



Introduction

FinishWorks & Mohawk Finishing - the RPM Wood Finishes Group partnership objectives

Furniture Market Highlights

A summary of 2019 trends at the International Furniture Markets and what we see trending for 2020.

Fashion Forward

A showcase of some of our latest in trend-driven finishes as we interpret where we see the home furniture and kitchen cabinet markets headed

Color Program Updates & Introductions

We are adding new color updates to our Premier Color Collection for 2020. Introducing *Sierra Life*

COLOR trend *Perspective*

2020 Edition, Volume I



introduction



FinishWorks and Mohawk Finishing Products are recognized industry leaders, known for manufacturing and distributing a wide range of specialized coatings and touch-up products to the residential furniture and kitchen cabinet industries and specialty markets. Together, we make up the RPM Wood Finishes Group. While maintaining our individual brand identities and utilizing our core strengths, this partnership enables us to better serve our customers. We can provide all of your finishing and touch-up needs - and all under one roof, with better service than ever before. In 2019, we started this re-branding strategy with the objective of strengthening our identity and emphasizing our core focus as Color Design Leaders. We continue this strategic endeavor in 2020 as FinishWorks and Mohawk Finishing Products, the RPM Wood Finishes Group family of finishing partners. FinishWorks and Mohawk Finishing Products specialize in the manufacturing and distribution of a complete range of industrial coatings and touch-up products for the residential furniture and kitchen cabinet markets, as well as specific specialized markets including metal coatings.

Our two bulk manufacturing facilities are in Hudson, North Carolina and in Westfield, Massachusetts. Supporting both brands are full time coating and analytical chemists and industry leading Color Stylists and Interpretive Design Stylists from our Hickory, North Carolina laboratory and design studio.

The RPM Wood Finishes Group member companies invest in many resources that not only influence but lead in the markets we serve. We are active members and participants in various home furnishing, kitchen cabinet & flooring organizations including KCMA, IWF, KBIS & NWFA and maintain Chairholder status in the Color Marketing Group, (the Premier Association for Color Forecasting Professionals). We support our customers with new color introductions at the Industrial Home Furniture Markets, NeoCon and regional furniture expo's. Our goal is to build partnerships with our customers and provide the products, services, training and support that will grow and strengthen our individual companies and our industry.

As a premier coating's manufacturer, we provide a complete range of technologies and capabilities; exceptional service; and competitive pricing. But we

An artist doesn't paint with colors?

An artist makes use of colors and paints with emotion.



also provide specific services that we believe make us unique in the industry and one of our core strengths is "Color Design Leadership". Our responsibility to our customer is to provide effective color direction, insight and creative ideas based on marketing research and validation. Our Interpretive Design Group meets with marketing and design teams at the onset of new product development to create specific finishes, often working as much as a year ahead of the International Furniture Market on new product introductions.

The Color Trend Perspective is one of many resources we provide to our customers to help keep them up-to-date with what we see in the markets we serve. Each edition includes a summarized view of where and how colors are trending across our markets and we try to showcase new and exciting colors that you should expect to see trending strong in the months / years ahead.



We have an obligation to our customers to inform, research, validate and design finishes that will satisfy their market – the end customer. We take our responsibility seriously - to be the color design leaders our customers expect. After all, "finish is one of the few design elements that effectively separates us from all our competition", *Thomas Tilley Jr., former President, Henredon.*



market highlights – 2019 recap

International Furniture Market, high point, north carolina



Spring market of 2019 was anything but predictable for many. Unquestionably, impending tariffs played a major role with many manufacturers and retailers who rely on imports, specifically out of China and the uncertainty significantly influenced many retailers' commitments. However, consumer confidence remained high and the end consumer appeared to be at least somewhat open to spending money on homes, renovations and/or new furniture and cabinetry. But the end consumer was also looking for good bargains and the latest, greatest new trends – not more of the same.

