



- Introduction
our re-branding strategy and partnership objectives

- Fall Market Highlights
A summary of what we saw at the 2018 fall Market and our perspective of how the market performed

- Fashion Forward
A showcase of new finish designs based on where we see the furniture market headed

- New Development Spotlight
A look at technological advancements available to our customers

2018 - 19

COLOR trend *Perspective*

INTERPRETIVE
Color Design Studio



Introduction



In recent months, our company launched a re-branding strategy with the objective of strengthening our identity and our focus in the industry. You may have already noticed the change in our name to simply “FinishWorks” and we have introduced a new insignia. Still part of the RPM Wood Finishes Group of companies, FinishWorks specializes in the manufacturing and distribution of a full range of industrial coatings for the residential furniture and kitchen cabinet markets, as well as specific specialized markets including metal coatings.

Our two primary manufacturing facilities are in Hudson, North Carolina and in Westfield, Massachusetts. Currently, we have eight fully staffed, company owned distribution locations throughout the United States and Canada that enable us to be more responsive to our customers. Each regional FinishWorks location has on site manufacturing and is staffed with color development technicians and a capable sales and service team. Supporting all locations 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. Out of our regional locations, we also provide a range of wood manufacturing support products including wiping rags, gloves, sand paper and belts, adhesives, spray equipment and Mohawk touch-up products.

FinishWorks and 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 and kitchen cabinet organizations including KCMA, IWF, KBIS 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 expos. 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 coatings manufacturer, we provide a complete range of coating technologies and capabilities; exceptional service; and competitive pricing. But, we

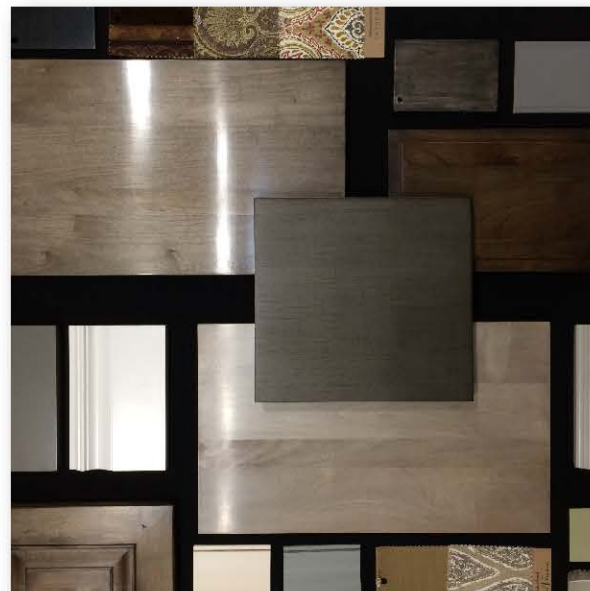
**“ANY REPUTABLE COATINGS
MANUFACTURER CAN MAKE PAINT. IT’S
WHAT WE DO WITH IT THAT SEPARATES
US FROM OUR COMPETITION”.**

**M. Rodney McFalls, CMG, CfYH
Director Color Styling & Interpretive Design**



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 clear 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.

For our customers, we provide color palette reviews and recommendations where we help identify overlaps and gaps that may exist in their existing palette and recommend personalized colors to fill those gaps. Along with our *Color Trend Perspective*, we provide Color Trend Presentations where we showcase many of our newest color designs – either at our Design Showroom or often at the customers facility. We understand that *"any reputable coatings manufacturer can make paint. It's what we do with it that separates us from our competition"*.



market highlights

International Furniture Market — fall 2018

Fall market, according to most accounts, ended up very strong in both traffic and commitment – despite the strong storm that passed through and affected travel and power during the first days. By Sunday, you would never know the storm had any effect. Our team focuses on Monday and Tuesday when the heavier traffic tends to slow down a bit and our customers finally have a good read on the overall success of the market.

The impending tariffs certainly had an impact with many manufacturers and retailers who rely on imports specifically out of China and this matter certainly influenced their retailers' commitments. On the other hand, consumer confidence is up, and the end consumer appears to be somewhat more open to spending money on homes, renovations and/or new furniture. There's an abundance of information available on these topics, specifically in Furniture Today, that may provide better insight on how the market spending and the impending tariffs can play a role moving forward. That aside, we did get a good read on finishes and lifestyles that were well received and how they are trending so that's what we will focus on in this issue.



