

Trendscape

FALL : 24



Emerging Colors From Industry Leaders

Cerusing Made Simple | 4

Warm Up To White | 12

A Powerful Partnership, Reimagined | 14

Scan QR code to view TrendScape online.







What's Trending

As told by FinishWorks' Director of Color Styling and Interpretive Design, Rodney McFalls

- True-brown wood finishes with warm influences are in (avoiding red hues).
- Finish clarity and depth are critical for wood finishes.
- Cerused finishes remain popular and refined, suitable for casual and eclectic designs.
- We're seeing a revival of value-added techniques, providing visual and physical textures.
- Black furniture and cabinetry, especially those with cerusing, are on the rise. Consider RNC-1087 Tricorn Black as a standout color.
- Thrifted modern furniture with vintage aesthetics is in demand.
- Natural materials like wood, stone, and leather are being combined for versatility and style.
- Sustainability is influencing style and finish, including the use of reclaimed and recycled materials.
- Curved designs reflecting natural aesthetics are trending.
- Muted neutrals like brown, beige, olive green, and rust are popular.
- Interiors are shifting from gray to warmer, happier colors like yellow, orange, and red.

Table of Contents

<i>Cerusing Made Simple</i>	4-5
<i>Cerused Blue Emerald</i>	6
<i>Cerused Graphite</i>	6
<i>Cerused Coffee</i>	7
<i>Cerused Bark</i>	8
<i>Cerused Wool Blanket</i>	8
<i>Cerused Whisper & Sand</i>	8
<i>A Powerful Partnership, Reimagined</i>	9
<i>Cerused Chalk</i>	10
<i>Cerused Shale</i>	11
<i>Cerused Peacock Teal</i>	11
<i>Warm Up To White</i>	12-13
<i>Exquisite</i>	15
<i>Rich Mocha</i>	16
<i>Ram's Horn</i>	17
<i>Monarch</i>	17
<i>Ashland Slate</i>	17
<i>Bespoke</i>	18
<i>Ravine</i>	18
<i>New Growth</i>	18

PLEASE NOTE that the photos of finishes featured are for illustrative purposes only. Actual finishes may vary due to differences in materials, application techniques, and lighting conditions. We strive to provide the most accurate representation possible, but variations in color, texture, and overall appearance may occur. For the most precise match, we recommend viewing samples in person or consulting with one of our experts.

Cerusing Made Simple

Transform your wood with FinishWorks' Cerus-n-Stain™.

FinishWorks proudly introduces Cerus-n-Stain™, a groundbreaking one-step cerusing and staining solution that simplifies the process while delivering stunning results.

What is Cerusing?

Cerusing, a technique dating back to 11th-century Europe, enhances wooden surfaces by highlighting the grain, adding depth and elegance. Historically, this method involved filling wood grains with wax and applying pigment. Over time, the technique evolved, and today, it's a favorite among artisans and interior designers for its sophisticated finish.

The Evolution of Cerusing

Initially using wax and later lead-based compounds, cerusing became popular in the Renaissance, particularly in luxury furniture. Today, it remains a sought-after method, now safer and more efficient with modern variations.

Introducing Cerus-N-Stain™

Rodney McFalls, our Director of Color Styling and Interpretive Design, has pushed his team to simplify the traditional multi-step cerusing process. The result is Cerus-n-Stain™, combining ceruse and stain in one easy application. This innovation reduces both production steps and labor costs.

How It Works

Simply add our ceruse medium to most any wiping stain color and apply as usual. The ceruse particles naturally gather in the wood grain and crevices, wiping clean from the surface. A sealer with active solvent then highlights the ceruse particles, creating a defined grain accent. For best results, lightly sand the sealer to remove any raised grain before applying the final topcoat. This streamlined process eliminates the need for separate steps and multiple coats, saving time and reducing labor costs.

