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RoofersCoffeeShop



**PANELIST**  
**Brynn Wildenauer**  
Sherwin-Williams



**PANELIST**  
**Kiki Redhead**  
Sherwin-Williams

**Karen Edwards:**

Hello everyone, and welcome to this month's RLW, where you listen and watch from Roofers Coffee Shop. My name's Karen Edwards and I'm really excited for today's RLW because it's all about the Architectural FUSE Color Forecast, brought to you by Sherwin-Williams. And before we dive in, just a few housekeeping reminders that this is being recorded. It will be on demand, typically within 24 hours on our website. So feel free to share it if there's someone that you feel really should see this because it's going to be awesome. Also, want to let everyone know that the chat is open. Everyone can talk to each other, talk to us, drop a line, let us know where you're from. We'd love to hear from you. And if you have questions throughout, go ahead and drop them in the chat and we'll take a few minutes at the end and answer your questions. So let's get started. I would like to welcome, let's advance my slide, our guests, Kiki Redhead and Brynn Wildenauer. Welcome.

**Kiki Redhead:**

Hi Karen. Thank you for having us.

**Brynn Wildenauer:**

Thank you.

**Karen Edwards:**

Yeah, we're so excited to have you guys here for this Architectural FUSE Color Forecast. So let's learn a little bit more about our presenters. Kiki, tell us about yourself and your background.

**Kiki Redhead:**

Yeah, so I have over 20 years of experience in color design and development, long history across companies that specialize in coatings, pigments, effects, finishes. I have a master's degree in trend forecasting and I just am very, very passionate about color and design and really enjoy getting to spearhead the Design House in Minneapolis, which is located at our industrial and coil headquarters, and have the wonderful opportunity to work with Brynn and have her on the team as well.

**Karen Edwards:**

Brynn, tell us about your background and yourself.

**Brynn Wildenauer:**

Yeah, so I have a degree in industrial design and have been working in product design and development for seven, eight years now. So I have quite a bit of experience in color and color layering and just being associated with trends and figuring out the best solutions for customers and internal marketing uses.

**Karen Edwards:**

Excellent, thank you. Well, let's jump right in. Tell us, what is the Architectural FUSE Color Forecast?

**Kiki Redhead:**

So this is a tool that we've created to have a conversation with our customers about where colors have been, where colors are now, and where color is going to be going for the future. And it is an entire analysis of the market and in looking at different segments within the metal coil and extrusion

architectural marketplace. And the FUSE forecast outlines one big mega trend that we're seeing, and distills that down into three trends at the macro level. So what you'll see happening in materials and manufacturing and technology and how that will distill into color. And then we have the opportunity to have that conversation all around color.

**Karen Edwards:**

Excellent. And what's the history behind this? I mean, how long have you been doing this?

**Kiki Redhead:**

So we started the Design House initiative five years ago, in fact, we are going to be selling braiding our five-year anniversary. So we're really excited about that. And we started immediately focusing on the foundation of really every color tool that comes out of Sherwin, every custom color collection for our OEM customers. Every specified color out there with the contractors and the architects and the designers comes from this foundational piece. So we've been doing this now for five years through the Design House.

**Karen Edwards:**

Wow, that's excellent. And why does it matter, I guess is the question?

**Kiki Redhead:**

Well, when we look at a strategy for the building products' industry, a lot of our customers really want to have a competitive advantage. They also want not only to have competitive advantage over their competitors, but they also want to be able to offer the latest and greatest finishes and colors and coatings technologies, performance and durability attributes and application processes both in the manufacturing facilities, so for those factory applied coatings or out on site. So this is really important not only for us to be able to provide this forward future thinking information, but we find that it is very important and it's very valued by our customers.

**Karen Edwards:**

Okay. So Brynn, you're the one that takes this forecast and how do you use it with the customers?

**Brynn Wildenauer:**

Yeah, so we break it down, and we have examples throughout the forecast of all of the different industries that our customers serve, so we really break it down into how do certain colors add value to customers in their region, in their demographic, if they're building barns versus sky rises, those are different animals. So we wanted to represent everything within the forecast, but it can all be translated into what would work best for each customer. So what we do is focus on what the customer's needs are and how they could use the information for the forecast within their own product lines and help them develop the new coatings if the development is needed there. But we focus on educating on what the forecast is, why we're doing it, and then how to apply it to their specific industries.

**Karen Edwards:**

So let's take a look at the overview and what influences and how we put all this together because I thought maybe somebody just says, "I like that color. Let's create that one," but so much more goes into it. So let's talk a little bit about the influences behind that.

