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# THE GOSPEL OF LUXURY HOME BUILDING ACCORDING TO CULLUM

2018 NAHB Custom Home Builder of the Year shares a surprising secret.

There are custom home builders. There are custom luxury home builders. And then there is Rod Cullum.

Meet the National Association of Home Builders' (NAHB) 2018 Custom Home Builder of the Year and Arizona's #1 custom home builder three years running, Cullum Homes. The second-generation, family-owned and -operated business has made a name for itself over the last 30 years as the region's go-to luxury home builder. Saying the words "It's a Cullum home" is a source of pride for owners.

What makes a Cullum home unique? What differentiates his building style from respected competitors?

## CLEAN, QUIET, AND COMFORTABLE

His lock-and-leave residences offer luxe touches you might expect, such as seven-car garages connected by vehicle elevator to glass-enclosed basement showrooms. Achieving the overarching goal is more complex.

A client "... that wants the absolute most clean, quiet, and comfortable house" requires a total building solution, says Cullum. "Our willingness to innovate is what really differentiates us. We lead through best practice," he explains.

## SURPRISING ADVANTAGE

Elements of those practices include some expected methods:

- **Windows.** "We spec high-quality windows with a high SGHC (solar heat gain coefficient) rating," Cullum says.
- **Penetrations.** "We do a ventless home. We have no penetrations in the roof that directly transfer sound"
- **HVAC.** "If you truly analyze air conditioning, you would use VRV (variable refrigerant volume) or VRF (variable refrigerant flow) air conditioning," Cullum advises.



Image Courtesy of Cullum Homes. Photo: ProVisuals Media

And at least one very unexpected method: insulated concrete form (ICF) construction.

Cullum makes it clear that his team of 55 will design and build to the owner's requirements and budget, including traditional stick-built. Stick-built homes make up about half of his portfolio. Just one thing: Even his stick-built homes can't achieve the level of clean, quiet, and comfortable he's known for.

However, ICF can.

## PROVEN WALL SYSTEM

"Stick-built frames can't even come close to what ICF does. ICF is a major component in delivering on our clean, quiet, and comfortable promise," says Cullum.

Cullum has built hundreds of area homes with ICF, a proven building method that uses lightweight, stackable hollow-foam blocks reinforced with steel rebar to form a poured

concrete wall. The result is a wall system of unmatched comfort, energy efficiency, strength, and sound reduction.

## EXPERIENCE THE DELTA

"Once you experience the delta, there's no turning back," Cullum says of the owners he has worked with. "One client is now living in the third ICF home we've built for them. Once you live in an ICF home, you won't live in any other type."

Cullum's ICF expertise has proven to be a decisive differentiator for his business. The firm built their first ICF home in 1991 at the request of the owner. It was a eureka moment. There was no turning back.

Cullum immediately understood he held a winning card only he could play. In no small way, ICF helps explain why his team received the NAHB honor. "ICF should be the starting point in a lot of markets."

To learn more about using ICF in your next home build, visit [www.BuildWithStrength.com](http://www.BuildWithStrength.com).

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# Contents



## DEPARTMENTS

- 18** Up Front  
Pulse
- 80** Last Detail

**COVID-19 IMPACT**  
For the latest on how the coronavirus is disrupting the industry, visit [builderonline.com](http://builderonline.com)

## FEATURES

# 39

### 2020 Product Guide

Our annual roundup of the latest residential building products across six categories.

By Builder Staff

# 70

### Home Hues

The forecast for home interiors and exteriors calls for warmer neutrals, bold combinations, and more color.

By Lydia Lee



Volume 43, number 4. Builder (ISSN 0744-1193; USPS 370-600) is published 12 times per year: monthly in Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., and Dec. by Hanley Wood, 1152 15th St. NW, Suite 750, Washington, D.C. 20005, for the National Association of Home Builders and printed in the USA. Copyright 2020 by Hanley Wood. Opinions expressed are those of the authors or persons quoted and not necessarily those of the NAHB. Reproduction in whole or in part prohibited without written authorization. Single-copy price: \$8.00 (except House Plans issues, which are \$12.95). Periodicals postage paid at Washington, D.C., and at additional mailing offices. Postmaster: Send address changes to Builder, P.O. Box 3494, Northbrook, IL 60065-9831. Member: American Business Media

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# FIVE QUALITIES TO LOOK FOR IN A SUPPLIER

Aligning your business with an effective partner is one way to leapfrog competitors.

Selecting the right building material is a major decision in the life of any local, regional, or national home builder. Whether it's a local lumber yard, a subcontractor, or a major building products manufacturer, assembling an all-star roster of suppliers ranks as a top business priority.

Bet right and you gain a trusted partner that will work tirelessly to keep you ahead of competitors. Whether the advantage is price, durability, support, reliability, or speed, there's nothing quite like the can-do spirit of a strategic partner.

Bet wrong and you expose yourself to shortcomings that will bite you when you can least afford it. With so much riding on the outcome, it makes sense to review your selection criteria.

Here are five key factors to identify in the product manufacturers you rely on:

- 1. Product Diversity.** Look for a solution provider with an array of options. What are the different ways the partner can optimize the relationship? Home buyers appreciate the power of choice. Partner with companies that can help you deliver on that promise.
- 2. Delivery Capacity.** Can the partner deliver the goods where and when they're needed?
- 3. Availability.** Are the products or services you're looking for available on a timely basis? If the issue is building materials,



are the supplies readily available through the usual sources?

- 4. Training and Education.** Partners are expected to provide comprehensive training and education on an as-needed basis. You can't afford hold-ups due to inexperienced hires or subs. Remember, we work in an industry where only one worker enters the field for every five that retire. On-demand training and support is essential.

- 5. Warranty.** How do you back your finished project? A one-year warranty? Five? Even 10 years? Make sure you align yourself with partners that meet or exceed your standards.

One partner that checks all the boxes is Allura, a leader in fiber cement siding, soffits, and trim. Few business questions are as important as "Who has my back?" Give yourself every advantage. Consider these five qualities as you line up your team.

To see how home builders can gain a competitive edge with a trusted building partner, visit [AlluraUSA.com](http://AlluraUSA.com)



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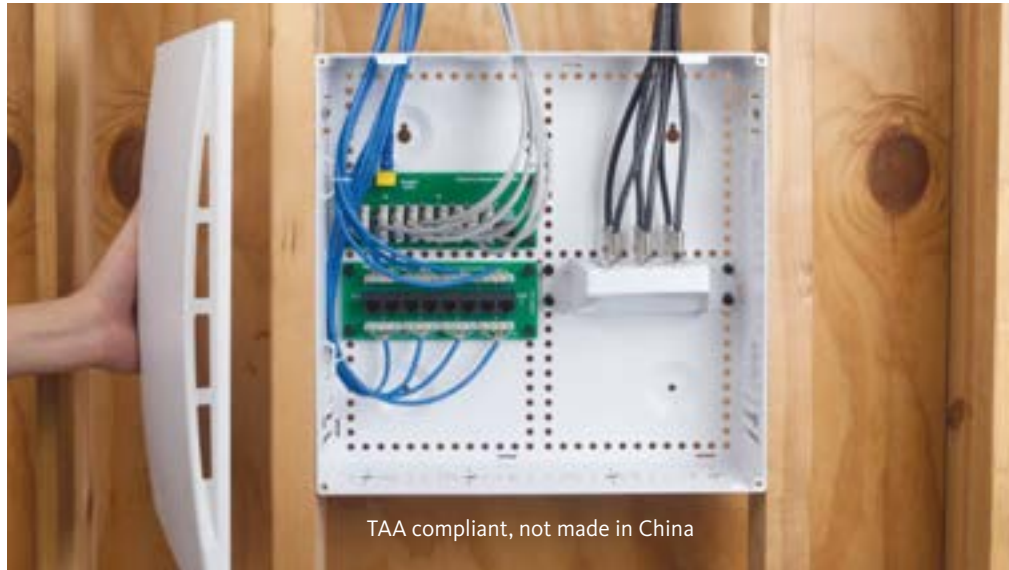
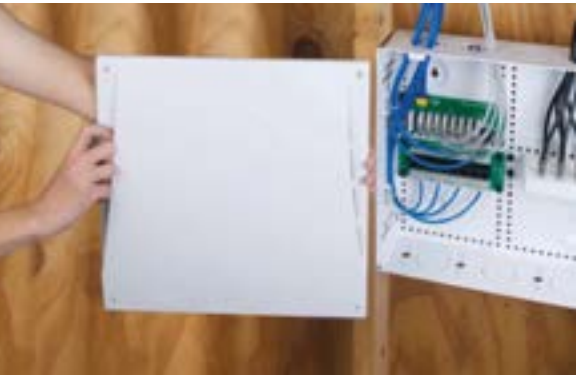
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# PULSE

Notable news, trends, and data from around the industry

by  
**BUILDER  
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## Durable Products Drive Roofing Industry's Growth

UPGRADES TO EXISTING PRODUCT LINES, RATHER than the introduction of new products and materials, are shaping the growth trajectory of the residential roofing industry. Manufacturers are emphasizing durable products with high wind and impact resistance that comply with energy-efficiency requirements.

### Impact Resistance and Durability

Product performance is the top priority for homeowners looking to replace their existing roofs, says Casey Olson, industry analyst for roofing, siding, and trim at market research firm Principia Consulting. Roofing with increased wind resistance was a "high-end premium product feature" in the recent past, according to David Ellis, vice president of residential marketing at GAF, but today's climate and the frequency of storms is making wind resistance a necessity for roofing products.

"As the demands of climate, consumers and regulators evolve, the roofing industry must respond with innovation," says Jack Gottesman, marketing and sales development manager at IKO Industries. "These changes have driven a shift toward performance products that look as good as they perform."

### Updating Asphalt

To better compete with metal roofing products, manufacturers of asphalt roofing products are focusing on making their products more durable and longer lasting, according to Olson.

Styrene-butadiene-styrene (SBS) modifications to asphalt products is one way manufacturers are improving the durability of asphalt shingles. SBS-modified, or polymer-modified, asphalt shingles are more flexible in cold weather and better equipped to handle thermal change than standard asphalt shingles, which are susceptible to cracks in such conditions. SBS-modified shingles also offer better impact resistance because they are "bouncier" than standard asphalt shingles or non-modified shingles. Roof-



**"Durability and energy savings seem to be driving the market right now. Since people are moving less, they are willing to invest in stronger, longer-lasting roofing products."**

ing contractors like SBS-modified products because they're easy to cut and handle, says Alex Pecora, director of roofing product management for CertainTeed, and homeowners, particularly in areas with dramatic freeze-thaw cycles, also are choosing SBS-modified products.

Atlas Roofing recently relaunched its StormMaster products under a new polymer, moving beyond SBS-modified asphalt into proprietary Core4 Enhanced Polymer Technology. The StormMaster Shake shingle now has a warranty on winds up to 150 miles per hour. Atlas also touts the StormMaster Shake shingle's performance in heating and cooling cycles.

Cool roofing products—materials that are light in color, use reflective paint, have sheet coverings, or reflective tiles or shingles—will be increasingly popular in states in the southern half of the U.S. CertainTeed is applying cool roof technology to many of its asphalt products in its Solaris product line. The manufacturer now offers cool roof colors in its luxury and designer shingle lines. IKO's Cambridge Cool Colors line was designed to exceed California's Title 24 minimum reflective standard, reducing a home's carbon footprint and energy costs.

"Durability and energy savings seem to be driving the market right now," Pecora says. "Since people are moving less, they are willing to invest in stronger, longer-lasting roofing products."

More-stringent building codes and insurance policies that require the use of storm-resistant products will likely continue to place a high demand on storm-resistant roofing. Products that are resistant to wind, impact, UV rays, extreme temperatures, and prolonged moisture are continuing to appeal to homeowners looking to invest in their roofs.

### Metal Roofing's Rise

Metal roofing has seen its market share grow steadily over the past decade, largely at the expense of asphalt. Standing-seam metal roofing accounts for the largest share of the material market because of design flexibility and superior leak resistance. Metal shingles, shakes, and tiles

Courtesy: Da Vinci Roofscapes

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are projected to see rapidly increasing demand in the coming years as homeowners seek durable alternatives to traditional materials, according to Cleveland-based research firm The Freedonia Group. The firm expects metal roofing demand to grow annually by 2.5% or more over the next four years, slightly above-average growth relative to the overall market and other roofing materials.