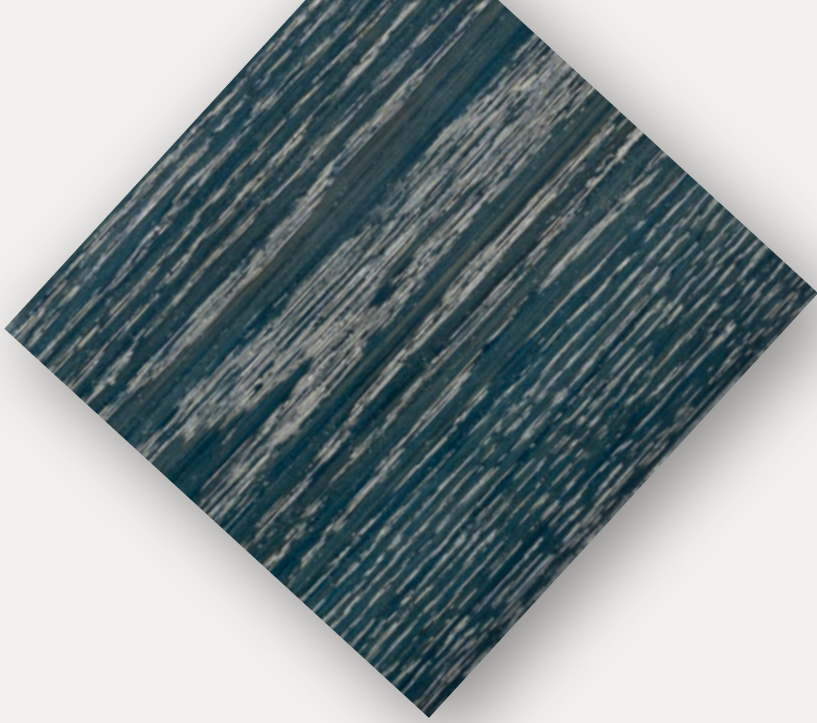
Versatile and Beautiful

Cerusing enhances the natural beauty of wood, giving it a timeless yet contemporary look. It works exceptionally well on open-pored hardwoods like oak, ash, and walnut, which absorb the ceruse paste effectively. This technique is versatile, ideal for furniture, cabinetry, and even flooring. Plus, wire brushing is no longer necessary to achieve great results.

FinishWorks is proud to lead the market in modernizing this cherished art form. Transform your wood surfaces with the ease and elegance of Cerus-n-Stain™.



 LEARN MORE



Cerused Blue Emerald 00824

First introduced in our Premier Color Collection, this popular jewel tone finish now features our Cerus-n-Stain™ technology. It pairs well with trendy, brown wood finishes and white painted finishes, like RNC-1001 Decorator White.



Cerused Graphite 00924

Want a modern take on the classic Espresso finish? Cerused Graphite highlights wood's natural beauty with a dark brown background, white cerusing, and a casual sheen.



Cerused Coffee

09123

This classic, neutral brown finish with white cerusing offers richness, clarity, depth, and grain contrast in one step. With a low sheen and close-to-the-grain appearance, it's fitting for the casual eclectic lifestyle.

Cerused Bark 00624

This mid-tone finish with warm undertones fits today's trend of warmer wood tones without red hues. It's an elegant finish that adds depth and character to any color palette.

Cerused Wool Blanket 08422

Wool Blanket is a multi-step finish on white oak. It features a taupe-gray toner foundation, hand padding for dimension, and a cerusing glaze for grain accent. Protected by a low sheen topcoat, it pairs beautifully with solid paint colors for a classic two-tone effect.



Cerused Whisper & Sand 01224

Designed specifically for red oak, this finish offers a refined, contemporary look that complements various interior styles. It blends light caramel shades with neutral gray tones, enhanced by a subtle ceruse.

A Powerful Partnership, Reimagined

FinishWorks & Mohawk

What do you get when two leading industrial coatings brands team up?

You get to relax, knowing that an innovative team with a full range of products is working hard to make sure you get all the way across the finish line.

FinishWorks and Mohawk have been working together behind the scenes for years, leveraging each other's strengths to make life easier for our customers. This year, we're taking it one step further and formally joining forces as a single company – FinishWorks.



Mohawk will be our premier brand for touch-up and repair products, and FinishWorks will be our home for exceptional coatings products. This powerful partnership means more solutions, more savings, and more service for our customers, in less calls and clicks.



Supply Shop is our brand-new home for sundries, equipment, and everything else you need to finish your job right. Can you say one-stop shopping?

Now that's what we call a win-win-win.

For more information on how our comprehensive range of industrial coating solutions can serve you, visit [FinishWorks.com](https://www.finishworks.com).