2019 fall market was much a repeat of spring, except stronger in traffic and excitement by most accounts – as much as 6% improvement over spring market and fall 2018. As we visited many of our customers and toured various showrooms, the

FinishWorks Design team focused on new color and style trends and how they were being received by this discerning audience. We have also been tracking trend movements, specifically the very popular “gray family” and interpreting how this very important neutral theme is changing.

“Have you ever heard a manufacturer admit to having a bad market?” Actually, this little tidbit of reality was pointed out to me from an industry colleague when I asked how their market was going. Good point! The answer is usually a resounding NO. So, we have to read between the lines and concentrate on our own observations regarding traffic, excitement and the weeks and months following market for the best information. To be honest, spring market was an eye-opening experience for some, to the point that they were giving strong consideration about not returning for the fall show. In fact, market was not good at all for some, yet quite exceptional for others. Fortunately, fall market fared better for most everyone, so hopefully things are beginning to look up for 2020. Yes, these pending trade deals, the overall economy, politics and other influencing factors are likely to play a role in how consumer moods and buying habits are affected in the new year, but one thing is for certain..., we must stay up-to-date with color and furniture fashion trends or be left behind.



As we say farewell to 2019, we are excited by what we see trending in the world of home furniture fashion for 2020.

We are closely following colors, textures, themes and wood finishes specifically in how they are trending now and what we expect to see in the months / years ahead. For some time now, it seems that our world has been consumed with the “gray movement” and we are looking for what’s next. Our design team has followed this movement for several years and focusing on when and how this color trend will eventually evolve. By no means is this to say that the “gray movement” is over. Actually, this color trend is part of the neutral saturation that makes an important foundation for today’s lifestyle. We believe however, that gray is simply morphing into the next movement that will help transition us from a virtual neutral overload. It may take some time to fully make this transition, but we are closely monitoring each stage of this important color evolution.

key influences trending into 2020

Casual themes continue to trend strong – both in furniture design, lifestyles and finishes. This customer tends to gravitate toward looks that convey warmth, personality, relaxation and comfort through the design.

We expect to see a diversity of themes, colors, sheens, hardware, mixed media and textures to compliment this trending theme, working toward the ever-popular eclectic personality. This theme may be presented as an overall decorated theme or as complimentary accents, (pillows, rugs, decorations, or individual conversation pieces of furniture).

Continue to look for the use of global inspired influences, Mid-Century Modern, Neo Classic and New Retro designs, influenced with industrial elements, gilding, textures and a range of mixed media – all statement pieces creating a well-balanced, relaxed and blended environment.



Blackened Mocha
2020 Premier Update



Organic is an important key phrase used to best describe colors, textures and finishes that are trending strong into 2020. The description itself can denote the relationship between different elements used in the design and how they fit together harmoniously to invoke an expression or emotion. In many ways, particularly as it pertains to the finish aesthetic, it is expressed as a “wood story” where the finish itself is used to enhance the natural beauty, colorations and imperfections of the wood, and offer a degree of protection - but in a minimalist way. The beauty of the finish is often achieved when there appears to be no finish at all. Certainly, grays and driftwood finishes, washed whites and taupes are included in this concept but the overall finish build and sheen levels generally remain very low, giving the appearance of little to no finish at all.



Lighter / mid-tone wood finishes are designed to show off the natural wood grain. Topcoats remain at a very low sheen, (showing virtually no sheen appearance), and very close to the wood – almost replicating oiled finishes. In this category, expect to see subtle blends of warm and cool colors as undertones that replicate natural colorations of the wood.



Throughout 2019 and into 2020, we expect to see a variety of Cerusing techniques on a wide range of wood species. Though we do not see this popular look leaving anytime soon, its use is becoming more selective and refined. This finish technique is commonly applied to such open-grain woods as oak, ash and hickory. Lately however, we have seen this technique applied to more shallow grain woods like walnut, mahogany and similar species. The most popular ceruse (grain) color remains white, although we are seeing more and more in light gray and metallic. You may want to check out one of our

Jewel Tone finishes on oak with the Cerusing technique applied called *INFUSED*, (reference 20519). Utilizing some of the designer colors in our Lifestyle Expressions fan deck, we have also created some interesting cerused opaques like *DAPHANIE* and *BALTIC*.