The material is far more expensive than asphalt—initial installation costs can be two to three times greater—but metal is still gaining market relevance because of its durability. Metal also appeals to homeowners with green living in mind, as it is recyclable.

“Metal roofing is a growing trend, particularly architectural metal profiles that replicate the appearance of traditional roofing styles such as wood shake and tile because they possess more character than standing seam or galvanized metal roofing,” Pecora says.

Metal products also offer strong impact-resistance and low maintenance, factors that can cause homeowners to look past the material’s upfront installation costs. Metal products typically have a life span of 50 years or more, making them a good choice for the increasing number of homeowners looking to stay in their homes longer.

### Not Quite Solar’s Year

At a Tesla product launch in March 2019, CEO Elon Musk proclaimed 2019 would be the year of the solar roof. However, this prophecy has been thus far unfulfilled.

“Solar panels are going to be a long-term thing,” says Stan Bastek, national sales director at Atlas Roofing. “It’s just that there are manufacturers out there hard at work trying to figure out how to make it more affordable, and to work with utility companies to make this something that can be viable.”

CertainTeed and GAF have recently launched low-profile integrated solar roofing systems and Telsa solar shingles are also low profile, a hybrid between rack-mounted solar and fully integrated shingles. Consumers are also becoming more aware of their carbon footprint, making them more likely to choose energy-efficient features, says Pecora.

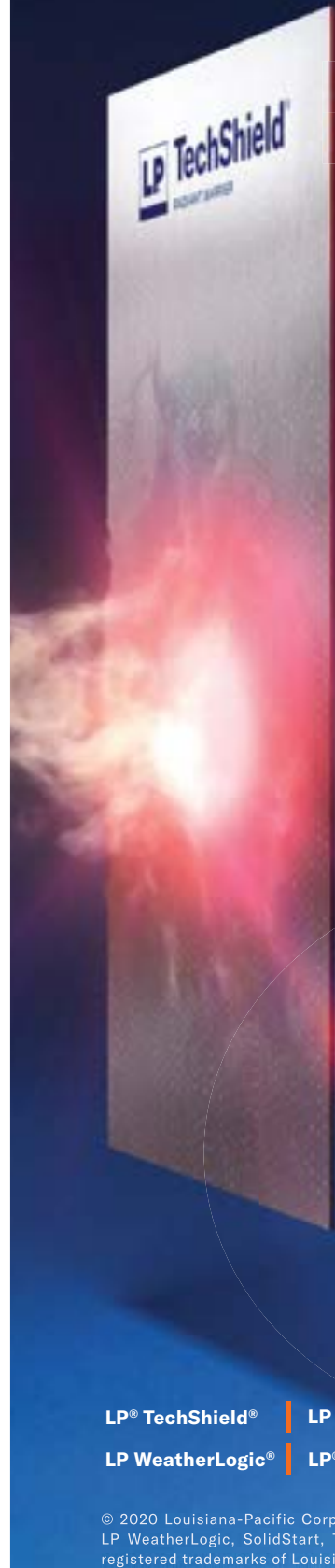
The price of manufacturing solar has decreased over time, but not to where it makes financial sense for a majority of homeowners. “[Solar’s] time is coming,” Olson says. “People are starting to do more feasibility studies and as you find more subsidies and rebates, that point is coming. It’s not 2019, I don’t know about 2020, but its [time is] coming.”

### Market Size and Potential

While most roofing companies look healthy, demand for roofing products is slowing relative to growth in the past five years. The Freedonia Group and Principia Consulting both assert that overall roofing demand will grow around 2% annually in the next three to four years.

While the volume of demand is projected to remain relatively flat, the overall roofing market will remain healthy because of rising material prices, says Olson. Almost all raw material price inputs into roofing are up significantly, he says. Consumer confidence is still fairly resilient and although consumers are not tracking material price growth year over year, high material prices will begin to temper demand in time.

“The skilled labor shortage will continue to drive up labor costs,” says Alex Hines, assistant vice president of sales and marketing at TAMKO Building Products, “creating a real challenge for contractors and builders as they may have to pass those additional costs on to consumers, affecting the affordability of re-roofing.”—VINCENT SALANDRO



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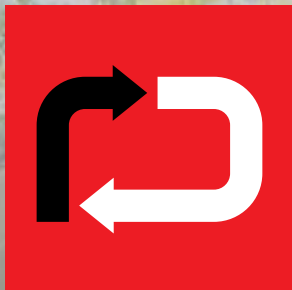
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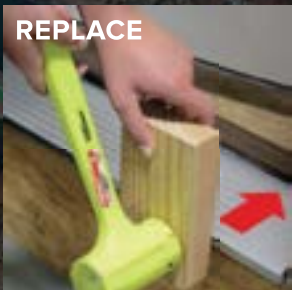
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### Grand Central

*Islands are often the hub of activity in residential kitchens*

Often the heart of the space and where people tend to gather, islands have become a focal point of most kitchen designs. Islands not only serve as a functional element, but also as a chance to add style with unique pendant lights, bold color choices, or sleek countertop finishes.

Industry studies, including the 2020 Houzz Kitchen Trends Study and the 2019 NKBA Kitchen Design Trends Report, identify how today's homeowners are utilizing islands and how builders and designers are using the fixed piece to make a statement and set the tone of a home's overall design.

**Use:** Homeowners enjoy the extra counter space for dining (58%), entertaining (49%), and socializing (45%), according to the Houzz study. Plus, the cabinetry underneath provides more storage for kitchen-related items, with doors (79%) or drawers (70%) being added most often.

**Size & Shape:** Kitchen islands continue to increase in size with 1 in 3 islands (32%) from the Houzz study exceeding 7 feet in length. Thirty-nine percent measure 6 to 7 feet, and 29% are less than 6 feet. The NKBA study boasted similar results with 88% of islands in either the medium (12-23 sq. ft.) or large (24-35 sq. ft.) range.

Rectangular or square islands are most common with 84%, according to Houzz, while L-shaped or U-shaped only make up 11%. Designers also note that today's islands are mostly single level, as opposed to two varying heights.

**Appearance:** Two-tone islands are on the rise, with 39% of surveyed Houzz homeowners choosing a contrasting color for island cabinets. Gray (26%) and blue (19%) are the top colors for contrasting cabinetry, followed by black (11%) and medium wood (11%), says Houzz. Waterfall edging, or a seamless countertop edge that continues down the side of the cabinetry to the floor, is another hot feature. The NKBA report says waterfall edges have been common in transitional, contemporary, industrial, and mid-century design styles.

**Countertops:** Engineered quartz continued its rise in 2020 with 51% of renovating homeowners using the material on kitchen counters. Granite follows behind with 29%. Also, 1 in 4 island upgrades (26%) feature a contrasting countertop material, with butcher block preferred over quartz with 41% and 28%, respectively.

**Appliances:** Over half (52%) of added or upgraded islands feature new appliances in the unit, says Houzz. Nearly one-third include a microwave (32%) and dishwasher (31%), and many have garbage disposals (24%), cooktops (21%), and beverage refrigerators (9%).

**Lighting:** According to Houzz, 92% of homeowners who update their island opt to install new light fixtures above it. Pendant lights are the most common (66%), followed by recessed ceiling fixtures (32%).—**SYMONE GARVETT**



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# Countertop Trends Through 2024

DEMAND FOR COUNTERTOPS IN THE UNITED STATES IS EXPECTED TO rise 3.8% annually through 2024, according to a recent report from The Freedonia Group. The research organization reports demand in value terms is forecast to reach 932 million square feet and the countertop market valuation will reach \$42 billion by 2024.

The countertop market will benefit from an increase in residential housing completions and commercial building construction, as well as an increase in kitchen and bathroom remodeling, during which consumers tend to be most willing to splurge on high-end materials such as granite. Market value gains will be bolstered by rising consumer interest in engineered stone, porcelain slab, and butcher-block countertops as homeowners look to trade up to more natural-looking, aesthetically pleasing surface materials.

The Cleveland-based research group projects that despite heavy tariffs and increasing worker health and safety concerns about silica dust during production, engineered stone will be the fastest-growing countertop material through 2024. The material has made massive inroads since 2014 as the availability of low-cost materials in popular colors has increased.

Laminates, the leading U.S. countertop material for decades, is expected to continue to lose market share through 2024. The use of laminates will likely remain widespread due to low price points and low maintenance requirements, and many laminate countertop manufacturers have taken steps to remain competitive in the crowded market. Laminate manufacturers have begun to expand and diversify their offerings of specialty and decorative laminates, and have moved into other material markets, according to The Freedonia Group.

The full study, "Countertops," is available from The Freedonia Group for \$5,600. The report analyzes the U.S. market for countertops by surface material, area of installation, market, application, and region.—VINCENT SALANDRO



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## PULSE

### Products Preferred by Pros: The 2020 BUILDER Brand Use Study

For over 25 years, the annual BUILDER Brand Use Study—conducted by The Farnsworth Group on behalf of BUILDER—has measured the current product choices and attitudes of U.S. builders, contractors, and developers. From one survey to the next, the industry's responses paint a picture of how those opinions have shifted over the years, from brand to brand preferences up to broad attitudes and influences on product choice.

More than 1,000 respondents from across the country weighed in to share their brand choice preferences and practices for the coming year. The list includes single-family builders, builder-developers, general contractors, and multifamily builders, both public and private, with product volumes ranging from less than five to over 50 new homes each year.

Given the opportunity to name brands across 51 building product categories, respondents are asked which building product brands they are most familiar with; which do they consider the highest quality; which brands have they used in the past two years; and which ones do they use the most, overall? At the category level, they are also asked whether performance, warranty, or reputation influence their product selection most, and whether those responses change across price points.

Many of these brands remain strong in their categories from one year to the next. A sampling of the survey's leading choices for most-used building product brands include: Trex for composite/PVC decking; LiftMaster for garage door openers; Sherwin-Williams for paints, stains, and varnishes; CertainTeed for vinyl siding; Tyvek by DuPont for house-

wrap; and Trus Joist by Weyerhaeuser for engineered I-joists.

Still, over 65% of builders are more willing to try new products and brands in their projects. The majority of survey respondents are looking for new or advanced product features—a preference consistent across all regions and average sales prices. Price, quality, and green/sustainable components are among the strongest factors in the final decision, followed by availability, building new and different housing types, style, warranty, and brand reputation.

