

KITCHEN CABINET TRENDS



SHERWIN-WILLIAMS®

wood.sherwin-williams.com

COLOR INFLUENCES CONSUMER PURCHASING DECISIONS MORE THAN ANY OTHER FACTOR.

The Sherwin-Williams DesignHouse is dedicated to uncovering trends and consumer preferences at local, regional and global levels. The DesignHouse gives kitchen cabinet manufacturers a competitive edge by elevating their finish offerings for greater market appeal.

Experts at the DesignHouse are immersed in the product development process, which includes identifying emerging color and style trends in the kitchen cabinet and other industrial wood segments — to help ensure your palette is attractive to your specific target market.



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Consumers can draw interior and exterior design inspiration from anywhere. Social media, retail displays, architecture and lifestyle preferences can all stimulate a need for change in the home — one that suits a consumer's individual style and reflects current trends. From earthy grains to simplistic lines, there's a finish to fit every design preference.

ORGANIC DESIGN



LESS IS MORE



Today's consumer seeks to create a calming refuge in their home — a place where they can escape the commotion of everyday life. We've seen a shift to simpler, more organic home design that reflects elements of nature, evoking calmness and serenity. "Barely there" wood finishes highlight the natural beauty of wood.

HIGHLIGHTING THE GRAIN



There's beauty in Earth's raw and blemished textures — a departure from manufactured perfection. Wire-brushed and cerused finishes amplify the imperfections of wood grain — highlighting its biological splendor and emphasizing the wood grain's individuality. Pops of pearlescence pair with natural wood grain to reflect the Earth's rustic and industrial landscape.

MATTE FINISHES



The contrast between matte and higher gloss finishes helps bounce light around the room. Experimenting with soft touch finishes, burnishing, oil-rubbing and charring delivers a uniform color effect that creates a unique look.



HERE ARE THE TRENDS SHERWIN-WILLIAMS COLOR EXPERTS ARE SEEING:

BROWNS

Nostalgic browns are grounding and add a touch of understated luxury.



ORGANIC

Organic finishes contribute to a sense of calm and authenticity, perfectly magnifying nature's imperfections.



TEXTURE

Textured finishes that are distressed, cerused or charred create a one-of-a-kind look and add a unique sense of flair.



BLEACHED AND BLONDE

While shades of gray are still very prevalent, warmer blonde finishes are becoming more widespread thanks to Scandinavian inspiration.





KITCHEN CABINET STAIN TRENDS



SB034 Natural Grain



SB007 Nature



SB036 Antique Barrel



SB009 Warm Gray



SB005 Winter Sky



SB035 Sweet Honey



SB014 Chocolate Brownie



SB001 Graystone



SB016 Black Forest



SB039 Soft Sand



SB002 Charcoal



SB024 Golden Sunshine



SB028 Warm Tan



SB050 Tea with Milk



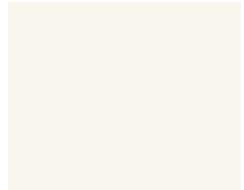
SB004 Warm Toffee



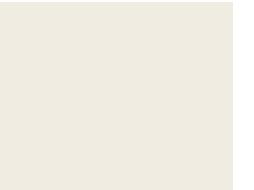
SB038 Perfect Brown

Due to the printing process, colors shown approximate the actual stain colors as closely as possible.