KEY INFLUENCES

Casual Lifestyles dominated - Specifically, for the case goods category, including bedrooms, dining and occasional, this 'casual and livable' mood was the topic of market. Even the modern or contemporary products were designed with a casual theme, resonating through the design and function, wood selections, color choices and sheen. Referring to Furniture Today's 2018 Case Goods Style Survey, 27% of sales in this category were in a casual style, making it the highest selling style.

Certainly, complimentary to this lifestyle is the ***diversity*** of themes, colors and textures that create the ever-popular eclectic mood. We observed a mix 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 working in a blended environment.



Textures were seen in fabrics, cabinet designs and the finish itself – both visual and aesthetic. Mixed media influences included the blending of varied wood species, stone, fossil, marble, acrylic, leather, gilding and fabrics, not to mention the blending of colors and sheens.

Although there was a plethora of wood species used, (understandable since many of the designs were about showing off the beauty of the wood), oak would have to be one of the most dominant woods showcased at market. Of itself, oak has natural texture; usually it can be finished in a variety of colors without much of an issue; and is a perfect wood to ceruse.

Yes, *Cerusing* is still out there and is still very strong and oak is a perfect wood to achieve this look. Cerusing paired with solid paints or contrasting wood tones were seen at market. Two toned Cerusing - the blending of darker tones with off white Cerusing and lighter, more natural tones with either white or soft gray Cerusing makes an impactful statement.

Check out [Instinctive Pearl](#) in the [Fashion Forward](#) section for one of our new introduction ceruse finishes on red oak that is being very well received.



fashion forward

A glimpse of some of the latest trending finish concepts from the Interpretive Design Group



12418 INSTINCTIVE PEARL was introduced earlier in the year as a response to the casual modern design.

12418 INSTINCTIVE PEARL

Originally created on red oak, INSTINCTIVE PEARL offers a natural, simplistic, soft ceruse approach to show off the natural variations of grain and color of this species, without the natural pinkish/red tones associated with red oak. A bluish pearl stain is used to subdue and gray-off the natural warmth of red oak and provide a very soft undertone shimmer. The finish follows with the Cerusing technique and low sheen topcoat for a close-to-the-wood look and feel.

Naturally, oak has subtle texture characteristics because of the openness and definition of the grain, especially if wire-brushed. The finish pairs well with medium and darker wood tone finishes, complimentary accent paint colors, fabrics and mixed media.



SPLASH COLORS with Jewel Tones

For several years now, solid paint colors have been used as accent or complimentary finishes, a way to add color splash to the room. But, the use of simple paint colors seems to have saturated the market and have people asking, "when is this phenomenon going to change". We believe this may just be the right time to create a refreshing change that perspective and still provide color splash. The idea is JEWEL TONES. Although the concept is not so new, the opportunities are endless, and it enables us to show off the wood. Some of the more trendy colors include Emerald Green, Dark Sapphire, Deep Blues and Oriental Reds.

One of our latest introductions, INDIA INK, is showcased on fancy face veneers like ash or chestnut burl as well as more commonly used woods like cherry.



16118 INDIA INK on ash burl veneer
and ash solids



INDIA INK
on cherry

Almost any splash color can be achieved as a JEWEL TONE on a variety of wood species. These JEWEL TONES pair well with stainless steel or nickel hardware and solid complimentary paint colors like piano black as well as a range of more traditional wood tones.



Another new introduction to the Jewel Tone palette is INDIGO, (shown on cherry). This is a deep, rich color with hints of blue and gray. You will find that this finish pairs well with a

variety of paint accent colors like Metropolitan gray, (Premier Collection) and Iron Ore, (Reflections in Colour fan deck). You can also see hints of the natural colorations of INDIGO in many of today's new fabric introductions.



16518 INDIGO on cherry



JEWEL TONE examples on figured maple

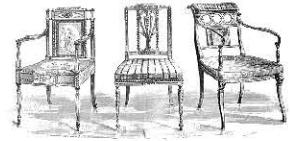




13311 MINERAL GRAY on cherry



TIME PROVEN CLASSICS



Such an important category would have to include MINERAL GRAY. This finish was created several years ago and today remains one of the most popular finishes in our collection of Designer Finishes. So popular in fact, that we have elected to include this finish in our Lifestyle Expressions portfolio. MINERAL GRAY was originally designed for cherry and oak – cherry being the most popular by far. We found that today's customer really liked the soft grain definition of cherry wood, but they hated traditional cherry finishes. If you're looking for a finish that is time tested and proven – consider MINERAL GRAY.