Visit [builderonline.com](http://builderonline.com) to view the BUILDER Brand Use Study's full results, which include response breakdowns by region, unit volume, and average sales price, overall and within each of the product categories.—MARY SALMONSEN

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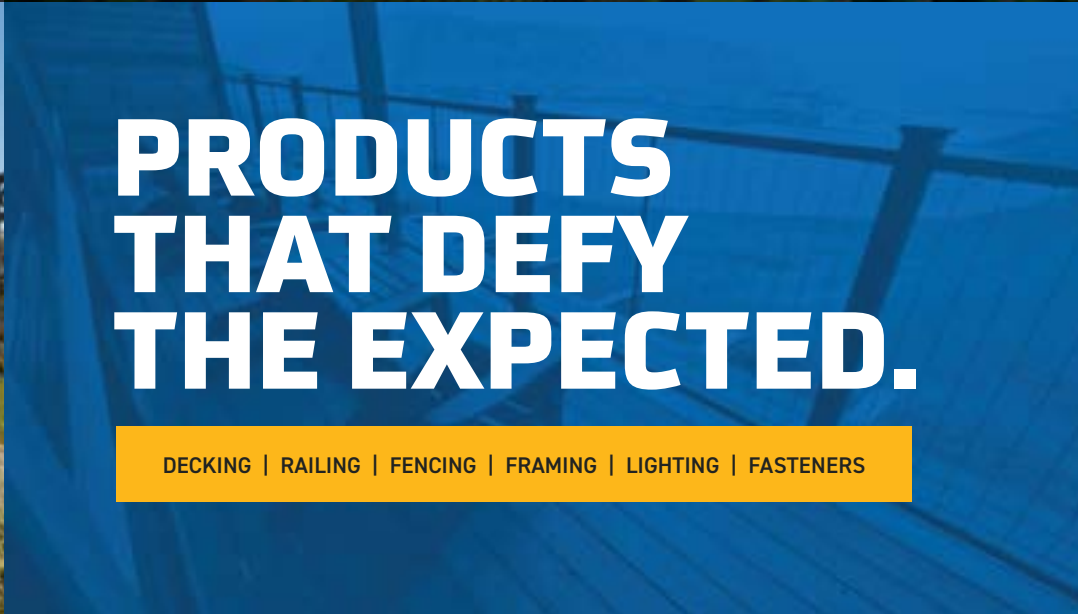
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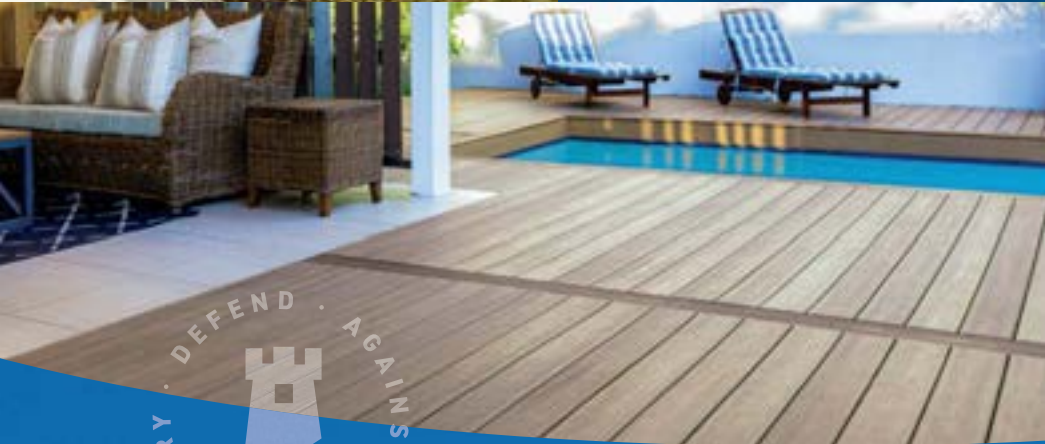
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Left: Matt Risinger, owner of Risinger & Co. and experienced builder who specializes in fine craftsmanship and building science, shares his experiences on the range of subflooring options.

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**Builder**  
BRAND LEADER 2020

**Panasonic**

BATHROOM VENTILATION/FANS  
#1 Highest Quality Rating

# Appreciating the need for air-moving power, builders again rank Panasonic #1 in quality



**B**UILDER MAGAZINE'S 2020 BUILDER BRAND USE STUDY named Panasonic number one in quality in the bathroom ventilation/fans category for the 12th straight year. Home builders rely on the power of Panasonic exhaust fans to move air, meet code, and provide innovative indoor air quality (IAQ) solutions.

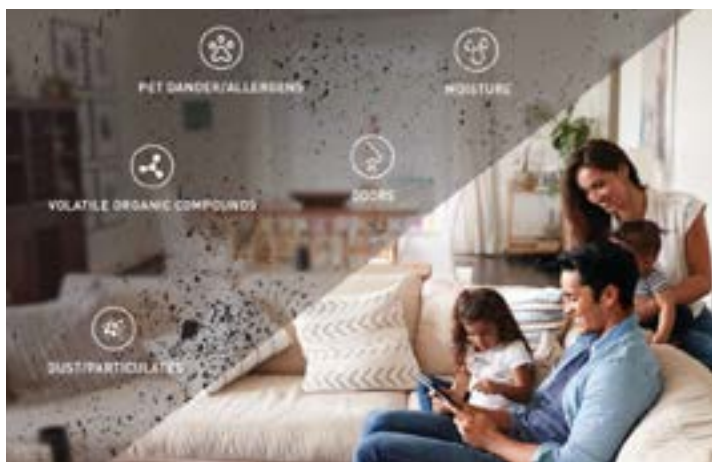
Building healthy homes starts with good indoor air quality (IAQ). That's why a ventilation fan like the WhisperGreen Select, Panasonic's top-selling workhorse, possesses the power to remove moisture and bad air from the home. It's also the only IoT compatible vent fan on the market. Plus, Panasonic ECM-motored fans are the only HVI-certified ventilation fans that overcome 0.375" static pressure. Industry research indicates static pressure in typical installations range from 0.20" to 0.375".

"Without the power to overcome static pressure in real-world installations, the average exhaust fan underperforms when compared to its operating specs," says Russell Pope, Panasonic IAQ R&D Manager. "We call this installed performance, and it's crucial for healthy IAQ."

## THE FIRST HEALTHY HOME SYSTEM

Now, Panasonic is pushing the envelope further with their new Cosmos™ Healthy Home System. Cosmos™ is the only system that effectively combines the home's ventilation fans, including the range hood, to form a complete IAQ healthy home system. It works automatically to remove contaminated air and moisture, filter recirculated air, and draw in fresh filtered air from outside.

Panasonic is dedicated to delivering healthy indoor living solutions—So everyone thrives



Find out how high-powered, energy efficient ventilation & IAQ Solutions can boost your business at [reinventingventing.com](https://reinventingventing.com)

hanleywood

# WE ARE YOUR BRAND LEADER

# #1

## Trus Joist TJI® Joists

Brand Used in Past 2 Years

Brand Used Most

Quality Rating

**hanleywood**

**2020 Builder  
Brand Use Study**

*Trus Joist*™  
Weyerhaeuser

**Builder**  
BRAND LEADER 2020

**ZIPsystem™**  
BUILDING ENCLOSURES

EXTERIOR WALL SHEATHING  
#1 Used Most, #1 Highest Quality

# Integrated Sheathing—More Than A Passing Trend



**Z**IP SYSTEM® SHEATHING AND TAPE has steadily climbed the charts in BUILDER magazine’s annual Brand Use Study since 2015, when it was first named #1 in Quality exterior sheathing. Just five years later it lands at the top in its category for the brand builders:

- are most familiar of
- have used in the last two years
- use the most
- rank as the highest in quality

Introduced in 2006 as an alternative to traditional sheathing and housewrap, the ZIP System building enclosures portfolio has expanded to offer sheathing with integrated air and water barriers in a wide variety of thicknesses, lengths and even R-value, with its line of ZIP System® R-sheathing.

“When we introduced ZIP System sheathing and tape more than 10 years ago, it was designed to provide ease of installation and reduce risk of housewrap-related delays on the job,” said Jason Darling, general manager of ZIP System Products. “It has also evolved into a source of exponential options for teams to find the right combination of panels and flashing products to meet the unique

structural, air sealing, weather protection and thermal break needs for each job.”

Recent ZIP System sheathing and tape convert, Will King, owner of Alabama-based High Cotton Homes, sought the recommendations of other builders online before trying the product.

“A lot of people will do things because it’s how they’ve always done it,” King said. “Maybe because I’m self-taught, I have this mindset of constantly improving my building practice. It gives High Cotton Homes a different edge.”

King uses ZIP System sheathing, tape and liquid flash products for an integrated approach to his air and weather barriers in both roof and wall assemblies.

“The ease of installation has made ZIP System sheathing and tape a hit with my subs, who were tired of being ‘hounded’ about repairing flashing and housewrap details,” King said.

King also says he leverages his switch to a more dependable, integrated enclosure system as a selling point to his homeowners. He advocates that achieving a tight envelope promotes lower heating and cooling bills.

Visit [ZIPRevolution.com](http://ZIPRevolution.com) to learn more about the streamlined approach to air and water protection ZIP System® products offer.

hanleywood

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# IT'S NOT A TREND. IT'S A REVOLUTION.

Visit [ZIPRevolution.com](http://ZIPRevolution.com) to learn how easy it is to make the switch.



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# 2020

**MUCH HAS CHANGED**, rapidly, since our editorial staff started work on this annual residential product guide. While COVID-19 certainly will have an impact on the building products ecosystem, it is our hope that manufacturers will be able to weather the storm, coming out of this period strong and focused on providing the materials that will be needed for housing in the years ahead.

In the past 10 years, manufacturers have set new standards for resiliency, quality, and energy efficiency in building products. The “internet of things” has grown by leaps and bounds, with whole-home smart ecosystems within reach for buyers across all price points. And just as residential products have improved from one year to the next, we know manufacturers will keep building on their expertise and creating new strengths and efficiencies, through 2030 and beyond.

What follows are some of residential construction’s newest products, innovations, and practices. Plus, with the help of industry data providers—including Home Innovation Research Labs, the American Institute of Architects, and Zillow—we’ve uncovered the product types and trends new-home builders rely on most, across the country and across market segments. →

**40**

**Exteriors**

**44**

**Doors &  
Windows**

**50**

**Structural**

**54**

**Kitchens  
& Baths**

**60**

**Systems**

**64**

**Interiors**

# PRODUCT GUIDE

COMPILED BY → BUILDER STAFF

# ● Exteriors





**WITH THE UNPREDICTABILITY** of natural disasters today, siding, roofing, decking, and other exterior product manufacturers remain focused on developing durable products that will protect homes from water, wind, and potentially fire intrusion. But when the conditions flip and the sun decides to shine, homeowners are increasingly utilizing exterior living spaces—complete with outdoor kitchens, fireplaces, and electronics—and craving aesthetically pleasing products that can mirror the interior design styles present inside their homes.

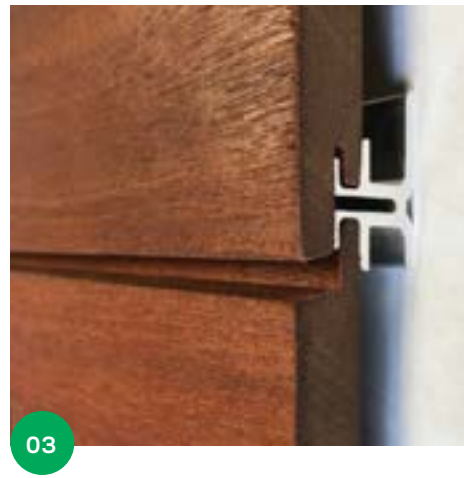


### Trex

01

[trex.com](http://trex.com)

● Trex has teamed up with Danver Stainless Outdoor Kitchens to offer a new selection of outdoor cabinetry and coordinating components in its Trex Outdoor Kitchens collection. The line-up includes seven distinctive door styles, made up of Danver's top-five sellers and two designs exclusive to Trex, and 14 powder-coat colors and wood grain-inspired finishes. Its semi-custom components increase in three-inch increments—from 9 inches to 48 inches—to fit most outdoor appliances, and are made from 100% 304- or 316-grade stainless steel.



### Feeney

02

[feeneyinc.com](http://feeneyinc.com)

● Feeney has introduced a pair of awning kits that can be used to provide weather protection for entryways. The frames are made from powder-coated aluminum, while the canopies are polycarbonate. The canopies are engineered to withstand snow and wind loads of 35 psf and have built-in rain gutters to direct runoff. The awnings are available in two styles: Icon (a contemporary look) and Era (a traditional design). The frames come in 14 standard colors, while customers have a choice of clear, frosted, or gray-tint polycarbonate panels.