### Kiki Redhead:

So in trend forecasting, there's three different levels of trends and they're influenced or driven by different societal factors. So at the mega trend level, these are really big global trends that are essentially affecting all of humanity and our planet. These are major cultural shifts. These are things like global pandemics, these are things like sustainability initiatives and climate, these are things like diversity and inclusion, really, really big trends that most likely for most of us are probably not even going to be solved in our lifetime. They're constant and they will continue to be big global trends going forward for many decades. When you get down to the macro level, which is where we start to focus in our forecast, we divide it out with three themes or three trend stories, and those are more at the manageable macro level. We're talking maybe five to 10 years.

Those are important because when we look at what the consumer's purchasing behavior is or the end user of our product, when we look at technology and how technology is changing and when we look at product design, when we look at trends in architecture, those influences and the innovators and the early adopters and the inspirational influencers from those different categories drive a lot of the next wave of design trends. So there is all sorts of societal elements. The economy plays a big role. Politics, regional cultural aspects play a big part of what then distills down to the micro level. And at the micro level, that's where we start talking about aesthetics, where we start talking about form and function and color and texture, and that's where those come into play. So everything drives down and distills all the way until you get to color trends.

It's fascinating and we're going to dive deeper into that a little bit and with some real world examples that'll help you wrap your mind around how much influences, colors and the trends. Talk a little bit about the data. You guys have been around for a long, long time, so you have a lot of data that goes behind this too, right?

### Karen Edwards:

We do. I mean, Sherwin-Williams, over 155 year old company, Valspar over a 200-year-old company. We have a lot of data on what colors sell, how they sold in the past, how they're selling now, that allows us to figure out how we can predict which colors are going to be popular sellers in the future, and we can watch those evolutions and those shifts. When we think back to a specific decade, think back to the 1960s, think back to the eighties, think back to the two thousands, you can probably immediately think of specific colors from those eras, right? Avocado for refrigerators, for example, brown, cedar exterior residential homes. So there's these specific cyclical trends. We take that data, we use data to support every color prediction that we're making.

We don't sit in a vacuum with a dartboard on the wall with color swatches all over and just, "Oh, this is going to be the popular color." That's not how it works. We want to make sure that we're validating all of our predictions with not only the sales data, but also data on information of even just what color swatches, what panels our customers are ordering. So what color spaces are they interested in? Maybe they didn't end up specifying that color space, but they ordered 10 samples of this red color space. So what was their thought process and inspiration there? So I'll let Brynn add anything about the data that she's thinking about.

### Brynn Wildenauer:

Yeah, we have a lot of internal resources that we utilize as far as real world data, but we also have a lot of external resources and we track where our customers are selling the most paint or product, but also what's happening outside of that. So we've got a lot of different contributing factors that go into our real world data that we all compile and come together and make educated decisions for the forecast.

**Karen Edwards:**

Excellent. And now I want to learn what the six step process is. What's involved in that?

**Kiki Redhead:**

So our six step process is actually a trademarked process that I created when I owned my own global color trend agency when I was out on my own for 10 years in between corporate gig and corporate gig, well, Sherwin-Williams and now Sherwin-Williams again. But the six step process is essentially the pillars that we use to put together our forecast every year. And it starts off with trend management because trend information is coming at us at lightning speeds and it's coming from all angles and it's coming from, well, all of those areas of societal influences that we talked about earlier. So being able to manage all these trends, so we start off with just trend management, gather, gather, gather information. We might be getting something from the Department of National Intelligence on the 10 mega trends for the next 10 years for the United States.

We might be getting information from the color marketing group, which is the professional organization that all of us expert color designers are members of, and we all collaborate and we take that information, so managing all that. Then we start to hone in and we start to focus specifically on the identification. So identifying specifically what trends are going to be important in the coating's industry, in the architectural industry. And for some of our other segments that we do forecasting for, we might be talking about medical devices or something that day. So we identify the trends that are going to be important or that currently are important in those areas, and then we build our research around those specific trends. The third step then is the data and the analysis. So we've managed the trends, we've identified the important trends for this particular market.

We've done our research around them, and now we're supporting our research with the data. After that, we then start a process, a very long process, a year over year, a never ending process, of trend watching. And trend watching, a little bit different than what I'm going to talk about for our next step, but trend watching is essentially tracking trends month over month, year over year, and continuing to watch and be aware of when shift or change is going to happen. Of course, things come in that you don't expect. We talked about one of them earlier, a global pandemic, a housing market crash like in 2008. So that can then all of a sudden completely do a 180 on maybe a trend you've been watching for, tracking for, five or six years and all of a sudden it just skids off the side of the road, makes an immediate left and you're like, "Whoa, what happened there?"