Accent / Splash Colors - Interior home fashion often begins with a neutral base through primary colors chosen for walls, upholstery, window treatment, accessories, and even the finish on the furniture. Standing proud in the foundation of neutrality is the decorator's quest to express their personality, mood and individualism by using a splash of color emphasis. Splash colors are often presented as accent pillows, rugs, or individual pieces of furniture to break up the monotony of neutral-safe.



Jewel Tone Wood Finishes is a new approach for creating an exciting accent or splash color yet showing off the beauty and character of the wood.

Unlike solid, opaque paint finishes, Jewel Tone stains are applied either by spray and/or wipe, using transparent dyes and vibrant pigments to accentuate the grain – creating a true wood story in a wide variety of vibrant colorations. Jewel Tone wood finishes are designed to complement so many of today's trendy TRU-brown wood finishes, solid paints, and home accessories and fabrics.



INDIGO *on figured maple*

INDIA INK
on cherry





Blending traditional and modern design elements often describes the term *Transitional*. In our world of furniture and kitchen cabinetry, we are learning that today's younger consumer doesn't necessarily dislike the furniture of their parents and grandparents, at

least in terms of style and function. They just dislike those traditional - outdated finishes. We find that more and more designers and manufacturers are opting to dust off some of their older, tried and true furniture designs and reintroduce them with newer, trendier finishes and hardware – and the younger generation is loving it. This category in itself may encompass many of today's most popular lifestyles including the Traditionalist, the Collector, the Individualist and the Sophisticate.

Textures, depth & layering are features seen in fabrics, design elements and within the finish itself. Innovative influences and combinations of mixed media included the blending of wood species, the use of stone, fossil, marble, acrylic, leather and gilding and the blending of wood tones, colors and sheens are some of the creative approaches to creating excitement, perception and personality. Creating “visual texture” within the finish can be achieved through what we call “value-added” techniques like burnish, dry-brush, water-spotting and layering alternate colors. These techniques add depth and personality to an otherwise mediocre stain color. The image to the right is a great example of taking a “traditional” design and creating a completely unique and design-inspired look through the blending of fashionable colors and updated hardware. This can be replicated by pairing *Registry*, from our Lifestyle Expressions portfolio and RNC-1154 *Symphony Blue* from our Reflections in Colour fan deck.





CMG perspective – trending opaque's

The Color Marketing Group is such an influential resource for understanding and following color trends as it pertains to..., well most everything we value in life. CMG is the premier international association of color design professionals. Our mission is to create accurate and relevant color trend forecast information by connecting global color professionals in every field that pertains to color. As a result, we not only forecast color trend movements, but influence the impact of these trend movements within our particular industries.

Within the scope of color, we realize that the fashion and automotive industries are extremely persuasive in how and when color trends evolve and then trickles into other industries – including home decor. Primarily, the Color Marketing Group focuses on solid colors, not wood finishes. It is therefore our responsibility to respond to trend movements with wood finishes that work within that environment. This is one reason we utilize fabrics, accessories, hardware and CMG Color Charts as we design and validate new wood finishes to our furniture and cabinet markets. Remember, the customer who is being led by the automotive and fashion industry is the same customer who is decorating their home and purchasing new furniture and cabinetry.

As members of CMG, our Interpretive Design Team can share this resource to our customers as an excellent guideline for how colors are trending today and beyond.



And the most influential COLOR of the year is?

We've all heard the hype, or even been part of the deliberations. Anyone who is someone seems to have an opinion as to the most significant color for today..., for the year..., or even for the century. Pantone has recently unveiled their "Color of the Year". CMG has released their "key color" for 2020+ along with a new "color of the month". And so, it seems with anyone who has anything to do with paint. Not to be outdone, our Interpretive Design Team at FinishWorks has elected to unveil our most significant "COLOR OF THE YEAR". It is,





plaid. That's right, after months of debate, we selected plaid. We considered tie dye, but felt it was too controversial. The color of the month, color of the year and even color of the century? Let's just say, "if you like it and you use it, well that's probably it".

