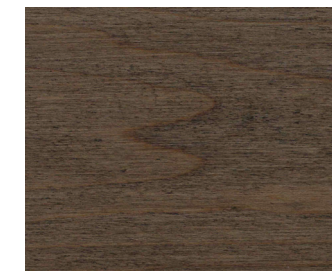
SB024 Golden Sunshine



SB028 Warm Tan



SB050 Tea with Milk



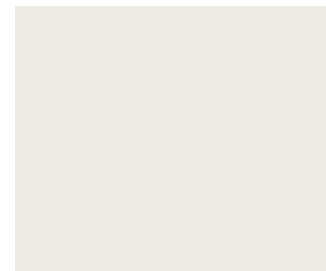
SB004 Warm Toffee



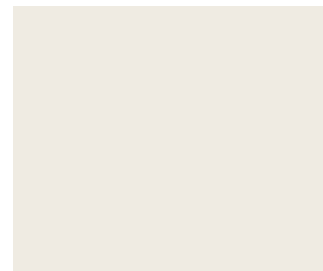
SB038 Perfect Brown

Due to the printing process, colors shown approximate the actual stain colors as closely as possible.

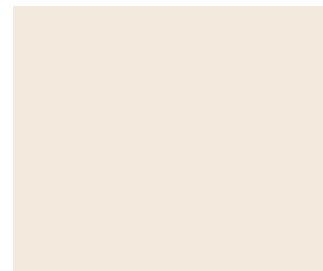
# INTERIOR PAINT TRENDS



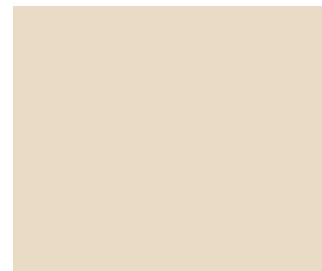
SW7005 Pure White



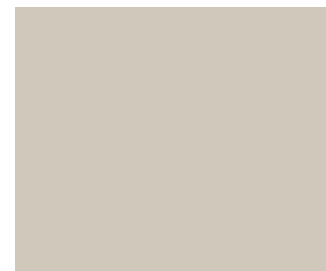
SW7008 Alabaster



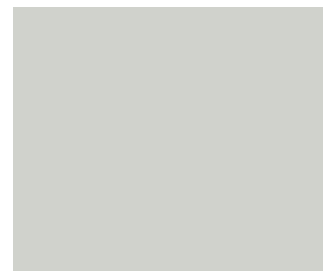
SW6385 Dover White



SW6119 Antique White



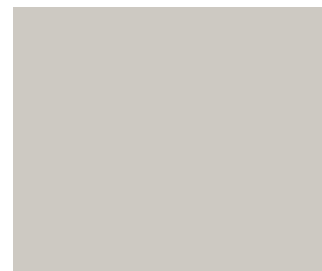
SW7050 Useful Gray



SW6204 Sea Salt



SW6206 Oyster Bay



SW7015 Repose Gray



SW0055 Light French Gray



SW7057 Silver Strand



SW6533 Mild Blue



SW0032 Needlepoint Navy



SW7017 Dorian Gray

**SW0032  
NEEDLEPOINT NAVY**

Due to the printing process, colors shown approximate the actual paint colors as closely as possible.



# EXTERIOR SIDING TRENDS

When it comes to their homes, consumers expect exceptional quality products that meet the toughest performance standards while delivering major curb appeal. These are the siding and trim colors our experts see trending for 2020 and beyond.



**SW6201  
THUNDEROUS**



Due to the printing process, colors shown approximate the actual paint colors as closely as possible.



## ENTRY DOOR TRENDS

In an age of personalization, the front door is an easy way for consumers to put a unique touch on their home's exterior. Check out these popular Sherwin-Williams colors that really make an entrance.



SW7588 Show Stopper



SW7592 Crabby Apple



SW6468 Hunt Club



SW6416 Sassy Green



SW0019 Festoon Aqua



SW6347 Chrysanthemum



SW6613 Lei Flower



SW7682 Bee's Wax



SW6258 Tricorn Black



SW6237 Dark Night



SW6510 Loyal Blue



SW6509 Georgian Bay

Due to the printing process, colors shown approximate the actual stain colors as closely as possible.



**SW7588  
SHOW STOPPER**



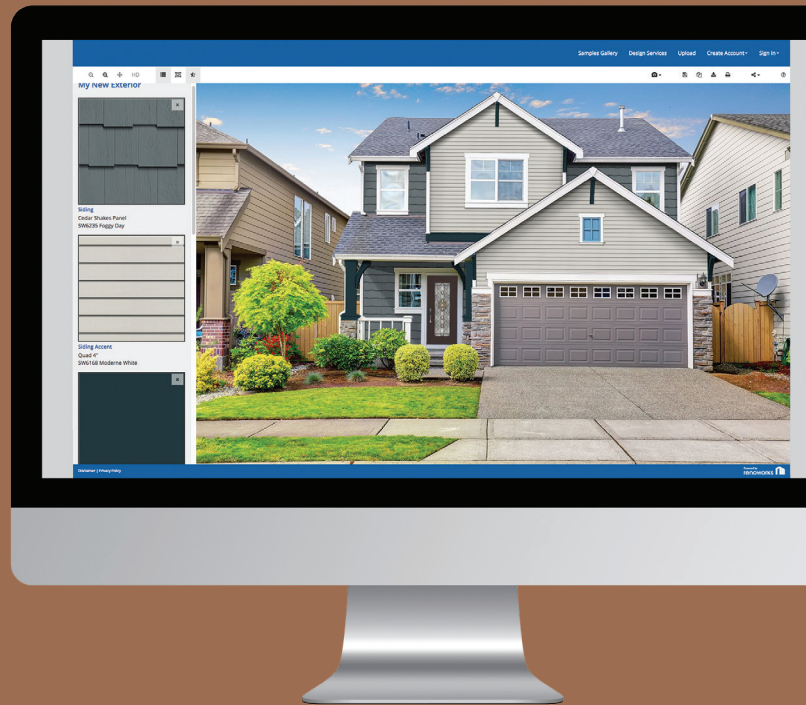
# ARCHITECTURAL BUILDING PRODUCTS

INTERIOR AND EXTERIOR TRENDS

## GET CONSUMERS TO YOUR PRODUCTS FASTER

The Color Express™ Color Visualizer allows you to give consumers peace of mind while putting your brand and products in the forefront. Customized with your logo, the visualizer serves as an extension of your website, promoting your brand in a tool that allows consumers to virtually apply your products to their home or one like it. Leverage this tool to drive your core color strategy or expand to offer the entire spectrum of Sherwin-Williams colors.

Visit [oem.sherwin-williams.com/colorvisualizer](http://oem.sherwin-williams.com/colorvisualizer) to learn more.



Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. For the flooring market, our innovative solutions go beyond coatings to include knowledge, tools, equipment, supplies and industry-leading support. For a better finish, ask Sherwin-Williams.