### Nova USA Wood Products

03

[novausawood.com](http://novausawood.com)

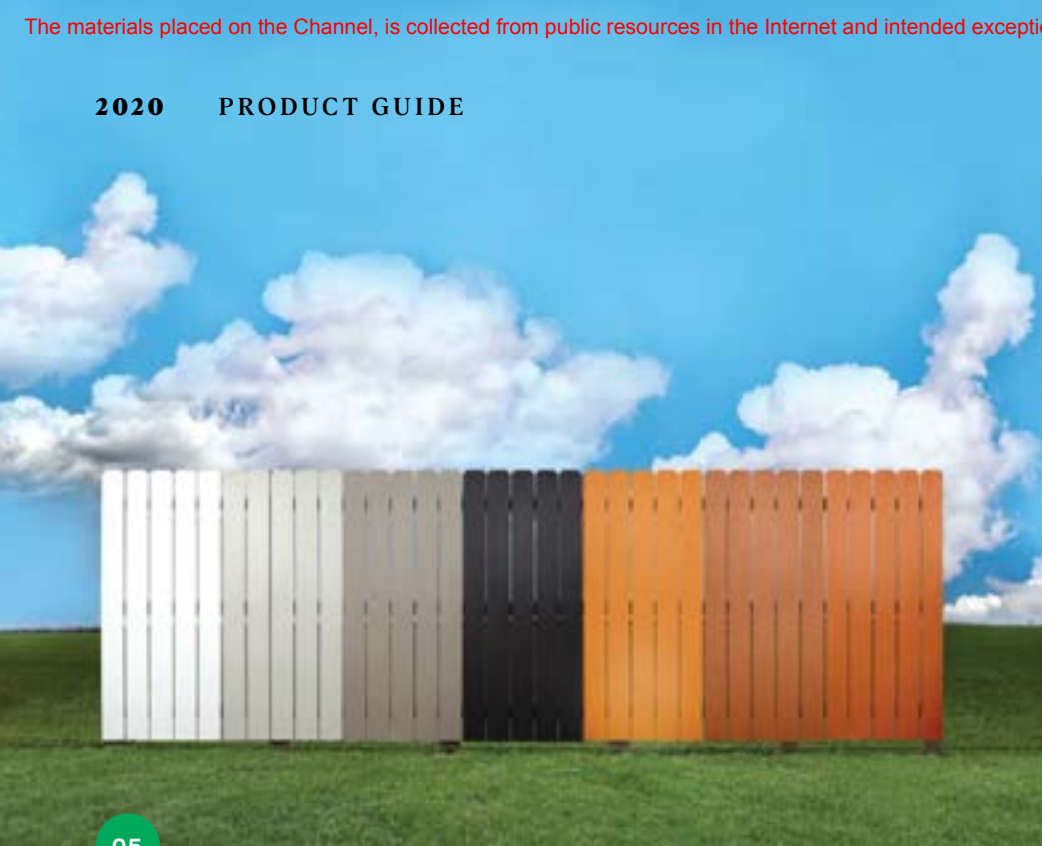
● Nova USA Wood Products developed its Exo-Clad Rainscreen QuickClips to accommodate natural swelling and shrinking of wood siding, regardless of the amount of moisture. Made from marine-grade extruded aluminum and fastened with #10 pan-head screws, the QuickClips work with hardwood siding, such as batu, ipe, and cumaru, as well as softwoods like cedar, redwood, and Douglas fir. Clips also provide a 3/4-inch stand-off from the structure and can be screwed right into the studs over housewrap.

### Sherwin-Williams

04

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

● Sherwin-Williams recently launched its Emerald Rain Refresh Exterior Acrylic Latex, an ultra-durable exterior coating with the company's self-cleaning technology. The coating is formulated to wash dirt away upon contact with rain or water for a clean, fresh look with minimal maintenance, according to the manufacturer. The new coating offers UV and weather protection and can be tinted in VinylSafe paint colors.



05

### LP Building Solutions

lpcorp.com

● LP Building Solutions has made its first move into the fencing market with the launch of LP Elements Performance engineered wood fencing. The fencing comes in 6-inch-by-6-foot picket posts, with a dog-ear design that is made and tested to resist hail, wind, and humid temperatures. The wood does not bend, warp, or twist, according to the manufacturer, and a proprietary zinc borate-based process provides additional resistance against termites. It is available in cedar and redwood varieties, and does not require re-staining over time.

05

### James Hardie

jameshardie.com

● The Artisan Shingle siding profile, the latest addition to James Hardie's Aspyre Collection of fiber-cement siding panels, emulates the width, pattern, and color of cedar shingle siding. The panels measure 5/8-inch thick and are available primed for paint or in James Hardie's ColorPlus Technology blends. Like all Aspyre products, the Artisan Shingle profile is engineered for particular climates and is made to resist the specific conditions of the climate zone it will be sold in.

07

### Schluter Systems

schluter.com

● Designed specifically for thick porcelain tiles rated for exterior use, the Schluter Troba-Level paver support system, or pedestal, supports tiles above the substrate with no bonding required. Because the tiles are not bonded in place, the system allows for natural drainage, ventilation, and easy access to utilities or systems beneath the patio floor. The system is available with several accessories to allow an installer to create a level patio with flush seams and corners.

06

### GAF

gaf.com

● GAF's newest series of Timberline shingles, Timberline HDZ, incorporates the manufacturer's LayerLock technology to mechanically fuse the shingles' common bonds. The shingles create a dual-phase, shingle-to-shingle seal when used with GAF's DuraGrip sealant, as well as an asphalt-to-asphalt monolithic bond. In addition, the new StrikeZone nailing area is up to 600% larger than the nailing area of Timberline HD shingles, providing better nailing accuracy and faster nail fastening during installation, according to the manufacturer.

08

## By the Numbers

23%

of builders used fiber cement exterior cladding on their new homes

## Architectural asphalt shingles

lead the roofing product category with 64% of builders using them on their new homes

Fire-resistant materials

for home exteriors increased in popularity from 21% in 2018 to 29% in 2019

SOURCES: Q4 2019 AIA HOME DESIGN TRENDS SURVEY; 2019 ANNUAL BUILDER PRACTICES SURVEY, HOME INNOVATION RESEARCH LABS

**Cultured Stone**

culturedstone.com

09

● Cultured Stone has launched a panelized version of its Drystack LedgeStone profile in three color options: Rubicon, Melrose, and High Plains. Rubicon presents a strikingly contemporary blend of deep grays and carbon-inspired tones. Melrose incorporates a sophisticated assortment of light-gray hues, and High Plains showcases an earthy color with tan undertones. The panels provide the same textural variations present in the nonpanelized profile, but the panelized system makes installation easier and faster, according to the manufacturer.

**Hide-A-Vent**

hideavent.com

10

● The newly patented Hide-A-Vent was designed to blend into a home's siding to

camouflage exterior vents. Its customizable cover can be installed to any section of siding, including clapboard, shingles, and vinyl. The models come in two sizes: Model A disguises dryer vents and bathroom ceiling fans with a 4-inch round opening, and Model B fits microwave hoods and most residential kitchen hoods with a 3.25-inch-by-10.25-inch rectangular opening.

**Kingsley Park**

kingsleypark.com

11

● Kingsley Park has introduced a new series of three mailbox posts—Atherton, Larchmount, and Highland—designed to match existing home styles. Each mailbox post is constructed from durable resin with stainless steel plate reinforcement, neither of which will ever fade, rust, or tarnish, according to the manufacturer. All designs include a universal mailbox mount, which accommodates mailboxes of various sizes,

including T1 to T4. A built-in newspaper box is located under the mount.

**IKO**

iko.com

12

● IKO has released GoldSeam, a multipurpose roof tape that can be used in a variety of deck-protection applications, including as a seam tape for the roof deck; a sealant for critical roof joints, such as small gaps around the eave and fascia; and around roof structures, such as skylights, chimneys, plumbing vents, and ventilation caps. The product was designed to prevent ice and water infiltration, as well as rodent and insect infestation, and is ideally suited to seal the joints of OSB or plywood roof deck panels when used in conjunction with an IKO underlayment.

**DryFlekt**

dryflekt.com

13

● DryFlekt Kick-Out Diverters were designed to divert roofline water away from walls, preventing water intrusion at roof-to-wall intersections. The product is manufactured from a recyclable, UV-resistant Thermoplastic PolyOlefin designed for extreme weather conditions. They will not rust, corrode, or conduct electricity, and the flexible, seamless construction reportedly resists shattering in cold temperatures, making them able to withstand ice damming. The diverters come in six standard colors and are sold in left-and right-hand configurations.

**Monarch Technologies**

monarchtechnologiesllc.com

14

● Monarch Technologies has launched MonaDeck, a new line of earth-friendly composite decking. The planks are manufactured using a proprietary bio-based resin system to bind recycled FSC-certified wood fiber and bamboo fiber in a sustainable, wood-simulating composite that has a hardness rating that rivals ipe, the company says. The decking resembles century-old wood, is produced in 12-inch widths, and is Class-A fire-rated.



11

# Doors & Windows

→ **DOOR AND WINDOW MANUFACTURERS** keep finding new ways to bring more natural light into home interiors. Customizable options for doors made from wood and fiberglass expand design possibilities, and aluminum provides new ways to frame exterior views as openings increase in size. Meanwhile, resilience and thermal performance of windows continue to improve, and the ever-popular barn door benefits from more sophisticated hardware.



01

## Sierra Pacific Windows

sierrapacificwindows.com

● Sierra Pacific's Westchester line offers top thermal performance in a classic, double-hung configuration. The window features narrow check-rail sightlines with historically accurate sash proportions, and combines traditional good looks with a performance rating of PG50 on most standard sizes. The line's U-values range from 0.28 to 0.17, depending on glass type. The Westchester can be used in residential or commercial applications and comes with multi-point tilt latches; a patent-pending, traditionally styled combination sash lock; sill end caps; and a drainage system.

01

## Kolbe

kolbewindows.com

02

● Kolbe's popular VistaLuxe Collection recently broadened its offerings in the window business by moving into aluminum configurations designated and marketed as VistaLuxe AL LINE. On the outside it's all about light-yet-strong extruded aluminum, available in several popular colors with a powder-coat or anodized finish. On some models the interior side can be ordered with natural wood, a look that's perfect for the contemporary end of the market.

## Johnson Hardware

johnsonhardware.com

03

● As sliding barn doors continue to grow in popularity, the hardware used to mount them has grown more sophisticated. Johnson Hardware's 2610 SC Soft Closing Wall Mount Sliding Door Hardware can be used on any metal or wood door from 1 to 1¼ inches thick, up to 60 inches wide and weighing up to 200 lbs. Fascia can be ordered in a satin finish or bronze. Track stops are adjustable to limit door travel, and the jump-proof box track is available in lengths up to 96 inches for single doors and up to 192 inches for double doors. The made-in-the-U.S. hardware and track exceed ANSI standards, which means they can successfully complete 100,000 opening and closing cycles.



03



**Masonite**

masonite.com

● Doors can do more than keep the outside out. New versions of Masonite’s offerings feature interior doors rendered in wood that are totally customizable. Model options include single lights, double doors framed in mahogany, knotty pine versions, and maple barn doors hung on exposed black steel hardware. Solid core is always a sound option, and Vista Grande versions in the line offer more glass for more natural light. If a lighter-by-weight and less expensive door is desired, consider going with fiberglass without losing any of the design panache.

04 **Friday Home**

fridayhome.net

● In collaboration with the Bjarke Ingels Group architectural firm, Scandinavian firm Friday has released an ergonomic smart lock that has the smallest dimensions of any retrofit lock on the market, according to the manufacturer. The locks come in a variety of finishes, including steel, brass, copper, bronze, and gun metal. The technology is encrypted, the battery is rechargeable and the lock can be set with a phone. The design is at home worldwide as it can be purchased with a Scandinavian cylinder, a European cylinder or a U.S. compatible deadlock.

05 **Jeld-Wen**

jeld-wen.com

● Jeld-Wen’s newest addition to the Siteline family comes in the form of LaCantina, a new model that uses a 3-inch stile and rail system to maximize the view to the outdoors. Panels are available in sizes up to 60 inches wide by 108 inches tall, and can be configured with up to six panels in a single direction or 12 panels in a bi-parting configuration. Panels are also available down to 30 inches wide by 36 inches tall, for use as a window system or pass-through openings. The Multi-Slide option is available in stacking configurations with multiple operable panels. The door panels have a wood interior with a laminated, veneered lumber substrate and an extruded aluminum exterior.



04

**Clopay**

clopaydoor.com

● Turning a garage door into a functional design statement is the aim of Clopay’s newest foray into full-view aluminum frame doors fitted out with glass panels. The Avante AX and the commercial version, Model 94, feature flat stiles and rails defined by a squared-off design that reduces visible lines. Twelve window options are available to control light flow and privacy, including clear, frosted, tinted, mirrored, obscure, and laminate glass, as well as acrylic and polygal glazing. Tempered, insulated glass is also available for greater energy efficiency, as are solid aluminum panels. The glass is supported by a 2 1/8-inch commercial grade aluminum frame that is rust- and corrosion-resistant. Powder-coated or anodized finishes are also available.