So that tracking element is really important. But trend spotting is also equally as important because that's the boots on the groundwork, that's getting out there and talking to the contractors, that's getting out there and talking to the architects, talking to our OEMs, going to the trade shows, going to the conferences for AIA or whatever group is putting this together. But being involved in those activities and listening to the conversations so that we can start to spot with our antenna up when new trends are starting to come into the market, that we can be ahead of those so that we can help have that conversation through these forecasts with our customers. And then the very last step of the process is the actual reporting, it's the actual report. And I know we're going to get to talk about a couple of the highlights from that report here in a few minutes, taking that report and then partnering with our customers to help them apply those trends to their products, to apply those colors to their products. And that's the very last step.

**Karen Edwards:**

Okay. So Brynn, you are the one that works with the architects and the product manufacturers. How do you see this report inspire them? How do you see their ideas change?

### Brynn Wildenauer:

So a big part of what we like to work on is we put this report together, it's very in depth, but helping them translate it. So like I said earlier, we've got a lot of industries that we cover within that, but all of those industries and colors can weave back and forth. So our goal is to inspire and encourage people to think differently about the options because most of our product manufacturers have had the same color palette for 20, 30, 40 years. So how can we encourage them to understand that building product trends do change? And just because people are specifying one color on their color card doesn't mean that's the colors that they really want. So how can we help and partner with our customers on finding that right white that would work in their market, or how we can add a texture or a mica to a product that came out of the trend forecast that could potentially increase their sales or make their own individualized mark on their products and projects.

### Karen Edwards:

Excellent. Okay. So we're going to move on to talk about the importance of these trend life cycles. And you've touched on it a little bit, Kiki, but I think here we're going to spend a little bit of time going deeper and maybe sharing some examples.

### Kiki Redhead:

Yeah. This is the part of trend that is so fascinating to me. I just absolutely love this and hopefully some of my passion will come through to all of our listeners. The cyclical nature of trends is extremely important in the marketplace. We also want to make sure that our trend life cycles and our color trend life cycles are pairing up with the product cycle. We don't want to put a two-year color trend on a product that has a lifespan in the market of 30 years, because now you're stuck with this color and if it goes out of vogue really fast, you've put all of this money into, let's say a metal roof for example, and now you've got a color that's outdated in two or three years. So we are very cautious to that and we are very cognizant that when we are putting together these types of reports that we're paying very, very close attention to the product life cycles, that they match up with the macro trend life cycles.

So those societal influences, what's happening in sustainability, what's happening in the economy, how is it going to affect people as they interact or they use this product, and then pairing that up with the longevity of the product and how long the product will be in the marketplace. So I love to use this little graph here. I know it just looks like a whole bunch of lines right now, and I'll explain a little bit what each of these means. The teal blue, that line that goes up really fast and down really fast, those are those fad, short-lived trend type colors. We don't work with those in factory applied coatings. You can get away with those types of fads in things like throw pillows on the couch in the living room, maybe a bathroom rug. These are those really quick easy things that you can swap out whenever you want to.

In consumer goods, you might know the fidget spinner was a fad, jelly shoes was a fad, pet rock was a fad. So we stay away from those. Where we like to focus in more is on these life cycles and these colors that are going to be in the market for longer. So the navy blue line is very, very product specific. So that's not even just an industry in general, it's one specific product type within an industry. So this could be metal roofing colors versus asphalt shingle roofing colors. It's very, very, very industry specific. You can see that a typical lifecycle is about seven years for a product driven trend, and that color will plateau in the market for about three to four years. Not super long. So we take that further and what we like to do is focus on color trends that are more industry driven.

So now you could find this color trend in roofing materials, but you could also find it in gutters and fascia and garage doors and hardware and fencing materials. So if you're talking residential design exteriors, now you're seeing this color trend in adjacent products and you can start to create these color schemes where these colors all go together and match really well and create a very harmonious exterior scheme.

That's that magenta line. That is the most important line for color trends for an industry. You can see 10 years and it's still tracking slightly on the downside, but still tracking with really good acceptability in the marketplace. So you've got at least 10 years there, maybe even more, where that color is going to be strong in the market. The lime green line, that's everybody's dream line. That's 70% plus acceptability in the marketplace for this trend, this color. This is where color trends start to penetrate cross industry.

