### SHERWIN-WILLIAMS.

INDUSTRIAL WOOD
COLORMIX° FORECAST 2023



### SHERWIN-WILLIAMS.

### terro

### INDUSTRIAL WOOD COLORMIX° FORECAST 2023

Derived from the Latin term for earth, Terra refers to our nature: where we dwell, what is ours and who we are. For product designers and manufacturers, it represents the natural interweaving of self and space through a forecast of carefully curated species and finishes. Experience Terra, cultivated in 32 trending stain colors and finishes across four collections – Biome, Lore, Nexus and Origin – that will influence new product development and emerging styles in the industry.

Change is a constant in our world – and a necessary one at that. Even in Greensboro, we've undergone a metamorphosis: transitioning our identity as the Global Color & Design Center to DesignHouse for Performance Coatings. Collaborating ever closer with color authorities throughout Sherwin-Williams, this welcome change fortifies our roots and amplifies our ability to deliver custom colors and proprietary finishes.

In today's transformative landscape, homeowners and business owners are investing in the natural appeal of their spaces and desiring bespoke elements that highlight wood's organic beauty and fit their definition of luxury. Our team has compiled the finishes of Terra to inspire designers and manufacturers of kitchen cabinets, furniture, building products and flooring in their product development processes. We are committed to bringing you data-driven color and finish forecasting to support your ideation and turn your brand's goals into reality.

Stay Inspired,

Lauren West,

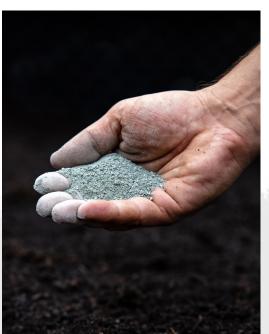
Global Color and Design Director, DesignHouse for Performance Coatings

Sherwin-Williams Industrial Wood Coatings

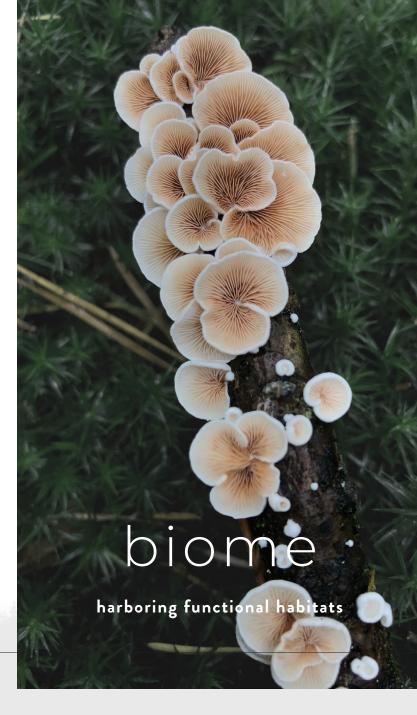








Inspired by regenerative forest floors and dependable minerals, the Biome collection embraces organic, sculptural forms and grounding finishes. Welcome functionality and sustainability into designs with multipurpose pieces that reclaim comforting shapes and finishes. Light, warm woods such as pine, oak and maple lead the way, taking on gray undertones that mimic tree bark and mushroom hues.



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### biome







SWG013983



SWG08491



SWG013505



SWG014833

SWG012698

SWG012481



Heritage and considerate restoration define the Lore collection. Highly artisanal with a vintage touch, Lore balances simplicity and complexity through smooth finishes and subtly opulent grains. Desaturated finishes with character add depth to the tight grain found in cherry, alder and mahogany.











SWG08073

### lore



SWG010391



SWG014165





SWG05172



SWG011952



SWG014325



SWG014841

### influences

localization • remade aesthetic layering · new future



# nexus nurture communal wellness

Embodying sand and dried earthen terrain, the Nexus collection is home to holistic materials and tactile neutrals. Matte finishes enhance the depth and softness of familiar woodgrains, opening doors to flexible furniture solutions and open-plan living. Experiential finishes for warm walnut, straightgrained oak, reliable ash and distinctive elm contribute to adaptable designs.









### nexus

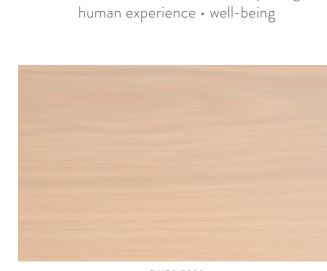
SWG012027



SWG013212

SWG013949





influences

neuro-architecture · multisensory design

SWG015090



SWG014973





SWG015180

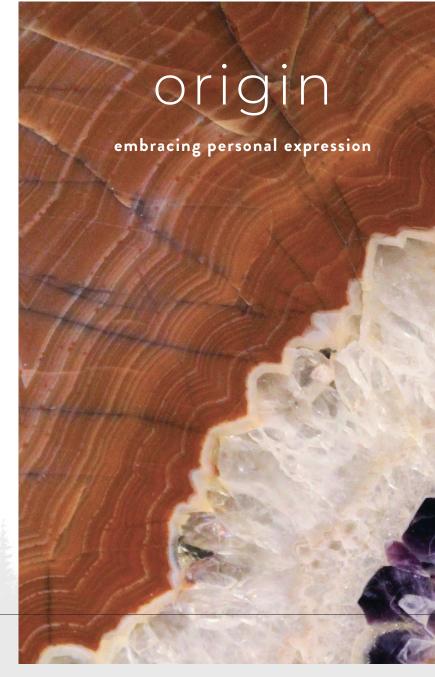








Whether restoring pieces to their former glory or playfully personalizing with hints of glimmer and metallics, extravagant eras of design mingle in the Origin collection. The mismatched elements of cottagecore meet the peekaboo sheen of the 60s and 70s in dazzling brights and deep stains. Exotic wood species such as burl, mindi, primavera and mango serve as an expressive layer to these finishes, especially through smooth woodgrains and accents that add a nostalgic, vivid appearance.