07



05



07



## By the Numbers

# 61%

of builders report using vinyl windows in their new single-family homes.

## Homes with barn doors can sell for as much as 13% more than expected,

and sell nearly 60 days faster than homes without this feature, according to Zillow's analysis of for-sale listings.

## Wood windows

are used by 42% of builders constructing 1 to 10 homes per year vs. 16% of builders doing 51-plus homes per year.

SOURCES: 2019 ANNUAL BUILDER PRACTICES SURVEY, HOME INNOVATION RESEARCH LABS, ZILLOW.COM



08

**Marvin**  
marvin.com

● Marvin recently unveiled an innovative approach to bringing the outdoors in with the launch of its Skycove window. The unit combines the functions of a window seat with a panoramic bay to the outdoors. The pre-engineered, pop-out, cantilevered structure will flood any interior with natural light during the day, while the top glass is perfect for stargazing. The integrated bench offers 16 to 20 square feet of usable space, and can be finished to match the home's interior decor. The frame includes a built-in recess for shade solutions if more privacy is desired.

**08 Hope's Windows**  
hopeswindows.com

● Is it possible to have pivot doors that will also withstand a hurricane? Yes, it is. The Jamestown 175 Series from Hope's Windows have passed stringent wind tests and adhere to Miami-Dade County, Florida Building Code and High Velocity Hurricane Zone standards, which tend to be pretty strict. The new line includes large single-panel doors with hot-rolled steel frames, ultra-thin sightlines, and a state-of-the-art finishing system. The doors are tested for TAS-201, TAS-202 and TAS-203; air and water infiltration; and design pressure of plus or minus 60 psf.

09



10

**NanaWall**  
nanawall.com

● The custom-built, 11-foot, 6-inch SL84 line offers NanaWall's thinnest aluminum frame yet. The units are available in swing-in or swing-out configurations with a 3 7/8 inch junction where the stiles meet. The manufacturer's TwinX mechanism serves as a spring-loaded structural reinforcement that locks the panels together when the system is closed. Top and bottom rails are 2 5/8 inches, and panel depth is 3 5/16 inches. The window wall comes with NanaWall's "Bionic Turtle" locking system.

10

**Simpson Door**  
simpsondoor.com

● Simpson Door recently showed off some new innovations for transitional spaces, including oversized doorways reaching heights of 12 feet and widths of 10 feet. The large doors can be configured from any species of wood and will fit in with any design scheme. They can be mounted on barn door-style track hardware or swing on a pivot. The doors come in both exterior and interior configurations.

11



11

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## AMAZING PERFORMANCE ON WATER.

You're looking at the first and only product conceived and engineered to take on all the challenges exterior trim faces like moisture, rot, termites, checking, splitting and cracking. The first wood composite trim to earn an evaluation report (ESR-3043) from ICC-ES. And now, the first and only wood composite trim available in an impressive 1-1/4" inch thickness for creating a more dramatic, deep reveal. That's MiraTEC. Setting the standard once again.

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# ● Structural





**THIS YEAR, THE EMPHASIS IS ON THE ENVELOPE** as barrier, insulation, and structural product manufacturers work to strike a balance between a sealed, well-insulated home and a healthy, well-ventilated home. The newest building blocks in builders' product sets include innovative drainage systems, air and water barriers, new flashing and sealing membranes, and highly efficient insulation options. Read on to find the products that are right for your project.

03



### Georgia-Pacific

01

[densdefy.com](http://densdefy.com)

● The DensDefy Accessories line provides a new liquid flashing and transition membrane for the DensElement gypsum board barrier system. DensDefy Liquid Flashing creates an elastomeric flashing membrane made to seal seams, rough openings, and other penetration points in wall assemblies, and eliminates the need for joint reinforcing tape. It is available in 20-ounce sausages. The DensDefy Transition Membrane, available in 6-, 9-, or 12-inch rolls, is designed to seal the transition between OSB and gypsum assemblies, as well as wide gaps or other difficult transition points. Both products are designed to withstand up to 12 months of environmental exposure.

### OX Engineered Products

02

[oxengineeredproducts.com](http://oxengineeredproducts.com)

● OX Seam Tape's acrylic pressure sensitive adhesive serves as a closure system and vapor seal on interior and exterior sheathing systems alike. It is designed for use on select OX structural products, including OX-IS Structural Sheathing, and is suitable for new construction use as well as repair on all vapor barriers, according to the manufacturer. Each roll measures 165 feet long and 2 7/8 inches wide.

### DAP

03

[dap.com](http://dap.com)

● The reformulated edition of the DynaGrip Heavy Duty construction adhesive is designed to provide stronger, more durable bonds than previous editions of the product, as well as 50% more instant grab. This allows the adhesive to hold vertical projects in place without the need for braces or clamps. The new formula is low-odor, VOC-regulation compliant, and provides excellent adhesion on common building materials. It is available in 5-, 9-, and 28-ounce containers.

### GCP Applied Technologies

04

[gcpat.com](http://gcpat.com)

● The Perm-a-Barrier VPS 30 permeable air barrier membrane is designed to adhere directly to a concrete, CMU, or exterior gypsum wall assembly. Because the membrane does not require primer, its installation process is up to 35% faster than traditional systems, according to the manufacturer, and does not require rollers, waste disposal, or additional material costs. It is compatible with existing GCP air barrier and flashing products, including rubberized asphalt products.

**Tamko Building Products**

05

tamko.com

● The newly upgraded TW-105 Flashing Membrane is a self-adhering, SBS-modified bitumen membrane for balcony, breezeway, and wall-floor intersection details. It is designed for use with Tamko's waterproofing product line, including the TW-60 waterproofing membrane, TWM-1 Mastic, and assorted adhesive primers. New product features include white polymer surface film to provide UV resistance for 180 days from the application date, up from 60 in the previous edition. The membrane is available in 12-inch by 40-foot rolls.

**Boise Cascade**

06

bc.com

● Boise Cascade has relaunched its 2.1E Versa-Lam LVL, or laminated veneer lumber, beams, and headers with increased modulus of elasticity grades. The manufacturer aims to simplify the process of designing wood structures by shifting to a more widely used method, and updated its software design engine with the new grades in April 2019. Versa-Lam LVL product code reports will continue to be published with both True E and Apparent E values.

05



**By the Numbers**

64%

of builders report using mechanically attached housewrap as a weather barrier in their new single-family homes; 10% of builders use self-adhered film; 3% fluid-applied; and 22% none or other.

**Spray-foam insulation**

is found in 8% of starter and move-up homes, compared with 18% of luxury homes.

Over half of new homes (67%) are insulated with

fiberglass

batt insulation,

the most commonly used material across all market segments. Fiberglass blown is second, used by almost one-quarter of the market.

SOURCE: 2019 ANNUAL BUILDER PRACTICES SURVEY, HOME INNOVATION RESEARCH LABS

→ **STRUCTURAL**

**Simpson Strong-Tie**

strongtie.com

07

● Simpson Strong-Tie's MPBZ moment post base is now available in an 8x8 size, the largest moment post base in the MPBZ lineup and the only 8x8 moment post base to receive ICC-ES code listing. All products in the MPBZ line are designed to enable more expansive openings in outdoor living spaces. Features include a 12-gauge steel body, weep holes for water drainage, Strong-Drive SDS heavy-duty connection screws for installation, and a ZMAX coating for corrosion protection.

**ClarkDietrich**

clarkdietrich.com

09

● The Strait-Flex Gold paper-faced composite corner bead replaces ClarkDietrich's Mid-Flex 250 corner bead. Its memory-free hinge adjusts to create perfect 90-degree and off-angle corners. A composite structural backing offers durability and impact resistance, and its heavy-weight diamond punched paper provides enhanced adhesion for reduced edge cracking. Finishing compound is not required over the corner bead. It is available in 100-foot rolls, which may be cut to fit the project.

**Icynene-Lapolla**

icynene-lapolla.com

08

● Icynene's OC No-Mix spray-foam insulation provides a continuous high-performance air barrier inside a home or commercial space, which reduces heat transfer, manages moisture, and creates energy savings for buyers. The formula requires no mixing on site, saving time and costs for contractors, and may be spray-applied in a wide range of climates and temperatures. It is recommended for use in "critical" insulation areas, including cavity walls, vented and unvented crawl spaces and attics, and floor, ceiling, and interior roof assemblies.

**AMICO**

amicoglobal.com

10

● The HydroDry system combines a series of five components—the EZ Vent, Ultra drain profile, Amiflow Midwall, HydroDry rainscreen, and AMICO drain screed—to create a dedicated drainage and ventilation cavity for use behind veneer stone, masonry siding, and stucco exterior cladding. Taken together, the system can drain up to 150 gallons of water per hour from within the wall cavity, and vent water vapor through the top of the wall at a rate of 0.8 pounds per hour, according to independent product analysis. The rainscreen component extends across the length of the wall, and features a high compression rate and Class A fire rating.



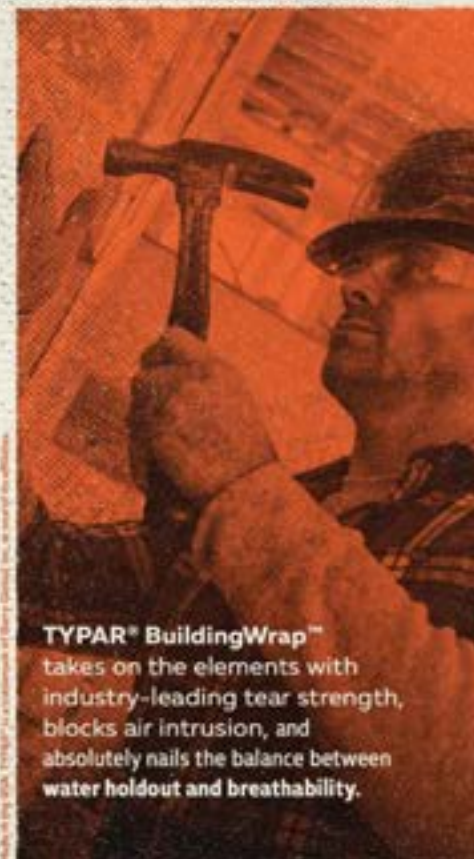
11

**CertainTeed**

certainteed.com

11

● The re-engineered EZ Stab acoustical ceiling suspension systems offer improvements focused on greater installation speed and flexibility, as well as greater strength and torsional rigidity. All new systems feature CertainTeed's Latitude Holes, which allow for more hanger wire options, and a redesigned EZ Clip for lower insertion force and easier removability. The systems also offer wider slots, two rows of enhanced continuous stitching, and centering tabs on 9/16-inch products. Enhanced products include Elite Narrow, Classic, Classic Aluminum Capped, Classic Environmental, and Cleanroom systems.



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**TYPARTOUGH.COM**



# Kitchens & Baths

→ **KITCHEN AND BATH FIXTURE,** appliance, and accessory manufacturers are embracing a variety of retro design styles, from Art Deco-inspired faucets to industrial-style ovens and rangetops. At the same time, new innovations in water savings, cleanliness, comfort, and smart control are paving the way for high-tech kitchens and baths in any home style, from contemporary to ultra-modern to urban farmhouse. Here's a look at how the industry's latest offerings mesh past, present, and future.

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## **DXV** 01

[dxv.com](http://dxv.com)

● The bathroom faucets and fixtures in the Belshire collection feature squared design motifs inspired by Art Deco buildings. Bathroom faucet options include low- and high-spout models with lever, cross, or cushion handle sections. A personal shower set, hand shower, and tub shower complete the fixture selection, joined by design-matched accessories and handmade vanity cabinets in walnut and oak with a Carrara marble top and faceted undermount sink. Satin brass, platinum nickel, brushed nickel, and chrome finishes are available.

---

## **Gerber Plumbing Fixtures** 02

[gerberonline.com](http://gerberonline.com)

● The Kinzie Kitchen collection's pre-rinse faucet, pull-down faucet, pull-down prep faucet, and pot filler present an industrial aesthetic with modern appeal. The fixtures will be available in Gerber's new brushed bronze finish, as well as classic chrome and stainless steel, in late summer 2020. Over 100 SKUs will ultimately be available in the brushed bronze finish—including bath fixtures, components, and accessories—in order to enable single-finish design statements.