So now we're not just talking about the building products industry or the construction industry, now we're talking about the automotive industry or we're talking about the graphic design industry or we're ... So it goes so much further beyond that. Maybe it goes into workplace trends or medical device trends, but now it's something that you just see everywhere and you're like, "Oh, I saw that silver in that car yesterday and now I'm seeing it in this appliance over here, and now I'm seeing it on this monumental building and this curtain wall over here." So that lime line doesn't happen very often, but when it does, it's memorable and you'll remember it for a very long time, and that trend will be 10, 15, 20 years long. And we love to use the example of silver and gray because that story started off in 2006. And let me just preface this with, we are just starting to fade out of grays and back into the warmer colors where there's an influence of warmth into the gray.

So we're just starting to see the shift away from cool grays, but it's started in 2006. That is a really long lifecycle for a color trend.

**Karen Edwards:**

Oh yeah. Yeah, that's that lime green going on right there.

**Kiki Redhead:**

It is. So it started off with upper middle class and upper class homeowners. In that time, the housing market was fantastic. People were building these giant McMansions, as we like to call them, and a lot of these homeowners wanted to have the best of the best, and they were looking at their kitchen designs, "How can I one-up my neighbors on my kitchen? Hmm. Restaurant quality appliances in my kitchen. I want a 12 burner range with a griddle in the middle, very high end." Well, restaurant appliances are all stainless steel. So now you've got residential homeowners bringing commercial restaurant grade appliances into their home. This started to get noticed by the appliance industry. In 2008, we all know what happened to the housing market. A lot of middle class, middle, lower class members, a lot of job layoffs, a lot of people being underwater on their mortgage, on their house.

It was a very, very rough time for a lot of people. And people were realizing, "Oh my gosh, if I don't sell my house right now, I'm going to be in a bad financial situation. What can I do? What's an easy fix that I can do to interior my home to make it more saleable and make it more enticing?" The appliance companies at the same time, over that last two years, they had time to start developing stainless steel look and stainless steel appliances in the traditional lower end kitchen appliances, your more middle of the road type brands and products. So now it was opened up to the masses. So now that's that lime green line is on the way up, up, up. And then in around 2010, from 2010 to 2012, as people started just slowly, we started to slowly dig ourselves out of the housing situation, the financial situations, we saw a lot of people were looking for that clean slate, that fresh start. They were also looking for a bit of wisdom and they wanted things in their life to feel concrete and solid and stable.

Well, gray is the color of white and black mixed together. You literally can't get more stable than concrete gray. So that started to influence into design and decor. And that gray went really, really nicely with that cool silver that was being incorporated into everyone's kitchens. And then silver branched out and it went into the car market. And the car market, what happened was is luxury in the car market had always been identified by pearly whites. And now because of this luxury appliance look people were having in

their homes, they're like, "Well, luxury automobiles should also be silver." And so then we started to see that crossover translation into other markets and we are still riding the coattails of the silver trend today.

**Karen Edwards:**

Wow. Yeah, that's incredible how it started with one thing and it just oozed over into everywhere. Because my old white refrigerator is now my basement refrigerator because I needed to upgrade for that stainless look when that was really popular. But yeah, that's just fascinating. Wow. And amazing. So let's talk about some of these bullet points that influenced the color. I mean that was a great example with the societal, but even economy. We talked a little bit about that in our practice earlier where the economy, I think it was a good example you gave of making it more affordable by taking that color, and this is done because manufacturers are studying these trends just like you guys are doing, right?

**Kiki Redhead:**

Yeah.

**Brynn Wildenauer:**

And I think a big resource that we have at the Design House is we can do the research and help the customers implement it. So it's a really nice way for people to utilize all of that information and not have to distill it themselves because it's quite overwhelming to research all the societal influences and everything that goes into how color evolves, and specifically in the building product's industry and that takes a lot of time. So it's a nice resource that we have this FUSE forecast that can help visualize what's happening and where we're going next in the building product market.

**Karen Edwards:**

Yeah. That is great. It would be very hard for someone to do that on their own.

**Kiki Redhead:**

And our customers, they're looking for ways that they can make their processes more efficient and a lot of times they want to take a look at when the economy is good, should we have more colors available or should we try to simplify our color collections? Can you help us curate that? And understanding that during different types of economic stabilities or instabilities, things like global supply chain, making sure that we're able to supply our customers with the products and colors that they're looking for, so that they can supply their customers with the colors and products that they're looking for. So the economy plays a really big role in that availability.