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

R. McFalls, CMG, CFYH



BLACKENED MOCHA becomes the latest iteration in the evolution of Espresso. Designed specifically for cherry, this finish maintains depth, richness and clarity. BLACKENED MOCHA is formulated as a single spray and wipe stain and made to compensate for the natural warmth of cherry by "cooling off" the background to a rich, brown tone without toners or bleaching. We recommend a slightly higher sheen level of 30-40 which accentuates the brilliance and depth of the finish.



BLACKENED MOCHA
on cherry



CIDER MILL on cherry



CIDER MILL has become one of our staple finishes in the Tru-Brown movement and translates well on a variety of wood species. With this finish, we try to recognize and utilize the natural warmth of cherry to create more of a traditional / transitional, medium brown finish that complements neutral and warm

brown fabrics, decors and environments. Paired with off white or soft pastel paints, textures or mixed medias, CIDER MILL easily takes on a more casual approach.

ACCENT finishes

14218 LAYERED EARTH is a unique finish designed to replicate the natural colorations and layers of settlement that occurs over thousands of years within our earth's crust. A man-made process of mechanically compacting properly prepared aggregates including gravel, sand, silt and clay has been used



to create decorative walls for many age-old structures including the Great Wall of China. The beauty of this finish technique is that we can control the color combinations and the layering effect with simple spray and spattering techniques.



04018 ANTIQUE NOIR



Embodying the use of textures, gilding and creative physical aging techniques, we have designed an authentic representation of ageless beauty through ANTIQUE NOIR. Even down to the detail particulars like wax and dust build-up, tarnishing of the leaf and the texture of hand

painted artistry, playing on varying textures and sheen levels, this finish represents timeless grandeur. This finish makes a statement. ANTIQUE NOIR compliments many wood tone finishes and can be altered to a variety of customer colors to create a one-of-a-kind look. The options are almost limitless.



new development spotlight

Looking ahead a some of latest in technological advancements



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".

ARISTOTHANE – Iso-Free Urethane

Latest in our development of a more user safe – High Performance Coating, (curing without the use of Isocyanate), ARISTOTHANE provides the performance qualities of true solvent borne Urethanes, with safer application practices and at no additional cost. This technology is available in both clear and pigmented options.

ARISTOMAX - Conversion Varnish

Introducing a new line of higher solids, high build coatings, ARISTOMAX provides superior film build in fewer applications, with the performance qualities of our existing, two-component Conversion Varnish line of products.

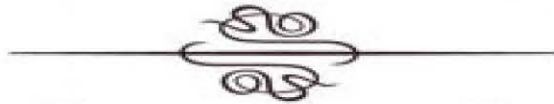
We also have a new, versatile, clear Vinyl Sealer line that complements our full line of Conversion Varnishes as well as many conventional solvent-borne coating systems. Versatile in that it can be catalyzed – or not, depending on the system.

ULTRA PRIME – 1K & 2K Primers

We are excited about our new, robust line of single and plural component, waterborne primers, available in both clear and pigmented offerings. This product provides excellent adhesion qualities and lower VOC's under solvent borne topcoat options of choice.



The 2018-19 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 and overall interpretation. 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@finishworks.com.



RPM Wood Finishes Group

R&D and Manufacturing facility
3194 Hickory Blvd., Hudson, NC 28638

Corporate Office and Color Design Showroom
2220 US 70 SE – Suite 100, Hickory Furniture Mart
Hickory, NC 28603



FINISHWORKS® locations

Shipshewana, IN	Westfield, MA
Apple Creek, OH	Salt Lake City, UT
New Holland, PA	Toronto, ON
Arthur, IL	Mocksville, NC
Phoenix, AZ	



Credits / References

Furniture Today High Point Publications
Color Trend Perspective 2018
Color Marketing Group
Interpretive Design Group, (R. McFalls & H. Nestor)
Research & Development Group, (J. Poage, G. Shore)