Cerused Chalk 01324

Chalk is a tone-on-tone finish, that creates subtle layers of complementary color directly on the wood. Pair it with chrome and nickel hardware, jewel colors, and darker wood finishes, for a modern eclectic style.



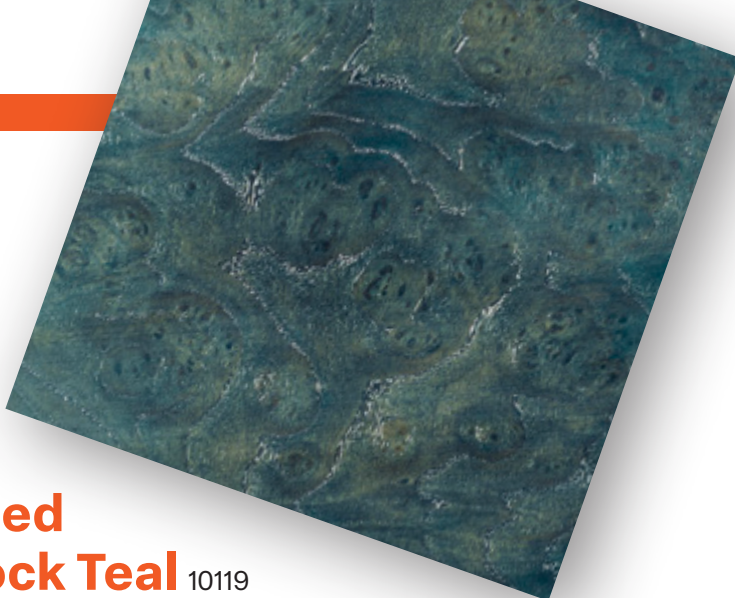


MOHAWK'S TOUCH-UP MAGIC

Transform Your Space with Professional-Grade Repair Solutions

Looking to keep your furniture and wooden surfaces looking pristine? Look no further than Mohawk Touch-Up and Repair Products! With Mohawk, saying goodbye to scratches, nicks, and imperfections is easier than ever. These innovative products are designed to breathe new life into your beloved wooden and leather items, whether it's your favorite coffee table, cherished heirloom dresser, or those beautiful hardwood floors.

Discover more at mohawk-finishing.com



Cerused Peacock Teal 10119

A semi-transparent jewel tone finish offering a blue-green hue with white ceruse defining the grain. A translucent "water-spot" spatter adds depth. Initially introduced on ash burl veneer, it now suits red oak and other open-grain woods, providing elegance with a variety of hardware choices.



Cerused Shale 00124

Shale includes value-added steps like semi-transparent veiling and transparent spatter for depth and movement. This innovative approach can be applied to most finishes, enhancing visual value without labor or cost.

Warm Up To White



Stark white surfaces are no longer reserved for the minimalist. Although purely white shades can help add sleek elegance to a project, there are so many ways to get creative with white finishes. Depending on how you style them, such textures can really elevate and personalize your project's appearance.

Let's dive into how you can use white wood textures and other light finishes to amplify your design as you apply the final touches.

WARM UP TO WHITE

White offers clean versatility, giving plenty of opportunities to highlight specific aspects of your project. However, when you opt for a white finish, balance is key. Diversifying textures keeps spaces visually balanced—particularly in all-white or mostly-white settings.

White wood, for example, is classic and simple, with dynamic undertones that can be adapted to virtually any design style. Whether you're going for coastal, rustic, contemporary, or something in-between, the right finish options mean your design possibilities are endless.

IDEAS AND INSPIRATION FOR WHITE WOOD PROJECTS

By now we know that white is far from boring; its versatility offers limitless design possibilities. But what's the best way to use white with wood and other textures in order to really liven up a project?

Contrasting White and Wood

When styled correctly, white and wood make the perfect pair. Whether you're contemplating a new wall color or refinishing a piece of furniture, pairing your favorite wood grain with the right white finish can truly elevate the final appearance of your project.