And then another major influence is culture and humanity because a lot of colors have different meanings across different cultures. One of my favorite examples is here in North America in the United States, our culture wears white wedding dresses, but in India, they wear red for wedding dresses. And here in North America that white wedding wedding dress in Africa, white is worn to funerals. So it's just understanding cultural identifiers and the psychology of color. We don't expect our customers to have that expertise, that's what we're here for, is to help them through those discussions. Is this white a good white for my product? I sell on the east coast of the United States. We would talk about those regional needs and we talk about what whites are going to be key for them. And perfect to show the regional-



**Karen Edwards:**

It's like we practiced that or something. That worked out perfectly. Yeah. So let's talk a little bit about that because where you are in North America or in the United States, that's going to play a role in colors that are trending, right?

**Brynn Wildenauer:**

Absolutely. And there's a lot of different factors that we take into consideration when we do work on regional color trends and sometimes it's a nationwide color palette, but we have to make sure that we're focusing on each region specifically to make sure we're getting all the bases of the manufacturer's needs. But there's a lot of environmental considerations to have into account with do we want lake colors, do we want desert colors? How do we want the feeling to incorporate or be a contrast to the landscape? What are people interested in? From a residential side, it's very interesting because in Texas very huge trend is black metal roofs. Well, is that what everybody wants or is that just a trend that might fade out eventually?

So looking at all of those considerations as far as regional, and then it is the culture in Texas to have a black metal roof. Again, that's not the same where we are in Minnesota. So how do we balance all of that out and make sure that we're looking at those regional details. And then we also consider the weather into effect because the weather impacts which technologies and which resin systems that we're helping our customers specify because the Canada market's a little bit different than South Florida. So how do we work through that and which colors are more appropriate within those resin systems as well?

**Karen Edwards:**

So where would those black roofs in Texas fall on the bell curve?

**Kiki Redhead:**

It's a very individualized, we are seeing black roofs in other markets as well, not as strong as we are seeing down in the Texas area, but it would be that navy blue because it's very honed in specifically on one color, on one product like metal roofing. So you're going to see a good five to seven year cycle with it. But we are actually starting to see other regions where the black is too contrast for them, where it's too dark. And so we're seeing more regional collections stepping a little bit back from black and incorporating off blacks or maybe a dark charcoal GA gray or a really dark bronze that's almost black but not black.

**Brynn Wildenauer:**

I'll also add here that we take into account the adjacent products. So when we're talking about residential roofing, we're also looking at the trends in gutters and windows and fencing and all of those different things and how they can all work together. So when we're analyzing these trends, that is top of mind a hundred percent of the time because we need to make sure that they all can work together in a harmonious way.

**Karen Edwards:**

So now we're going to get to the juicy part, although I think all this information up till now has been super interesting and we hope you're all learning a lot about colors. The report itself, it does have three themes, so maybe just what each theme is, and then we will take a deeper look into each theme as we work our way toward the end of the webinar.

Kiki Redhead:

So our first theme is, we call it ACT, it's accountability centered technology. So we know that technology is moving at lightning speeds. In the past five years, we've had more technological advancement than we had from 1900 to the year 2000. So in five years more advancement than the previous century of a hundred years. So that boom has brought technology to the center of a lot of the things that we do. Obviously the different technologies like our coil technology versus our extrusion technology versus our ability to do prints and patterns on coil substrate or on aluminum substrates in our coil process with rotogravure printing. What's next? Digital printing technologies. So taking a look at how technology is going to going to marry with color and finish and effects for the future. So that was story one. Story two for all of the contractors on the call will all love this one because this one is all about building.

So this is about building futures that are going to help our communities to thrive. It's about building infrastructures, everything from building actual buildings to building roads, to building housing, to building relationships, business relationships and personal relationships. It's also about the infrastructure of getting internet out to rural areas. So if there was ever a need, let's hope not, ever a need for a stay at home again, that kids out a hundred miles away from a local community could be able to attend school through the internet. So really focused on infrastructure. And we found that the nonpartisan bill that was passed for infrastructure here in North America or in the United States is really going to have some big impacts on the way that we build and where the government is supporting those with funds. And so we're looking to hopefully build very fulfilling futures and those colors are going to represent a lot of natural materials that we use in building products.

And the last but not least is Chief Empathy Officer. And this is bringing more care back into what we do for our jobs, but also what we do for ourselves. So there's a little bit of an element here of wellness and wellbeing, our own personal mental health, our own personal physical health, but also looking beyond that and seeing how we can put more care into the daily things that we do, not just for ourselves, but also for our families, our local communities, the planet as a whole and in our workplace. And so there's a lot of talk about the future of work, where we will work, how we will work, what will the buildings look like that we will work in. And so bringing that care in is part of that. And one of the big segments and industries that we're talking a lot about empathy and care is across the healthcare industry. There's a lot of hospitals going up. There's a huge, huge need for senior living and long-term care facilities, and bringing that care and that empathy into the design of those buildings is also going to be really important. So the colors there will support that.