So often, we are asked, "what is the newest hot paint color for furniture and cabinetry?" Truth is, there is no *single color* that owns this category. Yet, there is a plethora of color trends and movements that do. Rather than focus on a single color of the year, we'll focus on accurately monitoring these color predictions and movements with the help of all available resources, including CMG. With this information, we can more accurately direct our customers and design paint and wood tone finishes that the home fashion customer of today is looking for.

So, go get your plaid on... Afterall, Scotland can't have all the fun.

Color Resource updates

FinishWorks has several great color resources made available to our customers. Among these include our *Premier Color Collection* of 96 trend colors on a variety of wood species and designed as single-color application; *Lifestyle Expressions* is our designer-focused portfolio of 18, value-added finishes that can be used as standalone or complimentary options; and our *Reflections in Colour*, paint fan deck, containing 210 of today's solid paint color trends.

Your FinishWorks Interpretive Design team has evaluated our current color portfolios and made assessments based on where our market is today and where it is headed in the near future to insure these color programs are up-to-date. We have identified eleven, exciting wood finishes that will be added to our Premier Color Collection in early 2020, so be looking out for these updates. If you have this color collection and are interested in getting these updates, contact kkleptz@finishworks.com with your company name, physical mailing address and a contact person, (name, phone number and email address).



fashion forward

Introducing some of the latest in finish concepts

In this section, we are showcasing some of the very latest in finish ideas as we see trending into 2020 and beyond. Our Interpretive Design Team has the opportunity to work with many leaders in the residential furniture and kitchen cabinet industry to create customer exclusive finishes. This approach challenges us to not only seek out but create the next hot trend.

We also utilize many related industry events to showcase these designs as part of our overall validation process including KCMA, KBIS, IWF, NeoCon and regional furniture shows.

These developments are the result of research and industry direction over the past months.



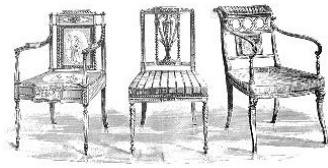
Blackened Mocha

A deep, rich finish that was originally designed for cherry and alder, Blackened Mocha is the latest restatement in the evolution of Espresso. When the market is looking for a dark wood finish, clarity with grain definition, richness and depth is prerequisite. Blackened Mocha provides all of these qualities.



This very popular finish is formulated as a single spray and wipe stain and made to compensate for the natural warmth of cherry, alder and even red oak by "cooling off" the background for a rich, tru-brown finish. We recommend a slightly higher sheen level at 30 or above to accentuate the brilliance and depth of the finish. Blackened Mocha is one of the new updates to our Premier Color Collection for 2020 and expected to be among the favorites.





Cotswold

In keeping with the gray theme, check out our newest concept called Cotswold. This finish is designed as a refined and sophisticated alternative to the many versions of “driftwood” that have saturated our market lately. Cotswold was specifically formulated for redder wood species like cherry and alder. When applied to other species, this finish takes on a uniquely different personality. Cotswold is also one of the new introductions that will be added to our Premier Color Collection for 2020 on cherry. Similar versions of this color are shown on brown maple and red oak under the name Gray Flannel as new Premier updates, again with a slightly different look and personality. Cotswold may just be the finish you’ve been looking for.



Baltic

reference 20719

An interesting twist to the ceruse technique, Baltic is a taupe-gray painted finish with white contrasting grain and designed for most opened grain or wire brushed wood species. The natural hang-up effects of the powder glaze enhances details of the decorative moldings along with defining the grain pattern. Being a full hide paint, the background color can be changed to accommodate most any décor. This finish pairs

well with white, gray and neutral paint finishes and a variety of our latest tru-brown wood finishes. (Daphanie is another version of a painted ceruse finish – seen on the next page)





Daphanie

reference 20119



Utilizing one of the designer-inspired paints from our Reflections in Colour fan deck, Daphanie is yet another creative example of how an accent paint and the Cerusing technique can be used together to create a modern / eclectic accent finish.

