

FLOORING FINISH TRENDS



SHERWIN-WILLIAMS®

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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 flooring 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 flooring industry to help ensure your palette is attractive to your specific target market.





WOOD TRENDS

While popular flooring styles held steadfast for years, recent advancements in finishing technology and shifts in consumer lifestyle preferences have elevated flooring aesthetics. From fumed and strong grains, to bleached and blonde, there’s a finish to fit every consumer style.

ORGANIC



Consumers seek to create a calming refuge in their home — a place where they can escape. 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 flat, “barely there” wood finishes popular, highlighting the natural colors of wood.

NEUTRAL



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 for wood floors, warmer blonde finishes are becoming more widespread thanks to Scandinavian inspiration.

TEXTURE



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

ON-TREND FLOOR FINISHES

The experts from the GCDC have identified four prominent trend categories for wood flooring finishes.

TRANSITIONAL

This finish palette strikes the perfect balance between traditional and contemporary. Transitional flooring finishes break the defined style mold, creating the perfect bold statement. When paired with unexpected finishes or wall colors, a uniquely cohesive look is created.



TIMELESS

Tried and true, these timeless wood finishes are as popular as ever with consumers. Floors in these classic hues are versatile. They can be the focal point of the room or the perfect blank slate for a statement rug or bold pop of furniture.



MODERN

The modern palette exemplifies the “New Neutral” — simple and streamlined finishes highlighted by trending reactive stains. These finishes blend well with their surroundings and are best used with light neutral walls to make a room appear larger.



CUSTOM/BOUTIQUE

Intended to inspire a proprietary finish that is exclusive to your brand, these boutique finishes are a great starting point from which you can work with GCDC color design professionals to build your own one-of-a-kind palette.

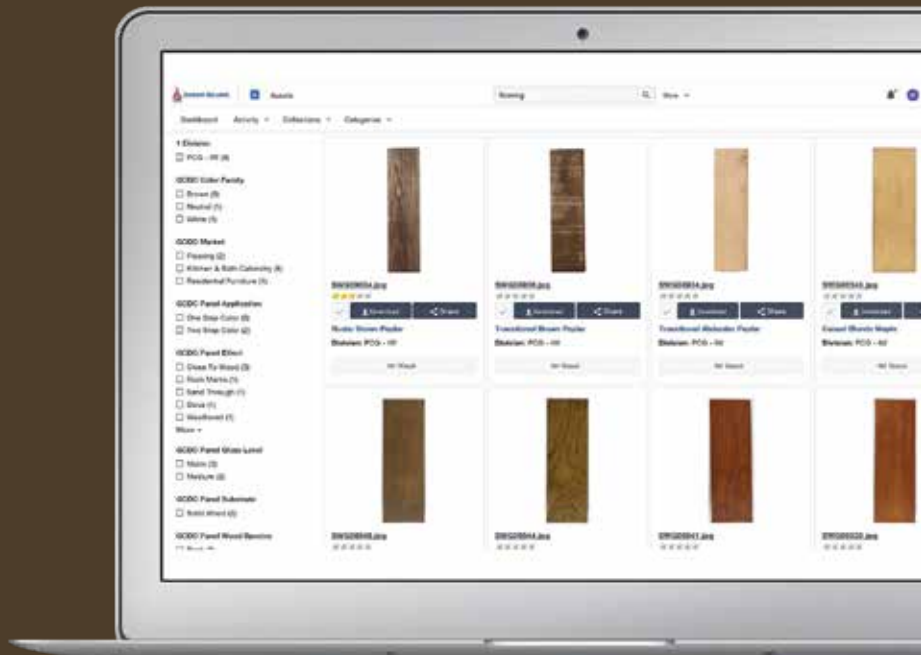


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Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. For the flooring market,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