Karen Edwards:

All right, so I'm not going to spend a lot of time on this slide because I want to make sure we get to the colors that do go with each theme. So let's jump right in and start with our Accountability Centered Technology. Talk to us a little bit about these colors.

Kiki Redhead:

Brynn, go ahead.

Brynn Wildenauer:

So ACT starts with a lot of really interesting trends that we've been tracking. So it starts out with Focal, which is symbolizing what Kiki was talking about earlier, how neutrals are warming up, how the really cold colors that we typically associate with technology are evolving a bit. And then we've got this Symbiotic, Smoke and Mirrors and Fair Trade, which are all mica colors. And those are an interesting trend that we've been tracking in itself because metal tones, as we want to mimic natural metal

materials, have been going away from the very intense sparkle, kind of a brighter intense sparkle to a more satin finish. So all of these are a bit more satin. And then as we evolve in technologies within our coil systems, Fair Trade is a mica, but it also has a texture in it. So it's really combining a tactile finish with a very visual element to it.

And Untethered is our coil print technology, which we've more recently been playing with. And that one has a mica base with a print coat, an ink coat on top of it where it really mimics blackened steel. So again, we're mimicking natural materials and trying to provide that natural feeling, but using the technologies that we have at hand. And Revolution really is taking the blue trend that we see with tech and re-envisioning it. So it's more of a color of responsibility. It's a very common color in logos for companies and things like that. So it's taking that really bright blue, mixing it with the navy trend and coming up with something we haven't really seen recently as far as the blues go.

**Karen Edwards:**

Now you say a mica base, what does that mean?

**Brynn Wildenauer:**

So a mica, it adds the sparkle to the finish. So mica and metallic are typically in the coil industry used synonymously. They are different materials, but it's basically adding the sparkle into the product.

**Karen Edwards:**

All right. Wow, very good explanation. Thank you. I don't know which one is my favorite. I'll have to look at the colors a little bit longer. And we are going to, at the end here, we're going to give you guys the link so that you can download your own copy of the full report because it's very interesting. All right. Talk a little bit about the boldness of the ACT. I mean you touched on it, but just looking at that blue roof right there in that image, that looks like that Revolution.

**Brynn Wildenauer:**

Yeah, so we're really talking about contrast when it comes to ACT, and bold, high contrast colors, but different from what we've seen before. So going back to our Texas example, the White House with the black roof, we're not really talking about that kind of contrast anymore. It's really mixing high chroma, so that bright blue, with a neutral, or having the material breakout be different than what you typically see when you envision contrast on a building and having really dynamic and interesting forms with the visual tactility and the physical tactility, which adds that interesting tech aspect into it because we can see things on our computers and things like that, but how do we have the tactile experience as well? So trying to focus on how that could come through forms that we're seeing in architecture.

**Kiki Redhead:**

And I'll add one little thing is that if you follow the link that we're going to post later and you go and download this, one of the things that we do that's really important in our forecast, maybe different than some other color trends you've seen out there, is that we make it applicable to the specific industry. So we're going to always show examples of how these colors can be used through photography. So highlighting Revolution here, probably in that previous slide when you saw, oh, neutral, neutral, neutral, neutral, neutral. Whoa, check out that blue. How am I ever going to use that blue for roofing here? Here, we want to show examples so that you can get the feel and the idea of how those could be applied out in the market.

**Karen Edwards:**

Yeah, that's a nice looking roof. It's very, very pretty building and I see it's paired with a neutral on the side. It looks really nice. All right, let's move on to Building Fulfilling Futures.

**Brynn Wildenauer:**

So Building Fulfilling Futures all started out with how natural materials are being utilized today. So when we're looking at different terracotta's and those tones have been pretty prevalent in the last few years, how is that evolving with the rusted metal look that's also been happening in the building product's industry? So what we're seeing here is that Fortified, which we're seeing is the evolution of the terracotta trend. Again, adding that visual texture of the mica and also the tactile texture of the additive that we have that makes it a sandy feeling coating. And then we've got the Grounded, which comes from a trend we've been tracking for a long time, revolving around sand and how the sand tones and the sand textures have been increasingly important in the industry globally. So this is one of those colors that has a great influence in the Middle East, and we're seeing in a lot of different industries as accent colors.