If you're looking for some inspiration for combining white and wood, here are a few classic interior design approaches for balancing contrast:



- *Dark, natural wood rafters against a stark white ceiling help add dimension and a bit of elegance.*



- *Pairing a white vent hood with dark countertops and cabinetry makes for a modern and sleek kitchen design.*



- *Lots of pale wood finishes combined with warm whites can give spaces a more rustic or nautical feel.*

Where to Use White Finish

What surfaces are the perfect canvas for a clean white finish? Apart from your standard white walls and ceilings, white in general is great for brightening up a room with few windows or little natural light. This is why white is often used in bathrooms, hallways, and basements. Many homeowners employ white pine for use outdoors because it's very durable, with great resistance against fire and termites.

In terms of white or pale types of wood, white oak textures and the aforementioned white pine are very popular, along with maple and beech for furniture, doors, trims, or skirtings. These species are naturally cream or light in color. If the wood used is naturally brown or dark in color, lightening it by bleaching the wood may be an option, but be sure to research the best method for your desired result.



Scan the QR Code to read the whole blog



We're not just making great coatings.

We're showing you the full range of what you can do with those coatings, and that is what makes us unique." - Rodney McFalls

From trend presentations and color palette assessments to designing exclusive finishes, Rodney McFalls and his color team offer an unmatched level of service. With over 100 years of collective experience, they are passionate about bringing the vision of the customer to life.



Keith Jones
Color Stylist Mohawk

Phillip Pritchard
Project Manager &
Mohawk Technical CS

Rodney McFalls
Director of Color Styling &
Interpretive Design

Connie Hallyburton
Color Stylist

Fernando Ortega
Color Stylist

Hovie Nestor
Senior Interpretive
Color Stylist

Not shown:

Andrew Loetz
Color Quality Engineer



Exquisite

01824

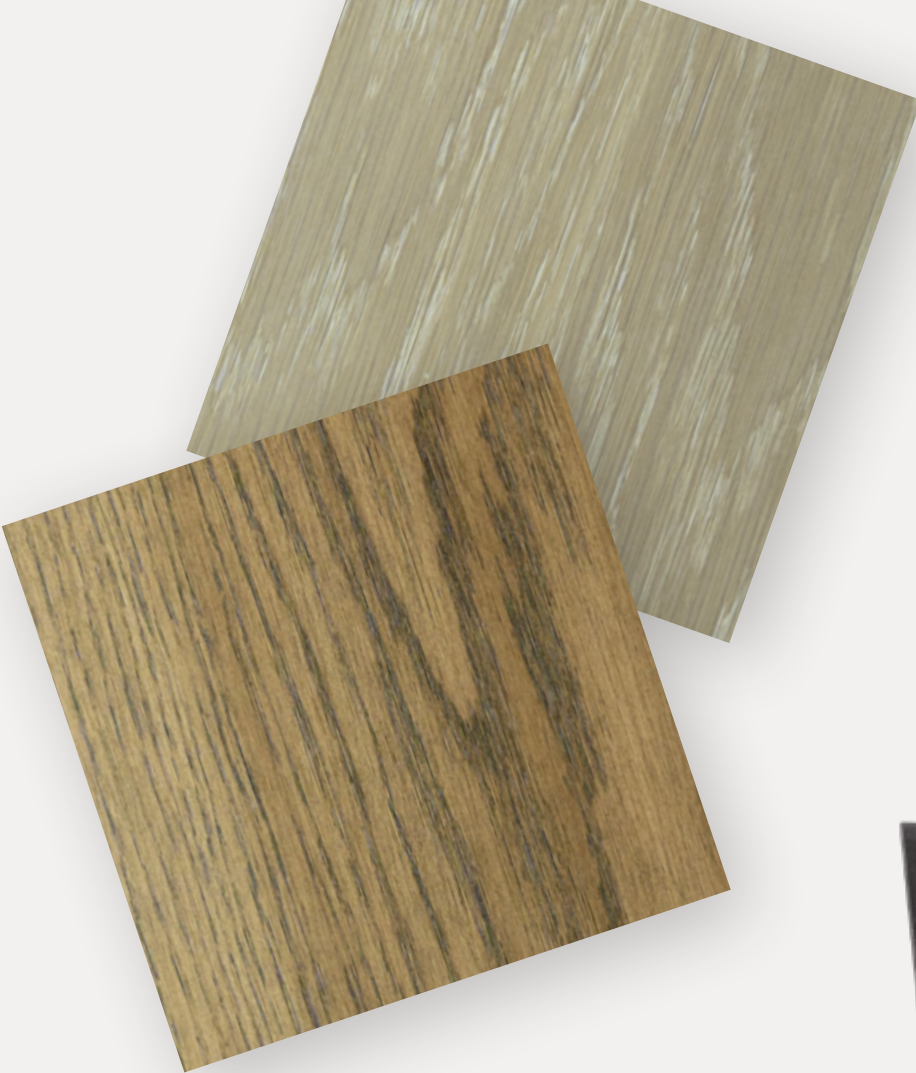
Exquisite is a lighter, true-brown finish originally created for cherry. It features a hint of brilliance in the undertone, with midtone color values highlighted. The grain is softly enhanced with a darker brown tone, giving it a modern twist.