SWG07383



SWG04016





personal creativity · reasoned audacity restorative positivity · nostalgia



SWG012187



SWG014606



SWG015177







SWG015171

SWG012751

### biome

harboring functional habitats











heirlooms of a new generation





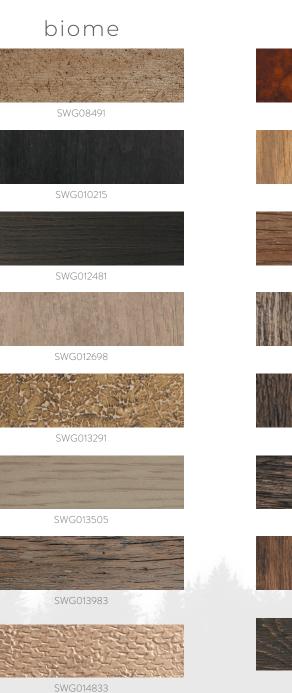
embracing personal expression

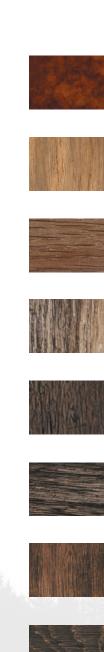


### panelindex

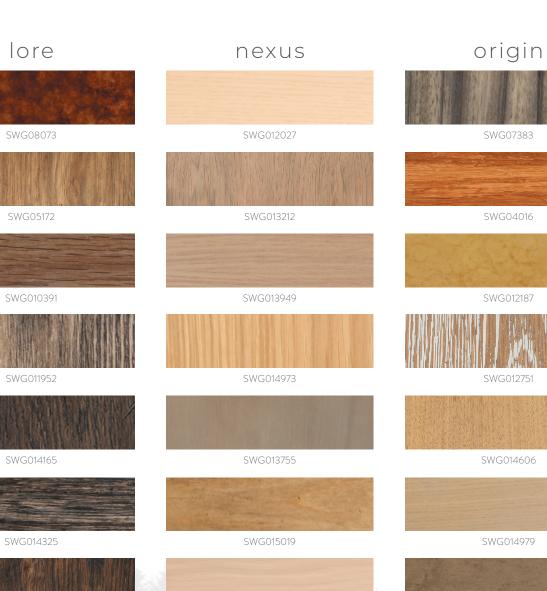
Feeling inspired by panels from the Industrial Wood Colormix® Forecast 2023? Our team at DesignHouse for Performance Coatings is always innovating, and our Virtual Panel Studio is the fastest and easiest way to explore the latest in colors and finishes online—anytime from anywhere.

Contact your Sherwin-Williams sales representative or visit wood.sherwin-williams.com/vps to learn more.













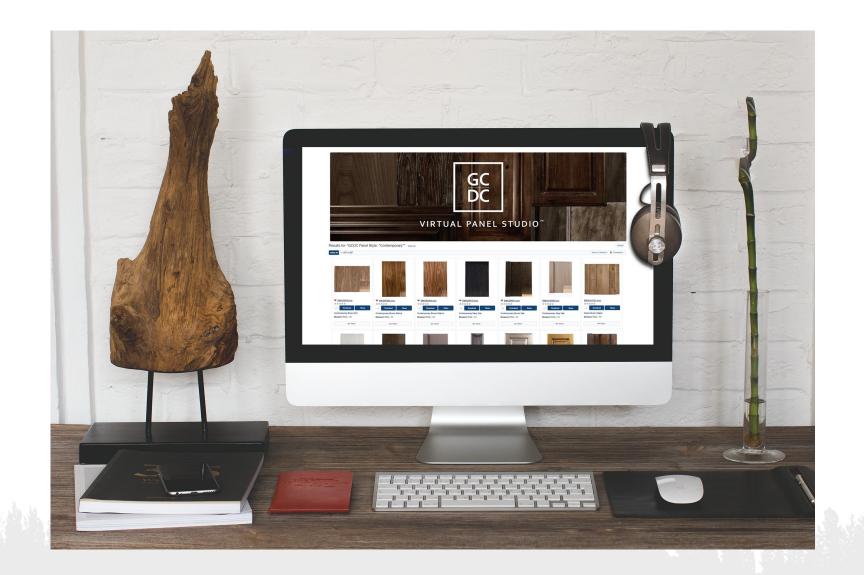
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## virtual panel studio

### an exclusive tool for the trade

For creative professionals, inspiration can strike at any time. That's why we have you covered with an online tool that will help you keep pace with the industry, 24/7. The Virtual Panel Studio allows you to view the panels featured in this brochure, plus hundreds of others. You can download and share panels with colleagues or use them in your design software for both inspiration and collaboration.

Visit wood.sherwin-williams.com/vps to request access.





### a home for color. the place for wood.

DesignHouse for Performance Coatings is a full-service, experience-driven destination for custom color creation and finish selection. Our design consultancy is based upon current data, real-world trend forecasting and stylist-curated color expertise serving the unique needs of kitchen cabinetry, furniture, building products, flooring and specialty wood product manufacturers. Whether it's in person at our studio and showroom or remotely through our Virtual Panel Studio, DesignHouse meets customers where they are and when they need us.

To learn more, visit wood.sherwin-williams.com/designhouseiw.







## COLORMIX® INDUSTRIAL WOOD FORECAST 2023

To learn more, visit: wood.sherwin-williams.com/colormix2023