And Placemaking, we've been looking at agricultural trends and how we can enhance the tones that we typically see on barns and farm equipment and things like that, how to freshen that up. And we've noticed that lightening the green into that Placemaking color, not having it too yellow or too blue, really makes a nice balanced foundation for the agricultural trends that we've been tracking in the market because that's a huge focus for our customers. So making sure that we're coming up with different ideas and options to inspire a change in that market. That one's one of our most difficult to evolve with our customers. And Procure, again, we're mimicking a natural material that's actually a walnut print and it's very balanced, not too high contrast, really looks like real wood when you hold the sample. It's pretty amazing what we have been able to do with our partners on printing those materials.

But a really nice balanced, even very classic walnut. And facade with the metal trends that we've been looking at a lot as architects frequently ask for that most often, facade is that champagne color that we've been seeing. Okay, silver is too cool, gold is too warm, we need something in the middle. So that champagne color really comes into effect there. And it's in my mind, this facade adds that champagne color with that concrete color. So it's a really great base foundational color. And then we have Vital, which is an evolution of navy blue. Navy blue has been a very popular color in building products increasing in popularity over the last five, seven years or so. And this is the next evolution of that. This is adding a hint of green, making it a little bit darker. We're really seeing that almost black turn into a navy almost black. So it's a really interesting color as we're looking at the dark blue trends and how those have evolved in the last few years and where green has gone and how they're meeting in the middle together.

**Karen Edwards:**

Wow, great explanation. I'm just curious, do you guys get to come up with the names?

**Brynn Wildenauer:**

We do, yes.

**Karen Edwards:**

That's the fun part, right?

**Brynn Wildenauer:**

Yes. Yeah.

**Karen Edwards:**

One of the fun parts. The whole thing is great. Excellent. So moving on to chief ... Oh, okay, sorry. We're still on here. And we talked about here's an example. This is the ... What was the name of this?

**Brynn Wildenauer:**

The Placemaking?

**Karen Edwards:**

Placemaking, yes, yes. I think that looks fantastic.

**Brynn Wildenauer:**

Yeah, so we're just trying to improve the individuality and how we're able to make our own marks on our projects and residential homes and all of those things. So making colors more comfortable and attainable for our customers to digest. Because again, sometimes that blue in the first story is not their cup of tea, and that's okay, but we want to push the boundaries and make people think about color differently as it comes to building products.

**Karen Edwards:**

Excellent. So many choices. It's a good thing that you guys are there to help because choosing color is, especially on metal roofs, like you said, they last, they have a very long lifespan, so you really want to make sure that it is the right choice. Now we'll move on to Chief Empathy Officer, which is interesting. I want to hear about these colors because you mentioned medical care, long-term care, senior living. So let's talk a little bit about these colors.

**Brynn Wildenauer:**

So when we start with Awe, Awe is, I mean it's a bright color, it's an attention grabber, and I think that this really stems from our need for empathy in our societies. So really putting that intention and a shout for help in a sense is really interesting in how we're seeing this used in accents. We've got hospitals that have used this on under things of different patios and things like that as accents to be very unexpected and different and to show that it's okay to change, it's okay to have color in your projects. It's okay that we're moving away from all solid green buildings. And Compassionate here, this one is again, harnessing off of that navy trend. This one is a truer navy, but it has a gray undertone, so it's a tad dustier than the typical navy's that we've been seeing in the past.

So again, it's a very important trend and we're still seeing it very active. It's just shifting slightly. And then we have Care Culture, which also comes off of that sandy neutral trend that we're seeing so heavily come into the market. It's on the front end, but we're seeing it come in pretty hot. So we're seeing these with the textures and with so many different options of customization, this one's a really great way to change up the different neutral options because it can be used as a base and we frequently put together colorways for our customers so we can show you how to use Care Culture on your projects and where it would make the most sense because that one I think is a little bit uncomfortable still for some people to adjust to. And Reflection is an almost black. So again, we're seeing the black trend lighten up a little bit

and switch the perspective of it as we're seeing things soften up a little bit as far as the contrast levels and what people are really looking for maybe isn't that stark black roof.

So we wanted to highlight that we are considering where this is going and how we can better use the different abilities that we have to make in our labs. And then Rediscovery is a pearly silver. It's got a warmth to it. It's pretty light, so it's very satin and silver. It's very comforting for a mica based product. So this one I think would be really great as a silver roof if that's what you're interested in. And then Esteem is a really solid gold, not too light, not too dark, we're not too orange, we're not too yellow. It's a perfect in between that is utilized in a lot of monumental architecture, that gold as a curtain wall option or as accents throughout the project.

**Karen Edwards:**

Excellent. So let's take a look at one of them in use. And this is Compassionate.