03

### Bosch

03

[bosch-home.com/us](http://bosch-home.com/us)

● Bosch has introduced a series of industrial-style ranges and rangetops to its 800 Series, created in response to rising consumer interest in professional-style appliances. The ranges and rangetops are available in 30- and 36-inch sizes, with a stainless steel finish or black stainless steel option for ranges. The cooktops vary from four to six burners, depending on model and size, with two dual-flame burners on the 36-inch rangetop. All products include industrial aesthetic touches, says the company, such as die-cast metal, front-control knobs, continuous cast-iron grates, and pedestal feet.

### Vinotemp

04

[vinotemp.com](http://vinotemp.com)

● The Brama Outdoor Refrigerator is designed for outdoor entertaining use, and may be installed built-in or as a freestanding unit. It measures 23 ½ inches wide by 32 ½ inches high, and offers a black cabinet and interior, three pull-out adjustable glass shelves, a locking stainless steel door, and an internal LED control panel for temperature adjustment. Additional features include leveling legs, an LED light bar, and an automatic defrost function.



04



07

**The Hammock Bath Co.**

07

hammockbath.com

● The Hammock Bath offers an elongated, gently sloped basin modeled after the shape of a hammock, providing both a slim modern aesthetic and a more comfortable bathing position for users. The solid-surface bath is large enough to fit two adults comfortably together, and the floating design and low edge allows users to get in and out of the bath with ease. The flat inner base prevents sliding and is beneficial when bathing children. The baths are available in two designs: Oasis, installed between two walls; and Mirage, a freestanding pedestal bathtub. Haven, a steel-frame supported tub (shown), will be available later this year. Matching sink basins are also available.



06

**Amba**

08

ambaproducts.com

● The Radiant Small heated towel rack system is designed for use in small homes, apartments, or recreational vehicles. The rack is less than 2 square feet in size, and is available in a polished, brushed, or matte black finish. It may be plugged in or hard-wired and operates on only 60 watts of power, the equivalent of a standard lightbulb. All Amba towel racks are made with corrosion-resistant, 100% recyclable steel, says the firm.

**True Residential**

true-residential.com

● The latest addition to the manufacturer's Build Your True custom finish and hardware program is the saffron finish. The vivid new color is said to exude and boost positive energy, according to the company. It is available for all True Residential products covered under the Build Your True program—including the 36-inch column, 42- and 48-inch full-size refrigerators, and wine and beverage columns—with a choice of stainless steel, copper, brass, pewter, gold, or chrome hardware to match.

05

**InSinkErator**

insinkerator.com

● The Showroom Collection's new hot water dispensers pair with any InSinkErator instant hot water tank to provide immediate, boiling filtered hot water for a variety of kitchen and home uses. The fixtures come in six designs—two traditional, two modern, and two transitional—with a choice of eight finishes. They are also available in either an instant-hot or hot-and-cold model, and feature forward-moving handles to avoid backsplash contact, as well as a 360-degree swivel handle. The taps are reverse osmosis compatible and certified via NSF/ANSI 58.

06

**Strasser**

strasserwood.com

● The 60-inch SoDo vanity features a clean, straight-line aesthetic suitable for traditional and contemporary spaces alike, according to the manufacturer. It may be hung at any height and features a single or a double basin. SoDo units are built-to-order in the U.S. from cherry, maple, oak, and alder hardwoods, with dovetail joinery and sealed bottom and top edges. The soft-close doors and drawers feature six-way adjustable door hinges and full-extension undermount drawer glides. It is available in four door styles—Slab, Shaker, Deco Miter, and Ogee Miter—as well as 17 wood finishes.

09

**GE Appliances**

geappliances.com

**10**

● The UltraFresh Front Load washer series features a system of innovations designed to keep front-loading washers clean and to prevent the growth of odor-causing bacteria. A wider gasket, angled to allow water to drain after each load, reduces the moisture left inside the washer after a cycle. The UltraFresh Vent System with the company's Odorblock, activated at the touch of a button, circulates fresh air through the door, gasket, and basket. The gasket, dispenser, and pump are treated with a Microban antimicrobial additive.

**Moen**

moen.com

**11**

● The Nebia by Moen spa shower uses product partner Nebia's patented spray technology to create an atomized water flow, which uses up to 45% less water than a conventional showerhead. This process creates the sensation of more water for the user. An adjustable slider and showerhead swivel allow users to move the system based on their height, water temperature, and coverage preferences. An optional handshower attaches to the wall via a magnetic bracket.

**LG**

lg.com/us/home-appliances

**12**

● The LG Styler Plus adds a larger-capacity option to LG's line of steam clothing care units. The new model measures approximately 24 inches wide, and can accommodate up to five hanging garments at once, plus a pair of pants on the interior door. All Styler units are designed to remove wrinkles and eliminate odors on a cycle that can last as little as 20 minutes. The Gentle Dry cycle removes moisture from the clothes without the risk of shrinking or damage from high heat, while the Pants Crease option produces a crisp crease line without an iron.



**10**



**11**



**12**

## By the Numbers

**43% of new homes have electric ranges vs. 37% with gas or propane**

**49%**

of builders installed granite countertops in new homes

SOURCE: 2019 ANNUAL BUILDER PRACTICES SURVEY, HOME INNOVATION RESEARCH LABS



14

### **Kraus** kraususa.com

● The Urbix Industrial Bridge Faucet introduces Kraus' ColorSmart technology, a thermochromic finish that appears matte black at room temperature, but gradually changes color when hot water is in use. This heat-activated element serves as both a design feature and safety indicator for users. It will be available in a variety of colors, with an option to specify custom colors or designs.

### **Bocchi** bocchiusa.com

● The Etna monoblock pedestal lavatory sink is one of many Bocchi bathroom fixtures, previously available outside the U.S., that will join its catalogs in the U.S. market starting this year. The sink is made from glazed fireclay ceramic, which provides a uniform and nonporous surface that resists scratches and stains. It requires either a floor-standing or wall-mount faucet, and includes a color-matched pop-up drain cover. Finishes include white, matte white, black, matte black, and sapphire blue.

### **California Faucets** calfaucets.com

● The Arched Rain Showerhead, Convex Rain Showerhead, Ultra-Thin Rectangular Rain Showerhead, and Ultra-Thin Rectangular Rain and Waterfall Showerhead match sleek, slim profiles with bold fixture and spray shapes, including wider spray footprints than standard fixtures. All four new series are crafted to order from solid brass, with a choice of 28 finishes, including PVD (physical vapor deposition) finishes.

**Thermador.** 

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# ● Systems





**SYSTEMS THROUGHOUT THE HOME** continue to evolve, mostly thanks to technology. New heat pump models operate more efficiently while costing less, and floors can be warmed with the touch of a button via mobile app. Sensor advances give homeowners peace of mind and protect homes from water damage and VOCs, while kitchen storage options offer users maximum flexibility, and light switches can control lights or play music via voice command.



01

### Rev a Shelf

rev-a-shelf.com

● Rev A Shelf’s 2020 spring collection focuses on tiered solutions for drawers, cabinets, and cutting boards. The Two Tier Cookware Organizer stores deeper cookware on the lower level, with space for shallower items on top. The system is available in 18-inch and 24-inch base configurations, with pegboard bottoms for flexibility. The 4WCCB collection includes a cutting board that pulls out and has a hole in it for dispensing waste right into a trash can, while the 4WTCDD series is all about a tiered, deep drawer system designed for 30-inch and 36-inch base cabinet drawers. All of the manufacturer’s tiered storage systems come standard with soft close hardware.

01

### Leviton

leviton.com

● Leviton’s Decora Smart Voice Dimmer gives homeowners a way to adjust their home’s lighting via voice command while also accessing all that Amazon’s Alexa has to offer. Listening to the news, checking the weather, playing music, and controlling other smart home devices is now as close as the nearest internet-enabled light switch. The device will also work from Google Assistant, IFTTT, and the My Leviton app to create custom lighting scenes or schedules. The switch needs only a Wi-Fi connection and a neutral wire to make it all happen.

02

### Bosch Thermotechnology

bosch-climate.us

● Bosch recently introduced a line of inverter ducted, air source heat pumps that arrange all of the components into a single cabinet. The systems are available for residential or light commercial applications. The two-stage motor provides dehumidification and runs quiet, and the fully modulating inverter drive matches the heating or cooling load for enhanced efficiency. The inverter compressor operates from 25% to 110% capacity, with modulation in 1% increments. Its two-way design allows for both horizontal and down flow installations, and it is compatible with most standard 24 VAC heat pump thermostats. The system meets Energy Star requirements and complies with the Department of Energy’s consumer central air conditioner and heat pump direct final rule that will take effect in 2023.

03



02

**Genie**

geniecompany.com

● The Genie Wall Mount Pro Series eliminates the rail that has been central to garage openers of the past. The system mounts on the exterior wall and works by turning the door's spring bar or tube. The Wall Mount Pro connects to a mobile app that's compatible with Amazon Alexa, Google Home Assistant, and Yonomi. The rail-less system is quieter than conventional center tracked systems, has fewer moving parts, and includes a built-in safety system. It is powered by a 24V DC motor powerful enough to lift heavy residential sectional garage doors up to 14 feet high, with a high lift of up to 84 inches.

04

**Navien**

navieninc.com

● Navien has been busy tweaking its combi-boiler designs, as well as its condensing and non-condensing tankless water heaters. The new non-condensing NPN series includes a heat exchanger and burner made from stainless steel and equipped with the NaviTech system, designed to reduce NOx levels. The upgraded NPE-2 features a turndown ratio to 15:1, an improved multi-line control panel, and a 2-inch PVC venting length, also available on the newer combi-boilers. The high-output NCB-H combi-boilers now feature a more dynamic BTU line-up, plus added models and built-in controls for up to three zones.

05

▼ **By the Numbers**

● **37% of builders report installing electric tank water heaters versus 4% electric tankless water heaters in new homes**

● The top three electronics installed by builders in new homes are:

**48%**

structured wiring system

**48%**

a smart thermostat with Wi-Fi

**29%**

monitored security

● **Single AC unit**

systems—used in new homes by 35.1% of builder respondents—are gaining popularity over using two or more AC units

SOURCE: ANNUAL BUILDER PRACTICES SURVEY, HOME INNOVATION RESEARCH LABS



04



**Grohe**

06

grohe.us

● Grohe has gotten into the water system sensing game with Sense, a free-standing, Wi-Fi-enabled sensor that can be placed in basements, under sinks, and any other problem areas. If more protection is needed, Sense can be matched up with the company's Sense Guard system, which uses multiple sensors to track water pressure and measure consumption. It will automatically turn off the water supply if a leak is detected. The system works through the Grohe Ondus app, which is compatible with iOS or Android mobile devices.



06

10



**American Standard**

07

americanstandard-us.com

● American Standard has recently rolled out the SpaLet system of personal hygiene options for the bath, which includes the Advanced Clean 100 SpaLet Bidet Toilet and a family of Advanced Clean SpaLet Bidet Seats. The customizable features include nozzle position, water temperature, seat temperature, and spray strength. Each SpaLet product is equipped with self-cleaning dual nozzles that direct water to both the front and rear areas. The extra convenience is ideal for seniors, anyone with mobility issues, or during pre- and post-partum situations.



07

**Emerson**

08

emerson.com

● The Warm Tiles system from Emerson brings floor heating control directly to the homeowner's phones with an app for Android, iOS, tablet, or PC. The system can track power consumption with an energy log that graphically displays data from the past 24 hours, seven days, or 12 months, and also calculates the exact cost of electricity for any of those time frames. An open window function prevents energy from being wasted by detecting a rapid drop in temperature and shutting off heating for 30 minutes.

**Airthings**

airthings.com

● Airthings has made a new addition to its Healthy Building Solution platform and product line with the HBS Mini Wave smart air quality monitor. The Mini Wave picks up where the company's radon detectors and air quality monitors left off by monitoring total volatile organic compounds, air temperature, and humidity. The Healthy Building Solution has wireless multi-sensors which can be mounted in any closed or open environment. The monitor provides air quality data in real time to improve quality of life for residents and owner-operators.