For this example, we used a “silver-gold” metallic ceruse to accentuate the grain and as a striping detail. The background color is derived from a reduced version of RNC-1156 Van Deusen Blue, applied to wire brushed oak. The metallic ceruse and stripe is an excellent compliment to this color, especially when paired with a platinum or brushed nickel hardware. The subtle shimmer that you see as light reflects off the surface adds a sense of affluence, with a touch of glitz. One may consider a gold metallic ceruse for use with brass hardware, or white ceruse for a more casual appeal.



Azure

reference 20619

Take a moment and ponder a deep, rich, Jewel tone color on wire brushed red oak, with a very low sheen topcoat. Azure may be the finish that will add a whole new life to an otherwise “common wood specie” like oak. The color is inspired from CMG’s 2019-2020 North American color forecast. A version of this finish is also being offered as a new introduction for 2020 in our Premier Color Collection specialty portfolio as Indigo. It is being presented on both brown

maple and ¼ sawn white oak. Azure is shown here on red oak, but also translates beautifully on maple and white oak, with a slightly bluer/gray tone. You may also remember we



referenced Indigo on cherry in the 2019-20 Edition, Volume II of the Color Trend Perspective. This edition is available online @ finishworks.com if you are interested in reviewing it or any of our previous reports.

Time proven classics

One of our longest standing, time proven classic finishes remains 13311 Mineral. This finish was originally designed several years ago and today, remains one of the most popular finishes in our collection of Designer Finishes. More recently, this finish was added to our Lifestyle Expressions portfolio and remains a favorite. The attraction to this finish, beyond the fact that it has the perfect gray background and subtle grain character, is that it was designed on cherry. We've taken a traditional wood specie, (cherry) and created a beautiful, trendy gray finish that is unlike anything you would expect to see – especially on cherry. Actually, we discovered that today's customer does not oppose this traditional wood, in fact the soft grain pattern is quite appealing. They just dislike traditional, red-brown cherry finishes.



No longer are we limited to the wood specie dictating the final color. Our Interpretive Design team works with the natural colorations and characteristics of the wood to create the perfect outcome.

With the success of Mineral, we felt it time to introduce another finish on cherry. Using one of our Reflection in Colour, designer paints, we prepared a beautiful blue-gray background and accentuated the grain using an ebony colored wiping stain.

For your consideration..., "*Signature*"
reference 20019



2020+ color program updates

In early 2020, we will be updating our Premier Color Collection portfolio with the latest in trend-forward finishes. We are very excited to be rolling out 7 designer finishes on a selection of wood species. Our Interpretive Design Group reviews all of our color programs regularly to ensure that we have the most comprehensive and up-to-date portfolios available.



BEL AIR
maple



BEL AIR
red oak



Blk. MOCHA
maple



BLUE EMERALD
cherry



BLUE EMERALD
maple



COLTSWOLD
cherry



GRAY FLANNEL
maple



GRAY FLANNEL
red oak



INDIGO
maple



INDIGO
¼ sawn white oak



STOCKTON
maple

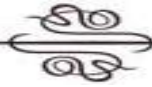


“Color is simply an expression of our individualism..., a reflection of our personality...,
the face of our emotion”.





To be a leader in our industry, we must strategically position ourselves to be the best at listening – at learning – and at doing. We must provide the advantage that our industry, and more importantly our customers didn't even realize they needed. Never settle for "good enough".



The Color Trend Perspective is prepared as a summary of color trends and direction, pertaining specifically to the residential furniture and kitchen cabinet industries, based on our observations, interpretation and related influences. We provide this resource to our customers as a general guide for information and inspiration. We credit our sources of information to furniture related publications, quotes and previous publications. For additional information, color trend presentations or customer palette reviews and recommendations, contact your sales representative or M. Rodney McFalls, CMG, CfYH at rmcfalls@rpmwfg.com.

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New Holland, PA	Toronto, ON
Arthur, IL	Mocksville, NC
Phoenix, AZ	

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Credits / References

Furniture Today High Point Publications
Color Trend Perspective 2019-20

Color Marketing Group

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