KITCHEN CABINET PAINT TRENDS



SW7005 Pure White



SW7551 Greek Villa



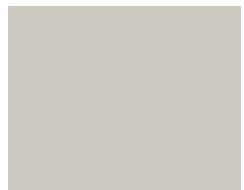
SW7008 Alabaster



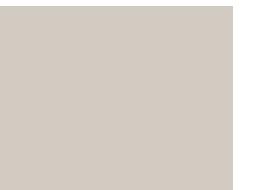
SW7012 Creamy



SW7036 Accessible Beige



SW7015 Repose Gray



SW7029 Agreeable Gray



SW7016 Mindful Gray



SW7017 Dorian Gray



SW6206 Oyster Bay



SW9130 Evergreen Fog



SW7728 Green Sprout



SW7734 Olive Grove



SW6156 Connected Gray



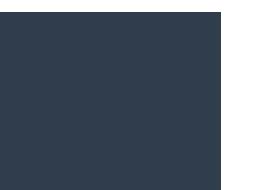
SW9137 Niebla Azul



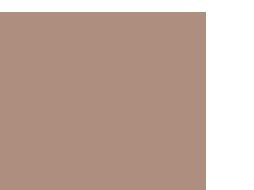
SW9056 French Moiré



SW7605 Gale Force



SW6224 Naval



SW9081 Redend Point



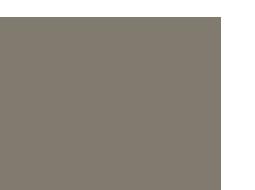
SW6053 Reddened Earth



SW0006 Toile Red



SW0037 Morris Room Grey



SW7046 Anonymous



SW7048 Urbane Bronze



SW6258 Tricorn Black



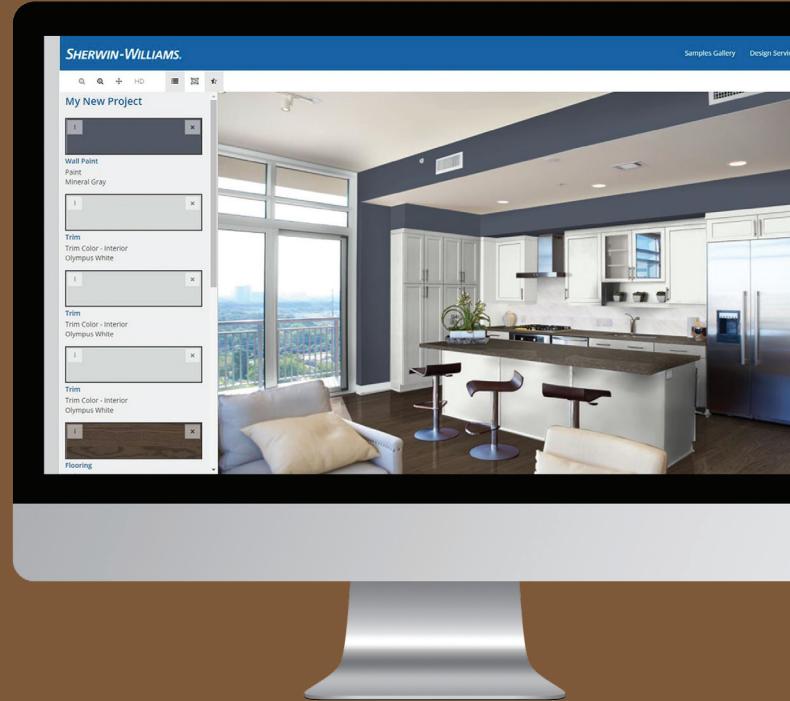
Due to the printing process, colors shown approximate the actual paint colors as closely as possible.

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GET CONSUMERS TO YOUR PRODUCTS FASTER

The Color Express™ Color Visualizer allows you to give consumers peace of mind while putting your brand and products in the forefront. Customized with your logo, the visualizer serves as an extension of your website, promoting your brand in a tool that allows consumers to virtually apply your products to their home or one like it. Leverage this tool to drive your core color strategy or expand to offer the entire spectrum of Sherwin-Williams colors.

Visit wood.sherwin-williams.com/colorvisualizer to learn more.



Since 1866, Sherwin-Williams has provided manufacturers and finishers with the coatings they need to make their products look better and last longer, while helping their operations meet productivity and sustainability goals. For the kitchen cabinet market, our innovative solutions go beyond coatings to include knowledge, tools, equipment, supplies and industry-leading support. For a better finish, ask Sherwin-Williams.