**Trane**

trane.com

● Trane recently unveiled its RunTru HVAC unit, which is designed to deliver the same heating and cooling performance at a lower price. The system includes a full line of ducted split and packaged units, including up to 14 SEER air conditioners, heat pumps, furnaces, coils, and air handlers. Easy installation is part of the package, along with a full array of cooling capacities on the A4AC side. The A4HP4 Heat Pump is designed to keep homes in milder climates comfortable throughout the year, and all of the units are made in the U.S.

10

# ● Interiors





**ALTHOUGH NEUTRAL COLORS** still dominate many new and remodeled home interiors, experts say homeowners have started to welcome pops of color and enjoy warm wood tones that balance the solid whites and grays. Matte black hardware finishes, engineered quartz counters, and hardwood alternatives have also become popular in the past couple years as the modern farmhouse trend holds strong.

### Duchateau

[duchateau.com](http://duchateau.com)

● Duchateau’s The Guild line of engineered oak wood flooring brings high style and elegance to homeowners for an affordable price. It features two collections, the Lineage Series and the Makerlab Edition, which offer different size variations and color options. Lineage boasts the company’s traditional 7.5-inch plank width and seven colors, while Makerlab’s narrow 3-inch width and long planks—offered in four hues—create a unique look. Every piece is finished with a matte UV lacquer for a durable and lasting finish.

### 01 Nostalgic Warehouse

[nostalgicwarehouse.com](http://nostalgicwarehouse.com)

● Nostalgic Warehouse has introduced a trio of levers—the Manor, the Fleur, and the Swan—made from solid forged brass. The Manor offers understated refinement, while the Fleur features a botanic motif and the Swan includes a spiraling plume detail. All three levers are available in seven designer finishes and compatible with your choice of rosette, short plate, or long plate. Plus, each has options for passage, privacy, and single/double-dummy functions and are premounted for easy installation.

### 02 Ornamental Moulding & Millwork

[ornamental.com](http://ornamental.com)

● Ornamental Moulding & Millwork has introduced its new Reversible Risers to add a touch of flair to any stairway. The product is available in two decorative styles, including a shiplap and beaded planking version and an oak and primed smooth version. The primed sides of either version can be easily painted, and the oak version can be finished to match existing decor. Each riser is 42 inches long by 7 ½ inches high and are ¾ inches in depth, but can be cut to size.





## Tempaper

tempaper.com

04

● Tempaper, in partnership with The Home Depot, launched Surfaces by Tempaper, a removable wallpaper collection. The line's seven patterns were designed to bring character and dimension to a home's walls and serve as realistic representations of luxury home features, such as metallic tile, stone surfaces, and vintage bookshelves. Its peel-and-stick construction allows the wallpaper to be installed and removed easily, while the product's vinyl coating makes it moisture- and steam-resistant for kitchen and bathroom installs.



04



05

## Progress Lighting

hubbell.com/progresslighting

05

● In Progress Lighting's Design Series, the new Bonita Collection gives a slight nod to antique candle fixtures with its simplistic, modern design. Offered in a six-light chandelier, a four-light foyer, and one- and two-light wall sconces, the sleek and narrow drum shades of each fixture are held in place by light bases with elegantly curved arms. The collection can be added to various living spaces and is available in satin brass, matte black, brushed nickel, polished chrome, and antique bronze.

## Meridian Brick

authenticbrick.com

06

● Meridian Brick has relaunched its Authentic Brick with a thinner, lightweight profile. Made of real fired clay, the brick is now 3 inches thinner and 70% lighter, allowing for easy installation and versatility, according to the company. The product can be installed nearly anywhere, including wine cellars, vaulted ceilings, fireplace facings, and backsplashes. It is offered in 23 ready-to-ship colors and is available in Modular (7 7/8 by 2 1/4 inches), Queen (7 7/8 by 2 3/4 inches), and King (9 5/8 by 2 5/8 inches) sizes.



07



08



09

### Top Knobs

topknobs.com

● Influenced by the architecture of Savannah, Ga., Top Knobs' new Ellis Collection embraces the tradition and classically inspired design present in the South with a modernized twist. The collection includes 274 pieces of detailed knobs, pulls, and appliance pulls in five series: Telfair, Hartridge, Julian, Davenport, and Ellis. All hardware is available in a range of sizes and in ash gray, brushed satin nickel, flat black, honey bronze, polished chrome, and polished nickel as finish options.

### 07 Kindred Outdoors + Surrounds

mykindredliving.com

● Boral North America's newest brand, Kindred Outdoors + Surrounds, includes a collection of indoor fireplace surrounds. The surrounds are offered in 10 distinctive styles and are made of a proprietary blend of limestone aggregates, minerals, natural pigments, and special bonding agents. The material is hand applied by layer into a mold, creating natural color and texture variations. They are available in four colors—black sand, aged teak, oak barrel, and oyster shell—and two finish options, Honed, a smooth surface, and Travertine, a more textured option.

### 08 Cambria

cambriausa.com

● U.S.-based manufacturer Cambria released 20 new quartz designs for the company's 20th anniversary. The launch features a mixture of whites, grays, and blacks, with various tones and movements. According to the company, the designs are "fabricator friendly," with random veining resulting in a higher yield and making them ideal for larger applications. They are available in matte and high-gloss finishes, 19 different edge profile treatments, and in 2-centimeter and 3-centimeter thicknesses, with the exception of Buxton and Britannica Block.

### 09



## By the Numbers

**37% of new single-family homes have carpet, 17% have solid hardwood, and 16% have ceramic tile**

# 57%

of surveyed experts say cool neutrals will be the most popular interior paint colors in 2020.

SOURCES: 2019 ANNUAL BUILDER PRACTICES SURVEY, HOME INNOVATION RESEARCH LABS; FIXR 2020 PAINT & COLOR TRENDS REPORT



12

### Daltile

daltile.com

10

● Daltile’s new RevoTile system adapts its standard porcelain tile offerings to a new floating floor system, designed to reduce installation time. Contractors follow a three-step process: place underlayment, with no need to apply mortar; click tiles together over the underlayment; and grout immediately with no wait time. The system may be installed over existing flooring, and easily removed when necessary. It is available in three sizes—12 by 24 inches; 6 by 24 inches; and 6 by 36 inches—and in 26 marble, wood, stone, and concrete looks.

### Island Stone

islandstone.com

11

● Island Stone’s Dunes series tile was designed to be reminiscent of wind-swept sand dunes. The elegantly drawn out subway tiles are sculpted with an offset angled surface, creating shadows and a contemporary appeal. Each tile measures 7 1/2 inches by 11 3/4 inches and from 1/4-inch to 5/8-inch thick. It is available in four colors: crystal white, typhoon gray, sandstone mint, and sandstone ocean. The tumbled natural stone is ideally installed with grout, but they can also be installed dry stacked, says the manufacturer.

### Viewrail

viewrail.com

12

● The Terrace floating stairway uses a rigid steel stringer system concealed inside a series of stacked wood boxes to create a modern, “waterfall”-style stair with no visible fasteners or means of support. Each stair is bounded on either side by tempered glass railing panels, which appear to “slice” through the wood box stairs. The wood components are offered in a choice of 15 species, including red or white oak, hard maple, American cherry, hickory, and walnut. Each is available unfinished or in the customer’s choice of wood stains and colors.

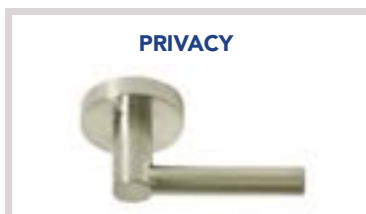
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# HOME HUES

THE FORECAST FOR  
BOTH EXTERIORS  
AND INTERIORS CALLS  
FOR WARMER NEUTRALS,  
BOLD COMBINATIONS,  
AND MORE COLOR



Story by \_ LYDIA LEE

## HOME HUES

# F

FOR HOMES NATIONWIDE, BOTH INSIDE AND OUT, GRAY HAS BEEN THE predominant color for many years. But at long last, its absolute reign may be winding down. “Clients are really concerned about gray,” says Leigh Spicher, national director of design studios at Ashton Woods, a midsized Atlanta-based builder whose homes are located across the South. “In the search for what will feel timeless going forward, people are leaning toward more natural tones.”

Cool grays, which have a blue undertone, are being edged out by warmer grays (which have a brownish undertone), greige, and white. Meanwhile, the dark end of the spectrum—including black, charcoal, dark brown, navy blue, and other similarly deep hues—also feels fresh. We talked to color consultants, product manufacturers, and builders to find out what palettes are winning over homeowners now.

### OUTSIDE INFLUENCES

For exteriors, creamy white is a winning choice. And no wonder: The classic neutral is equally at home on contemporary dwellings, Mediterranean villas, and Colonial houses alike. At cement fiber board company Allura, its top selling shade of prefinished siding is a white called Snow; followed by Linen, a light greige.

Within this move toward warmer tones, beige is reappearing—though it may go by another name. “People are calling it ‘sand’ or ‘teddy bear fur’ or ‘camel,’” notes color consultant Mark Woodman, former president of the Color Marketing Group. For gray-heavy developments, he recommends using greige to mix it up. “Greige is a useful transition color. Once you warm up one house, it’s easier to move over to beige,” he notes. According to Gena Kirk, vice president of corporate studio at KB Home, homeowners are selecting more earthy shades in addition to gray.

Designers are also creating distinctive exteriors by using strong contrasting colors. Part of the appeal of the modern farmhouse style is its black-and-white palette: It typically has white board-and-batten siding with a black or dark gray standing-seam metal roof. The juxtaposition is also very effective in combinations of cladding materials. Ashton Woods recently completed a house in Austin with dark brown siding and a base of pale beige stone. “The contrast is what makes it so eye-catching,” says Spicher.

Another way to add a dark accent is to use black windows in lieu of default white windows, a trend that has been steadily gaining over the past several years. Reminiscent of steel factory windows, black windows are a natural fit for contemporary architecture, but they also lend an industrial vibe to traditional designs. Black windows strongly accentuate light interiors and exteriors.

“We’re seeing homeowners go one of two ways—they either pick finishes that blend in with their walls or that pop out, making the windows and doors the showstopper in a room,” says Jackie Schneider, vice president of marketing at Marvin. To get as close as possible to the thinness of pricey steel windows, aluminum framing is recommended. And window coverings need to be carefully considered, since black windows look best undressed and do not pair well with standard white blinds, according to color expert Maria Killam.

Beyond style, there is a compelling financial reason to add black to the home palette: According to a Zillow analysis of colors in homes that sold from 2010 to 2018, a black or charcoal front door increased a home’s sales price by 2.9%.

### INSTA-WORTHY INTERIORS

When paint companies and industry groups announce their colors of the year, their choices are a useful barometer of what colors the companies think will resonate with consumers. For instance, last year, Benjamin Moore selected Metropolitan Gray, a cool gray. This year, it settled on First Light, a pale pink, which the company bills as “a refreshing alternative

Courtesy Ashton Woods; Courtesy Rohl; Courtesy Marvin



What will be the most popular living room color in 2020?

45%

WHITE

40%

WARM GRAY

8%

MUSHROOM

5%

HAZELNUT

2%

MINT



Clockwise from top: An Ashton Woods home in Austin has contrasting cladding; Rohl's Graceline split-finish faucet features gold accents; and Marvin Elevate windows stand out in black.

to white or beige." The consumer response has been enthusiastic, according to Hannah Yeo, color marketing and development manager at Benjamin Moore. "Before, everyone wanted to go gray and neutral; now, there's finally color in the house. Gray might still be in the mix, but the proportion is different: maybe the interiors were 80% gray before, now they're 40%."

Going by image-conscious Instagram, classic white interiors continue to captivate. "Everybody wants a room that is light and bright, so err on the side of lighter colors," says Michelle Marceny, founder of Denver-based Color Concierge. However, using the same shade of white in all rooms may counter the desired effect. "Stark white can be dangerous when it's used in a darker room, because the shadows go gray and the space is going to look a little dingy," says Marceny.