Rich Mocha

14923

A rich, warm brown finish on cherry, transitioning from traditional red tones to a more balanced color. A single wiping stain highlights the wood's natural beauty, with a 30-sheen topcoat for protection and durability. It also suits alder and red oak.



Ram's Horn 01524

This single-step, spray and wipe stain provides both the background color and cerusing in one application. Designed specifically for red oak, Ram's Horn offers timeless appeal, complementing various styles from traditional to transitional and coastal.

Monarch 13120

A finish with a silver-gold metallic background on red oak, producing a shimmering undertone. A wax brown glaze stain adds layers of soft brown tones. Monarch works well on various woods like ash, hickory, and walnut, offering a rich, layered effect.

Ashland Slate 08221

Inspired by weathered slate, this finish on cherry wood reflects natural stone hues. A white ceruse highlights the grain, topped with a dead flat topcoat for a slate-like mood. It pairs well with black or white paint for a dramatic effect, and works on various woods with open grain.





Bespoke 02220

A rich brown finish on red oak, balancing the wood's warm tones with a bone-taupe background and smoky brown overtone. The low sheen topcoat creates an organic ambiance, complementing various hardware and accent colors like RNC-1087 Tricorn Black.

Ravine 13120

A true-brown finish with white ceruse on wire-brushed, red oak. It features taupe and fruitwood brown tones, accentuated by our new Ivory Breakaway Glaze. Ideal for casual, eclectic designs, Ravine works well with different hardware options, and can be applied to other open-grain woods for varied effects.

New Growth 15223

A classic with a twist. A soft, true-brown finish on new growth cherry solids, showcasing subtle grain. A single-spray and wipe stain balances natural wood tones, with an optional step to neutralize redness. It complements many paint and accessory palettes for a trendy look.



RPM Industrial Coatings Group

The RPM Industrial Coatings Group is home to more than 10 industry-leading coatings and finishing brands. Our dynamic portfolio includes liquid coatings, powder coatings, touch-up and repair products, sundries, adjuvants, and much more. You'll find our products around the globe in industries from architecture and automotive to farming, forestry, and marine.

Collaboration, both across our brands and with our customers, is the cornerstone of all we do. We recognize that technology, communication, and the regulatory landscape of our industry are changing more quickly than ever, and we believe in the power of teamwork to ensure that our customers get the products and guidance they're looking for, every time.

That's why we are excited to introduce our Innovation Center of Excellence in Greensboro, NC. This state-of-the-art facility serves as a hub for collaboration and is designed to harness the creativity and expertise of our brightest minds. Together we are pursuing groundbreaking solutions that meet the unique needs of our customers.

Schedule a visit or learn more about us online at rpmicg.com.





COAT. COLOR. CLARITY. CARING.



At FinishWorks, we know that one size or solution does not fit all, and we pride ourselves on crafting specialty coating solutions that meet every need. From color creation and matching to custom formulations, protecting and preserving your product is our purpose, every day.

That means we don't stop when our products leave our shop. We follow through with the supplies, equipment, application guidance, and product support you need. From the first call to the final touch, FinishWorks is here for you.

[FinishWorks.com](https://www.finishworks.com)





The Finish Line

Stay up to date with the industry's latest finishing trends, tips, and more.

Visit Us Online
finishworks.com





FIND A LOCATION NEAR YOU



- Arthur, IL
- Cambridge, ON
- Chanhausen, MN
- Hudson, NC
- Millersburg, OH
- Mocksville, NC
- New Holland, PA
- Orange, CA
- Phoenix, AZ
- Salt Lake City, UT
- Shipshewana, IN
- Tea, SD
- Westfield, MA



FinishWorks.com