**Brynn Wildenauer:**

Yes. So this one, I have talked to a couple customers that I've thought that navy is the most ridiculous building product they never heard of. So we're really trying to again, show these in-contact situations to try and help people visualize what this really could be. So in the barn dominium space, navy is very big and in those more agricultural spaces, navy is hitting the mark right now. And we'll continue as we move forward, moving away from those greens and reds that have been around for so long. So showing these in different contexts of residential, agricultural, barn dominium, higher end multifamily housing, things like that, we want to make sure that we're achieving that desired look of the high end aesthetic, where the market is moving.

**Karen Edwards:**

Excellent. Now we are coming up to the top of the hour, so I do want to talk a little bit about technology, but we promised you the link to download the report. So Brynn, maybe you could just go ahead and drop that in the chat and then that way you can access it yourself. So just touch on how does technology help you in making these effects in these colors?

**Kiki Redhead:**

New advancements in technology, in resin technology, in affect pigments. So we work with a lot of the global suppliers of different types of mica's and different types of aluminum flakes. Pigments, when you can get both organic and inorganic pigments that have more color stability, then they performed longer and the color lasts longer in the marketplace, doesn't fade as much. All of these opportunities allow us to be able to create and develop new colors and new looks. I talked a little bit earlier about how we are doing these cool prints, how we're able to get a look like wood grain printed on these metal sheets with [inaudible 00:55:45] printing. But technology is now leading us into is there an opportunity for digital printing? Could we print whatever we wanted? And so those are the next elements that that technology factor brings in for us. It brings in opportunities for better performance, better durability, easier application, more efficient in the manufacturing process, more efficient in the installation processes for the products. And then as we continue to see the technology advancing, we will be able to then open up the opportunity to create new colors and new effects.

**Karen Edwards:**

And yeah, technology is game changer in what we're able to do and it's pretty impressive. So our last slide here, let's just touch on the importance of product life cycles. We've mentioned this a couple of

times. You don't want to put a color that's only got a three-year bell curve trend on a roof that's going to last 35, 40 years. So how important is that?

**Brynn Wildenauer:**

I think it's hugely important. I think we're really focusing on how we're going to look in the future about all of these different trends that we're tracking now, and the subtle shifts that they make have a big impact in the market. So making sure that we're being mindful of all of the different resources we have and compiling all of that research and data to have the correct influence on the architectural, the residential, all the different markets we serve.

**Karen Edwards:**

Now you do this report every year? Every so many years?

**Kiki Redhead:**

Other year. Every other year.

**Karen Edwards:**

Every other year, okay. Because yeah, I mean we've got colors in here and so it's going to be really interesting in two years to see what things are changing and how colors are shifting and what's going on in our world as we know it and how that affects colors. So I'm really excited that hopefully we can have you back in two years and we can take another look at this, but at this point I'm going to open it up. If there are any questions, I will give the chat a quick check. We did put the link out there for you, so feel free to download that and dive in and explore it at your leisure. And I just want to thank Brynn, I want to thank you and Kiki, this was so interesting and so fascinating and I just can't believe the amount of research and effort that you've put into this to help us all be a little happier. I feel like it really affects so many parts of what we do. So thank you and thank you to Sherwin-Williams.

**Kiki Redhead:**

Yeah, thank you Karen. I would like to just remind everybody one thing, color sells, but the right colors sell better. So come to us for your color solutions.

**Karen Edwards:**

Okay, real quick question. How do you factor gloss or sheen trends into the color trends?

**Kiki Redhead:**

Yeah, I'm going to let Brynn take this one because she's been working really, really heavily on different finishes and textures.

**Brynn Wildenauer:**

So we explore special effects as a whole, very in depth. It's an insane study that we do pretty frequently of what's the best color shift, is there a new need for color shift, all the way into gloss and sheen's. So we've seen low gloss be the biggest ask from the market for a long time. We're seeing that shift a little bit back into that 30 gloss standard finish. People aren't dying to have the low gloss anymore because it can come across as maybe a little bit chalky in some circumstances. So we're definitely looking at gloss as

a holistic trend. What's happening in automotive? Is everybody wanting the high gloss car? Not necessarily. So we're taking those into consideration and all of our finishes that we have throughout the forecast do highlight a variety of glosses, textures, special effect pigments, things like that to make sure we're highlighting all of our capability as it makes sense for our markets.

**Karen Edwards:**

Excellent. Thank you for explaining that. Thank you everyone for attending today. As I said, this is going to be on demand on our website, usually within 24 hours, and we do these every month. So please join us next month, July 26th, where we are going to be visiting with Johns Manfield. So thank you once again everyone, and have a great day.