Source: Fixr 2020 Paint & Color Trends Report

# HOME HUES



Instead, for darker spaces like east- and west-facing rooms, she recommends picking a light greige like Benjamin Moore's Classic Gray or Sherwin-Williams' White Duck, with a reflective value between 70 and 80, to create a more balanced effect. Yeo at Benjamin Moore suggests layering whites for a stylish effect. "There's a huge trend putting white and white together. For instance, you could do a bright white trim and a softer gray white on the walls."

To make a room really pop, some luxury interiors feature dark and even black walls. The somber shades create a high-impact backdrop, but also absorb a lot of light, so this editorial look requires a lot of light to pull off. They lend glamour to dining rooms and powder rooms (a designer's favorite spot to experiment with design), and are useful for giving traditional architecture a modern twist. For instance, for a master bath in Portland, Ore., designer Emily Henderson lined the walls with classic wainscoting. But instead of white, she painted it in Sherwin-Williams' Cyberspace, a deep navy. "Paneling can be tricky because you want it to feel modern and still a little edgy and not like an '80s country revival," Henderson writes on her site. "So we went dark and we love it." A dark wall also helps a large television disappear into the background.

Among dark hues, homeowners could consider the consensus choice for color of the year: navy blue. The calming, grounding shade is not only Pantone's choice (Classic Navy), but also that of paint companies Sherwin-Williams (Naval) and PPG (Chinese Porcelain). "Consumers are tiring of stark grays and are looking to infuse colors that delight the senses," says PPG senior color manager, Dee Schlotter, on the company's website. "Blue is the easiest possible entry point from the world of neutrals to the world of color."

In keeping with the trend, window and door manufacturer Jeld-Wen recently released prefinished steel and fiberglass doors in Sherwin-Williams' Revival Blue.

## Which type of homeowner is most likely to carry out a paint project in 2020?

**46%**  
COUPLES WITH KIDS

**34%**  
COUPLES WITHOUT KIDS

**11%**  
SINGLE HOMEOWNERS

**9%**  
RETIREES

Source: Fixr 2020 Paint & Color Trends Report

## PUTTING ON THE RITZ

White is still the predominant color in the kitchen, according to Houzz's 2020 survey of kitchen trends. Nearly half of all homeowners who completed a recent kitchen renovation or are planning to renovate choose white cabinetry. At the same time, homeowners are also interested in high-contrast pairings. Searches by Pinterest users for "white kitchen cabinets black countertops" increased by 1,276% from last year. Responding to interest in dark countertops, quartz composite company Caesarsstone recently released three new black surfaces: Black Tempal and Empira Black resemble natural stone, while Oxidian mimics dark oxidized metal.

Over the past few years, the tuxedo kitchen, which typically combines dark lower cabinets and light upper cabinets or open shelving, has become increasingly popular. Painted in the same color as the walls, the upper cabinets recede into the background, while lower cabinets, done in a different color, stand out and look more like furniture. "You could do lower cabinets in a color like Sherwin-Williams' Naval or Benjamin Moore's Chelsea Gray, and white upper cabinets with a white subway-tile backsplash, and the kitchen will look so sharp," says Marceny of Color Concierge. "It would really elevate the look of the house without taking much of a risk." Note that in Zillow's color analysis, homes with tuxedo kitchens saw a \$1,547 bump up in sale price.

Likewise, for open-concept kitchens that are designed specifically for entertaining, it makes sense to distinguish kitchen islands from the rest of the cabinetry. According to the Houzz kitchen survey, 40% of new or remodeled kitchen islands are in a contrasting color (45% are gray or blue, while 11% are black).

## BLACK AND BEYOND

While a nearly all-black kitchen may be for design magazines only, black finishes on appliances and fixtures are definitely gaining traction. The Houzz kitchen survey reports that while 73% of households stuck with standard stainless appliances for their renovation,

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## HOME HUES

black stainless and other black finishes accounted for another 15%. “We see matte black and gunmetal gray finishes in the kitchen replacing traditional stainless steel, giving it a sleek look,” says KB Home’s Kirk.

In addition to its contemporary edge, black stainless is also practical; it’s touted for being much easier to keep clean and smudge-free compared with stainless. Black stainless is available from most major appliance manufacturers, and GE and LG also offer a matte black option. Maytag recently introduced a matte powder-coat finish called cast iron black, making the look accessible on a budget.

Metallic finishes also continue to be on-trend. “In addition to black finishes, we’re seeing a resurgence in brushed gold in everything from lighting to door hardware. Kitchens and bathrooms incorporating metallics have a very modern look,” notes Kirk at KB Home. Gold and black finishes come together in a number of high-end faucets with split finishes, which combine two finishes in one faucet. An early entrant was Brizo’s contemporary Vuelo faucet; new to the market is Rohl’s Graceline pull-down kitchen faucet in matte black, which has a gold handle and spout.

Offering a huge number of potential combinations for a split-finish faucet, Axor’s sleek My Edition faucet is available in 13 different finishes coupled with six different top plates, in materials that include marble, wood, glass, and even leather. Introduced a year ago, one of the most popular combinations has been the satin black finish with the black walnut top, according to the company.

Kohler offers its retro-style Artifacts tub in color options that include black plum.



## COLOR WASH

To create a dramatic impact in a room, one tried-and-true approach is to focus on one major element and make it the star. For instance, a colorful appliance or fixture can be the pop of color in an otherwise monochromatic space. Several high-end kitchen appliance manufacturers offer colorful options. KitchenAid is also known for its cobalt-blue appliances. Dacor features a color matching system that it recently revamped, which allows an appliance to match any color swatch.

The sink or tub can also be the locus of color in a room. In addition to black, Kohler has placed a bet on dark blue and a daring dark purple. Last year, it introduced indigo blue and black plum as options for some of its cast-iron tubs and sinks. Its Cairn composite granite sink is available in eight colors, including black, dark gray, dark brown, and dark purple.

One of the more interesting products on the market today gives the homeowner the ability to switch the color and appearance of their kitchen sink. Elkay’s Crosstown stainless-steel farmhouse sink offers an easy-to-change apron front that includes standard stainless but also colors like red and gold. The most popular apron is traditional white ceramic, but the next is sapphire stainless, a dark blue.

“You can revitalize your kitchen without remodeling it by changing up the accents, for a relatively minimal amount of dollars and effort,” says Jimmy Slattery, senior product manager at Elkay. The company is currently looking into additional options in more colors, as well as an apron featuring natural wood. Kohler has since chimed in with its recently announced Tailor farmhouse sink, which has an apron that can be customized with user-supplied materials in addition to Kohler’s inserts.

As builders look for more ways to offer customization to their clients, products that allow homeowners a choice of colors and finishes—and the option to switch them out down the line—can help show a commitment to creating a personalized environment. **B**

Courtesy Kohler

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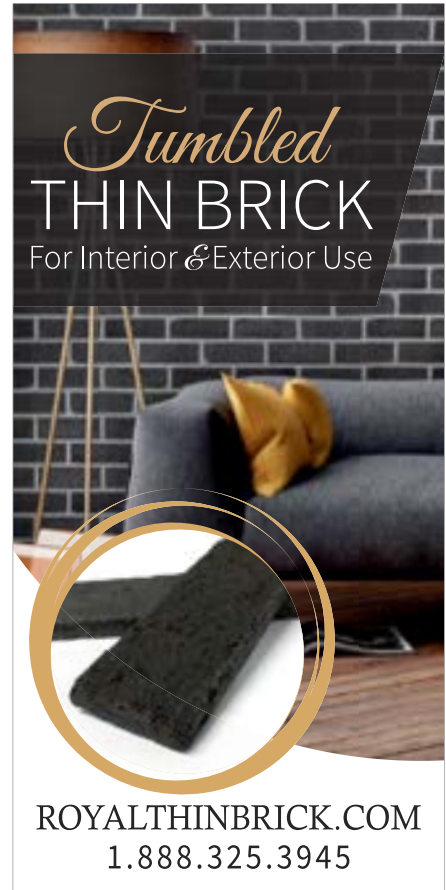




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|---|------------|------------------------------------|
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| Allura by Elementia                       | 11         | www.AlluraUSA.com                  |
| Better Home Products                      | 69         | www.betterhomeproducts.com         |
| Bradford White                            | 6          | www.bradfordwhite.com/4builders    |
| Broan-Nutone                              | 29         | www.Broan-NuTone.com               |
| Builder 100                               | 17 *       | www.builder100.com                 |
| Chief Architect                           | 8          | www.chiefarchitect.com/FreeTrial   |
| Dryerbox                                  | 26         | www.Dryerbox.com                   |
| DryerJack                                 | 13         | www.DryerJack.com                  |
| Endura Products                           | 22         | www.enduraproducts.com/buildermag  |
| Ferguson                                  | 20         | www.fergusonshowrooms.com/earnedit |
| Fortress Building Products                | 27         | www.FortressBP.com                 |
| Gold Nugget Awards                        | 28         | www.goldnuggetawards.com           |
| Honda Generator                           | 1          | www.gen.honda.com                  |
| Husqvarna                                 | 24         | www.HUSQVARNA.com                  |
| ICC                                       | 15         | www.icc.com                        |
| LP Building Solutions                     | 19         | www.LPCorp.com                     |
| LP SmartSide                              | C3         | www.LPSmartSide.com                |
| LP Structural Solutions                   | 21, 23, 25 | www.LPCorp.com/StructuralSolutions |
| MiraTEC by JELD-WEN                       | 49         | www.miratecextira.com              |
| NAHB                                      | 4          | www.BuildersShow.com/ambassador    |
| NAHB                                      | 9          | www.HousingEconomics.com           |
| NAHB                                      | 10         | www.NAHB.org/FCA                   |
| NAHB                                      | 16         | www.BuilderBooks.com               |
| NAHB                                      | 75         | www.BUILDERSSHOW.com/ONDEMAND      |
| NAHB                                      | 77         | www.nahb.org/FHAguide              |
| National Ready Mixed Concrete Association | 5          | www.BuildWithStrength.com          |
| Panasonic                                 | 34         | www.reinventingventing.com         |
| ProVia                                    | 14         | www.provia.com/700x                |
| Royal Building Products                   | 38         | www.CelectTheBest.com/Builder      |
| Safety Maker                              | 13         | www.safetyboot.com                 |
| Sierra Pacific Windows                    | 2-3        | www.SierraPacificWindows.com       |
| SoftPlan                                  | 12         | www.softplan.com                   |
| Therma-Tru Doors                          | 32         | www.thermatru.com                  |
| Therma-Tru Doors                          | 33         | www.thermatru.com/fullsystem       |
| Thermador                                 | 59         | www.THERMADOR.com                  |
| Thermo-Tech Vinyl Windows                 | 17 *       | www.ttwindows.com                  |
| Trus Joist by Weyerhaeuser                | 35         |                                    |
| TruWood                                   | 16a-b *    | www.TruWoodSiding.com              |
| TYPAR                                     | 53         | www.TYPARTOUGH.com                 |
| Western Window Systems                    | C4         | www.westernvolumeprogram.com       |
| YellaWood                                 | C2         | www.YellaWood.com                  |
| ZIP System by Huber Engineered Woods      | 36-37      | www.ZIPRevolution.com              |

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LAST DETAIL



# Sea Spray

by SYMONE GARVETT

**F**OR THE REHABILITATION OF A 1799 SHIP CAPTAIN'S HOME in Essex, Conn., local builder Sapia Builders and architect Scot Samuelson were tasked to bring new life into the historic home, 32 Main Residence, situated on the town's Main Street.

The home's post-and-beam structure and foundation was compromised and required partial demolition, but the team was able to redesign a new custom home that better suited today's living requirements, while enhancing the traditional architecture.

In the new beaded inset custom kitchen, the team installed

Marvin wood, double-hung windows, marble countertops, walnut floors, custom wood paneling backsplash, and two Kallista sinks.

To add some nautical flair, the team used Waterstone Faucets' Traditional Wheel Pulldown Faucet for one of the room's sinks. Its innovative design was inspired by a ship's five-spoke wheel, according to the U.S.-based manufacturer, and includes solid brass construction, a spring-loaded, pre-rinse spray arm, a pulley braking system that prevents handle snapback, and a 20-inch reinforced, braided connection hose. It is available in 32 finishes.



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